Dear Corporate Sponsor:

The ASRS 33rd Annual Meeting will be held at the Austria Center Vienna from July 10-14, 2015, offering the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled, combined with an outstanding social program.

This state-of-the-art meeting features scientific papers with Q&A sessions, scientific posters with lively author interaction, panel discussions on controversial issues and techniques, award lectures, a Retina Case Conference, the 17th Annual Film Festival, and instructional courses.

Other events include the Young Physicians Section lunch, the Women in Retina Case Conference, an engaging social program, and much more. The scientific program will feature the latest clinical and technological developments, presented by international leaders.

The ASRS 33rd Annual Meeting presents a unique opportunity for you to interact with the members of the world’s most prominent organization of retina specialists. The membership of the society includes more than 2,500 physicians from more than 55 countries, and we expect an outstanding turnout for this year’s meeting.

The exhibition floor will be designed to maximize physician-representative interaction. As always, your representatives are invited to attend the scientific sessions and to participate in all planned social events.

In this prospectus, you will also find information on other digital advertising opportunities, as well as details on advertising in the always popular *Retina Times* Annual Meeting issue.

Your support is vital to the success of our meeting. Our goal is for you to return to your office confident that you earned an outstanding return on your investment.

Mark your calendar for the ASRS 33rd Annual Meeting. We look forward to seeing you in Vienna.

With best personal regards,

Jonathan Prenner, MD
ASRS Corporate Relations Committee Chair
ASRS membership

ASRS comprises more than 2,700 members, 79% from the US and 21% from around the world. Members are represented in the US, District of Columbia, Puerto Rico and Canada, as well as more than 55 other countries.

Expected attendance

Nearly 1,000 retina specialists are expected, with 75% from the US and 25% from our international membership. The 33rd Annual Meeting will be promoted through the ASRS website and Retina Times to ensure maximum meeting attendance.

Exhibitor-doctor interaction statement

ASRS seeks a mutually beneficial relationship with its partners. Our members benefit from the increased size and scope of a meeting made possible by support from commercial interests. The opportunity for physicians to meet corporate representatives and to learn about their products and services is an important component of the meeting.

Likewise, we recognize that our open meeting policy offers an opportunity for our partners to remain abreast of the latest developments in our field. Our meeting will offer an unsurpassed opportunity for one-on-one contacts.

We invite your company to partner with us to reach the retinal physician consumer with greater efficiency than ever before.

We recognize that the proliferation of scientific meetings creates ever-increasing demands upon fixed corporate resources.

ASRS is committed to working with your company to help maximize return on the money spent in support of our meeting.

Enhance our mission to further vitreoretinal education, research, and development through this prime opportunity to showcase your company’s products, therapies, and services.

Meeting highlights

- Scientific paper presentations
- Scientific poster sessions
- Papers on Demand (PODs)
- Panel discussions
- Award lectures
- Retina Case Conference
- 16th Annual Film Festival
- Instructional courses
- Young Physicians Section symposium
- Women in Retina symposium

2015 Preferences and Trends (PAT) Survey

ASRS polls members with questions relating to preferences on a wide variety of topics, including common and complicated surgical techniques, instrumentation, pharmaceuticals, practice structure, and socioeconomic issues.

The data package includes the ability to cross-tabulate responses according to the respondent’s location, type of practice, and length in practice. PAT Survey responses will be displayed graphically (without cross-tabulation) at a special exhibit at the 33rd Annual Meeting.

Emerald-Level and Diamond-Level members of the 2015 ASRS Corporate Membership Program are entitled to submit up to 5 questions for the 2015 PAT Survey by the February 1, 2015 deadline and to receive a copy of the 2015 PAT Survey results.

Platinum-Level members of the 2015 ASRS Corporate Membership Program will receive a copy of the 2015 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2015 ASRS Corporate Membership Program have the option to purchase a copy of the 2015 PAT Survey results.

Contact susan.raef@asrs.org

Exhibit hall hours

The exhibit hall will be open during the following hours (subject to change):

Saturday, July 11
8:00 AM-5:15 PM

Sunday, July 12
8:00 AM-6:30 PM

Monday, July 13
8:00 AM-5:15 PM

Tuesday, July 14
8:00 AM-2:00 PM

Exhibitors are required to keep their displays open to attendees during these hours of exhibition.
Exhibit Space and Fees

**Standard**

10ft x 10ft (3 x 3m) booth space is priced at $10,000.

**Non-Profit**

Booth space is priced at $5,000. The following space may be purchased in a linear fashion (ie, 10 x 20ft, etc.) or as an island (minimum 20 x 20ft, etc).

**Booths include**

- White, hardboard linear booth
- Signage with company name
- 1 table, 2 chairs, waste basket
- Descriptive paragraph and contact information in the Annual Meeting Electronic Guide

Please note: All booths must be carpeted at the exhibitor’s expense. Required by Austria Center Vienna.

**Corporate representative all-access meeting badge**

(Required for all exhibit staff)

- Early-bird (on or before February 1, 2015) $1,000
- Regular (February 2 – July 6, 2015) $1,200
- Late/on-site (after July 6, 2015) $1,500

**Badge includes**

- Scientific paper presentations, papers on demand, and poster sessions
- Retina Case Conference
- 17th Annual Film Festival
- Daily continental breakfast
- Refreshment breaks
- Lunches
- Welcome reception
- Gala dinner and Umbo Lounge

**Exhibitor service manual**

The Exhibitor Service Manual will be provided by Expoxx Exposition Services, the official trade show coordinator of the ASRS 33rd Annual Meeting, to all confirmed exhibitors on March 2, 2015.

A complete set of forms for ordering all furnishings and services will be included in the manual.

**Exhibition space assignment** (Determined by ASRS)

The final floor plan will be confirmed in May, 2015. Companies will be notified of placement and final booth dimensions at that time.

The Meeting Planning Committee reserves the right to rearrange the floor plan at any time. ASRS reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the committee or advisable in the best judgment of the committee.

The signing of the Exhibit Booth Contract constitutes full agreement with these assignment policies and procedures.

**Questions?**

**Exhibit Inquiries**
Sam Zerang
Phone: 312.578.8760
Fax: 312.578.8763
Email: sam.zerang@asrs.org

**Important Dates**

March 13
Deadline for receipt of exhibitor booth contract with full payment

March 2
Exhibitor Service Manual available online

May 2015
Booth space notification

May 4
Final program available online

July 10
Exhibit hall move-in/set-up

July 14
Exhibit hall move-out/tear-down
Advertise in *Retina Times’ Annual Meeting Issue*

The ASRS 33rd Annual Meeting offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, the official ASRS member publication.

Unlike other retinal-interest journals, 100% of our readership consists of fellowship-trained retina specialists and fellows in training. Increase awareness of your company by placing an ad in the Annual Meeting issue, distributed at the premiere scientific meeting for vitreoretinal specialists.

All advertising will be sold on a first-come, first-served basis. For companies not exhibiting at the ASRS 33rd Annual Meeting, non-exhibitor rates will apply.

**Advertising Rates (4-color process)**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-exhibitors</th>
<th>Exhibitors</th>
<th>Premium Positions</th>
<th>Non-exhibitors</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page (horizontal)</td>
<td>$5,450</td>
<td>$4,680</td>
<td>Inside front cover and facing page</td>
<td>$15,080</td>
<td>$13,520</td>
</tr>
<tr>
<td>Full page</td>
<td>6,760</td>
<td>6,240</td>
<td>Page facing masthead</td>
<td>7,825</td>
<td>6,760</td>
</tr>
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<td>10,400</td>
<td>Page facing table of contents</td>
<td>7,825</td>
<td>6,760</td>
</tr>
<tr>
<td>2-page insert*</td>
<td>9,360</td>
<td>8,320</td>
<td>Inside back cover</td>
<td>8,320</td>
<td>7,280</td>
</tr>
<tr>
<td>4-page insert*</td>
<td>10,400</td>
<td>9,360</td>
<td>Outside back cover</td>
<td>9,880</td>
<td>8,840</td>
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<tr>
<td>Cover-tip or bellyband**</td>
<td>11,440</td>
<td>10,400</td>
<td></td>
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</tr>
</tbody>
</table>

* Rates shown are for printed inserts provided by the advertiser. For pricing to have *Retina Times* print the inserts, contact Susan Raef at susan.raef@asrs.org.

** Cover-tip pricing is based on *Retina Times’* printing a 7” x 5-1/2”, 4-color, 2-sided advertising piece. Advertisers must supply a high-resolution PDF.

**PLEASE NOTE:** The 10% advertiser discount for ASRS 33rd Annual Meeting support, as well as the 15% agency discount, do not apply to the Annual Meeting issue.

**Ad close and payment deadline:** April 8, 2015
**Artwork deadline:** May 1, 2015

Ad space dimensions and production specs are available on the *Retina Times* 2015 rate card, available at www.asrs.org/retina-times/advertise.

**Questions?** Contact Susan Raef at 312.578.8760 or susan.raef@asrs.org.

Ad space dimensions and production specs are available on the *Retina Times* 2015 rate card, available at www.asrs.org.
How to Participate

Exhibit booth space

A limited number of booths are available on a first come, first served basis. To reserve exhibit space for the ASRS 33rd Annual Meeting, please send a completed Exhibit Booth Contract, signed by an authorized company official, with full payment to:

American Society of Retina Specialists
20 North Wacker Drive, Suite 2030
Chicago, IL 60606 USA
Phone: 312.578.8760
Fax: 312.578.8763
Email: sam.zerang@asrs.org

Deadline is March 13, 2015

Contracts with full payment must be received no later than March 13, 2015. All fees must be paid in U.S. dollars by corporate check, personal check, or credit card (AmEx, MasterCard, or VISA). Checks must be made payable to: American Society of Retina Specialists.

Lead retrieval

Detailed information will be provided in the Exhibitor Service Manual.

Attendee List

One complimentary registration list will be provided on July 1, 2015. It will contain attendees names and locations only (no e-mail addresses).

Registration

Once the Exhibitor Booth Contract has been returned, a Corporate Representative Registration Form will be provided to the company contact who is responsible for distributing the form to representatives planning to attend the meeting. Each registered corporate representative is invited and encouraged to participate in all aspects of the meeting.

Corporate representatives must register to attend the meeting according to the fees noted on the Corporate Representative Registration Form. In addition, each registered corporate representative is entitled to register a guest (spouse, significant other, or child) according to fees noted on the form. A corporate representative may not register another corporate representative in the “guest” category.

Cancellation policy

Exhibit booth rental space may be cancelled, in writing, on or before March 23, 2015 with a full refund minus a $200 handling fee. Cancellations received from March 24 to April 1, 2015 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 1, 2015 regardless of cause, except in the instance of force majeure.

All cancellation requests must be in writing and sent to: American Society of Retina Specialists
20 North Wacker Drive, Suite 2030
Chicago, IL 60606 USA
Fax: 312.578.8763
Email: sam.zerang@asrs.org
Sponsorship Opportunities

**ASRS Annual Meeting Mobile App**

Based on member feedback, ASRS will continue offering an Annual Meeting mobile app. The ASRS mobile app provides visibility for your company with meeting attendees like never before.

Take advantage of this instant way to reach your target audience of fellowship-trained retina specialists in Vienna and beyond.

Each mobile app-related opportunity offers you a unique set of benefits, allowing you to choose the best way to reach top retina specialists personally and gain the recognition you desire. Ask about opportunities and pricing.

Each time a registrant opens the Annual Meeting mobile app, your company’s name will be prominently displayed.

$30,000 exclusive or multiple sponsors at $10,000 each

**Room Drops**

Be sure the newest information about your company’s products reaches each attendee at the beginning of the day. This is an excellent way to draw members to your exhibit booth or industry symposia. Room drops are available on a daily basis. Commercial supporter provides room drops and delivery fees.

$1,000 per day

**WiFi Sponsorship Opportunity**

This popular service provides complimentary internet access for ASRS meeting attendees while in the scientific session, instructional courses, and Exhibit Hall. Support for the duration of the meeting includes company acknowledgement in program material, on-site signage, and promotional materials.

$15,000

**Hotel Keycards**

Create custom artwork for hotel keycards that will be distributed to attendees at official ASRS hotels. This highly sought after opportunity provides the supporting company with an excellent high-profile advertising medium. Each time attendees use their keycard, they will see your advertising message. Commercial supporter pays actual cost of key card production and distribution.

$25,000 for exclusive opportunity (plus cost of key cards)

**Special Event Shuttle Bus Panels**

Create custom artwork for the side panels to catch the attention of attendees utilizing this service. Shuttle buses will provide transportation from the convention center and official hotels to the Palais Liechtenstein in the evening on Saturday, July 11 and to the Vienna City Hall for the gala dinner on Tuesday, July 14.

Options include:
- Palais Liechtenstein shuttles: $45,000 exclusive or multiple sponsors at $15,000
- Vienna City Hall shuttles: $45,000 exclusive or multiple sponsors at $15,000
Nearly 1,000 retina specialists from around the world will attend the ASRS 33rd Annual Meeting in Vienna.

Here are more opportunities to share your company’s message, show your support for advancing the science of retina, and reach retina specialists.

E-mail stations outside exhibit hall

Includes:

• 4 stations per sponsor
• Screen saver ad on each monitor/station
• Business card-size recognition/sign at each monitor/station
• Acknowledgement in post-Annual Meeting e-blast

Support Amount: $10,000

E-blasts during Annual Meeting

AM or PM e-blast to meeting attendees, with company name, booth number, Web address, and 3 lines of ASRS pre-approved text.

Support Amount: $2,500

Exhibitor’s website listing

As before, all exhibitors at the ASRS 33rd Annual Meeting will be listed by company name, booth number, product description, and contact information (address, phone, fax, and URL) on the exhibitor page.

Now you can make this URL listing live. Meeting attendees will be able to access your website simply by clicking on your URL from your exhibitor listing. This option will extend the life of your listing well beyond the conclusion of the Annual Meeting.

Support Amount: $1,000 each

iTunes® cards

iTunes cards in holders imprinted with your company’s logo, given out at Annual Meeting registration

Support Amount: $5,000 plus cost of cards

Questions?

Contact: Sam Zerang at 312.578.8760 or sam.zerang@asrs.org.
See You in Vienna!
The City of Music

Reserve Your Booth and Ad Space Now

Please complete the attached Exhibit Booth and Advertising Contract and return it to ASRS with your payment by Friday, March 13, 2015.

ASRS thanks you in advance for your continued support.

By mail:
American Society of Retina Specialists
20 N Wacker Drive, Suite 2030
Chicago, IL 60606 USA

By Email:
sam.zerang@asrs.org

Questions?
Call Sam Zerang at 312.578.8760