

2017

Exhibitor and  
Advertiser  
Prospectus

# American Society of Retina Specialists

ASRS



BOSTON

2017

35th Annual Meeting  
August 11 – 15, 2017  
Boston, Massachusetts



**American Society of  
Retina Specialists  
35th Annual Meeting**

Aug 11 - 15, 2017  
Boston, Massachusetts

**Organizing Committee**

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and President-Elect  
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President  
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ASRS Executive  
Vice President  
Jill F. Blim, MS

ASRS Vice President  
of Education  
Stacy Kiff

**Join us at the American Society of Retina Specialists  
35th Annual Meeting**

Dear Corporate Sponsor:

The ASRS 35th Annual Meeting will be held at the Boston Hynes Convention Center from August 11-15, 2017, 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 19th 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 35th 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 2,900 physicians from more than 59 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 35th Annual Meeting.  
We look forward to seeing you in Boston.

With best personal regards,

**Jill F. Blim, MS  
ASRS Executive Vice President**



**ASRS membership**

ASRS comprises more than 2,900 members, 79% from the US and 21% from around the world. Members are represented in the US, Puerto Rico and Canada, as well as more than 59 other countries.

**Expected attendance**

Over 1,000 retina specialists are expected, with approximately 65% from the US and 35% from our international membership. The 35th 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
- 19th Annual Film Festival
- Instructional courses
- Young Physicians Section symposium
- Women in Retina symposium
- And more...

**2017 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.

Diamond-Level members of the 2017 ASRS Corporate Membership Program are entitled to submit up to 4 finalized questions for the 2017 PAT Survey by the February 1, 2017 deadline and to receive a copy of the 2017 PAT Survey results.

Emerald-Level members of the 2017 ASRS Corporate Membership Program are entitled to submit up to 2 finalized questions for the 2017 PAT Survey by the February 1, 2017 deadline and to receive a copy of the 2017 PAT Survey Results.

Platinum-Level members of the 2017 ASRS Corporate Membership Program will receive a copy of the 2017 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2017 ASRS Corporate Membership Program have the option to purchase a copy of the 2017 PAT Survey results. Contact [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

**Exhibit hall hours**

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

- Saturday, August 12**  
7:15 AM - 3:45 PM
- Sunday, August 13**  
7:30 AM - 2:45 PM  
Poster Reception 5:00 - 6PM
- Monday, August 14**  
7:30 AM - 4:00 PM
- Tuesday, August 15**  
7:30 AM - 4:00 PM

**Exhibitors are required to keep their displays open to attendees during these hours of exhibition.**



# Exhibit Space and Fees

The following space may be purchased in a linear fashion (ie, 10ft x 20ft, etc.) or as an island (minimum 20ft x 20ft, etc).

## Standard

10ft x 10ft booth space is priced at \$10,000.

## Non-Profit

10ft x 10ft booth space is priced at \$5,000.

## Booths include

- Pipe/Drape
- 1-line booth ID sign
- 1 table, 2 chairs
- Waste basket
- Descriptive paragraph and contact information in the Annual Meeting Electronic Guide

## Corporate representative all-access meeting badge

(Required for all exhibit staff)

Early-bird (on or before April 17, 2017) \$1,000

Regular (April 18 – July 27, 2017) \$1,200

On-site (after July 27, 2017) \$1,500

## Badge includes

- Scientific paper presentations, papers on demand, and poster sessions
- Retina Case Conference
- 19th 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 Brede Exposition Services, the official trade show coordinator of the ASRS 35th Annual Meeting, to all confirmed exhibitors in May 2017.

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 2017. 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

**April 14**  
Deadline for receipt of exhibitor booth contract with full payment

**May 2017**  
Exhibitor Service Manual available online

**May 2017**  
Booth space notification

**June 2017**  
Final program available online

**August 11**  
Exhibit hall move-in/set-up

**August 15**  
Exhibit hall move-out/tear-down

## Advertise in *Retina Times*' Annual Meeting Issue



The ASRS 35th Annual Meeting offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, an official ASRS member publication.

Unlike some 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 premier scientific meeting for vitreoretinal specialists.

All advertising will be sold on a first-come, first-served basis. For companies not exhibiting at the ASRS 35th Annual Meeting, non-exhibitor rates will apply.

### Advertising Rates (4-color process)

Ad Size	Non-exhibitors	Exhibitors	Premium Positions	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,450	<b>\$ 4,680</b>	Inside front cover and facing page	\$15,080	<b>\$13,520</b>
Full page	6,760	<b>6,240</b>	Page facing masthead	7,825	<b>6,760</b>
2-page spread	11,440	<b>10,400</b>	Page facing table of contents	7,825	<b>6,760</b>
Furnished 2-page insert*	9,360	<b>8,320</b>			
Furnished 4-page insert*	10,400	<b>9,360</b>	Inside back cover	8,320	<b>7,280</b>
Cover tip or bellyband**	11,440	<b>10,400</b>	Outside back cover	9,880	<b>8,840</b>
Furnished Outsert (exhibitors only) 2-, 4-, and 8-page outserts available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for details.					

\* 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](mailto: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 35th Annual Meeting support, as well as the 15% agency discount, do not apply to the Annual Meeting issue.

**Ad close and payment deadline: April 14, 2017**  
**Artwork deadline: June 23, 2017**

Ad space dimensions and production specs are available on the *Retina Times* 2017 rate card, available at [www.asrs.org/retina-times/advertise](http://www.asrs.org/retina-times/advertise).

**Questions?** Contact Susan Raef at 312.578.8760 or [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

Ad space dimensions and production specs are available on the *Retina Times* 2017 rate card, available at [www.asrs.org](http://www.asrs.org).



## How to Participate

### Exhibit booth space

A limited number of booths are available. Priority points will be taken into consideration until March 20, 2017. To reserve exhibit space for the ASRS 35th 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 April 14, 2017

Contracts with full payment must be received no later than April 14, 2017. 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 by CONEXSYS.

### Attendee List

One complimentary registration list will be provided on July 31, 2017. It will contain attendees, names and locations only (no e-mail addresses, phone numbers, or addresses).

### Registration

Once the Exhibitor Booth and Advertising Contract has been returned, registration instructions will be provided to the main company contact. 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 April 28, 2017 with a full refund minus a \$200 handling fee. Cancellations received from April 29 to May 5, 2017 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after May 5, 2017 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 Boston 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 at the official ASRS hotels. 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**

**Deadline: July 21, 2017**

### 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.

**\$25,000**

### Hotel Keycards

Create custom artwork for hotel keycards that will be distributed to attendees at the 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.

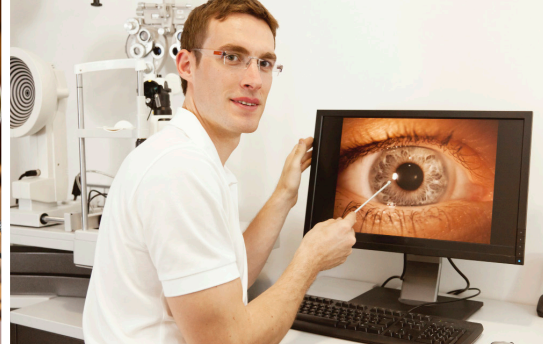
**\$25,000 for exclusive opportunity**

(plus cost of key cards and distribution fees)

**Deadline: July 7, 2017**







## Over 1,000 retina specialists from around the world are expected to attend attend the ASRS 35th Annual Meeting in Boston.

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

### 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**

**Deadline: July 14, 2017**

### Retina Times Daily Email Update Sponsorship

(multiple sponsorships available)

Each day during Annual Meeting, *Retina Times* emails a synopsis of the previous day's sessions to all meeting attendees and ASRS members. Sponsorship of this email update includes sponsor recognition at the top of the daily email, along with a link provided by the sponsor.

**Support Amount: \$2,500 per day, or \$10,000 for all 5 days**

### Charging Stations

Advertise your company's message on an electronic device charging station.

**Call for pricing**

### Signage

**Call for pricing**

### Questions?

Contact: Sam Zerang at 312.578.8760 or [sam.zerang@asrs.org](mailto:sam.zerang@asrs.org).







**See you in beautiful Boston!**



## **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, April 14, 2017.**

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](mailto:sam.zerang@asrs.org)

### **Questions?**

Call Sam Zerang at 312.578.8760