

 **ASCRS**
ANNUAL MEETING
MAY 5–8, 2023 | SAN DIEGO, CA

EXHIBITOR GUIDE

ADDITIONAL PROGRAMS

› **ASCRS Subspecialty Day**
May 5

› **ASOA Workshops**
May 5

› **Technicians & Nurses Program**
May 5–8

Dear Exhibitor:

We invite you to participate in the American Society of Cataract and Refractive Surgery (ASCRS) and American Society of Ophthalmic Administrators (ASOA) Annual Meeting taking place May 5–8, 2023 at the San Diego Convention Center, in San Diego, California.

You will have the opportunity to connect with our attendees in one of California's most popular destinations. The San Diego Convention Center (SDCC) is the premier meeting and conference facility for the region. It is located on the sparkling San Diego Bay in the heart of a vibrant downtown. Abundant, flexible meeting space and five-star service make the SDCC an excellent choice for our Annual Meeting and special events. This world-class convention center is close to everything you need—first-class hotel rooms, the best restaurants, exciting entertainment, shopping, and an airport that's just 3 miles away.

Enclosed is information on our exhibit opportunities for **ASCRS Subspecialty Day** being held on **Friday, May 5, 2023**, and the **ASCRS Annual Meeting**, which will begin **May 6, 2023**.

We have a focused effort on driving our members to engage with exhibitors and spend more time in our Exhibit Hall. The focus of our Exhibit Hall is creating meaningful networking opportunities for surgeons, administrators, nurses, technicians, and industry representatives.

We look forward to being with you in San Diego!



Douglas Rhee, MD
ASCRS President



Steve Speares
ASCRS Executive Director

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HOUSING FOR THE 2023 ANNUAL MEETING OPENED APRIL 22, 2022.

AUGUST 29

Booth space applications open online

SEPTEMBER 6

Priority Point totals emailed to exhibitor contacts

OCTOBER 28

Booth applications due including 50% deposit to be included in the Priority Points space assignments (2 bonus Priority Points will be applied if full payment is submitted with application)

OCTOBER 29, 2022–JANUARY 16, 2023

Booth cancellation will forfeit 50% of total booth fee

NOVEMBER 1–4

Space assignments issued using Priority Points system; all applications received after October 28 will be on a first-come, first-served basis

NOVEMBER 14

Booth space confirmations emailed to exhibitor's primary contact

DECEMBER 5

Exhibitor registration opens (available through the Map Your Show Exhibitor Dashboard)

DECEMBER 16

Exhibitor Service Kit available (available through the Map Your Show Exhibitor Dashboard)

JANUARY 16

Final booth payments Due

JANUARY 17

Booth cancellation on or after this date will forfeit 100% of booth fee

FEBRUARY 3

Housing cutoff – Last day exhibitors can release up to 20% of the total room nights booked without penalty

MARCH 6

- Deadline to submit Exhibitor Appointed Contractor (EAC) form (if applicable)*
- Deadline to submit Certificate of Liability Insurance (COLI)*
**Forms may be submitted through the Map Your Show Exhibitor Dashboard. If forms are not received by this date, you will be required to use Freeman for install and dismantle services.*
- Deadline to submit Hazardous Waste forms**
- Deadline to submit Laser Safety/Checklist form**
Email forms to the Exhibits Team at exhibits@ascrs.org

APRIL 21

- Attendee mailing list request deadline** – Mailer sample must be included for review. This is the last day the Exhibits Team will review and process attendee lists.
- Exhibitor Giveaway Approval form request deadline**
***Email forms to the Exhibits Team at exhibits@ascrs.org*

MAY 2–5

ASCRS Exhibit Hall Installation – See Exhibitor Service Kit for move-in schedule

The exhibitor checklist with all vendor products and service ordering deadlines will be provided in the Service Kit.

MAY 4–8

Exhibitor registration open

MAY 4

- ASCRS Subspecialty Day exhibits installation, 1:00–5:00 p.m.

MAY 5

- ASCRS Subspecialty Day exhibits open, 7:00 a.m.–4:00 p.m.
- ASCRS Subspecialty Day exhibits dismantle, 4:00–6:00 p.m.

MAY 6–8

ASCRS Exhibit Hall open

MAY 8–10

ASCRS Exhibit Hall dismantle

IN 2022

- ▶ Exhibiting Companies: 213
- ▶ Meeting Attendees: 4,269
- ▶ Exhibitor Attendees: 3,021
- ▶ Total Attendance: 7,290

OPHTHALMOLOGISTS BY LOCATION

- ▶ U.S. Ophthalmologists: 2,014
- ▶ International Ophthalmologists: 819

10-YEAR ATTENDEE AVERAGE

- ▶ Ophthalmologists: 3,786
- ▶ Practice Management Staff: 1,180



2022 ANNUAL MEETING REGISTRATION BY CATEGORY

Ophthalmologists	66%
Practice Management	19%
Corporate, Guests, Other	9%
Technicians and Nurses	5%
Optometrists and Physician Assistants	1%



2022 ALL MDS BY PRIMARY AREA OF PRACTICE

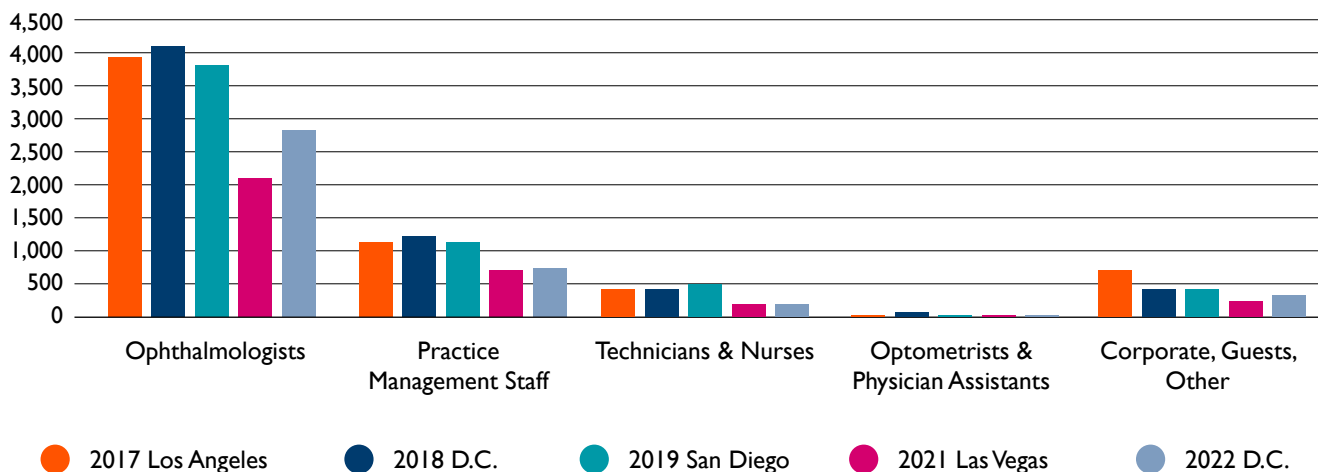
Cataract	44%
Cornea	18%
Comprehensive	15%
Glaucoma	8%
Refractive	8%
N/A (PhD, etc.)	5%
Retina	2%



OPHTHALMOLOGIST BY LOCATION

U.S. Ophthalmologists	71%
International Ophthalmologists	29%

ANNUAL MEETING REGISTRATION TRENDS



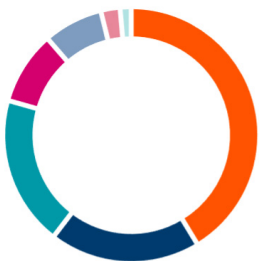
PREPARE TO CONNECT WITH THE ENTIRE OPHTHALMIC CARE COMMUNITY

The ASCRS Annual Meeting is the largest U.S. meeting for anterior segment specialists, practice management staff, and ophthalmic technicians and nurses. It's where attendees come to learn directly from the world's thought leaders in ophthalmology and return with the practical tools needed to improve their practice and enhance patient outcomes.

- ▶ **Total Registration:** 4,269
- ▶ **Ophthalmologists:** 2,833
- ▶ **Practice Management Staff:** 792
- ▶ **Technicians & Nurses:** 234
- ▶ **Optometrists & Physician Assistants:** 37
- ▶ **Corporate, Guests, Other:** 373

The ASCRS Anterior Segment Surgery Program, the ASOA Ophthalmic Practice Management Program, and the Technicians & Nurses Program are held simultaneously. These annual meetings are the principal educational forums for ASCRS and ASOA members and feature topic-specific general sessions, exhibits, educational posters, affiliate meetings, and the ASCRS Film Festival.

2022 U.S. PHYSICIANS BY PRIMARY AREA OF PRACTICE



Cataract	44%
Cornea	18%
Comprehensive	15%
Glaucoma	8%
Refractive	8%
N/A	5%
Retina	2%

2022 INTERNATIONAL PHYSICIANS BY PRIMARY AREA OF PRACTICE



Cataract	41%
Comprehensive	19%
Cornea	19%
Glaucoma	9%
Refractive	8%
N/A (PhD, etc.)	3%
Retina	1%

2022 ANNUAL MEETING MDS BY YEARS IN PRACTICE



Resident/Fellow	17%
1-5 years	16%
6-10 years	11%
11-15 years	9%
16-20 years	9%
21-25 years	11%
26-30 years	10%
31-40 years	13%
Over 40 years	4%

EXHIBIT SCHEDULE

HALL A-D

Saturday, May 6	8:00 a.m.–5:00 p.m.
Sunday, May 7	8:00 a.m.–5:00 p.m.
Monday, May 8	8:00 a.m.–3:30 p.m.

EXHIBITOR REGISTRATION

HALL D LOBBY

Thursday, May 4	8:00 a.m.–5:00 p.m.
Friday, May 5	7:00 a.m.–5:00 p.m.
Saturday, May 6	7:00 a.m.–5:00 p.m.
Sunday, May 7	7:00 a.m.–5:00 p.m.
Monday, May 8	7:00 a.m.–12:00 p.m.

EXHIBITS INSTALLATION

HALL A-D

Tuesday, May 2	8:00 a.m.–5:00 p.m.
Wednesday, May 3	8:00 a.m.–5:00 p.m.
Thursday, May 4	8:00 a.m.–5:00 p.m.
Friday, May 5	8:00 a.m.–5:00 p.m.

EXHIBIT HALL DISMANTLE

EXHIBITS CLOSE

Please keep the aisles clear of debris during the move-out process to prevent trip hazards. Freeman will begin pulling aisle carpet promptly at 3:30 p.m. Please pull the parts of your display you can easily handle and are closest to the aisles farther into your booth space to help protect them.

EMPTY RETURN

Freeman will begin the return of empty containers promptly at 3:30 p.m. on Monday for a projected completion of 12:00 a.m. Cardboard and fiber cases will be returned first. Please **DO NOT** offer gratuities to workers in an attempt to find your empties. To ensure your safety, exhibitors will not be allowed in the crate storage area.

Please schedule your staff and travel accordingly as we cannot guarantee what time you will be finished with tear down on Monday evening.

EXHIBITOR MOVE-OUT

Monday, May 8	3:30–9:00 p.m.
Tuesday, May 9	8:00 a.m.–5:00 p.m.
Wednesday, May 10	8:00 a.m.–5:00 p.m.

All labor and outbound material handling services performed after 4:30 p.m. will have overtime charges applied.

DISMANTLE INFORMATION

Dismantling of your booth cannot take place before the hall closes at 3:30 p.m. on Monday, May 8. You are not permitted to pack up early or begin taping boxes. If you do not follow these guidelines, your company will be subject to losing Priority Points for the following Annual Meeting or be denied approval to exhibit at any ASCRS meetings.

All exhibitor materials must be removed from the exhibit facility by 5:00 p.m. on Wednesday, May 10. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check in by 8:00 a.m. on Wednesday, May 10. Drivers not checked in by this time will risk the possibility of their shipments going out on the house carrier.

POST-SHOW PAPERWORK AND CARRIER CHECK-IN

Freeman Exhibitor Services Department will gladly prepare your outbound Material Handling Agreement and labels in advance.

Complete the Outbound Shipping form in the service kit and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when planning for shipping your exhibit at the close of the show.

ASCRS SUBSPECIALTY DAY EXHIBITS

SAILS PAVILION

Installation: Thursday, May 4	1:00–5:00 p.m.
Exhibits Open: Friday, May 5	7:00 a.m.–4:00 p.m.
Dismantle: Friday, May 5	4:00–6:00 p.m.

INABILITY TO HOLD CONVENTION OR CHANGE IN SCHEDULED DATES

If because of war, strike, the destruction, construction, or renovation of the Exhibition Venue, government order, terrorist act, act of God or other cause beyond the control of the Association, the Conference and Exhibition or any part thereof is prevented from being held, the Association shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, the Association shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. In regard to Sponsors, Sponsorships are non-refundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the Conference and Exhibition and the participating Exhibitors and Sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

EXHIBIT BOOTH SPACE ASSIGNMENT

The ASCRS exhibits are an extension of the continuing education program. To be accepted by ASCRS, the products and services should be directly related to the ophthalmic or medical administrative fields.

Booth space assignments are prioritized using a Priority Points system. Companies with the greatest number of points are assigned first, progressing to companies with the fewest number of points. If companies have the same number of points, it will be based on who submitted the application earliest. Priority Points are accrued through a variety of opportunities extended by ASCRS. For accrued Priority Points to be applied to space selection standings, the exhibiting company must submit a completed space application online by the published deadline.

Space assignments will take place beginning on November 1, 2022. Applications received after October 28 will be assigned on a first-come, first-served basis. Assignments will only be made for exhibitors that have electronically signed by the appropriate authorized personnel, and the 50% deposit amount must be received by the published deadline date. Additional Priority Points will be rewarded toward the 2024 Annual Meeting booth space standings if full payment is received with your exhibit space application by the deadline.

CONFIGURATION OF EXHIBIT HALL

ASCRS reserves the right to reconfigure the Exhibit Hall floor plan and reassign any exhibiting company at any time. Should the affected exhibitor cancel their space as a result of their booth reassignment, payments will be refunded in full. The affected exhibitor must submit their cancellation notification in writing no later than 3 days after notification of space reassignment to receive a refund.

NEW EXHIBITORS

Companies applying for exhibit space that have never exhibited at the ASCRS/ASOA Annual Meeting will need to go through an approval process. The potential exhibitor is required to apply for exhibit space, complete the new exhibitor product summary form, and submit company literature, which is sent to the ASCRS/ASOA Exhibits Committee. The booth chosen by the company is put on hold during the approval period. The company is notified of the committee's decision in a timely manner. Upon approval, the application is processed, and the booth is released to the company. Upon rejection, the application is denied, and the booth becomes available.

BOOTH SHARES

Companies wishing to share a booth space must have a minimum of 200 square feet. An email from each company acknowledging they agree to share the space must be sent to the Exhibits Team at exhibits@ascrs.org. The Exhibits Team will advise how to proceed. Each company must provide individual company descriptions and product categories to be listed in annual meeting publications. If companies are splitting the booth fee, please note this in your email. Both companies will be listed in the meeting program and meeting app.

THIRD PARTY BOOTH MANAGEMENT AUTHORIZATION FORM

If you are hiring a third party to organize the logistics of your booth, please fill out this form and email it to the Exhibits Team at exhibits@ascrs.org.

EXHIBITING COMPANY

Exhibiting Company: _____

Address: _____

Contact Name: _____

Position: _____

Phone: _____

Mobile Phone: _____

Booth Contact Email: _____

BOOTH MANAGEMENT FIRM

Company name: _____

Address: _____

Contact Name: _____

Position: _____

Phone: _____

Mobile Phone: _____

Fax: _____

Contact Email: _____

SIGNATURES

Exhibiting Company: _____

Booth Management Firm: _____

Please email this page to the Exhibits Team at exhibits@ascrs.org.

PRIORITY POINTS

Booth space assignments are prioritized using a Priority Points system. Companies with the greatest number of points are assigned first, progressing to companies with the fewest number of points. If companies have the same number of points, it will be based on who submitted the application earliest.

Priority Points for the Annual Meeting are accumulated annually. All points except for years exhibiting will reset to zero after each Annual Meeting.

Points are earned for the below criteria:

- 2 points for exhibiting at the current Annual Meeting
- 4 points for exhibiting at ASCRS Subspecialty Day
- 1 point **earned** per one hundred square feet of exhibit space if you utilize onPeak for your hotel needs
- 1 point **deducted** per one hundred square feet of exhibit space if you do not utilize onPeak for your hotel needs
- 2 points earned for completing the post-meeting Exhibitor Survey
- 2 points earned if full booth payment is submitted by October 28
- **FOUNDATION DONATION** – Points will be earned for your donations to the ASCRS Foundation; see the chart below for point scale and timeline.

FOUNDATION DONATION	POINTS EARNED
\$1,000–\$4,999	2 points
\$5,000–\$14,999	4 points
\$15,000–\$29,999	6 points
\$30,000–\$49,000	10 points
\$50,000–\$79,000	15 points
\$80,000–\$100,000+	20 points

- **ADVERTISING DONATION** – Points will be earned for any advertising spend. See the chart below for point scale.

ADVERTISING SPEND	POINTS EARNED
\$5,000–\$10,000	3 points
\$10,001–\$20,000	10 points
\$20,001–\$30,000	20 points
\$30,001–\$40,000	30 points
\$40,001–\$50,000	35 points
+\$50,001	40 points

- **SPONSORSHIP** – Points will be earned for any sponsorship spend. See the chart below for point scale.

SPONSORSHIP SPEND	POINTS EARNED
\$1,000–\$4,999	2 points
\$5,000–\$14,999	4 points
\$15,000–\$29,999	6 points
\$30,000–\$49,999	10 points
\$50,000–\$79,999	15 points
\$80,000–\$149,999	20 points
\$150,000–\$199,999	25 points
\$200,000–\$299,999	30 points
\$300,000–\$399,999	35 points
\$400,000–\$499,999	40 points
\$500,000–\$599,999	45 points
\$600,000–\$699,999	50 points
\$700,000+	60 points

- **EYEWORLD PARTNER** – Points are allotted per EyeWorld Partner level type; see the chart below for corresponding point scale.

EYEWORLD PARTNER	POINTS EARNED
Platinum EyeWorld Partner	10 points
Gold EyeWorld Partner	6 points
Silver EyeWorld Partner	4 points
Single Placement Ads (2)	2 points

Please contact the Exhibits Team at exhibits@ascrs.org for the breakdown of sponsorship areas calculated.

**Additional Foundation partnership benefit timelines including those related to the Annual Meeting will be coordinated directly with the Foundation.*

***Value for approved in-kind Foundation donations will be included.*

BOOTH APPLICATION PROCESS

Booth applications are online only. You should have received a link from the Exhibits Team. If you did not receive the link for the online application to purchase your exhibit space, please contact the Exhibits Team at exhibits@ascrs.org.

BOOTH SPACE FEES & PAYMENTS

EXHIBIT SPACE RENTAL FEES

Space rental fees are charged according to booth configuration and size. All exhibit specifications will be in accordance with ASCRS' rules and regulations.

Inside Linear/Perimeter: \$3,900

Corner Linear/Perimeter: \$3,900

Linear booths are sold in ten-foot by ten-foot (10' x 10') increments.

Island Booths: \$39.00 per square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the cost, multiply the size by \$39 (example: 20' x 20' = 400 x \$39 = \$15,600).

INCLUDED IN BOOTH FEE

- ▶ Six complimentary exhibitor personnel badges per 100 square feet of booth space
- ▶ Admission to the ASCRS ASOA Party for a Purpose, ASCRS Film Festival, as well as admission to ASCRS and ASOA sessions, provided seating is available
- ▶ Carpet is NOT included with your booth.
- ▶ Company name in the ASCRS Preview Program and the ASCRS Final Program
- ▶ Company name, booth number, and product categories in the Real-Time Program
- ▶ Company full listing in the ASCRS meeting app

Companies who do not submit an application by **October 28** will not be able to take part in the **Priority Points** space assignments. Applications submitted after space assignments have taken place will be considered on a first-come, first-served basis.

PAYMENT SCHEDULE

A 50% deposit is required with your application no later than **October 28**. Applications submitted without payment will not be binding and space will not be assigned or held.

Final booth payments are due January 16, 2023.

Contracts submitted on or after January 17, 2023 must include the full booth space fee in order to be processed.

If payment is not received on or before January 16, 2022, exhibitors will lose Priority Points (toward the following year's Annual Meeting booth space).

ASCRS may cancel or reassign unpaid space without notification.

BOOTH SPACE CANCELLATIONS

CANCELLATION POLICY

Cancellation of assigned booth space must be submitted in writing to the Exhibits Team. Cancellations will not be taken on the phone.

Upon cancellation of exhibit space, exhibitor is responsible for canceling any hotel rooms and/or meeting space that may have been on hold.

Exhibitors canceling a previously assigned booth will forfeit a percentage of the total space fee based on the following schedule:

- ▶ **Prior to October 29:** Cancellation/reduction of space will be accepted with no penalty.
- ▶ **October 29–January 16, 2023:** Cancellation will result in forfeit of 50% booth fee.
- ▶ **On or after January 17, 2023:** Cancellation will result in forfeit of 100% of booth fee.

Exhibitors that fail to pay the cancellation fee will not be permitted to exhibit at future ASCRS meetings until the balance is paid in full.

DOWNSIZE POLICY

Requests to downsize assigned booth space must be submitted in writing to the Exhibits Team. Downsize requests will not be taken on the phone.

Exhibitors downsizing **AFTER October 29, 2022** (when booth assignments are completed) will forfeit 50% of the total space fee and will be subject to booth relocation:

All requests received to downsize **AFTER November 14, 2022** (date booth confirmations are sent out) will result in an 80% penalty on the original full booth space fee.

BUSINESS SUITES ON THE SHOW FLOOR

Business Suites are located in the Exhibit Hall and meant to accommodate activities such as staff meetings, private business meetings, and product demonstrations or displays. All staff, product literature, and product displays must remain completely inside the business suite at all times. There may be no displays or banners outside or on the walls of the suite. All ASCRS Show Rules and Regulations detailed within the ASCRS Annual Meeting Exhibitor Guide and Service Kit are in effect.

Business suites are custom-built, 10 x 10, 10 x 20, or 20 x 20 units with 8-foot high hard walls and open ceilings. There is a limited number of suites available on the show floor; therefore, we will not place them on hold or pending status.

Before you can purchase a business suite, you must be an exhibitor in our show and must have purchased booth space. To purchase a business suite, please email the Exhibits Team at exhibits@ascrs.org, and we will add this to your Map Your Show Dashboard where an invoice and payment link will be available.

RENTAL FEES:

10 x 10	\$5,000
10 x 20	\$8,000
20 x 20	\$18,000

Included in the price of the suite rental is:

- Installation of the suite
- Show color carpet (midnight blue)
- One (1) sign with company name placed on the door

Furniture may be ordered through Freeman in the Service Kit. It is the responsibility of the company assigned to the suite to make all necessary arrangements and payments with vendors for any services and products that are rendered and not included in the standard rental fee. Electric and internet are not included; you will need to order these services as well.

Further information regarding business suites will be included in the online application process, as well as in your exhibitor dashboard once you have purchased your booth.

PAYMENT METHODS

ASCRS accepts:

- ▶ American Express
- ▶ Discover
- ▶ Mastercard
- ▶ VISA
- ▶ Wire transfers

**Checks are not accepted*

ACH & WIRE TRANSFERS

Wire Transfer Information (U.S.)

Account Name: American Society of Cataract and Refractive Surgery

Account Number: 206664

Type: Checking

Name of Bank: First Virginia Community Bank, Fairfax, VA

Bank I.D. # for ABA (ACH): 056-009-505

Wire Transfer Information (International):

Account Name: Bank of America

Address: 222 Broadway, New York, NY 10038

Routing #026009593

Account #435015192552

The transaction fee/processing fee must be included in the total wire amount. ASCRS is not responsible for this amount, and you will be billed for the balance.

Please ask your banking institution for the transaction fee amount to include.

OUTSTANDING BALANCES/PAYMENTS DUE

Companies that have an outstanding balance due from a previous meeting or promotional opportunities will not be permitted to purchase a booth or set up their exhibit onsite until the balance is paid in full.

All booths are required to be paid in full prior to arriving onsite at the current Annual Meeting. ASCRS has the right to refuse to permit your booth installation if you have not paid your balance(s).

**Exhibitor badge registration will open
December 5, 2022.**

EXHIBITOR BADGE REGISTRATION

Convention Data Services will email you a link with instructions on how to register your personnel badges. You will use the same password used for your exhibitor dashboard in order to log in to registration.

BADGE ALLOTMENT & FEES

Each exhibiting company will qualify for 6 complimentary exhibitor personnel badges per 100 sq. feet of exhibit space. Each additional badge (over allotment) will cost \$300.00.

If your booth is sharing with another company the allotment will show under the parent company booth.

Exhibiting companies at ASCRS Subspecialty Day will receive 3 complimentary exhibitor personnel badges per tabletop exhibit space. Each additional badge (over allotment) will cost \$300.00.

Complimentary badges that are not assigned prior to the show date can be registered at any time. Once your company badge allotment has been fulfilled, the above charges will apply. Payment is due at time of processing.

Changes to a badge after it has been printed will result in a non-refundable charge of \$300.00. Replacement of a lost badge will result in a non-refundable charge of \$300.00.

Payment for the above is required at the time of request. ASCRS accepts American Express, Discover, MasterCard, and VISA. The registration staff onsite will not invoice for replacement badges; payment is due at time of processing.

COMPANIES THAT SHARE A BOOTH

If your booth is sharing with another company the allotment will show under the parent company in the booth. Please email your badge list to the parent company booth coordinator. If you are not sure which is the parent company, email the Exhibits Team at exhibits@ascrs.org.

The parent company booth contact will be able to upload or enter your exhibitor badges and have access to change the company name on the badges.

BADGE ACCESS

Exhibitor badges will not be issued to any practicing physician, nurse, or technician who has not registered for the meeting as an attendee in the appropriate category.

Exhibitor badges for ASCRS Subspecialty Day and the ASCRS and ASOA Annual Meeting will have designated badge colors.

- ▶ Annual Meeting Exhibitor badges & lanyards will grant you access to sessions, papers, and course rooms, however, do not cross over to Subspecialty Day.
- ▶ Subspecialty Day exhibitor badges & lanyards will grant you access to all Subspecialty Day education rooms, but do not cross over to the ASCRS Annual Meeting and ASOA Annual Meeting or the Annual Meeting Exhibit Hall.
- ▶ We ask that if seating is filling up in the rooms, exhibitors please stand in the back and leave the seats open for attendees.
- ▶ Exhibitor badges cannot claim CME credits.
- ▶ Exhibitor badges cannot be given to attendees.

BOOTH UNATTENDED

Exhibitors are not permitted to leave the booth unattended at any time during show floor hours. You must have at least one staff member in your booth at all times.

POLICIES & PROCEDURES

REQUESTING MEETING SPACE

All meetings and events hosted by industry, attendees, or non-attendees must be submitted to ASCRS through the online space application process and must be approved by ASCRS.

Affiliate functions are defined as meetings, events, dinners, and any off-site function that requires its own space outside of your exhibit booth or private room at a venue or restaurant.

You are required to submit an application for approval if your affiliate function includes any of the following elements:

- an invitation
- registration
- a presentation
- celebration
- advisory meeting
- filming & interview rooms
- has educational or informative components

If you are not sure if your function qualifies as an affiliate function, please contact ASCRS to confirm before submitting an application.

Applications will open November 14.

- An application must be submitted even if the event is for industry or staff only.
- An application is required to be submitted for each day a meeting or event is being held.
- An application must be submitted even if it's not at one of the ASCRS official hotels.
- An application must be submitted for any venue space or restaurant space.

If you are requesting function space at a location that is not listed in the menu selection, you are still required to apply for function space through the online application process and note the requested location in the application.

The meeting space application can be found within your exhibitor dashboard starting November 14. Requests can only be made online. Payment is due at time of submitting your application; otherwise the request will not be sent through the database and ASCRS will not be notified.

All space assignments are subject to availability, and requests are handled on a first-come, first-served basis.

Hospitality suites fall under the affiliate function policy and follow all rules and regulations set forth by the affiliate function policy and procedures listed here. Please contact Samantha Engler, sengler@ascrs.org, for details.

CONFIRMED EXHIBITORS

A non-refundable administrative fee of \$500.00 will be required at time of application per function, per day up until **February 20**. Space requests made on or after **February 21** will be charged a non-refundable \$750.00 administrative fee.

NON-EXHIBITING COMPANIES

A non-refundable administrative fee of \$4000.00 will be required at time of application per function, per day.

AFFILIATE APPLICATION PAYMENTS

Payments must be made at time of application using one of the following credit cards: American Express, Discover, Mastercard, VISA.

CHECKS, WIRES, AND ACH WILL NOT BE ACCEPTED AS A FORM OF PAYMENT FOR AFFILIATE FUNCTIONS.

POLICIES AND PROCEDURES

ASCRS does not endorse or sanction any affiliated function. Use of the ASCRS and its subsidiaries' names or logos in conjunction with these events is strictly prohibited.

ASCRS will not be held responsible for any charges incurred by approved or outside vendors. All charges are the sole responsibility of the company hosting the affiliate event.

You may promote your affiliate function by sending a mailed advertisement or eblast. The attendee mailing list request form will be available in the Service Kit in December. Please send your mailer and eblast to the Exhibits Team at exhibits@ascrs.org for review and approval. Changes may be requested.

ASCRS MEETING SPACE APPROVAL PROCESS

All functions must be scheduled so as not to interfere with the ASCRS, ASOA, and EyeWorld programs, breaks, events, and lunches. Events that are submitted that conflict with the outlined dates and times will not be approved.

You are allowed one sign in front of your meeting room. Signage for your event is not permitted in lobby spaces or where it will interfere with other events and meetings taking place.

CORPORATE AFFILIATE MEETINGS

Corporate affiliate meetings are defined as functions that include only the exhibiting company personnel and no meeting attendees.

These meetings may be scheduled anytime from May 4-8, 2023, provided meeting space is available at the requested location.

All Corporate Affiliate Meetings must be submitted to ASCRS through the meeting space application process and must be approved by ASCRS. There are no blackout times for industry-only events and meetings.

AFFILIATE FUNCTIONS

The time periods listed below reflect when any aspect of the event may begin including onsite registration and/or a reception.

AFFILIATE MEETINGS WITH 100 OR FEWER PROFESSIONAL ATTENDEES

A professional attendee is defined as an ophthalmologist, optometrist, practice administrator, technician or nurse, and/or anyone considered to be a health professional.

Affiliate meetings and functions that include the attendance of less than 100 professional attendees may be held beginning **Thursday, May 4–Monday, May 8** within the following time periods (please note there is limited availability):

Thursday, May 4	Any time
Friday, May 5	Prior to 8:00 a.m. & after 5:30 p.m.
Saturday, May 6	Prior to 8:00 a.m. & after 5:30 p.m.
Sunday, May 7	Prior to 8:00 a.m. & after 5:30 p.m.
Monday, May 8	Prior to 8:00 a.m. & after 5:30 p.m.

AFFILIATE MEETINGS WITH MORE THAN 100 PROFESSIONAL ATTENDEES

A professional attendee is defined as an ophthalmologist, optometrist, practice administrator, technician or nurse, and/or anyone considered to be a health professional.

Affiliate meetings and functions that include the attendance of more than 100 professional attendees may be held beginning **Thursday, May 4–Monday, May 8** within the following time periods (please note there is limited availability):

Thursday, May 4	Any time
Friday, May 5	Prior to 7:00 a.m. & after 5:30 p.m.
Saturday, May 6	Prior to 7:00 a.m. & after 5:30 p.m.
Sunday, May 7	Prior to 7:00 a.m. & after 5:30 p.m.
Monday, May 8	Prior to 7:00 a.m. & after 5:30 p.m.

THIRD PARTY COORDINATOR INFORMATION

Companies using a third party to coordinate their off-site events are required to have their contact information included in the online application.

If you'd like to promote your event or meeting to attendees, you may send out a mailer or eblast. Please contact us for the required disclaimer you will need to include in your marketing materials. You may request an attendee list through the request form in the service kit. Your first attendee list will be complimentary. You are permitted one sign in front of your meeting/event space. Signage for your meeting or event is not permitted outside the confines of a competing exhibitor's meeting or event. Should competing companies host events in the same hotel/venue on the same day, external marketing is limited to immediately in front of your meeting/event space(s) only. External marketing may

not interfere or detract from a competing exhibitor's event or marketing. External personnel used for marketing purposes are expected to maintain appropriate behavior and dress at all times.

QUESTIONS REGARDING AFFILIATE FUNCTIONS

If you need to make changes to your event after you have submitted your application or after the location has contacted you, please email Samantha Engler, sengler@ascrs.org.

All meeting space questions should be directed to Samantha Engler, sengler@ascrs.org.

POLICY REGARDING UNAPPROVED FUNCTIONS

In order to maintain the integrity of the meeting for all attendees and exhibitors, the following enforcement policy will be enacted for all affiliate meetings. ASCRS will speak with the hotel/venue, company contact listed on the application or other personnel with managerial responsibility and require that the affiliate function be shut down during show hours for all violations.

1st Offense

The exhibiting company hosting the function will have their Priority Points accrued during the current year reduced by 50%. They may also be prohibited from requesting meeting space for the following year. In addition, the exhibitor will not receive any Priority Points accrued for either the housing or the consecutive years attending.

2nd Offense

The exhibiting company hosting the function will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year. ASCRS will not permit the company to host or act as a meeting planner for any affiliate function for the following two years. Additionally, the company may be prevented from exhibiting or attending the following ASCRS Annual Meeting.

3rd Offense

ASCRS will prohibit the exhibiting company hosting the function from exhibiting at the next ASCRS meeting.

The exhibitor will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year. ASCRS will not permit the company to host or act as a meeting planner for any affiliate function the following five consecutive years.

ASCRS appreciates the need for each firm to conduct business in an effective and efficient manner during the course of the meeting and is pleased to note that the large majority of exhibitors comply with our policies, enabling our attendees to enjoy the full scope of educational and social content offered by both ASCRS and our industry partners.

BEFORE THE EXHIBITION

BIOMEDICAL WASTE

Companies with exhibits that include the use of animal tissue, human tissue, disposable needles, sharps, human blood, or products contaminated with blood must complete the ASCRS liability waiver and the hazardous waste removal order form, submit their company certificate of insurance and pay the corresponding fee for removal of the waste no later than **March 6**.

Additional information and all forms can be found in the Service Kit, available in December.

CERTIFICATE OF INSURANCE (COI)

If you're hosting a lab in your booth, you are required to submit your company's certificate of insurance no later than March 6 to the Exhibits Team at exhibits@ascrs.org.

ASCRS, Freeman, and the San Diego Convention Center are required to be listed as additional insured.

The certificate holder should be addressed as the below:
ASCRS | 12587 Fair Lakes Circle, Suite 348 | Fairfax, VA 22033

Required information to be included in your certificate of insurance:

- ▶ Producer insurance agent/broker who issues certificate.
- ▶ **Name of insured:** Must be the legal name of contracting party.
- ▶ **Types of insurance:** Must include types required by contract.
- ▶ **Form of coverage:** Must be "occurrence" form of coverage.
- ▶ **Policy effective date:** Must be prior to or coincidental with the first day of Exhibitor Move-In.
- ▶ **Policy expiration date:** Must be on or after the last day of Exhibitor Move-Out.
- ▶ **Limits of insurance:** Must be the same or greater than required by contract.
- ▶ Commercial General Liability with limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate and \$2,000,000 products and completed operations aggregate.
- ▶ Automobile Liability with a limit of not less than \$1,000,000 combined single limit, each accident.
- ▶ Umbrella/Excess Liability with a limit of not less than \$1,000,000 each occurrence and \$1,000,000 each aggregate.
- ▶ Workers Compensation, as required by law, with Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease, each employee, and \$1,000,000 disease, policy limit.
- ▶ **Authorized representative:** Must be signed (not stamped) by an authorized representative of Producer.

BIOMEDICAL WASTE (SUPPLIES & REMOVAL)

A Freeman representative will drop off all of the supplies you requested to your booth during move-in on **Friday, May 5** before 5:00 p.m. **You will be required to drop off your medical waste at the designated location near the Exhibitor Service Center, at the close of the show, every evening.** Exhibitors should dispose of any waste products they generate during the exhibition in containers and boxes received. More information can be found in the Service Kit, available in December.

LASERS & OTHER POTENTIALLY HAZARDOUS LIGHT SOURCES

Any exhibitor who will be utilizing or displaying lasers (inoperable or operable) or other potentially hazardous optical sources will be required to review the ASCRS Laser Safety Guidelines and submit the Laser Safety Use form to the Director of Exhibits no later than **March 6**. This form will be in the Service Kit.

LASER SAFETY INSPECTIONS & REGISTRATION

The exhibiting company utilizing or displaying lasers during the ASCRS Exhibit Hall and Subspecialty Day Exhibit Hall will be subject to a laser safety inspection performed by an outside expert along with an ASCRS staff member. A schedule will be provided before move-in begins onsite.

Absolutely no lasers will be displayed without first being inspected and approved by the laser safety inspector.

Identification signs stating the class of laser, inoperable or not FDA approved at this time are required to be displayed for such lasers. Signage must be displayed at all times during the show or equipment housing the laser will be removed immediately, at the expense of the exhibitor.

Exhibitors with lasers may also be subject to, without notice, an inspection by the Fire Marshal. Should they feel that the laser(s) do not meet approval, the exhibitor will not be permitted to use the laser(s) during the show.

SPECIALTY GASES & COMPRESSED AIR

All gas cylinders must be securely fastened to a carriage or to a fixed location at all times and may be subject to Fire Marshal review.

Specialty Gases & Compressed Air

Please contact Messer Industrial Gases
1-833-7MESSER | electronics.cs@messer-us.com

FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses.

Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) pre-market notification application.

Exhibitor is required to post a noticeable sign (easel sign or meter panel required) stating the device or product is not FDA approved at this time.

Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States.

Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is subject of a pending 510(k) application, unless limited to research or investigational use.

These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device. If the FDA or a court of competent jurisdiction determines that a company's exhibit at an ASCRS meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company may be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent ASCRS meetings.

Concerns or questions regarding compliance with FDA regulations should be addressed to the appropriate agency within the FDA.

FREEMAN IS DESIGNATED AS THE ASCRS ANNUAL MEETING GENERAL SERVICE CONTRACTOR

Available services include:

- ▶ Audio/visual
- ▶ Carpet
- ▶ Electric
- ▶ Installing and dismantling of exhibits
- ▶ Material handling
- ▶ Rigging
- ▶ Shipping

Freeman also provides the following specialty services:

- ▶ Booth furniture rental and accessories
- ▶ Custom exhibits and rentals
- ▶ Graphics

Freeman will be onsite at the Exhibitor Service Center during the Annual Meeting to assist you in coordinating any last-minute services, ordering additional products, and answering any questions you may have.

SAN DIEGO CONVENTION CENTER EXHIBITOR SERVICES

Below are the exclusive vendors and services at the Convention Center:

- ▶ Centerplate – Booth Catering
- ▶ SDCC – Booth Cleaning
- ▶ Smart City – Internet Services
- ▶ FedEx/Kinkos – Business Center Onsite

OTHER OFFICIAL SHOW CONTRACTORS

ASCRS has secured vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage exhibitors to utilize their services. Contact information and order forms will be available in the Exhibitor Service Kit. To identify our partners, look for the Annual Meeting or association logo on all order forms and email communications.

- ▶ Convention Data Services Xpress Leads – Badge Registration & Lead Retrieval
- ▶ Messer Industrial Gases – Specialty Air or Gases
- ▶ OnPeak – Housing
- ▶ Simmons Security – Booth Security
- ▶ Convention Plant Creations, Inc. – Floral
- ▶ Northlight Productions – Photography

EXHIBITOR APPOINTED CONTRACTORS (EAC) & LABOR

Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) you have hired or the official service contractor (Freeman). All individuals working in the hall must be badged and wristbanded at all times.

An EAC is any company other than one of the designated official contractors for ASCRS that provides services to an exhibitor and will require access to the show during installation, show days, or dismantle.

EACs are NOT permitted to perform any of these services:

- ▶ Booth Cleaning
- ▶ Plumbing/Compressed Air/Specialty Gases
- ▶ Catering
- ▶ Rigging/Hanging Signs
- ▶ Electrical
- ▶ Telecom/Internet
- ▶ Material Handling

DESIGNATING AN EAC

An exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services, but the exhibiting company **MUST** submit the Notice of Intent to Use an EAC form and the EAC's insurance certificate to ASCRS by **March 6** or the EAC will not be permitted access to the Exhibit Hall.

Documents may be submitted via email to the Exhibits Team at exhibits@ascrs.org.

Failure to submit forms by the designated deadline will result in the exhibiting company being required to use labor provided by the official service contractor for installation and dismantle and other ASCRS selected contractors for other services.

Exhibitor is required to submit a form for an EAC company that is NOT listed below:

- ▶ Convention Center – Booth Cleaning, Catering, Internet, Plumbing
- ▶ Convention Data Services Xpress Leads – Lead Retrieval
- ▶ Freeman – Official Show Contractor, Audio/Visual, Electric, Material Handling, Plumbing, Rigging
- ▶ Messer Industrial Gases – Specialty Gases & Compressed Air
- ▶ Northlight Productions – Photography
- ▶ Simmons Security – Booth Security
- ▶ Convention Plant Creations, Inc. – Floral/Plant Services

EAC BADGES & ACCESS TO THE SHOW FLOOR

The SDCC uses the ESCA badging system. All labor and EACs need to go to service entrance hall C to get an ESCA badge in order to gain access to the building and Exhibit Hall. Show management security and SDCC public safety officers will stop anyone not badged correctly and ask them to vacate the premises.

Wristbands will be given to EACs and Labor at the designated check-in desk near the badging office during move-in and move-out and will only be given to EACs if ASCRS/ASOA has received notice of intent to use an EAC along with a valid certificate of insurance (COI) from the EAC.

Wristbands allow EACs access to the show floor during move-in and move-out only. An EAC without the EAC work authorization form or without a valid certificate of insurance (COI) on file must provide completed documentation or will **NOT** be permitted on the show floor.

EAC CERTIFICATE OF INSURANCE (COI)

Exhibitors are not required to submit a COI for their company. This is for EAC companies only. The EAC must send ASCRS an acceptable public liability insurance policy (COI) as to coverage limits and information located below.

ASCRS, Freeman, and the San Diego Convention Center are required to be listed as additional insured.

The certificate holder should be addressed as:
ASCRS | 12587 Fair Lakes Circle, Suite 348 | Fairfax, VA 22033

Required information to be included in your certificate of insurance:

- ▶ **Producer:** Insurance Agent/Broker who issues certificate.
- ▶ **Name of insured:** Must be the legal name of contracting party.
- ▶ **Types of insurance:** Must include types required by contract.
- ▶ **Form of coverage:** Must be "occurrence" form of coverage.
- ▶ **Policy effective date:** Must be prior to or coincidental with the first day of Exhibitor Move-In.
- ▶ **Policy expiration date:** Must be on or after the last day of Exhibitor Move-Out.
- ▶ **Limits of insurance:** Must be the same or greater than required by contract.
- ▶ **Commercial General Liability** with limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate, and \$2,000,000 products & completed operations aggregate.
- ▶ **Automobile Liability** with a limit of not less than \$1,000,000 combined single limit, each accident.
- ▶ **Umbrella/Excess Liability** with a limit of not less than \$1,000,000 each occurrence and \$1,000,000 each aggregate.
- ▶ **Workers Compensation**, as required by law, with Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease, each employee, and \$1,000,000 disease, policy limit.
- ▶ **Authorized representative:** Must be signed (not stamped) by an authorized representative of Producer.

Notice of Intent to Use an EAC form and COIs should be uploaded to your Exhibitor Dashboard no later than March 6.

INDEMNIFY & HOLD HARMLESS

Exhibitor expressly agrees to indemnify and hold harmless ASCRS, its management, agents, and employees from any and all liability, claims, loss, damages or expenses, including counsel fees and costs resulting from injuries to any person, including other exhibitors, the agents, employees and attendees, or damage to any property, including property owned by other exhibitors, in connection with its use of the exhibit space.

Exhibitor agrees that the exhibition assumes no responsibility for the safety of the properties of the exhibitor, its officers, agents, or employees from theft, damage by fire, accident, or any other cause whatsoever.

The exhibition provides security guards for public spaces only; however, attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition, facility, return, and during exhibition.

EXHIBITOR OFFICIAL SERVICES CONTRACTOR INFORMATION

Show management has selected Freeman to be the Official Services Contractor for the upcoming show. As the Official Services Contractor, Freeman has the responsibility for material handling and any services not exclusive to the San Diego Convention Center.

To help you understand the Official Services Contractor responsibilities, we ask that you read and observe the following to aid in a smooth and efficient move-in and move-out of the show.

UNION REGULATIONS

The Convention Center has a jurisdictional agreement with its union labor partners, Painters & Allied Trades, International Alliance of Theatrical Stage Employees, International Brotherhood of Electrical Workers, and the International Brotherhood of Teamsters to perform specific work at the Convention Center. This includes the activities of move-in, installation, dismantling and move-out of trade shows, conventions, exhibits, corporate events, and theatrical events.

Please note that this jurisdiction does not encompass work ordinarily performed by Convention Center employees or the Convention Center's third party contractors. It also does not apply to work performed by Licensee/Show Management regular employees under their respective payroll who are specifically engaged to perform this work on a continuing basis for their organization. Please contact your Event Manager for more details.

CONVENTION CENTER RULES/INSURANCE

Exhibitor expressly agrees to adhere to all convention rules and regulations published by the Convention Center. Exhibitor agrees to meet all Convention Center insurance requirements and accepts sole responsibility for securing required license/permits needed, for example, from ASCAP/BMI for the use of music in booth area. Please refer to the Convention Center website for further details.

Acceptable hand-carry materials include boxes, suitcases or fiberboard shipping cartons, portable displays on wheels, and small luggage racks.

EXHIBITOR HAND-CARRY MATERIALS

An exhibitor may move material that can be hand-carried by one person in one trip without the use of dollies, hand trucks, or other mechanical equipment. Exhibitor personnel may perform the following functions as long as they are a full-time employee of the exhibiting company:

- ▶ Hand-carry small items and pop-up displays. No hand trucks or carts are permitted.
- ▶ Install and dismantle displays within a 100 square foot or less booth space if one person can accomplish the task in 30 minutes or less without the use of tools.
- ▶ Install graphics and small signs, and logos and graphics that are attached with precut Velcro strips.
- ▶ Make technical electrical adjustments such as install light bulbs, plug in extension cords, etc.

The following items are NOT considered hand-carry items: two wheel dolly loads, hotel bellman's carts, boxes or crates requiring two people to carry.

EXHIBITOR INSTALL/DISMANTLE PERMISSIONS

The installation and dismantling of prefabricated displays comes under the jurisdiction of the carpenters union. However, two (2) full-time exhibiting company employees may work without Carpenter Labor for one (1) hour on the installation (move-in) and one (1) hour on the dismantle (move-out) without union labor on booths that are larger than 10 x 10. Exhibitors may work in booths 10 x 10 or smaller without the use of union labor.

Exhibitors are not permitted to use power tools (electric drills, power saws, etc.) on booths of any size. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowable for exhibitor use within size and time limitations. Exhibitors may not borrow tools, ladders, or other equipment from the exhibit facility and/or Freeman.

PLUMBERS

Freeman will handle all plumbing work such as compressed air, water, drain, or natural gas.

RIGGING

Freeman is the designated official providers of all rigging in the Exhibit Hall.

UNFINISHED SIDEWALLS & BACKWALLS

Exhibitors must mask all displays with unsightly back/side walls. If necessary, a drape will be installed to cover any unfinished parts of a display and the exhibitor will be charged accordingly by Freeman.

TIPPING

Freeman requests that exhibitors do not tip its employees by giving money, merchandise, or other special consideration for services rendered. Exhibitors should not give coffee breaks other than mid-morning and mid-afternoon when employees have a 15-minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a supervisor of Freeman. Freeman employees are paid an excellent wage, and tipping is not an accepted company policy.

Freeman craftsmen at all levels are instructed to refrain from expressing any disputes or directly challenging the practices of any exhibitor. All questions arising with regard to the jurisdiction or practices must be directed to a Freeman management representative.

SAFETY

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.

IN GENERAL

Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions arising with regard to the Union's jurisdiction or practices must be directed to a Freeman management representative.

MATERIAL HANDLING & SHIPPING

Freeman is the exclusive provider of material handling services. Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers. You have two options for shipping your advance freight—either to the warehouse or directly to show site. Material handling charges will automatically be applied to your account upon receipt of each shipment. It is not necessary to return this form to receive material handling services.

Price Per Pound (No minimums)

- No crated/uncrated
- No special handling
- No carpet and pad
- No marshalling yard fees
- No warehouse vs. show site
- No hundred-weight billing
- No reweigh fees
- No overtime
- No rounding—pay only for actual weight
- No small package pricing—shipments under 10 lbs are FREE!

Material Handling – 10 lbs and under free of charge

This rate is per shipment. A qualifying shipment totals any number of pieces delivered to the same booth, by the same carrier, from the same shipper, on the same day, weighing 10 pounds or less.

IMPORTANT SHIPPING INFORMATION

Freeman Exhibit Transportation offers fast and easy service. Please call (800) 995-3579 to have one of our representatives help arrange all your shipment needs.

ADVANCED WAREHOUSE:

- Avoid wait times at show site; ship to our warehouse
- Warehouse receiving begins on April 3, 2023.
- Warehouse address:
Exhibiting Company Name/Booth #
ASCRS Annual Meeting 2023
C/O FREEMAN
3456 E Miraloma Ave.
Anaheim, CA 92806
- Please note that the Freeman warehouse does not accept uncrated freight (loose, pad-wrapped material, and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigeration or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.

SHOW SITE:

- Show site receiving begins on May 2, 2023.
- Show Site address:
Exhibiting Company Name/Booth #
ASCRS Annual Meeting 2023
San Diego Convention Center
C/O FREEMAN
111 W Harbor Dr.
San Diego, CA 92101

OUTBOUND:

- Submit your outbound shipping information in advance, and we will deliver your paperwork to your booth during the show.

The freight target floor plan for move-in dates and times will be available in the Exhibitor Service Kit.

You are required to adhere to the target floor plan schedule in order to assist with a smooth move-in for all exhibitors.

BOOTH SPACE DESIGN GUIDELINES

ASCRS invites exhibitors to create booth designs that are welcoming and engaging, however, adoption of the ASCRS show look is prohibited.

Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the exhibitor's expense.

All components of the booth design including truss and lighting are to remain within the boundaries of the exhibit space.

No exhibitor shall assign/sublet any part of its assigned space without the written consent of ASCRS.

All booths must have a floor covering. The full square footage of your exhibit booth space must be covered by 2:00 p.m. on Friday, May 5, 2023. Booths not containing floor covering will be supplied standard carpet, and the exhibitor will be charged accordingly by Freeman.

LINEAR BOOTHS

ASCRS does not permit Peninsula or End Cap Booths.

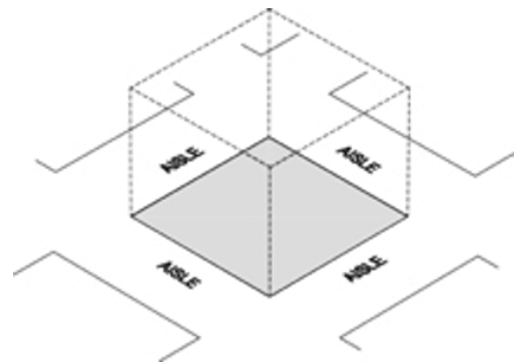
- Each ten-foot by ten-foot (10' x 10') linear booth has uniform eight-foot (8') high back wall drape and uniform three-foot (3') high side drape, in the designated show colors.
- The maximum allowable height of products and display materials is eight feet (8').
- Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.
- Exhibitors must mask all displays with unsightly back or side walls.
- If necessary, a drape will be installed to cover any unfinished parts of a display and the exhibitor will be charged accordingly by Freeman.
- Linear booths are not permitted to have any gobos.

ISLAND BOOTHS

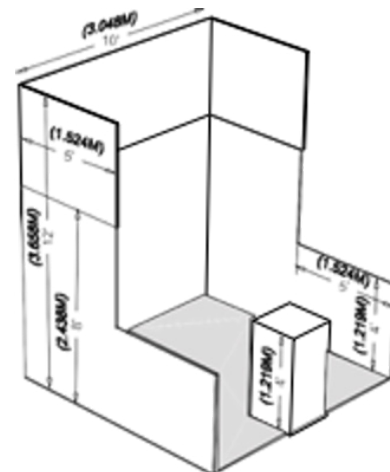
An island exhibit is an open area of exhibit space with aisles on all four sides. Island booths must be designed to allow access from all four aisles.

- Ceiling covering may not span the entire aisle length.
- Structures may not exceed twenty-five feet (25') in height.
- Theater seating for presentations and demonstration areas in a booth are required to be a minimum of five feet (5') back from the aisles, and the aisles must remain free from congestion.
- Exhibit displays, construction, and signage must be arranged to not obstruct a significant amount of the line of sight view or otherwise interfere with the displays of other exhibitors.
- Conference, office, storage, or meeting room enclosures may not exceed 100 square feet in booths less than 1,600 square feet, and not exceed 50% of the length of the aisle the room is located on.

Please review further guidelines on the next page regarding island booth designs.



ISLAND BOOTHS



LINEAR BOOTHS

BOOTH COMPONENTS

HANGING SIGNS

A hanging sign is defined as an exhibit component suspended above an island space exhibit for the purpose of displaying graphics or identification. Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow.

- ▶ Hanging signs or banners are permitted in island booths only.
- ▶ Hanging signs and graphics will be permitted to a maximum height of 22 feet from the top of the sign to the floor, where applicable.

CANOPIES, CEILINGS, TOWERS, AND MULTI-LEVEL EXHIBITS

Canopies and Ceilings: A canopy is defined as an exhibit component supported over an exhibitor's assigned booth space for decorative or functional purposes.

- ▶ Canopies, false ceilings, umbrellas and canopy frames will comply with all line-of-sight requirements.
- ▶ Canopies may not be lower than 7 feet from the floor and within 5 feet of any aisle.

Towers: A tower is defined as a free-standing exhibit component separate from the main exhibit feature. All towers are subject to the line-of-sight restrictions applicable to the type of exhibit space configuration being used.

Multi-Level Exhibit: A multi-level exhibit is defined as an exhibit booth where the display feature includes two levels. Multi-level booths may not exceed two levels.

FLAMMABLE & TOXIC MATERIALS

All materials used in display, construction, or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples are required to be available for testing no later than 60 days pre-show and available onsite. Materials that cannot be treated to meet the requirements are not permitted for use. A flame-proof certificate is required to be available on hand for inspection by the fire marshal.

Flame retardant certificates must be with your booth blueprints and sent to the Exhibits Team by March 6, 2023.

Exhibitors should be aware of local regulations regarding fire/safety and environment, which must be adhered to. See next page for the City of San Diego regulations and requirements.

BLUEPRINTS & BOOTH RENDERINGS

You are required to secure approval from the Exhibits Team before beginning any new construction. If you are planning a new booth design, please send blueprints to the Exhibits Team and indicate the date by which approval is needed in order to meet your internal construction schedules.

Exhibitors with island booths are required to upload a copy of blueprints indicating all dimensions as well as an isometric or elevation view of the exhibit including the hanging sign to their Exhibitor Dashboard by March 6, 2023.

YOUR BOOTH LAYOUT AND HANGING SIGN ARE NOT CONSIDERED FINAL UNTIL THE EXHIBITS TEAM HAS SENT YOU APPROVAL.

MULTI-LEVEL BOOTHS

The purpose of these guidelines is to inform and familiarize event promoters, sponsors, vendors, and contractors with special events information and fire safety regulations regarding “Multi-Level Booths” not exceeding two stories in height, inside exhibit halls.

PLAN SUBMITTAL

The licensee shall have a valid floor plan for each multi-level booth from the San Diego Fire-Rescue Department.

A floor plan shall be submitted at least 90 days in advance in order to allow time for revision and possible changes. The floor plan shall require:

1. A stamped drawing from US licensed structural engineer.
2. Elevation and plot plan drawings shall show the upper and lower level dimensions.
3. Stair drawings/construction shall meet California Building Code regulations.
4. All stairways shall be a minimum of 3 feet in width and shall be equipped with a handrail on at least one side. Stair drawings shall show width of stairs, rise and run.
5. Any second story deck exceeding an occupant load of 9 persons shall require a second exit stair.
6. All booths shall have one stair exit directly to the outside of the booth. Stairs cannot exit into an enclosed room.
7. Bottom of stairs shall have a landing before access to the aisles. Bottom of stairs cannot have a door that opens inward or into an aisle.
8. Spiral stairways shall not be permitted.
9. No ceilings allowed on the upper level.
10. Materials used for decorations shall have documentation for flame resistance that is acceptable to the San Diego Fire-Rescue Department.

11. All furniture shall have a tag attached for documentation and verification of California Bureau of Home Furnishings Technical Bulletin #117 and 133 for fire resistance.
12. One 2-A-10-B:C fire extinguisher shall be located on the upper level and lower level and shall be readily visible, accessible, and ready for use.
13. All areas under multi-level booths shall be equipped with a battery operated smoke detector attached to the ceiling understructure.
14. Vehicles shall not be displayed or parked under multi-level booths.
15. Storage inside storage rooms and under booth shall be neat and orderly and shall be limited to a one-day supply.
16. Flammable, combustible liquids and hazardous materials shall not be stored under or on upper levels of multi-level booths.
17. Provide a brief description of activities being conducted on upper and lower levels.

INSPECTIONS

When in the opinion of the Fire Code Official an after-hours inspection is required, an Inspection shall be conducted prior to the event opening and/or during the event. A fee will be charged at the current adopted rate.

FIRE CODE OFFICIAL

Fire Code Official reserves the right to amend, modify, or increase the level of fire safety to the above listed requirements on a case-by-case basis.

CONTESTS, DRAWINGS, AND RAFFLES

Exhibitors are encouraged to engage meeting attendees and add value to the meeting experience. That said, contests, drawings, raffles, entertainment, and other similar activities must be reviewed and approved by the Exhibits Team. These activities must be compatible with and maintain the professional atmosphere and tone of the Annual Meeting, as well as enhance the attendee experience and should not be disruptive to neighboring exhibitors.

Exhibitors are not permitted to collect names or register individuals for contests, drawings, or raffles that will be held outside the Annual Meeting. Gaming devices of any description are not permitted in the Exhibit Hall.

EXHIBITOR BOOTH MARKETING GUIDELINES

Except where specifically provided by contractual agreement between ASCRS and the exhibiting company for sponsorships and marketing opportunities, exhibitor marketing efforts must not extend beyond the confines of the exhibit booth.

Exhibitors may not:

- Solicit attendees in lobby spaces of the Convention Center.
- Place or hand out promotional fliers in any locations other than their exhibit booth.
- Conduct marketing within the confines of the Convention Center.
- Place marketing on the sidewalks and promenade leading up to the Convention Center or official ASCRS hotels.
- Place marketing by shuttle bus entrances, passenger drop off/pick up, and taxi lines.
- Permit mobile advertising to remain stationary in front of the Convention Center entrances or other assigned meeting spaces.

EXHIBIT BOOTH GIVEAWAYS

Items that will be used only by internal staff of the exhibiting company (and therefore not given away) are exempt from this policy. Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor.

Where permitted by law, it is appropriate for companies to offer items that are not of substantial value (\$100 or less) and do not have value to healthcare professionals outside of their professional responsibilities. For example, an anatomical model for use in the examination room is intended for the education of patients and would be acceptable.

Potential giveaway items must be designed primarily for the education of patients or healthcare professionals.

Potential giveaway items may not duplicate items ASCRS supplies with the support or promotional fees paid to ASCRS by a corporate supporter or advertiser. These items include but are not limited to lanyards, tote bags made of an enduring material, and bottled water.

Exhibiting companies may wish to place giveaway items from their booth in a bag. Because our attendee tote bags are a sponsored item, you are required to follow the guidelines below.

1. A product sample of the bag is required to be submitted to the Exhibits Team for prior approval.
2. The bag is required to be plastic or paper only. Prescription drug samples may be distributed to ophthalmologists only in accordance with the Prescription Drug Marketing Act.

Distribution of approved items must not create a nuisance or cause interference with adjoining exhibitors.

For those companies that follow the Pharmaceutical Research and Manufacturers of America (PhRMA) Code and/or the Advanced Medical Technology Association (AdvaMed) Code, giveaways permitted for the Annual Meeting are those designed primarily for the education of patients or healthcare professionals. It is the sole responsibility of the exhibiting company to abide by the guidelines set forth by the PhRMA and AdvaMed Codes.

ASCRS, at its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate. You are required to gain approval for your giveaway. Failure to provide a sample by March 8, 2023 may preclude the exhibitor from providing a giveaway. All giveaway items must be pre-approved by the Director of Exhibits or will be confiscated on the show floor and not returned.

Please submit a picture and short description of the items to the Exhibits Team at exhibits@ascrs.org.

POLICY ENFORCEMENT

Any unapproved Annual Meeting marketing and/or advertising carries with it the possibility of penalties to be assigned at the discretion of ASCRS. Penalties will be conducted in accordance with the below unless otherwise stated. Depending on the severity of the offense and/or conduct, and/or number of violations, ASCRS may opt to forgo the below and close the event.

1st Offense

Verbal warning

2nd Offense

The exhibiting company will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year. Additionally, the company may be prevented from exhibiting or attending the following ASCRS Annual Meeting.

3rd Offense

ASCRS will prohibit the exhibiting company from exhibiting at the next ASCRS Annual Meeting. The exhibitor will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year.

Again, it is not the intent of ASCRS to interfere with exhibitor outreach and/or marketing efforts, but only to ensure that the Annual Meeting remains a fair and positive opportunity for all involved.

AFFILIATE FUNCTION MARKETING GUIDELINES

You are permitted one sign in front of your meeting/event space. Signage for your meeting or event is not permitted outside the confines of a competing exhibitor's meeting or event.

Should competing companies host events in the same hotel/venue on the same day, external marketing is limited to immediately in front of your meeting/event space(s) only.

External marketing may not interfere or detract from a competing exhibitor's event or marketing.

External personnel used for marketing purposes are expected to maintain appropriate behavior and dress at all times.

EBLAST/EMAIL MARKETING

All eblast marketing must be approved through ASCRS prior to distribution and must contain the ASCRS disclaimer. Please contact the Exhibits Team at exhibits@ascrs.org to obtain a copy of the disclaimer and submit your eblast marketing piece for approval by April 21, 2023.

MAILING LISTS

There will be a request form in the Exhibitor Service Kit, available in December. The first preregistration attendee list request will be complimentary. **The list will only contain name, registration category, title, and physical mailing addresses;** ASCRS and ASOA are not permitted to disclose email addresses.

PHOTOGRAPHY, FILMING, & STREAMING

- ▶ Non-flash photography is allowed for personal, social, or non-commercial use.

- ▶ Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.
- ▶ Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.
- ▶ Sharing slides that feature patient faces or other identifiable information is prohibited.
- ▶ Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

HELIUM BALLOONS, CONFETTI, & FOG MACHINES

Helium balloons, confetti, and fog machines are not permitted on the show floor.

PROMOTIONAL MATERIAL

Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery (ASCRS) or the American Society of Ophthalmic Administrators (ASOA) in promotional material without written consent from ASCRS and ASOA.

While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Neither company nor products may extend into the aisle or beyond the limits of the assigned booth.

FOOD & BEVERAGE IN EXHIBIT BOOTHS

Exhibitors are encouraged to purchase food and beverages from the Convention Center catering department for their booth during Exhibit Hall hours. Popcorn is not permitted. Food and beverage items cannot be brought in from outside the building. The Convention Center has an exclusive agreement to provide all catering and concessions within the facility. If staff witness an individual bringing outside food into the Convention Center, they will be turned away. Our food and beverage division offers a wide range of food options and can help your team plan accordingly to ensure your catering and concession needs are met.

Food and beverage product exhibitors who are germane to events and are lawful manufacturers or distributors of food and/or beverage products may distribute samples. Samples must be distributed from those specific exhibitor booth locations only. Samples may not exceed two ounces by weight of a solid product, and four ounces by volume of a non-alcoholic beverage product. All alcoholic beverage sampling must be serviced by the Convention Center's Food and Beverage Department. Approval for distribution of samples must be obtained prior to an event.

Contact information for Centerplate Catering Department at the Convention Center will be provided in the Exhibitor Service Kit in December.

PRESS RELEASES

For Members of the Media:

Members of the media are welcome and encouraged to attend the ASCRS/ASOA Annual Meeting. We kindly request that all journalists pre-register. Registered media will have full access to all ASCRS and ASOA programming material and updates.

For further questions, please contact Karen Mathes at kmathes@ascrs.org or 913-484-5355.

For Exhibitors:

Exhibitors may issue press releases regarding their products, data, or other proprietary information available in the Exhibit Hall. They may also reference the fact that they are exhibiting at the ASCRS/ASOA Annual Meeting and that sessions at the meeting will provide additional data or information about their products or services. However, no company shall describe the presentation of data or information at the meeting in such a way as to imply an endorsement by ASCRS. Specifically, words such as “featured” or “showcased” must be avoided. Furthermore, no company shall issue a release listing by name official ASCRS and ASOA meeting content, programming, educational sessions, or other presentations.

Any press release referencing an exhibitor’s participation in the meeting must also include the following disclaimer:

All educational content of the ASCRS/ASOA Annual Meeting is planned by its Program Committee, and ASCRS and ASOA do not endorse, promote, approve, or recommend the use of any products, devices, or services.

The use of the ASCRS and ASOA logos is NOT permitted. Improper press releases will result in a Priority Point penalty.

For further questions, please contact Karen Mathes at kmathes@ascrs.org or 913-484-5355.

2023 EXHIBITOR SOCIAL MEDIA PROMOTION

All exhibitors are encouraged to promote their 2023 ASCRS Annual Meeting attendance and booth information in advance of and throughout the meeting. All posts using the hashtags #ASCRS2023 and/or #ASOA2023 will be displayed for attendees to view.

PROMOTIONAL TOOLS AVAILABLE TO SHOWCASE EXHIBITOR ENGAGEMENT ARE OUTLINED BELOW:

- Exhibitors may use a “We’re Exhibiting” image on Facebook, Twitter, LinkedIn, Instagram, and in email signatures. Exhibitors may also place the image on their website.
- Contact the Exhibits Team at exhibits@ascrs.org and provide booth number to request the customized image.
- Make sure all posts use the meeting hashtag #ASCRS2023 and/or #ASOA2023.
- Publish the post and repeat as desired.

EXHIBITORS ARE ENCOURAGED TO LEVERAGE SOCIAL MEDIA THROUGHOUT THE MEETING AS DESIRED, PROVIDED POSTS COMPLY WITH THE GUIDELINES BELOW:

- Do not amend or alter the “We’re Exhibiting” image.
- Do not use the image in a way that suggests or implies partnership, sponsorship, or endorsement by ASCRS or ASOA.

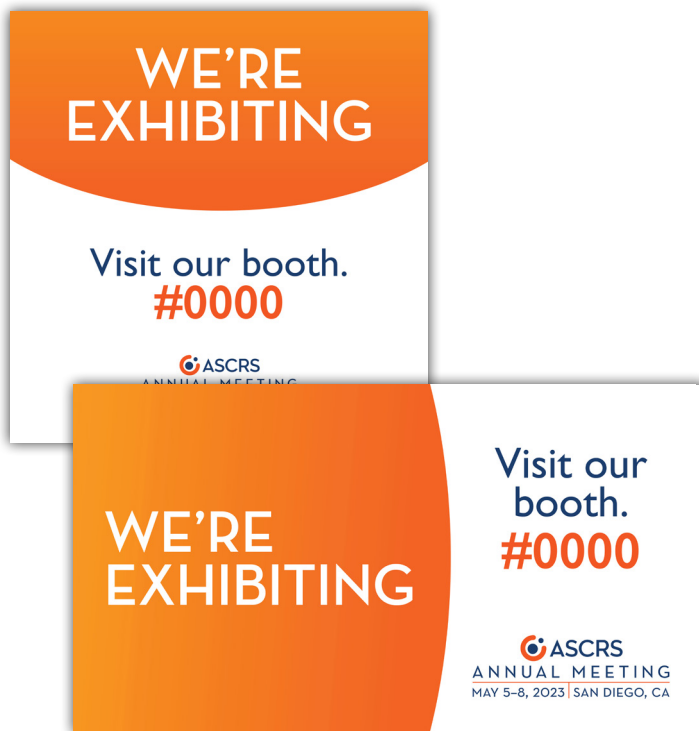
KEEP THESE GUIDELINES IN MIND WHEN POSTING ABOUT THE ANNUAL MEETING:

- Non-flash photography is allowed for personal, social, or non-commercial use.
- Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.
- Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.
- Sharing slides that feature patient faces or other identifiable information is prohibited.
- Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

TO FACILITATE EXHIBITOR ENGAGEMENT, ASCRS AND ASOA HAVE PROVIDED A COUPLE OF SUGGESTED EXAMPLES:

- 1 “Meet us in San Diego at #ASCRS2023.
We are showcasing (enter description here).”
- 2 “Meet us in San Diego at #ASOA2023.
We are showcasing (enter description here).”

Examples



DURING THE EXHIBITION

ACCESS TO EXHIBITS

Exhibitors will have access to the hall prior to opening each day in accordance with the below:

Saturday–Monday, 1 hour before the hall opens (7:00 a.m.)

If an exhibitor requires access to the show floor on any of these days prior to the above, the exhibitor is required to contact the Exhibits Team at exhibits@ascrs.org directly. Security is not permitted to grant any early access without show management approval.

BADGES REQUIRED

Everyone is required to have a badge on in order to gain access to the Exhibit Hall.

CARE OF FACILITY

Protection of convention facility property

Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the facility or convention hall exhibit area without permission from the proper building authority. Please ask the Exhibits Team at exhibits@ascrs.org.

Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the convention hall managers or their assistants.

CHILDREN IN THE EXHIBIT HALL

Due to safety considerations, under no circumstances are children allowed inside the Exhibit Hall during installation or dismantle.

Children under the age of 18 are required to be accompanied by an adult that has an attendee badge. Strollers are not permitted in the Exhibit Hall.

EQUIPMENT PASS

Removal of equipment or display items from the Exhibit Hall during meeting days—**Saturday, May 6** through **Monday, May 8**—will require a pass. The passes can be obtained at the Exhibitor Service Center beginning **Saturday, May 6**. Once the show closes at 3:30 p.m. on **Monday, May 8**, equipment passes will not be required. It is the responsibility of each exhibiting company to properly secure and remove its equipment when the show closes.

PHOTOGRAPHY & FILMING

Exhibitors may not take photos or videos of other booths. Non-flash photography is allowed for personal, social, or non-commercial use.

An exhibitor may photograph or videotape only within the confines of their booth. Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.

Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

Exhibitors who designate any third party to provide this service will be required to submit an EAC form, and the EAC must submit a COI form by the noted deadline.

EACs are prohibited from videotaping outside of the assigned booth space without proper approval from the Director of Exhibits.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the Annual Meeting. Exhibitors agree that photos of their booth possibly containing logos and trademarks may appear without restriction in promotional and other documents produced by ASCRS.

Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.

Sharing slides that feature patient faces or other identifiable information is prohibited.

PROFESSIONAL BEHAVIOR

Exhibitors may not enter another exhibitor's booth. Professional behavior is expected by each company, its representatives, and exhibitor appointed contractors at all times during the ASCRS Annual Meeting.

Any provocation of another either verbally, physically, or by any other means will result in all parties involved surrendering their badges immediately and being escorted off the premises by security, and all parties being prohibited from attending the remainder of the meeting, exposition, and functions, and a booth refund will **NOT** be granted.

It is the discretion of the Exhibits Team to ask the exhibiting company(ies) to vacate the premises immediately or at the close of the day, as well as either penalize or prohibit the parties' attendance at any future meetings held by the association.

If the exhibitor is asked to vacate the premises, they will forfeit 100% of the exhibit booth fee; a refund will not be granted.

SECURITY

ASCRS will hire security guards for the public areas of the Convention Center. Should you have valuable items in your booth that need to be left overnight, it is recommended that you hire the official show security company to provide security detail services. An order form will be provided in the Exhibitor Service Kit. ASCRS is not responsible for lost, stolen, or damaged items.

SELLING

Selling or order taking is permitted, however, the exhibitor is expected to maintain proper decorum, follow ASCRS high standards, and be consistent with the educational purposes and integrity of the show and profession.

Exhibitors must obtain any/all permits/licenses required by the host state/city prior to selling/taking orders onsite. All taxes related to sales/orders onsite are the sole responsibility of the exhibitor.

SELLER'S PERMITS/SALES TAX INFORMATION, SAN DIEGO, CALIFORNIA

A seller's permit allows you to collect sales tax from customers and report those amounts to the state on a regular reporting period (either monthly, quarterly, or annually). There is no charge for a seller's permit, but security deposits are sometimes required by the state. It is the exhibitor responsibility to secure this permit if taxes are being collected on the show floor for the sale of any goods and services.

For further information, contact:

Customer Service

Representatives are available to assist you Monday through Friday, except State holidays, from 8:00 a.m.–5:00 p.m. Toll free number (800) 400-7115

SOUND & PRESENTATIONS IN BOOTHS

When conducting a presentation in your booth, it is the exhibitor's responsibility to keep overflow crowds clear of the aisles.

Seating for presentation areas must be free and clear of the aisles and be monitored and controlled so that all aisles remain congestion-free.

ASCRS reserves the right to determine whether sound and any audio/visual being displayed are the correct decibel level and may ask you to lower the volume. Headsets/earphones are not required for booth presentations.

GENERAL RULES AND REGULATIONS

1. These rules and regulations constitute an essential part of the contract for the exhibit space. During the Annual Meeting, the American Society of Cataract and Refractive Surgery (ASCRS) reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.
2. ASCRS reserves the right to decline, prohibit, or expel an exhibit that, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to the persons, things, printed matter, product, conduct, etc. Should the exhibit be expelled, space payments will not be refunded.
3. Exhibitors shall be bound by all pertinent laws, codes, and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.
4. It is agreed that if the exhibitor fails to comply in any respect with the terms of the agreement, ASCRS shall have the right, without notice to the exhibitor, to sell or offer for sale the exhibit space covered by this contract. Said exhibitor will be liable for any deficiency, loss, or damage suffered by the exhibition by reason of the premises stated, which loss or damage the exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.
5. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the exhibition the full sum herein set forth.
6. ASCRS shall have full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the exhibition.
7. I understand that by providing my mailing address, email address, telephone number, and fax number, I consent to receive communications sent by or on behalf of ASCRS (and their subsidiaries and affiliates) via regular mail, email, telephone, or fax. I understand that ASCRS may share my address/email/telephone/fax with other organizations.

VIOLATIONS

Specific actions may be taken by ASCRS for violation of any provision of these guidelines. Violations of any ASCRS policies, guidelines, rules, or regulations may result in the loss of Priority Points for future space assignments and/or immediate removal from

the Exhibit Hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

CATASTROPHE

ASCRS will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, acts of terrorism, the authority of the law, public health crisis, postponement or cancellation of the exposition, or for any cause beyond their control. It will, however, in the event of its not being able to hold an exhibit for any of the above-named reasons, reimburse exhibitors on a pro-rate basis on any amount paid in, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

EVALUATION OF SPACE APPLICATION/CONTRACT

In order to preserve and maximize the educational value of the technical exhibit program, ASCRS will examine all space application/contracts and evaluate the proposed exhibits to determine whether they satisfy certain basic criteria.

Permission to exhibit does not constitute in any way an ASCRS endorsement or approval of the exhibited products or services or guarantee that space will be assigned.

The evaluation of space application will be performed in accordance with guidelines established by the ASCRS Executive Board. The principle criteria to be considered in reviewing applications shall include, but are not limited to, whether the products or services proposed for exhibition relate specifically to the practice or advancement of ophthalmology generally and/or cataract and refractive surgery specifically, whether the proposed exhibit is of educational value to ophthalmologists, cataract and refractive surgeons, and whether the products or services in question are safe and effective.

Every exhibitor applicant who has not exhibited at a previous ASCRS Annual Meeting must complete the review process for assignment of exhibit space. An applicant who did exhibit at previous Annual Meetings must complete the review process only if there has been a material change in circumstances relating to its company (e.g., a change in ownership, control, or legal status) or in the nature, name, composition, products, labeling, or regulatory status of the products and services to be exhibited, or if the safety or efficacy of the company's products or services have been called into question through litigation, regulatory proceedings, customer complaints, or other reliable sources of adverse information.

The information required for review is the following:

1. Company profile
2. The products and/or services the company plans to exhibit (i.e., product brochures, literature, or samples).
3. Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgments, or settlements over the last 3 years regarding the business practices of the company or the products and services to be exhibited. Companies with complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or ASCRS members may be required to provide an explanation of the resolution of those complaints.
4. Exhibitors shall not exhibit any products or services other than those included in their space application/contract or approved in writing by ASCRS. Successfully completing the exhibit application does not guarantee that you will be assigned booth space. ASCRS meetings consistently sell out of exhibit space and maintain waiting lists.

ASCRS exhibit space is assigned in Priority Point order to all exhibitors that have a history of exhibiting at ASCRS meetings.

Even where an exhibitor meets the basic criteria described above, ASCRS still reserves the right to deny any request to exhibit based on space limitations, safety concerns, failure to comply with these procedures or requirements, past inappropriate conduct by the applicant (including but not limited to failure to comply with ASCRS exhibitor rules and regulations), or a reasonable determination by ASCRS that the company's products or services are not safe and/or effective.

Alternatively, ASCRS may decide to reduce an applicant's accrued Priority Points based on the applicant's past failure to comply with ASCRS exhibitor rules and regulations or legal or regulatory actions or consumer/member complaints relating to the safety and efficacy of an applicant's products or services.

INABILITY TO HOLD CONVENTION OR CHANGE IN SCHEDULED DATES

If because of war, strike, the destruction, construction or renovation of the Exhibition Venue, government order, terrorist act, act of God or other cause beyond the control of the Association, the Conference and Exhibition or any part thereof is prevented from being held, the Association shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, the Association shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. In regard to Sponsors, Sponsorships are non-refundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or

postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the Conference and Exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

INSURANCE

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, data breaches, and inability to meet its obligations outlined in the Exhibitor Guide. Upon request, an exhibitor shall provide to the Association a certificate of insurance indicating at least \$1,000,000 of commercial general liability insurance, and \$1,000,000 of comprehensive automobile liability insurance covering owned, leased, hired and non-owned vehicles. Both policies shall name ASCRS as an additional insured thereon.

LIABILITY AND INDEMNIFICATION

ASCRS and ASOA will bear no liability for personal injuries, whether suffered by an exhibitor or its employees, contractors, or business invitees. ASCRS and ASOA will also assume no liability for loss or damage to the property of an exhibitor or its employees, contractors, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the gross negligence or intentional wrongful acts of ASCRS and ASOA. Each exhibitor, in making application for space, agrees to indemnify, defend, and hold harmless the Association from any and all claims, liability, damages, or expenses (including attorneys' fees) asserted against them or incurred by them as a result of, in connection with, or arising from any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts or omissions of the exhibitor or its agents or employees, contractors, or business invitees, or for breach or nonperformance of any provision of this Contract. ASCRS and ASOA shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of indirect, special, or consequential damages alleged to be due from a breach of this Contract. It is understood and agreed that the sole liability of ASCRS and ASOA to the exhibitor for any breach of this Contract shall be limited to the amounts paid by the exhibitor pursuant to this Contract. It is understood and agreed that a refund of amounts paid by the exhibitor pursuant to this Contract is the sole and exclusive remedy of the exhibitor under this Contract.

FORCE MAJEURE

In the event of acts of God, fire, strikes, disaster, political or social boycott, medical epidemic, or other similar unavoidable occurrences rendering the exhibit space unfit for use, ASCRS and ASOA will attempt to provide exhibit space at another location, but it does not guarantee it will be able to do so. In the event the Annual Meeting is not held at all, an exhibitor's sole remedy is a refund of its exhibit space or promotional opportunity fees paid, less any actual costs incurred by ASCRS and ASOA or its vendors to produce the promotional item. Such direct costs will be evidenced by documentation such as labor time cards or invoices.

OUTSTANDING BALANCE/ PAYMENT INFORMATION

Companies that have a balance due from a previous show will not be permitted to exhibit in future shows until the balance due is paid in full.

If payment is not received after being contacted, exhibitors will lose all Priority Points.

ASCRS reserves the right to reassign or cancel the booth space without notice that is not paid in full by the deadline. Exhibitors will not be permitted to set up on show site until the balance is paid.

PRIORITY POINTS

ASCRS has the discretion to reduce an exhibitor's accrued Priority Points based on past inappropriate conduct by the applicant (including but not limited to failure to comply with ASCRS exhibitor rules and regulations) or legal or regulatory actions or consumer/member complaints relating to the safety and efficacy of an applicant's products or services.

PROMOTIONAL MATERIAL

Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery or ASCRS or the American Society of Ophthalmic Administrators or ASOA in promotional material without written consent from ASCRS and ASOA.

While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Neither company nor products may extend into the aisle or beyond the limits of the assigned booth.



SUBSPECIALTY DAY

MAY 5-8, 2023 | SAN DIEGO, CA

ASCRS SUBSPECIALTY DAY 2023

EXHIBITOR GUIDE

► ASCRS Refractive Day

SubspecialtyDay.ASCRS.org | May 5

► ASCRS Glaucoma Day

SubspecialtyDay.ASCRS.org | May 5

► ASCRS Cornea Day

SubspecialtyDay.ASCRS.org | May 5

 **ASCRS**
REFRACTIVE
DAY 2023

Sponsored by the ASCRS Refractive
Surgery Clinical Committee

 **ASCRS**
GLAUCOMA
DAY 2023

Sponsored by the ASCRS Glaucoma
Clinical Committee

 **ASCRS**
CORNEA
DAY 2023

Sponsored by the ASCRS Cornea
Clinical Committee

Dear Exhibitor,

We are pleased to invite you to exhibit at the **2023 ASCRS Subspecialty Day** programs on **Friday, May 5, 2023**.

This Exhibit Hall, which is open to all attendees of **ASCRS Glaucoma Day**, **ASCRS Refractive Day**, and **ASCRS Cornea Day**, offers a unique opportunity for exhibitors to connect with the most important target market for their company's products and services. These one-day educational program attracted a combined total of more than 1,800 ophthalmologists and healthcare professionals in 2022.

2022 ATTENDANCE PROFILE

Ophthalmologists	1600
Healthcare Professionals	41
Industry (Non-Exhibitor)	169
Total Attendance	1810

Thank you for your support and interest in participating in our educational programs.

The ASCRS Exhibits Team

EXHIBIT DATES/HOURS

Friday, May 5 7:00 a.m.–4:00 p.m.

SPACE ASSIGNMENT

ASCRS Subspecialty Day exhibits are an extension of the continuing education program. To be accepted by ASCRS, the products and services should be related to ophthalmic or medical administrative fields.

Tabletop exhibits will be assigned space on a first-come, first-served basis. Exhibit space is limited; thus, companies are limited to one tabletop space. Requests for additional tabletop spaces will be reviewed on an individual basis.

ASCRS reserves the right to reconfigure the Exhibit Hall floor plan and reassign any exhibiting company at any time. Should the affected exhibitor cancel their space as a result of the booth reassignment, space payments will be refunded in full provided the Exhibits Team receives the written cancellation within the designated timeframe. The affected exhibitor must submit the cancellation notification in writing within 5 days of notification of space reassignment.

The Exhibit Hall will be open for ASCRS Glaucoma Day, ASCRS Refractive Day, and ASCRS Cornea Day attendees only.

Morning and afternoon food and beverage will be provided in the hall.

Exhibitors for ASCRS Subspecialty Day will have access to the session rooms with an ASCRS Subspecialty Day exhibitor badge, provided there is seating open for attendees.

BOOTH SPACE GUIDELINES

Exhibits are for disseminating information and displaying products that can easily fit within the allotted tabletop exhibit space. The maximum height of products and display materials on the table may not exceed 7 feet from the floor; nor can the products wrap around to produce any type of sidewall or blocking line of sight to another exhibit table. All exhibitors are required to keep their materials within their exhibit space.

Portable, pop-up back walls are permitted as long as they fit within the confines of your 6-foot table space and are not blocking the line of sight of the companies next to you.

All exhibits are subject to review onsite and modification where necessary.

Custom-built booth displays are strictly prohibited. Any requests to substitute the 6-foot table with equipment must be made in writing no less than 30 days in advance of the exhibition. Please note that the Exhibit Hall configuration is subject to approval by the local fire marshal.

LASERS & POTENTIALLY HAZARDOUS LIGHTS

Any exhibitor who will be utilizing or displaying lasers or other hazardous optical sources will be required to review the ASCRS Laser Safety Guidelines and submit the Laser Safety Use form by **March 6**, and include your tabletop number.

IMPORTANT DATES TO REMEMBER

Booth applications will be accepted until the exhibit area is sold out. Subspecialty Day booths payments are required to be submitted in full with the application.

OCTOBER 29–JANUARY 16

- ▶ Booth cancellation will forfeit 50% of total booth fee

JANUARY 16

- ▶ Final booth payments due

DECEMBER 5

- ▶ Exhibitor badge registration open

DECEMBER 16

- ▶ Exhibitor Service Kit available online

MARCH 6

- ▶ Laser Safety Use form due

MAY 4–8

- ▶ Exhibitor registration open

MAY 4

- ▶ Exhibit installation 1:00–5:00 p.m.

MAY 5

- ▶ Exhibits open 7:00 a.m.–4:00 p.m.
- ▶ Exhibit dismantle 4:00–6:00 p.m.

EXHIBIT SPACE RENTAL FEES

Fee: \$5,000

Items included in the booth fee are:

- Three (3) ASCRS Subspecialty Day exhibitor badges
- 4 Priority Points toward exhibiting at the 2024 ASCRS Annual Meeting will apply for your participation in Subspecialty Day
- Company listing in the ASCRS Subspecialty Day Program
- Company listing in the meetings app

PAYMENT METHODS

ASCRS accepts:

- American Express
- Discover
- Mastercard
- VISA
- Wire transfers

ACH & WIRE TRANSFERS

Wire Transfer Information (U.S.):

Account Name: American Society of Cataract and Refractive Surgery

Account Number: 206664

Type: Checking

Name of Bank: First Virginia Community Bank, Fairfax, VA

Bank I.D. # for ABA (ACH): 056-009-505

Wire Transfer Information (International):

Account Name: Bank of America

Address: 222 Broadway, New York, NY 10038

Routing #026009593

Account #435015192552

The transaction fee/processing fee must be included in the total wire amount. ASCRS is not responsible for this amount and you will be billed for the balance.

Please ask your banking institution for the transaction fee amount to include.

OUTSTANDING BALANCES/PAYMENTS DUE

Companies that have an outstanding balance due from a previous meeting or promotional opportunities will not be permitted to purchase a tabletop or set up their exhibit until the balance is paid in full.

All booths are required to be paid in full prior to arriving onsite at the current Annual Meeting. ASCRS has the right to refuse to permit your booth installation if you have not paid your balance(s).

BOOTH SPACE CANCELLATIONS

CANCELLATION POLICY

Cancellation of assigned booth space must be submitted in writing to the Exhibits Team. Cancellations will not be taken on the phone.

Upon cancellation of exhibit space, exhibitor is responsible for canceling any hotel rooms and/or meeting space that may have been on hold.

Exhibitors canceling once their booth has been assigned will forfeit a percentage of the total space fee based on the following schedule:

- **Prior to October 29:** Cancellation/reduction of space will be accepted with no penalty.
- **October 29–January 16, 2023:** Cancellation will result in forfeit of 50% booth fee.
- **On or after January 17, 2023:** Cancellation will result in forfeit of 100% of booth fee.

Exhibitors that fail to pay the cancellation fee will not be permitted to exhibit at future ASCRS meetings until the balance is paid in full.

INABILITY TO HOLD CONVENTION OR CHANGE IN SCHEDULED DATES

If because of war, strike, the destruction, construction or renovation of the Exhibition Venue, government order, terrorist act, act of God or other cause beyond the control of the Association, the Conference and Exhibition or any part thereof is prevented from being held, the Association shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, the Association shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. In regard to Sponsors, Sponsorships are non-refundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the Conference and Exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

TABLETOP DISPLAY GUIDELINES

Exhibitors will be asked to remove any exhibits not in compliance with these guidelines.

YOUR EXHIBIT SPACE INCLUDES:

- One draped table, 6' long x 2' deep x 30" high. The table is topped in a black skirt.
- Standard ID sign on your table
- Two chairs
- One wastebasket

YOU ARE RESPONSIBLE FOR ORDERING ELECTRIC AND INTERNET IF NEEDED AT YOUR EXHIBIT TABLE.

FLOOR COVERING

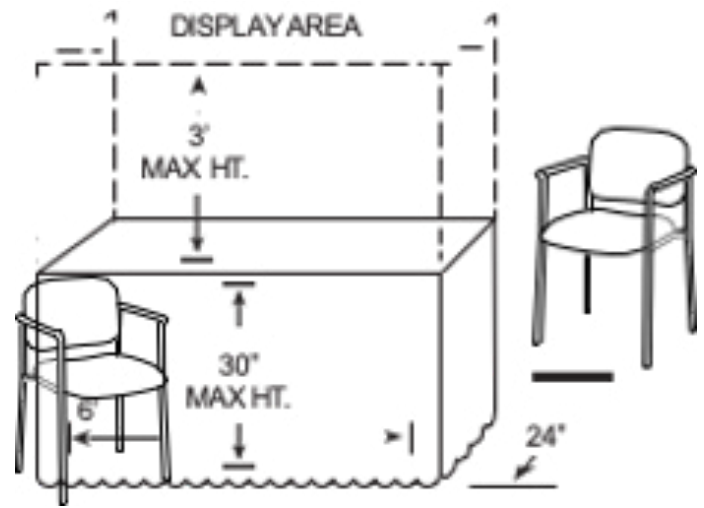
The Exhibit Hall for ASCRS Subspecialty Day will be carpeted, and companies are prohibited from providing their own floor covering.

HANGING SIGNS

Hanging signs are not permitted within the ASCRS Subspecialty Day exhibit area.

TABLE DISPLAY GUIDELINES

- Tabletop height may not exceed 7 feet; exhibit fixtures, signage, products, etc. must be placed on top of the tabletop.
- **Equipment is permitted in lieu of a provided table. Please advise the Exhibits Team prior to move-in onsite.**
- Equipment carts must not exceed display area limits of 66" high x 6' long x 24" deep.
- Display space may not extend beyond the table surface.
- Display space may not block line of sight to neighboring exhibitors.
- Signs or banners reaching a maximum of 6' long x 30" high may be hung from the drape on the front of the table.
- Maximum height permitted on top of the table is 3' high.



YOUR TABLETOP IS YOUR ONLY DISPLAY SPACE

- The exhibit area is carpeted; no other flooring is allowed.
- Free standing signage is permitted **BEHIND** your table only, not next to it.
- Pop-up displays are permitted on top of your table or behind it, not next to your table.
- Additional furniture will not be permitted, nor will ordering additional chairs or a different size table be permitted.

By purchasing my ASCRS Subspecialty Day exhibit space, I have read and agree to comply with the Exhibit Guidelines above. I understand ASCRS, Freeman, and the San Diego Convention Center reserve the right to require modifications to my tabletop exhibit onsite should it be deemed out of compliance.

RULES & REGULATIONS

All ASCRS Show Rules & Regulations detailed within the entire 2023 ASCRS Exhibitor Guide are in full effect.

AFFILIATE FUNCTIONS & MEETING SPACE

All meeting space requests are subject to the Meeting Space Guidelines & Procedures. Please refer to the affiliate functions information in the Exhibitor Guide or contact Samantha Engler, sengler@ascrs.org, for more details.

INSTALLATION OF EXHIBITS

Installation hours:

Thursday, May 4 1:00–5:00 p.m.

All exhibit crates must be empty and tagged and removed for storage no later than 5:00 p.m.

Display space not claimed and occupied by 5:00 p.m. on Thursday, May 4 may be canceled or reassigned without notification or refund.

If the exhibit is on hand, ASCRS reserves the right to assign labor to set up any display that is not in the process of being erected by 4:30 p.m. on this day and/or order the removal of all display materials and crates not in the process of being set up by 4:30 p.m. on this day.

The charge for labor to complete either of these options will be billed to the exhibitor; and ASCRS shall have no liability for such work. Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) or Freeman.

All individuals working in the exhibit area must be badged at all times with the Subspecialty Day designated exhibitor badge. Exhibitor badges for the ASCRS Annual Meeting Exhibit Hall will NOT be permitted.

ALL INSTALLATION MUST BE COMPLETED AND BE SHOW READY BY 5:00 P.M., THURSDAY, May 4.

Exhibit booths must be staffed during all open show hours.

Exhibitor badges for ASCRS Subspecialty Day will grant access to the ASCRS Glaucoma Day, ASCRS Refractive Day, and ASCRS Cornea Day session rooms. CME credits cannot be claimed with exhibitor badges. Exhibitor badges for ASCRS Subspecialty Day will not grant access to the ASCRS and ASOA Annual Meeting session rooms.

DISMANTLE OF EXHIBITS

Dismantle hours:

Friday, May 5 4:00–6:00 p.m.

All exhibitor displays or materials left in the hall after 6:00 p.m. on Friday, May 5 will be packed and shipped at the discretion of ASCRS and all applicable service charges will be applied to the exhibitor of record.

IN NO CASE WILL DISMANTLING BE ALLOWED BEFORE 4:00 P.M. ON MAY 5.

If an exhibitor violates this regulation, they will lose Priority Points for future booth assignments or may be denied exhibit space in future trade expositions.

Please book your travel arrangements accordingly.

Booth applications are online only. If you did not receive the link for the online application to purchase your exhibit space, please contact the Exhibits Team at exhibits@ascrs.org.