



## SUMMER MEETING

AUGUST 19-21, 2022 | NASHVILLE, TN

# EXHIBITOR & SPONSORSHIP GUIDE





Dear Industry Partners,

We are pleased to invite your organization to exhibit at the 2022 ASCRS Summer Meeting, taking place at the Renaissance Nashville Hotel, August 19-21, 2020, in Nashville, Tennessee.

The 2022 ASCRS Summer Meeting provides an excellent opportunity for exhibiting companies to network with in-practice physicians, young eye surgeons, and practice management staff, in intimate setting.

**Sponsorships are available for the following rates:**

**Platinum Sponsors: \$35,000**

**Gold Sponsors: \$17,500**

**Silver Sponsors: \$7,500**

**Participating Exhibit: \$3,500**

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To become part of this exhibit and sponsorship opportunity, please read this guide in full and submit the application. Thank you for your support and participation in our educational programs!

**CONTACTS**

**Exhibits Team**

[exhibits@ascrs.com](mailto:exhibits@ascrs.com)

**Sponsorship Packages**

Jessica Donohoe | [jessica@eyeworld.org](mailto:jessica@eyeworld.org)

Joe Dooley | [joe@eyeworld.org](mailto:joe@eyeworld.org)

<b>June 13</b>	Exhibitor service kit available	
<b>July 28</b>	Housing Cut Off	
<b>July 18-August 11</b>	Freight for Exhibits and or Wet Labs needs to be received at Freeman Advance Warehouse	
<b>July 4</b>	Exhibit space cancellation after contract has been submitted or by this date will incur a 85% cancellation fee of the total booth cost.	
<b>July 5</b>	Exhibit space cancellation on or after this date will incur a 100% cancellation fee of the total booth cost.	
<b>July 19</b>	Complimentary mailing lists distributed via e-mail (name, city, state only, will be included)	
<b>July 19</b>	Certificate of Insurance form due to ASCRS Director of Exhibits. <b>Required from each company. Information will be in the service kit.</b>	
<b>August 8</b>	Electrical & Audio-Visual order forms due to Hotel	
<b>August 19</b>	Registration Desk Exhibits Move In	8:00am – 5:00pm 12:00pm – 5:00pm
<b>August 20</b>	Registration Desk Exhibit Hall Open <b>Networking Reception</b> <b>Location will be on-site</b>	6:30am – 5:00pm 7:00am – 4:30pm <b>5:30pm – 7:00pm</b>
<b>August 21</b>	Registration Desk Exhibit Hall Open Exhibits dismantle	7:00am – 11:00am 7:00am – 11:00am 11:00am – 2:30pm

**The exhibit hall is carpeted. Exhibitors are not permitted to bring their own flooring**

**Platinum Sponsor: \$35,000**

- **20 badges for the exhibit hall and educational programs**
  - (Representatives & Exhibitors only. Wet Lab and CME monitoring will have a separate badge)
  - Additional exhibitor badge over allotment: \$1000 per badge
- **One 10'x20' booth space in exhibit hall to include:**
  - (1) 6' long x 2' deep x 30" high table with skirt, 2 chairs and 1 trash bin
  - (1) Standard ID sign on your table, 11" long x 17" high
    - Backwall pop-up or stand banners permitted, subject to placement approval onsite
    - Equipment & small devices are permitted
    - Demonstrations may take place during programming hours
- **Industry Spotlight Theatre-** one 10-minute presentation within the Industry Spotlight (non-CME) session. Can be a physician presenter, administrator, or industry representative.
- **Participation with "The Doctor is In"** – ASCRS will help to coordinate with ASCRS Summer Meeting Faculty to plan to "visit" sponsor's booth. ASCRS will publish times and names of visiting physicians. The purpose is to create an engagement opportunity with both the faculty, attendees and industry.
- **Window cling or column wrap (location TBD) for branding/sponsorship**
- Featured listing in the exhibitor section of the meeting website
- Top listing on signage for the exhibition room
- One pre-registration list (name, city, state only) will be sent 1-3 weeks prior to event dates
- One onsite registration list (name, city, state only) will be delivered to booth during set up
- One post-meeting registration list (mailing address only) will be sent one week after meeting
- One copy per badge of the Final Program will be delivered to booth during set up
- 20 Priority Points applied towards your exhibit booth space at the 2023 ASCRS Annual Meeting

**Gold Sponsor: \$17,500**

- **6 badges for the exhibit hall and educational programs**
  - (Representatives & Exhibitors only. Wet Lab and CME monitoring will have a separate badge)
  - Additional exhibitor badge over allotment: \$1000 per badge
- **One 10'x20' booth space in exhibit hall to include:**
  - (1) 6' long x 2' deep x 30" high table with skirt, 2 chairs and 1 trash bin
  - (1) Standard ID sign on your table, 11" long x 17" high
    - Backwall pop-up or stand banners permitted, subject to placement approval onsite
    - Equipment & small devices are permitted
    - Demonstrations may take place during programming hours
- **Window cling or column wrap or equivalent for branding/sponsorship (location TBD)**
- Featured listing in the exhibitor section of the meeting website
- Top listing on signage for the exhibition room
- One pre-registration list (name, city, state only) will be sent 1-3 weeks prior to event dates
- One onsite registration list (name, city, state only) will be delivered to booth during set up
- One post-meeting registration list (mailing address only) will be sent one week after meeting
- One copy per badge of the Final Program will be delivered to booth during set up
- 20 Priority Points applied towards your exhibit booth space at the 2023 ASCRS Annual Meeting

**À la carte Sponsorship Items**

Please contact Jessica Donohoe [jessica@eyeworld.org](mailto:jessica@eyeworld.org) or Joe Dooley [joe@eyeworld.org](mailto:joe@eyeworld.org) for more information and pricing:

- Network Reception Sponsorship
- Attendee room door drop
- Custom door hangers
- Attendee hotel keycards

**Silver Sponsor: \$7,500**

- **5 badges for the exhibit hall and symposia sessions**
  - (Representatives & Exhibitors only. Wet Lab and CME monitoring will have a separate badge)
  - Additional exhibitor badge over allotment: \$1000 per badge
- **One booth space in exhibit hall to include:**
  - (1) 6' long x 2' deep x 30" high table with skirt, 2 chairs and 1 trash bin
  - (1) Standard ID sign on your table, 11" long x 17" high
  - Back wall pop-up or stand banners permitted, subject to placement approval onsite
  - Equipment & small devices are permitted
  - Demonstrations may take place during programming hours
- Listing in the exhibitor section of the meeting website
- Listing on signage for the exhibition room
- One pre-registration list (name, city, state only) will be sent 1-3 weeks prior to event dates
- One onsite registration list (name, city, state only) will be delivered to booth during set up
- One post-meeting registration list (mailing address only) will be sent one week after meeting
- One copy per badge of the Final Program will be delivered to booth during set up
- 10 Priority Points applied towards your exhibit booth space at the 2023 ASCRS Annual Meeting

**Participating Exhibitor: \$3,500**

- **2 badges for the exhibit hall and educational programs**
  - (Representatives & Exhibitors only. Wet Lab and CME monitoring will have a separate badge)
  - Additional exhibitor badge over allotment: \$1000 per badge
- **One booth space in exhibit hall to include:**
  - (1) 6' long x 2' deep x 30" high table with skirt, 2 chairs and 1 trash bin
  - (1) Standard ID sign on your table, 11" long x 17" high
  - Back wall pop-up or stand banners permitted, subject to placement approval onsite
  - Equipment & small devices are permitted, demonstrations to take place during exhibit hours
- Listing in exhibitor section of the final program
- Listing on signage for the exhibition room
- One pre-registration list (name, city, state only) will be sent 3 weeks prior to event dates
- One onsite registration list (name, city, state only) will be delivered to booth during set up
- One post-meeting registration list (mailing address only) will be sent one week after meeting
- One copy per badge of the Final Program will be delivered to booth during set up
- 5 Priority Points applied towards your exhibit booth space at the 2023 ASCRS Annual Meeting

ASCRS and ASOA are pleased to provide industry with the option to sponsor a corporate symposium or industry spotlight presentation at the 2022 ASCRS Summer Meeting. These sessions offer industry the opportunity to deliver their own (non-CME) educational message to Summer Symposium attendees.

The industry sponsor is responsible for providing faculty and content. ASCRS and ASOA will provide a customized turnkey solution that includes space in the meeting hotel, room and stage set, audio-visual set, food & beverage, event marketing, registration, and event staffing.

Corporate-sponsored symposia must be conducted outside of official 2022 ASCRS Summer Meeting programming times.

Please see below for timing:

#### **CORPORATE SYMPOSIA**

Opportunities are available during these timeslots.

<b>Day</b>	<b>Time</b>
Friday	6:30 – 7:30 AM or after 5pm
Saturday	6:30 – 7:30 AM or after 5pm
Sunday	6:30 – 7:30 AM

#### **INDUSTRY SPOTLIGHT THEATER**

A timeslot has been reserved during lunch on **Saturday, August 20, 2022**. The Industry Spotlight Theater will be during the lunch hour and provide opportunities for industry to deliver a 10-minute, non-CME presentation. Presentations may be delivered by a physician, industry representative, or administrator.

Each program is custom tailored to meet the specifications and requirements of the corporate sponsor. For additional information on these opportunities, including a custom quote, please contact Jessica Donohoe, at [jessica@eyeworld.org](mailto:jessica@eyeworld.org).

## GRAND BALLROOM, LOBBY LEVEL

### EXHIBITS INSTALLATION

Friday, August 19 12:00 PM - 5:00 PM

### EXHIBIT HOURS

Saturday, August 20 7:00 AM – 4:30 PM

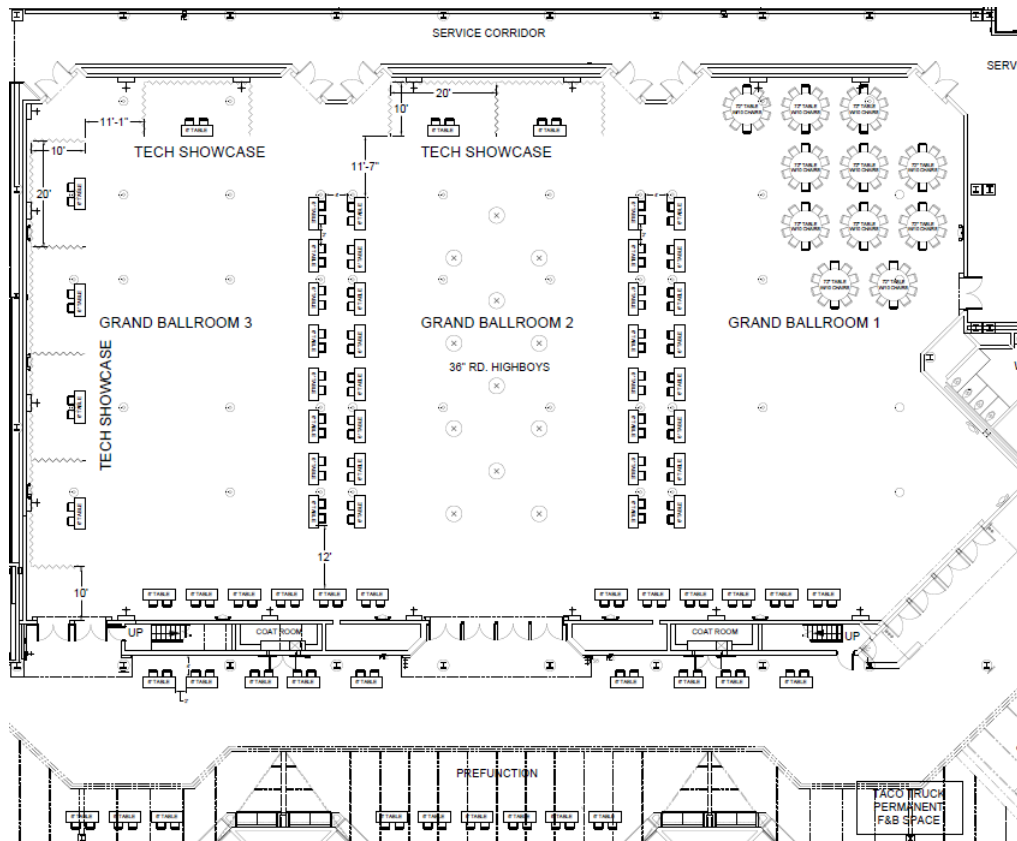
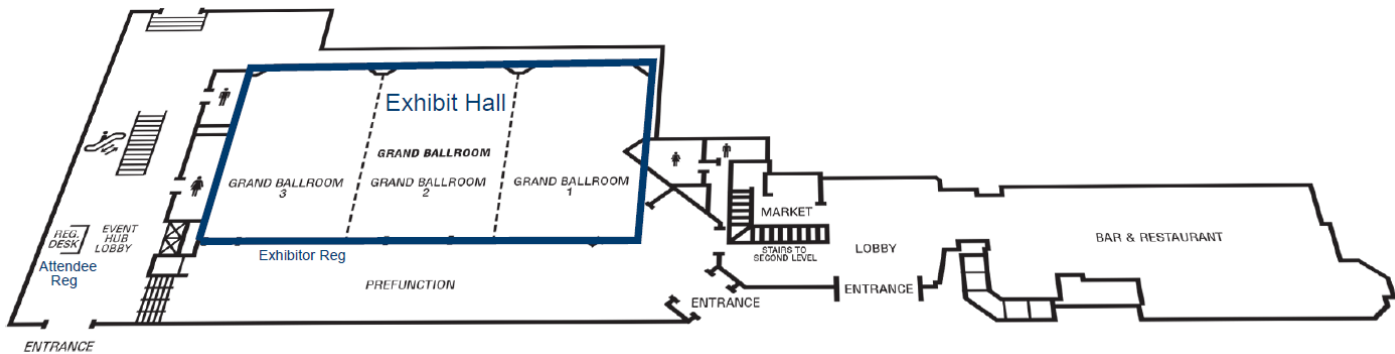
Sunday, August 21 7:00 AM - 11:00 AM

### EXHIBITS DISMANTLE

Sunday, August 21 11:00 AM -2:30 PM

All F&B will be served in the exhibit hall

Children are not permitted in the exhibit area at any time





2022 ASCRS Summer Meeting exhibits are supplemental to the educational programming. To be accepted by ASCRS, exhibitor's products and services will be directly related to ophthalmic medical fields.

Applications will be assigned space on a first-come, first served basis. We will make best efforts to not place direct competitors next to each other however in limited space that is not always feasible. Exhibit space is limited; thus, companies are limited to the sponsorship level they applied for. Requests for additional exhibit spaces in addition to what is included in the contracted sponsorship level will be reviewed on an individual basis and availability.

### EXHIBIT SPACE GUIDELINES

Exhibits are for dissemination of information and displaying products that can easily fit within the allotted exhibit space. Display materials should be arranged in such a manner to not obstruct sight lines of neighboring exhibitors.

**The maximum height of products and display material on the table may not exceed 8ft.  
Products and displays cannot wrap around to produce any type of sidewall.**

All exhibitors are required to keep their materials within their exhibit space.

Portable, pop-up back walls are permitted in the back of booth space and are subject to placement approval onsite.

Equipment is permitted in lieu of a table space in the exhibit hall.

All exhibits are subject to review on-site and modification where necessary.

### CUSTOM-BUILT DISPLAYS

Platinum and Gold Sponsors are permitted to custom-built booth displays as long it follows line of sight rules and cannot exceed 8ft in height.

Please contact Exhibits Team | [exhibits@ascrs.com](mailto:exhibits@ascrs.com) if you will be using a 3<sup>rd</sup> party contractor other than Freeman to set up your exhibit.

Silver Sponsors and Participating Exhibitors are permitted to have custom-built booth displays as long it follows line of sight rules and you can set it up yourself. Third party vendors are not permitted.

### ONSITE STORAGE

**ASCRS does not provide storage for empty containers.**

All empties not on display must be stored out of sight within the exhibitor's booth space or through private arrangement with Freeman, the ASCRS General Service Contractor. Details will be provided in the service kit (available in early June).

**Registration**

Grand Ballroom Foyer

**ASCRS - Ophthalmologists**

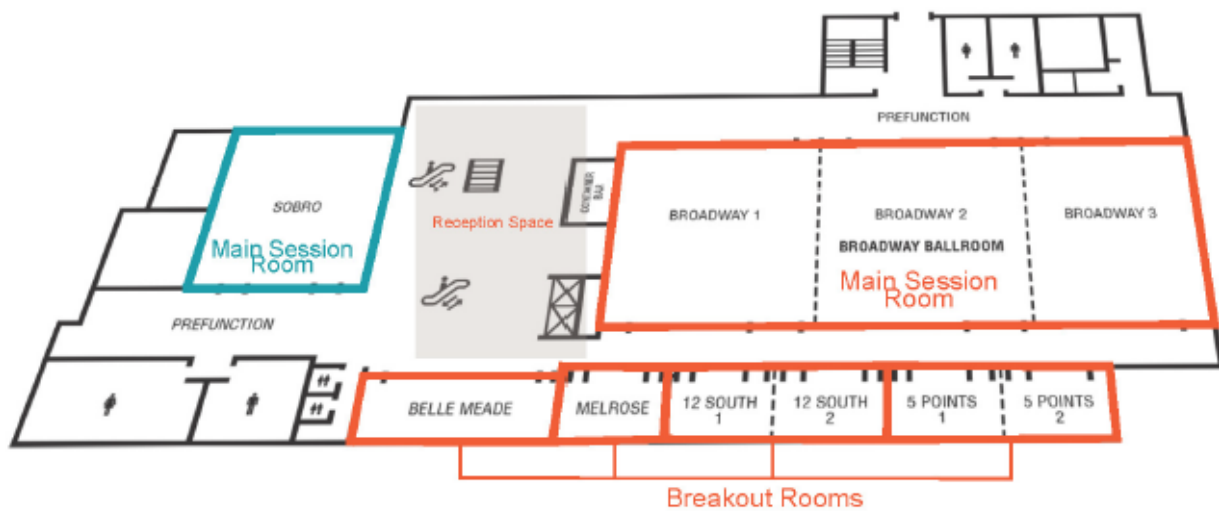
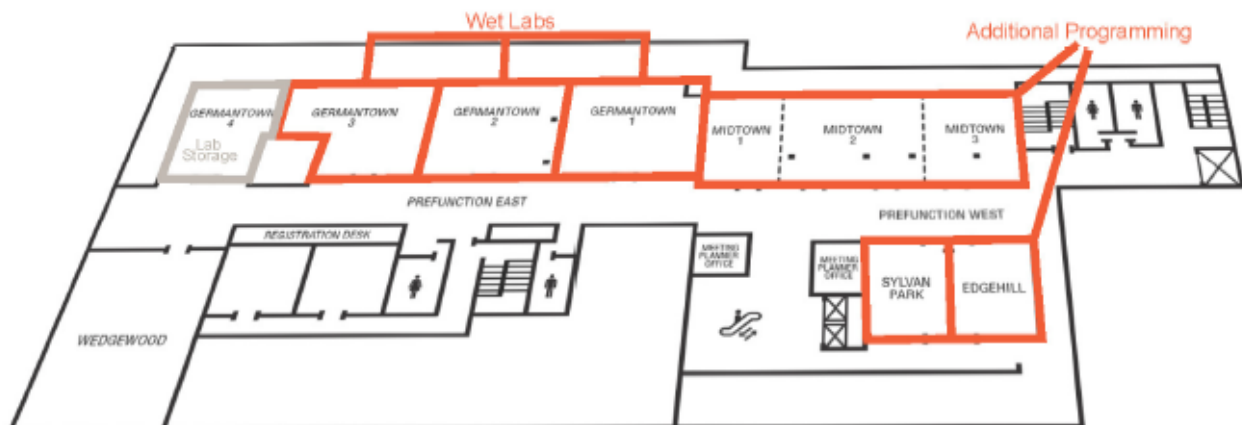
Grand Ballroom 1-4

**ASOA - Practice Management**

Grand Ballroom 7 &amp; 8

**Optometrists**

Room 402-403

**MEETING SPACE LEVEL 1****MEETING SPACE LEVEL 2**

Program	2016	2017	2018	2019
ASCRS Ophthalmologists	162	160	160	169
ASCRS Young Eye Surgeons	32	60	53	75
ASOA Practice Management Staff	72	93	97	108
Exhibitors	103	121	107	132

## **PAYMENT SCHEDULE**

Full payment and company description is due with the application/contract. Contracts submitted without payment will not be binding, and space will not be assigned or held.

## **PAYMENT METHODS**

VISA, MasterCard, Discover, American Express, ACH and wire transfers.

Physical checks are no longer accepted.

## **ACH or WIRE TRANSFER DETAILS**

Please contact Exhibits Team | [exhibits@ascrs.com](mailto:exhibits@ascrs.com)

## **CANCELLATION POLICY**

Cancellation of assigned booth space must be submitted in writing.

Cancellations will not be taken over the phone.

Exhibit space cancellation after contract has been submitted or by July 4 will incur a 85% cancellation fee of the total booth cost.

Exhibit space cancellation on or after July 5 will incur a 100% cancellation fee of the total booth cost.



The 2022 ASCRS Summer Meeting will be hosted at the Renaissance Nashville Hotel.  
We have negotiated group rates for attendees and exhibitors.

**Renaissance Nashville Hotel**

611 Commerce St.  
Nashville, TN 37203  
Phone: 615-225-8400  
[Website](#)

We have made every effort to ensure the housing block is large enough to accommodate all attendees; however, we strongly advise that you make all reservations as early as possible. Reservations received after the cutoff date will be accommodated on availability only, at the hotel's published rate.

**Reservations should be received by the housing cutoff date of July 28 at 5pm Central Time Zone.**

[Click here to book housing](#)

*\*Exhibitors must house their representatives at this hotel to be eligible for the hospitality suites and to host affiliate functions.*

1. These rules and regulations constitute an essential part of the contract for the exhibit space. During the exhibit for ASCRS Winter Symposium, the American Society of Cataract and Refractive Surgery 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 which, in its judgement, is out of keeping with the character of the exhibition, this reservation being all inclusive as to person, 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, then ASCRS shall have the right, without notice to the exhibitor, cancel their space and sell or offer for sale, the exhibit space covered by this contract, said exhibitor to 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 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 therein 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, e-mail address, telephone number and fax number, I consent to receive communications sent by or on behalf of The American Society of Cataract and Refractive Surgery (and their subsidiaries and affiliates) via regular mail, e-mail, telephone or fax. I understand that The American Society of Cataract and Refractive Surgery may share my address/email/telephone/fax with other organizations.

## FDA REGULATIONS

Exhibitors must abide 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 approval 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. 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 the subject of 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 compliance with FDA regulations should be addressed to the appropriate agency within the FDA.

## VIOLATIONS

Specific actions may be taken by ASCRS for violation of provision of these guidelines. Violations of any ASCRS policies, rules or regulations may result in the loss of priority points for future space assignments at any ASCRS Meetings 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.

## EVALUATION OF SPACE APPLICATION/CONTRACT

In order to preserve and maximize the educational value of the technical exhibit program, ASCRS will examine all space applications 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 examination and evaluation of space applications will be performed in accordance with guidelines established by the ASCRS Executive Committee. The principal criteria to be considered in reviewing applications shall include, but 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 [ophthalmologist] [cataract and refractive surgeons], and whether the products or services in question are safe and effective.

Every exhibitor applicant who is not or did not exhibit at the ASCRS 2021 Annual Meeting must complete the review process for assignment of exhibit space. An applicant who did at said meeting above, 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 source of adverse information.

### **The materials required for review are the following:**

Company profile. To include company history, mission statement, management team bios, and advisory/board of directors listing if applicable. The products and/or services the company plans to exhibit (i.e. product brochures, literature, or samples).

Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgements or settlements over the last three 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. Exhibitors shall

not exhibit any products or services other than those included in their company description or approved in writing by ASCRS. Successfully completing the Exhibit Review Process 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 on a first come-first served basis to all exhibitors at the ASCRS Winter Symposium. 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 concern, failure to comply with these procedures or requirements, past inappropriate conduct by the applicant (including but not limited to failure to comply).

### **PRIORITY POINTS**

Exhibitors will earn Priority Points towards their 2023 exhibit booth space at the ASCRS Annual Meeting.

ASCRS has the discretion to reduce an exhibitor's accrued priority points towards the ASCRS Annual Meeting 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.

### **ACCESS TO EXHIBITS**

Exhibitors may not enter another exhibitor's booth; take literature, or photographs without approval.

### **BIO-MEDICAL WASTE**

In this exhibit space, exhibitors may not include the use of biomedical waste including, but not limited to, animal tissue, disposable needles, sharps, human blood, or products contaminated with blood.

### **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.

### **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, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. ASCRS 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-rata 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.

### **CHILDREN IN THE EXHIBIT HALL**

Due to safety considerations and under no circumstances are children under the age of 16 allowed inside the exhibit hall.

### **CONTESTS, DRAWINGS AND RAFFLES**

Contests, drawings, raffles, and entertainment are prohibited. Exhibitors are not permitted to collect names for contests, drawings or raffles to be held outside the meeting.



**DISMANTLE OF EXHIBITS**

The dismantling period is 11:00 AM – 2:30 PM, Sunday, August 21. All exhibitor displays or materials left in the hall after 2:30 PM will be packed and shipped at the discretion of the show management, and all applicable service charges will be applied to the exhibitor of record. In no case will dismantling be allowed before 11:00 AM, Sunday, August 21. If an exhibitor violates these regulations, the exhibitor will lose priority points for future booth assignments or may be denied exhibit space in future trade expositions. Please book your travel arrangements accordingly.

**GIVEAWAYS**

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitors. Exhibitors who wish to distribute items of educational nature other than product samples must submit a request in writing to the Director of Exhibits by July 19, 2022. Samples of giveaways sent to ASCRS for review will not be returned. In response to the Pharmaceutical Research and Manufacturers of America's (PhRMA) new codes governing interactions with healthcare professionals and in supporting similar changes from the Advanced Medical Technology Associates (Adverted), **the only giveaway allowed are those designed primarily for the education of patients or healthcare professionals.**

**Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.**

Where permitted by law, it is appropriate for companies to offer items that are not 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 the patients and would be acceptable. ASCRS, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

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

**FLOOR COVERING**

The exhibit hall is carpeted, and companies are prohibited from providing their own floor covering.

**HANGING SIGNS**

Hanging signs are strictly prohibited within the exhibit area.

**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/Sponsor 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 as soon as possible.

**INSURANCE CERTIFICATES (COIS)**

Exhibitors are required to secure (or maintain) a public liability insurance policy acceptable to ASCRS as to coverage limits and agrees to name ASCRS & General Service Contractor as an additional insured on any such policy(is).

**Exhibitor shall furnish ASCRS with a certificate of insurance no later than July 19 showing ASCRS & Freeman named as an additional insured**, and exhibitor, upon demand, agrees to furnish ASCRS proof of payment of the premium on any such policy(ies). Policy(ies) shall expressly provide that the policy(ies) shall not be cancelled or altered without at least 10 days prior written notice to ASCRS from the insurance company.

**Please list the Certificate Holder as follows:**

ASCRS

12587 Fair Lakes Circle, Suite 348

Fairfax, VA 22033

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 Winter Break resulting from injuries to any person, including other exhibitors, the agents, employees and attendees, or damage to any property, including property owned by the exhibitors, in connection with its use of exhibit space. Exhibitor agrees that the exhibition assumes no responsibility for the safety or employees from theft, damage by fire, accident or any other cause whatsoever.

The exhibition will have the doors secured/locked during non-exhibiting hours; 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.

**HOST HOTEL/INSURANCE**

Exhibitor expressly agrees to adhere to all convention rules and regulations published by the hotel. Exhibitor also agrees to meet all hotel insurance requirements and accepts sole and complete responsibility for securing required license/permits needed, for example, from ASCAP/BMI for the use of music in booth area.

**INSTALLATION OF EXHIBITS**

Installation hours: 12:00 PM – 5:00 PM, Thursday, August 18. All exhibit boxes must be empty and stowed under the tabletop exhibit no later than 5:00 PM. Display space not claimed and occupied by 5:00 PM will be canceled or reassigned without notification or refund.

Labor within the booth can be provided either through an exhibitor-appointed contractor or the official service provider. All individuals working in the hall must be badged.

Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the convention hall manager or their assistants. All booths must be set up by 5:00 PM, August 18.

**If the exhibiting company's materials are on hand and are not in the process of being set up, ASCRS reserves the right to assign labor to remove any materials by 5:00 PM on August 18. The charge for labor to complete these options will be billed to the exhibitor, and ASCRS shall have no liability for such work.**

**OUTSTANDING BALANCE/PAYMENT INFORMATION**

Companies that have a past balance due with ASCRS including, but not limited to any meeting, function, sponsorship, media project will not be permitted to exhibit at this meeting until the balance is paid in full.

**PROMOTIONAL MATERIAL**

Exhibitors may not use the name or logos of American Society of Cataract and Refractive Surgery, ASCRS and/or ASCRS Winter Symposium in promotional material without written consent from ASCRS. While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Neither company's exhibits nor

products may extend into the aisle or beyond the limits of the assigned booth. Any promotional activity performed by the exhibitor outside the confines of the assigned booth, including promotional activities outside the confines of the meeting facility, requires pre-approval by ASCRS. This includes, but is not limited to, the use of promotional materials such as billboards, street solicitors, taxi cabs, and mobile billboards. ASCRS reserves the right to require exhibitors to cease unapproved promotional activities. Continuation of this activity after notification to desist may result in a loss of priority points, expulsion from the meeting, and denial of participation in future meetings. ASCRS is not responsible for any reimbursement of ceased activities or lost expenses of any kind.

### **PROFESSIONAL BEHAVIOR**

Professional behavior is expected by each company, its representatives and exhibitor appointed contractors at all times during ASCRS Summer 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. If there is more than one offence, ASCRS will prohibit the parties' attendance at ALL future ASCRS and/or EyeWorld events.

### **SELLING**

Selling or order taking is permitted, but 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 on site. All taxes related to sales/orders on site are the sole responsibility of the exhibitor

### **SOUND & PRESENTATIONS IN BOOTHS**

Earphones are required for group presentations, both oral and audiovisual. When conducting a presentation in your booth, it is the exhibitor's responsibility to keep overflow crowds clear of the aisles.

**COMPANY INFORMATION:** Complete the information exactly as it should be published in the Final Program.

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Company Phone: \_\_\_\_\_  
 Company Email: \_\_\_\_\_  
 Website URL: \_\_\_\_\_

**EXHIBIT BOOTH CONTACT INFORMATION** – will not be published, this is for ACSRS use only.

CEO/President: \_\_\_\_\_  
 Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Booth Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Booth Contact Title: \_\_\_\_\_ Booth Contact Phone Number: \_\_\_\_\_

**SPONSOR/EXHIBITOR LEVEL – Please select one:**

Platinum Sponsorship: \$35,000

Gold Sponsorship: \$17,500

Silver Sponsorship: \$7,500

Participating Exhibitor: \$3,500

**PAYMENT TYPE – Check one:**

Visa   AMEX   Discover   MasterCard   ACH   Wire Transfer

Amount Enclosed: \_\_\_\_\_  
 Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_  
 Card Holders Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**AUTHORIZATION**

**Contracts will not be processed unless signed and include full payment.** I am an authorized representative of the company with full power and authority to sign and deliver this application and contract. The company listed on this application agrees to comply with all the policies, rules, and regulations contained in the Exhibitor Guide and all policies, rules, and regulations adopted after publication of the Exhibitor Guide.

Authorized Signer's Name: \_\_\_\_\_

Authorized Signer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email your application to Exhibits Team | [exhibits@ascrs.com](mailto:exhibits@ascrs.com)



### REQUIRED WITH CONTRACT SUBMISSION

**Please provide a company description in 50 words or less for publication in the ASCRS Summer Meeting Final Program. If no company description is supplied, the company name, address, and telephone number will be the only information published in the program.**

**Please print below or email your description.**

[illegible]