

PRIORITY POINTS

Priority Points are the principal determining factor for exhibit location at the ASCRS Annual Meeting.

ASCRS recognizes that the location of a booth at our Annual Meeting is of high strategic importance and has a point system in place that determines the order of space selection and assignment for each exhibitor.

**NEW Priority Points Accrual System Calculations

The below accrual period is in effect for your 2021 Annual Meeting exhibit booth.

Priority Points for the Annual Meeting are accumulated annually and added to the cumulative total following these guidelines:

- ▶ 2 points for exhibiting at the current Annual Meeting
- ▶ 4 points for exhibiting at ASCRS Subspecialty Day (Cornea, Glaucoma & Refractive Day)
- ▶ 2 points for applying full payment with the space application by the deadline
- ▶ 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
- ▶ 4 points for purchasing F&B in your booth during the ASCRS Welcome Party
- ▶ 4 points will be earned for participation in *EyeWorld* (4 issues over one year), starting for the 2022 Annual Meeting
- ▶ Points will be earned for your donations to the ASCRS Foundation; see to the right for point scale and timeline
- ▶ Points will be earned for any sponsorship spend. See to the right for point scale. Points toward your 2021 points are calculated from 2019–May 2020.

Please contact **Jamie Barbera, Exhibits Manager**, jbarbera@ascrs.org, for the breakdown of sponsorship areas calculated.

- ▶ 2 points for completing the post Annual Meeting Exhibitor Survey

**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*

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

DATE DONATIONS RECEIVED	MEETING
Donations received in 2018, 2019, and up to July 10, 2020	2021 Meeting <i>*New point system</i>
July 11, 2020–August 13, 2021	2022 Meeting
August 14, 2021–April 23, 2022	2023 Meeting
April 24, 2022–May 5, 2023	2024 Meeting
May 6, 2023–April 5, 2024	2025 Meeting

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

SPONSORSHIP SPEND DATE	MEETING
June 2020–July 2021	2022 Meeting
July 2021–June 2022	2023 Meeting
July 2022–June 2023	2024 Meeting
July 2023–June 2024	2025 Meeting