

PRIORITY POINTS & EXHIBIT SPACE ASSIGNMENT

PRIORITY POINT ACCRUAL INFORMATION

Priority Points are a large factor in your exhibit location at the ASCRS•ASOA Symposium & Congress.

ASCRS•ASOA recognizes that the location of a booth at our annual meeting is of high strategic importance. ASCRS•ASOA has a system in place that determines the order of space selection for each exhibitor.

With the exception of the number of consecutive years exhibiting, Priority Points are accrued in the following ways and reset to zero after each year's Symposium & Congress concludes. Priority Points are not earned based upon booth size or cost of exhibition space.

How are Priority Points accrued?

1. Years exhibiting at consecutive annual meetings are accrued per year and applied to the next consecutive year.
 - a. 1–5 consecutive years exhibiting are awarded 10 points per year.
 - b. 5–10 consecutive years exhibiting are awarded 20 points per year.
 - c. 10–15 consecutive years exhibiting are awarded 30 points per year.
 - d. 15–20 consecutive years exhibiting are awarded 40 points per year.
 - e. 20+ consecutive years exhibiting are awarded 50 points per year.
2. Utilizing the ASCRS•ASOA official housing bureau, onPeak, for 100% of the exhibiting companies housing needs.
 - a. Ten (10) times the total square footage of your booth at the 2015 annual meeting will be awarded in points toward the 2016 annual meeting if onPeak is used.
*Ex. 20 ft. x 20 ft. booth = 400 square feet = 4,000 Priority Points earned toward the 2016 annual meeting.
 - b. If onPeak is NOT used for 100% of the exhibiting companies housing needs, company will lose Priority Points for the 2017 annual meeting equal to 50% of the total booth square footage.
*Ex. 20 ft. x 20 ft. booth = 400 square feet = -200 Priority Points toward the 2017 annual meeting.
3. Partnering with ASCRS•ASOA via advertising in ASCRS•ASOA publications, by purchasing advertising and/or marketing items for the annual meeting (e.g. tote bags), or by contracting with ASCRS•ASOA to host a corporate event during the 2016 calendar year will accrue 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.

Administrative Eyecare expands to 6 printed issues.

Earn bonus Priority Points if you purchase advertising space in all 6 issues.

- 100 points for 1/2 page ad in all 6 issues
- 200 points for full page ad in all 6 issues

Plus, receive 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.

4. Exhibiting at other ASCRS•ASOA meetings during the 2016 calendar year will accrue 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.
 - Other ASCRS•ASOA meetings include: ASCRS•ASOA Side X Side, ASCRS Glaucoma Day, Cornea Day or World Cornea Congress, ASCRS•ASOA Combined Ophthalmic Symposium and ReACT.
5. Donations to the ASCRS Foundation during the 2016 calendar year will accrue 25% of the total dollar donated in earned Priority Points toward the 2018 annual meeting.
6. Completion of the post-meeting survey will result in 50 Priority Points toward the next consecutive year.

7. An additional 100 Priority Points will be awarded to all exhibiting companies who submit full booth space payment with their completed booth space application & contract by the August 21 2015 deadline. These 100 additional points will be considered toward the 2016 booth space assignment.

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PRIORITY POINT ACCRUAL PERIODS

CATEGORY	ACCRUAL PERIOD	YEAR APPLIED
Years Exhibiting at Annual Meeting	Past Consecutive Years	2017
Housing	Fulfillment of final block utilized at 2016 Annual Meeting	2017
Advertising & Marketing	Calendar year, January 2016–December 2016	2018
Exhibiting at other ASCRS•ASOA Meetings	Calendar year, January 2016–December 2016	2018
ASCRS Foundation Donation	Calendar year, January 2016–December 2016	2018
Completion of the Post Annual Meeting Survey	Immediately following the 2016 Annual Meeting	2017
100% Booth Payment submitted at time of contract submission by deadline date	July 27, 2015–August 21, 2015	2016