

ASCRS•ASOA POLICY ON MARKETING

ASCRS•ASOA recognizes the importance of exhibitor advertising and marketing at its annual symposium as a means for heightening booth traffic and generating interest in new products and/or services. The purpose of ASCRS•ASOA enacting policies and procedures in relation to symposium marketing and advertising is to not only ensure a fair and balanced exhibit opportunity for all but to also maintain the high level of professionalism that both exhibitors and attendees come to expect when attending the ASCRS•ASOA Annual Symposium & Congress. It is not the intent of ASCRS•ASOA to block or in any way hinder exhibitors from reaching their target audience, but rather to maintain the integrity and fairness of the medical meeting environment for all participants.

ASCRS•ASOA, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

Regulations

1. **All** exhibitor marketing efforts are to be limited to the confines of the exhibit booth.

Example: Exhibitors may **not** place or pass out their flyers or promotional materials in any place besides their exhibit booth.

Example: Exhibitors may **not** solicit attendees outside of their exhibit booth.

- a. Except where specifically provided by contractual agreement between ASCRS•ASOA and the exhibiting company, no external marketing by exhibitors or their assigned associates and vendors may take place within the confines of the convention center.
- b. Except where specifically provided by contractual agreement between ASCRS•ASOA and the exhibiting company, no external marketing by exhibitors or their assigned associates and vendors may take place on the sidewalks and promenade leading up to the convention center, or the shuttle bus entrances or taxi cab lines.
- c. Mobile advertising may not remain stationary in front of the ASCRS•ASOA entrances to the convention center or other assigned meeting space.
- d. No external marketing by exhibitors or their assigned associates and vendors may take place on the sidewalks immediately in front of the shuttle bus stops at the show hotels.
- e. No external marketing by exhibitors or their assigned associates and vendors can take place outside the confines of a competing exhibitor's event or meeting.

- i. Should competing companies host events in the same hotel/venue on the same day, external marketing is limited to outside of the hotel/venue space or immediately in front of the exhibitor's event.

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

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

2. Exhibitors may place press releases and other press information in the ASCRS•ASOA Press Room on-site. Materials can be dropped off during Press Room hours and placed on the provided racks. Other than dropping off materials, access to the Press Room is limited to registered members of the media.
3. Exhibitors may issue press releases regarding their products, data or other proprietary information available in the exhibit hall, however NO company shall issue a release referencing official ASCRS•ASOA meeting content, programming, educational sessions or other presentations. The use of the ASCRS•ASOA logo is NOT permitted. Improper releases will result in a Priority Point penalty.
4. Exhibitors who wish to partake in supplemental marketing efforts outside of the convention center must submit the External Marketing and Promotion form to Jeff Brownstein for prior approval. These include (but are not limited to) the use of mobile billboards, "sandwich board" walkers, taxi cab toppers, fixed billboards, building wraps and/or banners, etc.

The External Marketing Form will be available in the service kit. Please submit the by email or fax to the contact below:

Paul Zelin

Advertising & Sponsorship Sales

Email: paul@eyeworld.org

Fax: (703) 547-8855

5. All e-blast marketing must be approved through ASCRS•ASOA prior to distribution and must contain a disclaimer that ASCRS•ASOA will provide. To submit your e-blast marketing piece for approval please contact Jamie Barbera, jbarbera@ascrs.org, no later than March 20, 2015.

6. The use of the ASCRS•ASOA and EyeWorld logo in advertising or marketing efforts is prohibited without the express consent of ASCRS•ASOA or its subsidiaries.

MARKETING, ADVERTISING & PUBLIC RELATIONS

7. All advertising materials and/or public relations efforts at the meeting must be clear in communication and may not promote or imply that the functions are sanctioned ASCRS•ASOA activities.
8. Gaming devices of any description are not permitted in 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.

Attendees may not be registered for drawings, raffles, or lotteries that might be conducted during or after the ASCRS•ASOA Annual Symposium & Congress.

Giveaways

For those companies regulated by the Pharmaceutical Research and Manufacturers of America's (PhRMA) codes governing interactions with healthcare professionals and in supporting similar changes from the Advanced Medical Technology Association AdvaMed), the ONLY giveaways permitted for this group are those designed primarily for the education of patients or healthcare professionals.

Due to these new codes companies regulated by PhRMA or AdvaMed are NOT permitted the following giveaways: pens, pencils, note pads, small desk clocks, pocket calculators, desk calendars and mouse-pads, USB Drives, iPods, iPads MP3 Player & gift certificates.

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 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.

ASCRS•ASOA, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

To submit your requests for giveaway approval please fill out the Giveaway Request for Approval Form in the service kit available in December. Contact Jamie Barbera, jbarbera@ascrs.org, with questions. Forms will be due no later than April 8, 2016.

Items that will be used only by staff internal to the exhibiting company (and therefore not given away) are exempted from this policy.

- a. Only exhibitors with the express written approval of ASCRS•ASOA may distribute items of any kind besides what is detailed below.
 - i. Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor.
 - ii. Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.
- b. Potential giveaway items must be designed primarily for the education of patients or healthcare professionals.
- c. Where permitted by law, it is appropriate for companies to offer items that are not of substantial value (\$100.00 or less) and do not have value to healthcare professionals outside of their professional responsibilities. Example: An anatomical model for use in the examination room is intended for the education of the patients and would be acceptable.
 - i. Potential giveaway items may not duplicate items ASCRS•ASOA supplies with the support or promotional fees paid to ASCRS•ASOA 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.
 - ii. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibitors.
- d. Exhibiting companies may wish to place giveaway items in a bag. The bag must follow the below guidelines.
 - i. A product sample of the bag is required to be submitted to ASCRS•ASOA for prior approval.
 - ii. The bag is required to be plastic or paper.
 - iii. The bag may not contain the company logo, company product logo and/or name, or show logo and/or name.

Exhibitors must submit their giveaway requests and form no later than April 8, 2016.

Failure to provide a sample by the due date above may preclude the exhibitor from providing a giveaway. All giveaway items must be pre-approved by the ASCRS•ASOA Exhibits Manager or will be confiscated on the show floor and not returned.

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Should the exhibiting company wish to place approved giveaway items in a bag, it is required to be plastic or paper and may not contain the company or product logo, company or product name, show name or show logo. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits.

Gaming devices of any description are not permitted in the exhibit hall.

Helium Balloons

Helium balloons are not permitted.

SYMPOSIUM AND CONGRESS MARKETING, ADVERTISING & PUBLIC RELATIONS ENFORCEMENT

Policy Enforcement

Any unapproved symposium marketing and/or advertising carries with it the possibility of penalties to be assigned at the discretion of ASCRS•ASOA. 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•ASOA 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•ASOA Annual Symposium & Congress.

3rd offense

ASCRS•ASOA will prohibit the exhibiting company from exhibiting at the next ASCRS•ASOA 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•ASOA to interfere with exhibitor outreach and/or marketing efforts, but only to ensure that the Annual Symposium remains a fair and positive opportunity for all involved.

SYMPOSIUM ADVERTISING OPPORTUNITIES

Advertising

ASCRSMedia gives your company the opportunity to reach the important buyers that attend the ASCRS•ASOA Symposium & Congress. ASCRSMedia will work with your company to ensure coverage before, during, and after the meeting. Please call (703) 591-2220 for more information. The ASCRSMedia Guide will be mailed to confirmed exhibiting partners and also will be available online at www.ascrsmedia.com.

Preview Program

The ASCRS•ASOA Preview Program is the first meeting-specific advertising opportunity to reach a prospective meeting attendee. The Preview Program is mailed to more than 38,000 practicing ophthalmologists worldwide. The Preview acts as our invitation to physicians and administrators to attend the meeting. Take advantage of this opportunity to reach the prospective attendees of ASCRS•ASOA.

Space Deadline: January 8, 2016

Materials Due: January 15, 2016

On-site & Online Final Program

All attendees will receive the On-site Final Program in their tote bag. It will serve as a guide to the three main programs: ASCRS Symposium, ASOA Congress, and the Technicians & Nurses Program. The On-site Final Program will also include a summary of the special events, the winners of the Ophthalmic Photographers Society Exhibit, an exhibit hall map, and an Exhibitor List to include booth number and product category listing. Each section will be organized by day and show the paper sessions, symposia, and courses offered during each session, along with the corresponding room locations.

All advertisers in the On-site Final Program will have their ad placed in the Online Final Program at no additional charge, doubling the exposure of the ad to the attendee.

Space Deadline for all ads: February 26, 2016

Materials Due: March 9, 2016

Cornea Day Final Program

Advertising is now being accepted for the 2016 Cornea Day Final Program. Deliver your message to more than 1300 attendees at this targeted meeting. The Final Program includes all program information for this sub-specialty meeting including program schedule, agenda and all session hand-outs. The Cornea Day Final Program is delivered to each Cornea Day attendee at registration. Cover, tab, and front stack positions available.

Space reservations: March 16, 2016

Materials due: March 23, 2016

ASCRS Glaucoma Day Final Program

Advertising is now being accepted for the 2016 ASCRS Glaucoma Day Final Program. Reach more than 500 attendees at this content-specific meeting. The Final Program includes all program information for this subspecialty event including program schedule, agenda and all session hand-outs. The ASCRS Glaucoma Day Final Program is delivered to each Glaucoma Day attendee at registration. Cover, tab, and front stack positions available.

Space reservations: March 16, 2016

Materials due: March 23, 2016

Our Show Issues

EyeWorld is the news magazine of ASCRS•ASOA. Make sure you take advantage of our pre-show (March) and show (April) issues. Both issues will be distributed at the ASCRS•ASOA Symposium & Congress.

March Issue:

Space Deadline: January 21, 2016

Materials Due: February 18, 2016

April Issue:

Space Deadline: February 18, 2016

Materials Due: March 18, 2016

Administrative Eyecare

Administrative Eyecare has expanded to six printed issues. It provides quality content on practice management and ophthalmic business topics. Take advantage of our show issue (April/May 2016), which will be distributed at the ASCRS•ASOA Symposium & Congress.

Space Deadline: January 13, 2016

Materials Due: February 5, 2016

EyeWorld Meeting Reporter/Video Reporter

Live from the floor of the ASCRS•ASOA Annual Symposium & Congress! Emailed globally to almost 22,000 ophthalmologists each day from the meeting, the *EyeWorld Meeting Reporter* will have the most current information, events, and video from the floor of the meeting. Reach your target market each morning as members check their email. This opportunity is a sole sponsorship and is available under a right of first refusal from the previous year's sponsor.

Space Deadline: April 7, 2015

Materials Due: April 10, 2015

EyeWorld Today: The ASCRS•ASOA Show Daily

Published on-site for all four exhibit days of the meeting, *EyeWorld Today* reaches more than 5,000 attendees daily. Every issue provides complete coverage of speakers, symposia, and breaking news surrounding the previous day's events. *EyeWorld Today* gives you an ideal advertising opportunity during the meeting. The dailies are archived online, and marketed by email, for those that did not attend the meeting.

Space Deadline: April 18, 2016

Materials Due: April 25, 2016

It's in the Bag

EyeWorld's exclusive ASCRS•ASOA room drop. Provide your company's promotional piece and we will include it in our distribution to attendees staying at ASCRS•ASOA Symposium & Congress official hotels. It's in the Bag will be distributed to approximately 3,600 rooms the evening of May 6, 2016. Your promotional piece must be pre-approved by ASCRSMedia. Please contact Cathy Stern at 703-383-5702 or cathy@eyeworld.org for information on the pre-approval process.

Space Deadline: April 4, 2016

Materials Due: April 22, 2016

ASCRS•ASOA SYMPOSIUM MARKETING OPPORTUNITIES

ASCRS•ASOA offers a variety of marketing and advertising opportunities during the Symposium and Congress. These options are designed to maximize your company's exposure to attendees at the meeting. Most marketing opportunities may be product specific. Artwork is subject to review and approval by ASCRS•ASOA. The following opportunities are available exclusively to exhibiting companies. These opportunities will earn exhibitors Priority Points for the 2017 ASCRS•ASOA Symposium and Congress. Priority Points are used to determine booth space selection order for the meeting. Exhibitors who contract for one or more of these opportunities are given right of first refusal for the same opportunity at the 2017 meeting.

When the Exhibitor Prospectus was published, pricing and availability for all opportunities had not been finalized. A separate, electronic brochure will be produced to provide interested marketers with full details on all of the offerings. Note, some of these offerings are held as a first right of refusal for the 2014 advertiser using that item. Contact us to determine if an item is available.

For more information on these opportunities, please contact:

Paul Zelin
Advertising & Sponsorship Sales
Email: paul@eyeworld.org
Fax: (703) 547-8855

Marketing & Sponsorship opportunities for the ASOA Congress

In 2016, the ASOA Congress will be housed in the same convention center as the ASCRS Symposium. Similar to offerings in 2015, opportunities at the 2016 meeting to reach the ASOA attendee specifically will be available in areas where concentrated numbers of ASOA program attendees will be present. Opportunities to reach the ASOA attendee specifically include:

- ASOA Welcome Breakfast Event
- ASOA Networking Room
- ASOA Notebook
- Rotating light boxes and mobile charging stations co-located near the ASOA session rooms
- Keynote speaker at the ASOA Opening General Session
- COE Luncheon
- ASOA Sunday night Celebration

ASCRS•ASOA ON-SITE: MARKETING AND ADVERTISING

Tentatively scheduled to be available in New Orleans:

At the convention center:

ASCRS Film Festival and Film & Poster Guide
ASCRS Hall of Fame Sponsorship
Attendee lanyard
Attendee tote bag
Column wraps
Convention Center escalators
Convention Center steps
Entrance and exit window clings
Hanging banners
Internet & email access stations
Mobile app for smartphones
Mobile device charging station
Registration candy
Rotating panel kiosks
Shuttle bus directional signs
Wi-Fi hot spot and break area
Window clings

In the attendee tote bag:

New Orleans pop-up map
Exhibit floor guide
EyeWorld Destination Guide

ASCRS•ASOA City wide:

Attendee shuttle buses
ASCRS TV News
Hotel key cards
Exclusive hotel room drops
ASCRS 5K Run for Sight (benefiting the ASCRS Foundation)