Dear Exhibitor:

We are pleased to invite your organization to exhibit at the 2015 Combined Ophthalmic Symposium: This program offers an excellent opportunity for integrated staff development, offering program tracks for the physician, optometrist, practice administrator and nurses and technicians. Additionally, residents and fellows are offered programming to supplement their current training. The meeting draws attendees primarily from the southwestern portion of the United States.

This meeting provides an excellent opportunity for exhibiting companies to network with all facets of an ophthalmic practice in a relaxed and intimate setting. The venue allows for close proximity of exhibits and general sessions (within the same ballroom area), ensuring more interaction between exhibitors, attendees, and faculty during breaks. The mix of programming, exhibits, and social interaction guarantees extensive exposure to meeting attendees.

Exhibiting companies have the opportunity to:

• Take advantage of the limited exhibit hall (max of 20 companies), ensuring their message is seen by ophthalmologists and practice administrators focused on cataract, refractive and glaucoma from around the country;
• Participate in all social networking opportunities to increase face-to-face time with attendees and faculty;
• Earn valuable priority points towards the 2017 ASCRS•ASOA Annual Symposium & Congress exhibit hall.

Table top exhibits are available for the following rates:

Premier Exhibitor: $12,500  
Major Exhibitor: $5,000  
Participating Exhibitor: $1,500

To become part of this exhibit opportunity, read the prospectus carefully and fill out the application/contract.

For complete program information, please visit: www.cos.ascrs.org

Thank you for your support and interest in participating in our educational programs. We look forward to see you in August!

Douglas D. Koch, MD  
Program Co-Chair

Sumitra S. Khandelwal, MD  
Program Co-Chair

Mitchell P. Weikert, MD  
Program Co-Chair
ASCRS•ASOA is pleased to sponsor the
Combined Ophthalmology Symposium:
Treatments, Techniques, and Technology for
the Integrated Anterior Segment Practice,
August 21-23, 2015 in Austin, Texas.

Formally known as the Ophthalmology Symposium, this
meeting offers outstanding education for the entire
ophthalmic team and the features concurrent tracks for
ophthalmologists, practice administrators and staff,
optometrists, and nurses and technicians.

Sponsoring societies assembling this program are:
MD and OD programs: American Society of Cataract &
Refractive Surgery (ASCRS) Practice management program:
American Society of Ophthalmic Administrators (ASOA)
Nurse & technician program: American Society of
Ophthalmic Registered Nurses (ASORN)

EXHIBITION OPPORTUNITIES
Premier Exhibitor: $12,500.00 (Limit, 4)
• Fifteen badges for the exhibit hall and symposia
  sessions
• Two 3’x6’ tables in exhibition area,
  Back wall pop-up or stand banners permitted
• Two full page color ads in the meeting final program
  (covers are first-come/first-served basis; one cover per
  sponsor)
• Featured listing in the exhibitor section of the meeting
  website with embedded link permitted
• Top listing, highlighted in the exhibitor section of the final
  program
• Top listing on signage for the exhibition room
• One pre-registration list, one onsite registration list and
  one post-meeting registration list
  on request. (Mailing addresses only)
• Additional full page ad in Final Program $500.00
• Additional exhibitor badge over allotment:
  o Prior to August 14, 2015: $1000.00 per
  badge
  o After August 14, 2015: $1250.00 per
  badge

Major Exhibitor: $5000.00 (Limit, 3)
• Five badges for the exhibit hall and symposia
  sessions
• Two 3’x6’ tables in exhibition area, back wall is
  permitted
• One full page color ad inside the final program
• Highlighted listing in the alphabetical exhibitor
  directory
• Featured listing in the exhibitor section of the
  meeting website
• One pre-registration list, one onsite registration
  list and one post-meeting registration list
  on request. (Mailing addresses only)
• Additional full page ad in Final Program
  $1,000.00
• Additional exhibitor badge over allotment:
  o Prior to August 14, 2015: $1000.00 per
  badge
  o After August 14, 2015: $1250.00 per
  badge
Participating Exhibitor: $1,500.00  
(Number of Booths are subject to availability)

- Two badge for the exhibit hall and symposia sessions
- One 3’x6’ table in the exhibition area (standing banners only permitted and must be contained within the confines to the table top)
- One ¼ page ad inside the final program
- Listing in the alphabetical exhibitor directory
- Listing on signage for the exhibition room
- Listing in the exhibitor section of the meeting website
- One onsite registration list to include name, city & state only.
- Additional full page ad in final program: $2000.00
- Additional exhibitor badge over allotment:
  - Prior to August 14, 2015: $1250.00 per badge
  - After August 14, 2015: $1500.00 per badge
- Post-meeting registration list with full mailing address (sample of mailing item required for approval): $2000.00

Advertising offers valid for the combined MD/OD/Practice Manager Final Program. It does not include the ASORN nurses program.

For more information, contact:

Jeff Brownstein  
703-788-5745  
jbrownstein@ascrs.org

Paul Zelin  
703-383-5729  
pzelin@ascrs.org

Jamie Barbera  
703-591-2220  
jbarbera@ascrs.org
New for 2015
Corporate Symposia

ASCRS*ASOA are pleased to provide industry with the option to sponsor a corporate symposium at COS. These ninety minute segments offer industry the opportunity to deliver their own educational message to the COS attendee.

The industry sponsor is responsible for providing faculty and content. ASCRS*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.

Available time slots:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Clinical</th>
<th>Practice Management</th>
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<tbody>
<tr>
<td>Friday</td>
<td>4:30–6:00 pm</td>
<td>Resident &amp; Fellows</td>
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<tr>
<td>Saturday</td>
<td>6:15–7:45 am</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Saturday</td>
<td>5:30–7:00 pm</td>
<td>X</td>
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</tr>
<tr>
<td>Sunday</td>
<td>6:15–7:45 am</td>
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Residents & Fellows Symposium
In 2015, COS expands its Friday resident & fellow program to include a full day’s worth of programming including wet labs, challenging case reviews, and roundtable discussions with thought leaders and industry. As part of this programming, ASCRS-ASOA is pleased to provide an evening symposia slot for corporate programming designed to reach the resident & fellow.

Clinical symposia
ASCRS recognizes that promotional programs have a valid place within the continuum of physicians’ ongoing professional educational development. ASCRS has set aside times for this type of programming to provide an avenue for the development and production of promotional meetings which provide valid device or therapeutic-specific information to ophthalmologists. Only one clinical symposium is available per time slot.

Practice Management symposium
ASOA offers a robust practice management course at COS, covering the major topics and trends in the operation of an ophthalmic practice. This 1.5 day program provides a corporate symposium opportunity for an industry partner with an interest in reaching the practice administrator.

Each event 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 Jeff Brownstein, Director of Sales, at 703-788-5745 or jbrownstein@ascrs.org.
EXHIBIT LOCATION/DATES/HOURS (subject to change)

JW Marriott – Lone Star Ballroom E (3rd Floor)
Saturday, August 22  7:00 AM–4:00 PM
Sunday, August 23  7:00 AM–10:30 AM

All food and beverage during scientific session hours will be served within the exhibit hall.

SPACE ASSIGNMENT

ASCRS ASOA Combined Ophthalmic Symposium exhibits are an extension of the continuing education program. To be accepted by ASCRS•ASOA, the products and services should be related to ophthalmic or medical administrative fields.

Applications will be assigned space on a first-come, first-serve 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, with the exception of Premier and Major exhibitors.

ASCRS•ASOA reserves the right to reconfigure the exhibit hall floor plan and reassign any exhibiting company at any time.

BOOTH SPACE GUIDELINES

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

The maximum height of products and display materials on the table may not exceed 7ft. and 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 for Premier & Major exhibitors only, in the rear half of the booth space.

Custom-built booth displays are strictly prohibited.

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

ASCRS•ASOA does not provide storage for empty containers and boxes. All containers and boxes not on display must be stored out of sight within the exhibitor’s booth space or through private arrangement with the hotel.

IMPORTANT DATES

June 15
Exhibitor Applications with payment are due

June 29
Exhibitor service kit available

August 14
Exhibitor order forms due to Hotel

August 14
Complimentary mailing lists distributed
(Mailings must be pre-approved by ASCRS•ASOA Exhibits Manager)

August 14
Last day to register staff badges.
*Onsite fee will apply if names are not pre-registered

August 21
Exhibit installation: 2pm-5pm

August 23
Exhibit dismantle: 10:30am-12:30pm

PAYMENTS AND CANCELLATIONS

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

Cancellation Policy
Cancellation of assigned booth space must be submitted in writing. Cancellations will not be taken over the phone.

Exhibitors canceling after space has been contracted will forfeit 100% of the total space fee.

*If the exhibition is sold out and the cancelled space is re-sold, the penalty will be reduced to 40%.
Payment Methods
ASCRS•ASOA accepts VISA, MasterCard, Discover, American Express, checks, and wire transfers.

Wire Transfer Details
For wire transfer instructions, please contact Jamie Barbera, jbarbera@ascrs.org.

ASCRS•ASOA HOSPITALITY SUITES/AFFILIATE
Function Policies and Procedures
Affiliate meetings and functions that include the attendance of meeting registrants must be scheduled so as not to interfere with the ASCRS•ASOA Combined Ophthalmic Symposium 2015 program, breaks, lunches, workshops, and social events. Affiliate Functions can be held Thursday, August 20–Sunday, August 23 within the following time periods (please note there is limited availability):

- **Thursday, August 20**: Anytime
- **Friday, August 21**: Prior to 9:00 AM, after 7:00 PM
- **Saturday, August 22**: Prior to 6:30 AM, after 7:00 PM
- **Sunday, August 23**: Prior to 6:30 AM, after 12:30 PM

Only companies that have registered to exhibit and house all representatives at the meeting facility (JW Marriott, Austin) will be permitted to request space.

Companies holding unapproved functions during the above hours and dates, and/or fail to assume 100% of their housing block are subject to ASCRS•ASOA canceling the function space, losing priority points and/or may not be invited to exhibit in future years.

Hospitality Suites & Affiliate Function space requests are being accepted. Requests should be made directly with Jamie Barbera, jbarbera@ascrs.org. Each affiliate function space request will be charged a non-refundable $250 administrative fee. Payments must be made using one of the following credit cards, VISA, MasterCard, or American Express at time of request. Space requests made after August 1 will be charged a non-refundable $500 administrative fee.

- Space assignments are subject to availability and requests are handled on a first-come, first-served basis.
- ASCRS•ASOA does not endorse or sanction any affiliated function. Use of the ASCRS•ASOA names or logos in conjunction with these events is strictly prohibited.
- All audiovisual, food and beverage, electrical, telecom, and any other associated costs for the function will be billed directly to you by the vendor/facility.
- An affiliate function space request form must be completed for every affiliate function, whether or not the meeting is at the headquarter hotel.
- All changes to Affiliate Function Requests must be made in writing and submitted to jbarbera@ascrs.org. Each change will be charged a $50.00 fee; this includes changes to the date, time and/or room set.
- CME Functions are prohibited.

Please Note: ALL MARKETING MATERIALS MUST BE SENT TO ASCRS•ASOA FOR APPROVAL. YOU ARE ALLOWED ONE SIGN AT THE ENTRANCE TO YOUR FUNCTION. FAILURE TO SEND MARKETING MATERIALS FOR APPROVAL WILL RESULT IN A LOSS OF PRIORITY POINTS EQUAL TO 50% OF THE TOTAL PRIORITY POINTS AVAILABLE FOR THE MEETING.
Please complete the following form and submit to Jamie Barbera jbarbera@ascrs.org

Before requesting space, please keep in mind the following hours which have been set forth by ASCRS.

<table>
<thead>
<tr>
<th>Day, Date</th>
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<th>PM</th>
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<tbody>
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<td>Thursday, August 20</td>
<td>Anytime</td>
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</tr>
<tr>
<td>Sunday, August 23</td>
<td>Prior to 6:30am</td>
<td>After 12:30pm</td>
</tr>
</tbody>
</table>

Please be advised of the following charges when requesting function space:

- A $250 administrative fee will be charged for all space requested on or before July 31, 2015
- A $500 administrative fee will be charged for all space requested on or after August 1, 2015
- All administrative fees are nonrefundable.
- Payment is accepted by credit card only.
- Fees are nontransferable to other events.
- A $50 change fee will be charged to change the date and/or time of a meeting after the Function Space Form has been submitted.

**FUNCTION DETAILS**

Name of Function:

Day/Date:

Property/Venue Requested:

Set Up Start Time: Teardown Time:

Program Start Time: Program End Time:

Estimated # of Attendees: Physicians Attending? Y/N, How many:

Room Set-Up Style:

Food & Beverage? (Brief description)

Audio Visual? (Brief description re: AV set & equip needed)

**Payment Information:**

Credit Card #: Expiration Date: Security Code:

Name on Card: Billing Address:

Event Contact Name & Email:

**Additional Comments:**
POLICY REGARDING UNAPPROVED FUNCTIONS:
Unfortunately, ASCRS•ASOA has been made aware of violations of this policy in recent years. To maintain the integrity of the meeting for all attendees and exhibitors, the following enforcement policy will be enacted for the 2015 meeting and subsequent ASCRS•ASOA meetings.

1st Offense
ASCRS•ASOA will speak with the exhibits manager or other personnel with managerial responsibility and require that the affiliate function be shut down during show hours. The exhibitor will have their priority points accrued during the current year reduced by 50% of the total available points for the meeting. In addition, the exhibitor will not receive any bonus points accrued for either the housing bonus or the consecutive years attending bonus. For additional details on these bonuses and the priority point system in general, please see the attached document or refer to your exhibitor prospectus and service kit. Priority points are used to determine booth selection order for future ASCRS•ASOA meetings.

2nd Offense
ASCRS•ASOA will speak with the exhibits manager or other personnel with managerial responsibility and require that the affiliate function be shut down during show hours. 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. For additional details on these bonuses and the priority point system in general, please see the attached document or refer to your exhibitor prospectus and service kit. Priority points are used to determine booth selection order for future ASCRS•ASOA meetings.

3rd Offense
ASCRS•ASOA will speak with the exhibits manager or other personnel with managerial responsibility and require that the affiliate function be shut down during show hours. The exhibitor will be prevented 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.

For additional details, please see pages 7–8 of this prospectus. Priority points are used to determine booth selection order for future ASCRS•ASOA annual symposia meetings. We appreciate the need for each firm to conduct business in an effective and efficient manner during the course of the meeting. We are 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•ASOA and our industry partners.

HOUSING, SHOW RULES AND REGULATIONS

Housing
The ASCRS•ASOA Combined Ophthalmic Symposium 2015 program will be hosted at the JW Marriott Austin. We have negotiated group rates for attendees and exhibitors. Reservations should be received by the housing cut-off date of July 29, 2015 at 5pm EST. Book Online Housing

Reservations received after the above date will be accommodated on a space-available basis at the published rate. 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. Please visit our website for complete details: http://cos.ascrs.org/cos/home

JW Marriott Austin
110 East Second Street
Austin, TX  78701

Exhibitors must house their representatives at the headquarter hotel to be eligible for hospitality suites and affiliate functions. Exhibitors that have their personnel stay at the headquarter hotel will receive 500 bonus priority points. Exhibitors who do not use the headquarter hotel will lose 500 priority points toward their exhibit space assignment for the 2017 ASCRS•ASOA Annual Symposium & Congress.
General Terms and Regulations

1) These rules and regulations constitute an essential part of the contract for the exhibit space. During the exhibit for the ASCRS•ASOA Combined Ophthalmic Symposium 2015, the American Society of Cataract and Refractive Surgery and the American Society of Ophthalmic Administrators (ASCRS•ASOA) 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•ASOA reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to 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, then ASCRS•ASOA shall have the right, without notice to the exhibitor, to 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 herein set forth.

6) ASCRS•ASOA 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 the American Society of Ophthalmic Administrators (and their subsidiaries and affiliates) via regular mail, e-mail, telephone or fax. I understand that The American Society of Cataract and Refractive Surgery and the American Society of Ophthalmic Administrators may share my address/email/telephone/fax with other organizations.

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. 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 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.

Violations
Specific actions may be taken by ASCRS•ASOA 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.

Evaluation of Space Application/Contract
In order to preserve and maximize the educational value of the technical exhibit program, ASCRS•ASOA 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•ASOA endorsement or approval of the exhibited products or services, or guarantee that space will be assigned. The examination and evaluation of Space Application/Contracts will be performed in accordance with guidelines established by the ASCRS•ASOA Executive Committees. 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 did not exhibit at the 2014 Annual Symposium & Congress must complete the review process for assignment of exhibit space. An applicant who did exhibit in 2014 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. The information should 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, judgments 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•ASOA 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 Space Contract or approved in writing by ASCRS•ASOA. Successfully completing the Exhibit Review Process does not guarantee that you will be assigned booth space.

ASCRS•ASOA meetings consistently sell out of exhibit space and maintain waiting lists. ASCRS•ASOA exhibit space is assigned on a first come-first served basis to all exhibitors at the Combined Ophthalmic Symposium 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.

**Priority Points**
ASCRS•ASOA 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.

**Access to Exhibits**
Exhibitors may not enter another exhibitor’s booth; take literature, or photographs without approval.

**Bio-Medical Waste**
Exhibits 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. 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 no later than 5:00 PM, Friday, August 21, 2015.

**Catastrophe**
ASCRS•ASOA 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. 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-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 during Set-Up**
Under no circumstances are children under the age of 16 allowed inside the exhibit hall during installation or dismantle due to safety considerations.

**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 10:30 AM–12:30 PM, August 23. All exhibitor displays or materials left in the hall after 12:30 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 10:30 AM on Sunday, August 23. If an exhibitor violates this regulation, the exhibitor may lose priority points for future booth assignments or may be denied exhibit space in future trade expositions. Please book your travel arrangements accordingly.

Exhibit booths must be staffed during all open show hours.

**Giveaways**
Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. Exhibitors who wish to distribute items of educational nature other than product samples must submit a request in writing to Jamie Barbera by July 31, 2015. 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 Association (AdvaMed), the only giveaways allowed are those designed primarily for the education of patients or healthcare professionals.

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 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.

Due to these new codes the following giveaways are not allowed: pens, pencils, note pads, small desk clocks, pocket calculators, desk calendars, mouse pads, USBs, tablets or iPads.

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

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

**Floor Covering**
The ASCRS•ASOA Combined Ophthalmic Symposium 2015 exhibit hall is carpeted and companies are prohibited from providing their own floor covering.

**Hanging Signs**
Hanging signs are strictly prohibited within the ASCRS•ASOA Combined Ophthalmic Symposium 2015 exhibit area.

**Insurance Certificates (EACs)**
Exhibitors shall secure (or maintain) a public liability insurance policy acceptable to ASCRS as to coverage limits and agrees to name ASCRS•ASOA as an additional insured on any such policy(ies).

Exhibitor shall furnish ASCRS•ASOA with a certificate of insurance no later than August 7, 2015 showing ASCRS•ASOA named as an additional insured, and exhibitor, upon demand, agrees to furnish ASCRS•ASOA 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. Exhibitor expressly agrees to indemnify and hold harmless ASCRS•ASOA, 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 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 and dismantling insurance certificates must be sent to Jamie Barbera jbarbera@ascrs.org no later than August 7. ASCRS•ASOA must be listed as a coinsured on the certificate**
Installation of Exhibits
Installation hours: 2:00 PM–5:00 PM, Friday, August 21. All exhibit boxes must be empty and stowed under the table top exhibit no later than 5:00 PM on Friday, August 21. Display space not claimed and occupied by 5:00 PM on Friday, August 21 will be canceled or reassigned without notification or refund. If the exhibit is on hand, ASCRS•ASOA reserves the right to assign labor to set up any display that is not in the process of being erected by 4:00 PM on Friday, August 21 and/or order the removal of all display materials not in the process of being set up by 4:00 PM on Friday, August 21.

The charge for labor to complete either of these options will be billed to the exhibitor, and ASCRS•ASOA shall have no liability for such work. 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.

Outstanding Balance/Payment Information
Companies that have a past balance due with ASCRS•ASOA or ASCRSMedia including, but not limited to any meeting, function, media project, or the 2015 Symposium & Congress will not be permitted to exhibit at the ASCRS•ASOA Combined Ophthalmic Symposium 2015 exhibition until the balance due is paid.

Application/contracts for the ASCRS•ASOA Combined Ophthalmic Symposium 2015 exhibition must include 100% payment.

Promotional Material
Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery, ASCRS, the American Society of Ophthalmic Administrators, ASOA, and/or ASCRS•ASOA Combined Ophthalmic Symposium 2015 in promotional material without written consent from ASCRS•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’s exhibit 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 of the confines of the meeting facility, requires preapproval by ASCRS•ASOA. This includes, but is not limited to, the use of promotional materials such as billboards, street solicitors, taxi cabs, and mobile billboards. ASCRS•ASOA reserves the right to require exhibitors to cease unapproved promotional activities. Continuation of this activity after notification to desist may result in loss of priority points, expulsion from the meeting, and denial of participation in future meetings. ASCRS•ASOA 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 the ASCRS•ASOA Combined Ophthalmic Symposium 2015 exhibition. 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 offense, ASCRS•ASOA will prohibit the parties attendance at ALL future shows.

Selling
Selling or order taking is permitted, but exhibitor is expected to maintain proper decorum, follow ASCRS•ASOA 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.
EXHIBIT SPACE APPLICATION/CONTRACT

August 21–23 • JW Marriott • Austin, TX

COMPANY INFORMATION—Please complete the information exactly as it should be published in the Final Program.

Company Name: __________________________________________________________________________________
Address: _________________________________________________________________________________________
City: ________________________ State: ______________________ Zip ________________ Country: _______________
Phone: _________________________________________ Fax: _____________________________________________
Company Email: _________________________________ Website URL: _______________________________________

EXHIBITOR TYPE - Please Check One:

☐ Premier Exhibitor - $12,500  ☐ Major Exhibitor - $5,000  ☐ Participating Exhibitor - $1,500

PAYMENT METHOD – Please Check One:

☐ VISA ☐ MasterCard ☐ American Express ☐ Check (Mailed) ☐ Wire Transfer

Amount Encloses: $______________________________
Account Number: ___________________________ Expiration Date: _____________________________
Name of Cardholder (print): ________________________________
Signature of Cardholder: ____________________________ Date: _____________________________

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 Prospectus and all policies, rules, and regulations adopted after publication of the prospectus.

Authorized Officer Name: ________________________________
Authorized Officer Signature: ____________________________ Date: _____________________________

Both sides of the contract are required to be completed. Please email to jbarbera@ascrs.org, Fax to 703-547-8840 or mail ASCRS•ASOA Combined Ophthalmic Symposium 2015 4000 Legato Road, Suite 700, Fairfax, VA 22033 Attention: Jamie Barbera, Exhibits Manager
COMPANY LISTING INFORMATION (required with contract submission)

Please provide a company description in 50 words or less for publication in the ASCRS•ASOA Combined Ophthalmic Symposium 2015 Final Program.

If no company description is supplied, the company name, address, and telephone number will be the only information published in the program.

You may e-mail your company listing to jbarbera@ascrs.org. When emailing the description, please indicate ASCRS•ASOA Combined Ophthalmic Symposium 2015 Company Description in the subject line of the e-mail.

The deadline date for receipt of any company descriptions not provided with the original exhibitor contract is July 31, 2015. No descriptions will be accepted after that date.