



The Chateaux – Deer Valley
Park City, Utah
February 1-3, 2018



Dear Exhibitor:

We are pleased to invite your organization to exhibit at the 2018 Surgical Summit, taking place at The Chateau – Deer Valley, Park City, Utah, February 1-3, 2018.

This meeting will focus on key issues for cataract, refractive and comprehensive ophthalmologist in an interactive learning environment. Exhibiting companies have the opportunity to:

- Take advantage of a limited exhibit hall ensuring your message is seen by ophthalmologists 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 booth location at the 2020 ASCRS•ASOA Annual Symposium & Congress exhibit hall.

Sponsorships are available for the following rates:

Platinum Sponsors:	\$26,500
Gold Sponsors:	\$15,000
Silver Sponsors:	\$5,500
Participating Exhibitor:	\$2,000

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

Thank you for your support and interest in participating in our educational programs.

Sincerely,

Paul Zelin, EyeWorld

Click [HERE](#) for complete exhibiting details



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EXHIBIT OPPORTUNITIES

(Number of booths is determined on space availability)

Platinum Sponsorship: \$26,500

- **7 badges for the exhibit hall and symposia sessions**
(Representatives & Exhibitors only. CME monitoring will have a separate badge)
 - **Additional exhibitor badge over allotment: \$300 per badge**
- One 3'X6' table in the exhibition area
- Back wall pop-up or stand banners permitted, subject to placement approval.
- Equipment can be accepted in lieu of table. (Please advise Exhibits Manager)
- One elevator door cling on meeting room level, outside of session room
- One 30-sec promotional video to run on 60" plasma screen outside of exhibit hall on meeting level (exact location TBD)
- Industry Spotlight time-slot - 10-12 minute presentations by MD of Company's choice or by company employee. Can be promotional in nature (NON-CME) - Video interview to be conducted with speaker and promoted in Meeting Reporter
- Meeting Reporter/Video Reporter Coverage (2 banner ads to run 1 day during meeting and for 1 week after the meeting. Exact schedule and dates to be determined)
- Two full page color ads in the meeting final program - (Program will be digital)
- Featured listing in the exhibitor section of the meeting website
- Top listing in exhibitor section of the final program
- 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 of the Final Program (will be delivered to booth during set up)
- Optional: additional full page ad in Final Program \$500.00 (\$1,470 savings)
- Priority Points equaling 25% of the exhibit booth fee, applied towards your 2020 exhibit booth space at the ASCRS•ASOA Annual Symposium & Congress. **(6,625 points)**



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Gold Sponsorship: \$15,000

- **4 badges for the exhibit hall and symposia sessions**
(Representatives & Exhibitors only. CME monitoring will have a separate badge) Additional exhibitor badge over allotment: \$300 per badge
 - **Additional exhibitor badge over allotment: \$300 per badge**
- One 3'X6' table in the exhibition area
- Back wall pop-up or stand banners permitted, subject to placement approval.
- Equipment can be accepted in lieu of table. (Please advise Exhibits Manager)
- One 30-sec promotional video to run on 60" Plasma screen outside of exhibit hall (exact location TBD)
- Industry Spotlight time-slot - 10-12 minute presentations by MD of Company's choice or by company employee. Can be promotional in nature (NON-CME) - Video interview to be conducted with speaker and promoted in Meeting Reporter
- One full page color ads in the meeting final program
- Featured listing in the exhibitor section of the meeting website
- Top listing in exhibitor section of the final program
- 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 of the Final Program (will be delivered to booth during set up)
- Optional: additional full page ad in Final Program \$1000.00 (\$970 savings)
- Priority Points equaling 25% of the exhibit booth fee, applied towards your 2020 exhibit booth space at the ASCRS•ASOA Annual Symposium & Congress. **(3,750 points)**



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Silver Sponsorship: \$5,500

- **4 badges for the exhibit hall and symposia sessions**
(Representatives & Exhibitors only. CME monitoring will have a separate badge)
 - **Additional exhibitor badge over allotment: \$300 per badge**
- One 3'X6' table in the exhibition area
- Back wall pop-up or stand banners permitted, subject to placement approval.
- Equipment can be accepted in lieu of table. (Please advise Exhibits Manager)
- One 30-sec promotional video to run on 60" Plasma screen outside of exhibit hall (exact location TBD)
- One full page color ads in the meeting final program
- Featured listing in the exhibitor section of the meeting website
- Top listing in exhibitor section of the final program
- 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 of the Final Program (will be delivered to booth during set up)
- Optional: additional full page ad in Final Program \$1000.00 (\$970 savings)
- Priority Points equaling 25% of the exhibit booth fee, applied towards your 2020 exhibit booth space at the ASCRS•ASOA Annual Symposium & Congress. **(1,375 points)**



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Participating Exhibitor: \$2,000

- **2 badges for the exhibit hall and symposia sessions**
(Representatives & Exhibitors only. CME monitoring will have a separate badge)
 - **Additional exhibitor badge over allotment: \$300 per badge**
- One 3'X6' tables in the exhibition area
- Back wall pop-up or stand banners permitted, subject to placement approval.
- Equipment can be accepted in lieu of table. (Please advise Exhibits Manager)
- 1/4 page color ad in the meeting final program
- Listing in the exhibitor section of the meeting website
- 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 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 of the Final Program (will be delivered to booth during set up)
- Priority Points equaling 25% of the exhibit booth fee, applied towards your 2020 exhibit booth space at the ASCRS•ASOA Annual Symposium & Congress. **(500 points)**

For More Information, contact:

Paul Zelin
Sales, and Surgical Summit Exhibits Manager
paul@eyeworld.org
703-383-5729



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EXHIBIT LOCATION-DATES-HOURS

Hotel Location:

The Chateaux – Deer Valley

7815 Royal Street East
Park City, Utah 84060

Exhibits:

Degas Room

Exhibits Installation:

Wednesday, January 31 2:00 PM - 5:00 PM

Exhibits Dismantle:

Saturday, February 3 10:40 AM -2:30 AM

Exhibit Hours:

New for 2018! Welcome Reception in the Exhibit Hall

Wednesday, January 31 6:00 PM -7:30 PM

Thursday, February 1 6:00 AM -12:15 PM

Friday, February 2 6:00 AM -12:15 PM

Saturday, February 3 6:00 AM -12:15 PM

Food and beverage will be located in the exhibit hall. Depending on space, beverages and bar may be set in hallway space. Children are not permitted in the exhibit area or food & beverage functions.

Preliminary Program Schedule (subject to change):

Thursday, Feb 1

6:30-7:00 am – Breakfast in Exhibit Hall

7:00-9:45 am – General Session: Glaucoma Spotlight & Panel Case Discussion

9:45-10:15am – Break in Exhibit Hall

10:15-11:45 am – “MORE” Meeting Our Refractive Cataract Patient Expectations

11:45 am-12:15 pm – Boxed lunch in exhibit hall

4:30-6:00 pm – General Session: Video Triumphs and Tragedies I

6:00-7:00 pm – Non-CME Industry Spotlight

Please note this session will be held in a separate ballroom to ensure all attendees understand it is not part of the primary CME program



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Friday, Feb 2

6:30-7:00am – Breakfast in Exhibit Hall
7:00-8:00 am – General Session: Advanced IOL Technology
8:00-8:30 am – The Alan Crandall Lecture
8:30-9:00am – Break in Exhibit Hall
9:00-10:30am – General Session: Refractive Surgery Updates
10:30-10:45am – Break in Exhibit Hall
10:45-11:45am – MACRA: Legislative and Regulatory Update
11:45am-12:15pm – Boxed lunch in exhibit hall
4:30-6:00 pm – General Session: Video Triumphs and Tragedies II

6:00-7:00 pm – Non-CME Industry Spotlight

Please note this session will be held in a separate ballroom to ensure all attendees understand it is not part of the primary CME program

Saturday, Feb 3

6:30-7:00 am – Breakfast in Exhibit Hall
7:00-8:00 am – EyeWorld 365 CME – Ocular Surface Disease (separate CME program)
8:00-8:30 am – Break in Exhibit Hall
8:00-10:00am – General Session: Cataract Surgery Basics and Not-So-Basics
10:00-10:30am – Break in Exhibit Hall
10:30am-12:30pm – General Session: Cornea and External Disease
12:30 pm – Program adjourns

Space Assignment

Surgical Summit exhibits are an extension of the continuing education program. To be accepted by EyeWorld, the products and services should be related to ophthalmic medical fields. Applications will be assigned space on a first-come, first serve basis. Exhibit space is limited; thus companies are limited to the exhibit tier they applied for. Requests for additional tabletop spaces in addition to what is included in the contracted exhibit tier will be reviewed on an individual basis.

Booth Space Guidelines

Exhibits are for dissemination 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 material on the table may not exceed 7ft. 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.

YOU ARE REQUIRED TO NOTIFY THE EXHIBITS MANAGER IF YOU ARE BRINGING IN EQUIPMENT AND INCLUDE SIZE OF PACKAGING/CRATES/PALLETES

We will not provide storage for empty containers boxes. All containers and boxes not on display must be stored out of sight within the exhibitor's booth space. All exhibits are subject to review on-site and modification where necessary. Custom-built booth display are strictly prohibited.



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IMPORTANT DATES

December 4

Booth cancellations on after this date will forfeit 85% of the booth fee

December 5

Booth cancellations on or after this date will forfeit 100% of the booth fee

Housing Reservations must be made to receive the discounted rate

January 6

Exhibitor service kit available

January 11

Complimentary mailing lists distributed via e-mail (name, city, state only, will be included)

January 11

Certificate of Insurance form due to Exhibits Manager

January 20

Exhibitor order forms due to Hotel (Electrical & AV)

January 31

Exhibit installation: 2:00 PM– 5:00 PM **All booths must be set up no later than 5:00 PM**

February 1 – February 3

Exhibit Hall Open: 6:00 AM -12:00 PM

February 3

Exhibit dismantle: 10:40 PM - 2:30 PM



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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.

Cancellations received after contract is submitted or on December 4, 2017 will forfeit 85% cancellation fee.

Exhibitors canceling space on or after December 5, 2017 will forfeit 100% of the exhibit fee.

Exhibitors who fail to pay the cancellation fee will not be permitted to exhibit at the meeting until the balance is paid in full.

**If the exhibition is sold out and the cancelled space is re-sold, the penalty will be reduced to 50%*

Payment Methods

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

Paying By Check

EyeWorld

Attn: Surgical Summit

4000 Legato Rd., Suite 700

Fairfax, VA 22033

Wire Transfer Details

For wire transfer instructions, please contact Bryan Sheering, bsheering@ascrs.org



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Sponsorship & Marketing Opportunities

EyeWorld will be offering sponsorship opportunities at the 2018 Surgical Summit.
Please contact Paul Zelin for further details. paul@eyeworld.org

HOUSING

The Surgical Summit will be hosted at The Chateaux -Deer Valley in Park City, Utah.

We have negotiated group rates for attendees and exhibitors.

Reservations should be received by the housing cut-off date of Monday, December 4, 2017.

Click here to book housing: [Surgical Summit](#)

Reservations received after the above date will be accommodated on availability 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.



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SHOW RULES AND REGULATIONS

General Terms and Regulations

- 1) These rules and regulations constitute an essential part of the contract for the exhibit space. During the exhibit for Surgical Summit, EyeWorld 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) EyeWorld 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 EyeWorld 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) EyeWorld 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 EyeWorld (and their subsidiaries and affiliates) via regular mail, e-mail, telephone or fax. I understand that EyeWorld 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



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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 EyeWorld for violation of provision of these guidelines. Violations of any EyeWorld policies, rules or regulations may result in the loss of priority points for future space assignments at any ASCRS or EyeWorld 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, EyeWorld 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 EyeWorld 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 & EyeWorld Executive Committees. The principle 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.

Companies with complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or ASCRS & EyeWorld 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.

Priority Points

Exhibitors will earn Priority Points equaling 25% of the surgical Summit exhibit booth fee, applied towards your 2020 exhibit booth space at the ASCRS•ASOA Annual Symposium & Congress.

ASCRS & EyeWorld has the discretion to reduce an exhibitor's accrued priority points towards the ASCRS•ASOA Annual Symposium & Congress, 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.



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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.

Catastrophe

ASCRS & EyeWorld 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 of 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

Under no circumstances are children under the age of 16 allowed inside the exhibit hall 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 10:40 AM – 2:30 PM, Saturday, February 3, 2018. 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 10:40 AM, Saturday, February 3, 2018

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.

Exhibit booths must be staffed during all open show hours.



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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 Paul Zeln at paul@eyeworld.org by January 20, 2018. Samples of giveaways sent to Eyeworld 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 (AdvaMed), **the only giveaway 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 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. EyeWorld, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

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 Surgical Summit 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.

Insurance Certificates (EACs)

Exhibitors shall secure (or maintain) a public liability insurance policy acceptable to EyeWorld as to coverage limits and agrees to name EyeWorld as an additional insured on any such policy(ies).

Exhibitor shall furnish a certificate of insurance no later than January 11, 2018 showing ASCRS & EyeWorld 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 EyeWorld from the insurance company. Exhibitor expressly agrees to indemnify and hold harmless EyeWorld, 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 the exhibitors, in connection with its use of exhibit space. Exhibitor agrees that the exhibition assumes no responsibility for the safety of 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.



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Insurance certificates must be sent to Paul Zelin at paul@eyeworld.org no later than January 11, 2018. ASCRS & EyeWorld must be listed as a coinsured on the certificate.

Certificate Holder: ASCRS/EyeWorld, 4000 Legato Rd., Suite 700, Fairfax, VA 22033

Installation of Exhibits

Installation hours: 2:00 PM – 5:00 PM, Wednesday, January 31, 2018. All exhibit boxes must be empty and stowed under the table top 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.

If the exhibit is on hand, EyeWorld reserves the right to assign labor to set up any display that is not in the process of being erected by 5:00 PM on January 31, 2018 and/or order the removal of all display materials not in the process of being set by 5:00 PM on January 31, 2018.

The charge for labor to complete either of these options will be billed to the exhibitor, and EyeWorld 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.

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, Wednesday, January 31, 2018.**

Outstanding Balance / Payment Information

Companies that have a past balance due with ASCRS or ASCRS Media, including, but not limited to any meeting, function, 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 EyeWorld in promotional material without written consent from. 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 EyeWorld. This includes, but is not limited to, the use of promotional materials such as billboards, street solicitors, taxi cabs, and mobile billboards. EyeWorld 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. EyeWorld 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 Surgical Summit 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, EyeWorld will prohibit the parties' attendance at ALL future ASCRS and/or EyeWorld events.



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Selling

Selling or order taking is permitted, but exhibitor is expected to maintain proper decorum, follow ASCRS/EyeWorld 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.



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EXHIBIT SPACE APPLICATION/CONTRACT

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

Company Name: _____
Address: _____
City: _____ State: _____ Zip _____ Country: _____
Phone: _____ Fax: _____
Company Email: _____ Website URL: _____

EXHIBIT CONTACT INFORMATION – Will not be published, must be completed in full

CEO/President: _____ Title: _____
Marketing Contact: _____ Phone: _____
Exhibit Contact: _____ Title: _____
Exhibit Contact Address: _____
Exhibit Contact Phone: _____ Fax: E-mail: _____

EXHIBITOR TYPE - Please Check One:

- Platinum exhibitor - \$26,500 Gold exhibitor - \$15,000
 Silver exhibitor - \$5,500 Participating exhibitor - \$2,000

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: _____

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 , Fax to 703-547-8840 or mail to:

EyeWorld
4000 Legato Road, Suite 700, Fairfax, VA 22033
Attention: Paul Zelin, Sales Representative – Surgical Summit

