



# EXHIBITOR GUIDE



Please join us in Los Angeles as we celebrate the

# **50<sup>TH</sup> ANNIVERSARY OF THE ASCRS ANNUAL MEETING**

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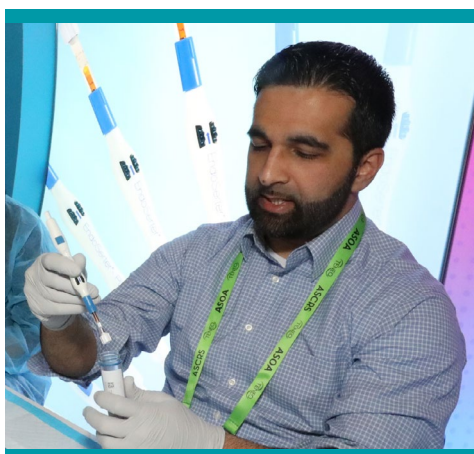
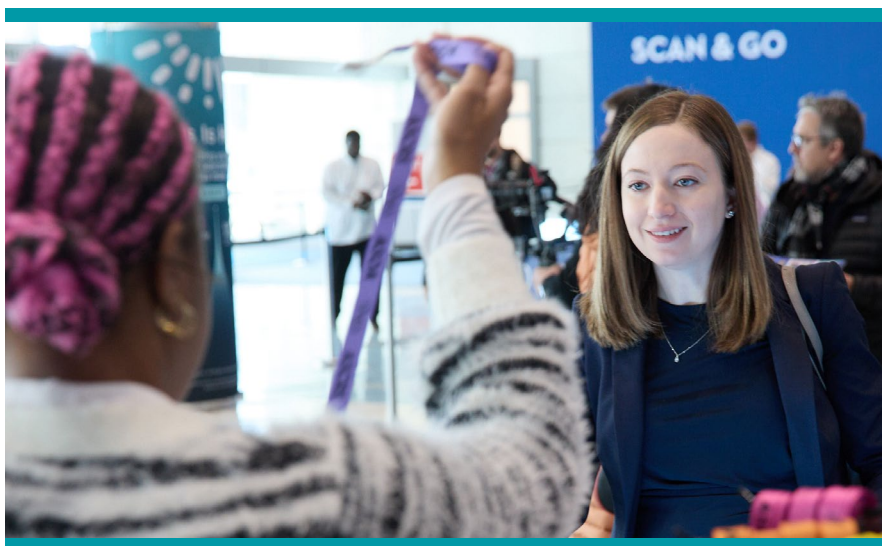
The American Society of Cataract and Refractive Surgery (ASCRS) and the American Society of Ophthalmic Administrators (ASOA) invite you to participate in the ASCRS and ASOA Annual Meeting, taking place April 25–28, 2025, in Los Angeles, California.

This meeting provides unique opportunities for you to build relationships with key stakeholders who can help you achieve your marketing objectives. As the largest U.S. meeting dedicated exclusively to the needs of anterior segment surgeons as well as their technical and practice management staff, the focus is on innovation, education, and collaboration.

Thank you for your commitment and dedication to ASCRS and ASOA. We appreciate all the hard work, time, and effort you put into the meeting. It is our goal to continue to strive for excellence and to provide you with a successful and meaningful meeting experience.

We look forward to seeing you in Los Angeles!

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# 2024 ATTENDANCE HIGHLIGHTS AND DEMOGRAPHICS

## 2024 Registration Stats

Ophthalmologists .....	3,578
Practice Management Staff .....	813
Technicians & Nurses .....	290
Optometrists & Physician Assistants .....	43
Corporate, Guests, Other .....	472

**Total Registration: 5,196**

## Primary Area of Practice by Numbers

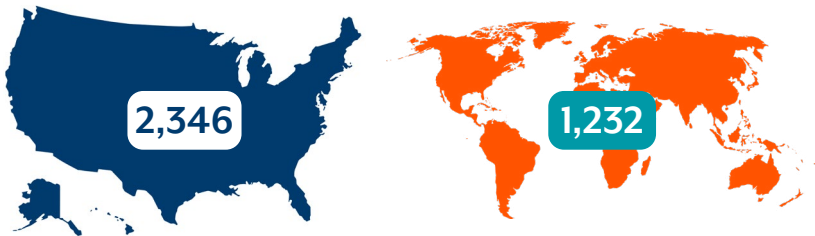
Primary Area of Practice	U.S.	International	All
Cataract	714	533	1,247
Comprehensive	326	67	393
Cornea	323	137	460
Glaucoma	176	51	227
N/A (Res/Fel/PhD)	604	341	945
Refractive	106	91	197
Retina	68	23	91

## Ten Year Average

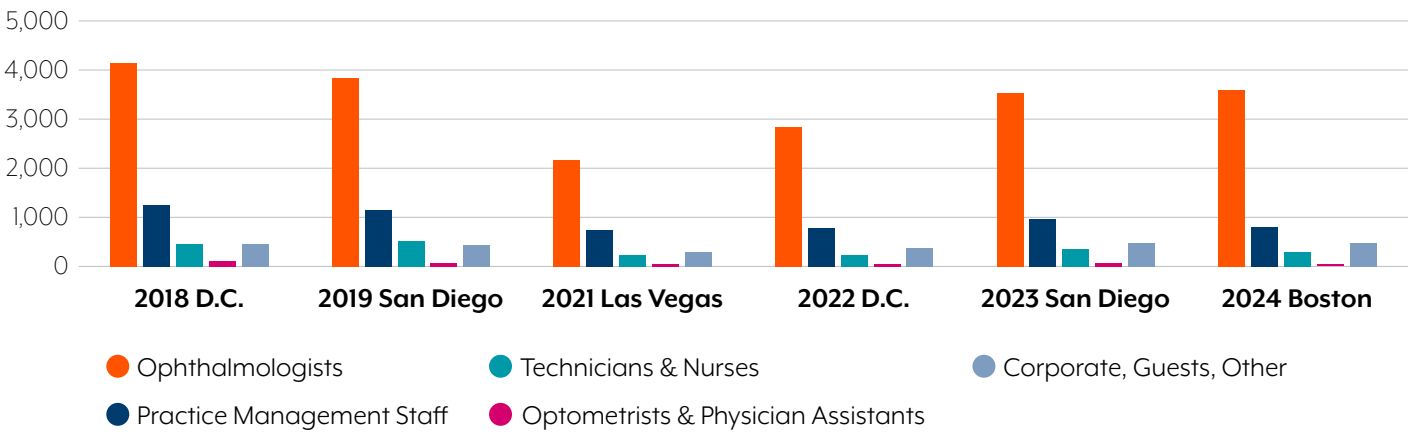
**MDs: 3,573**

**Practice Management: 1,073**

## Ophthalmologists by Location

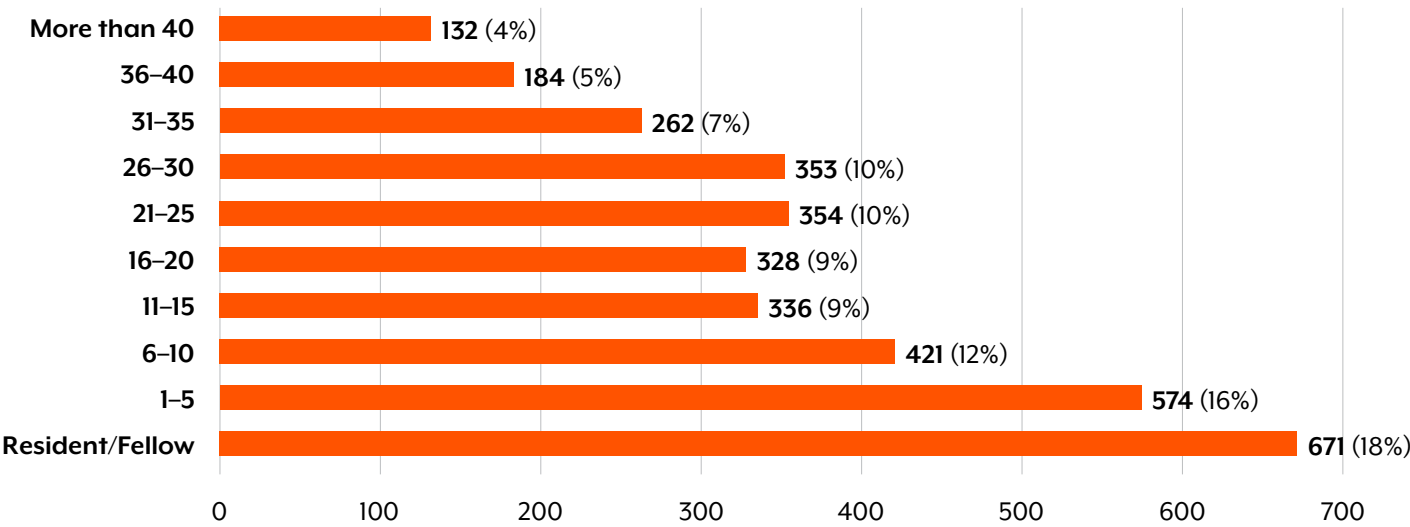


## All Categories by Year

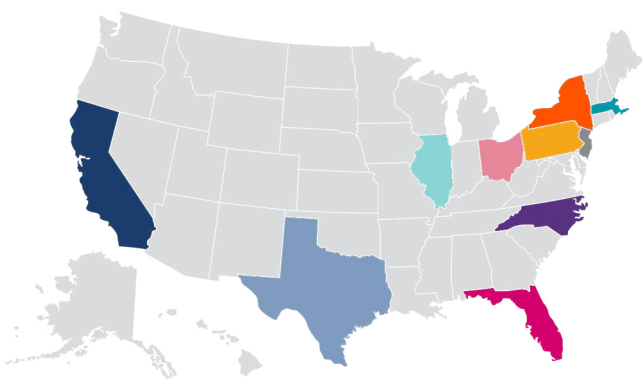


# 2024 ATTENDANCE HIGHLIGHTS AND DEMOGRAPHICS

## 2024 MD Attendees by Years in Practice



## MDs – Top 10 States REGISTRANTS



- CA: 236
- TX: 167
- OH: 64
- NY: 227
- PA: 137
- NC: 62
- MA: 208
- IL: 88
- FL: 169
- NJ: 84

## MDs – Top 10 Countries REGISTRANTS



# IMPORTANT DATES\*

<b>April 3–8, 2024</b>	2025 advance sales by invitation
<b>April 5, 2024</b>	Housing reservations open
<b>April 23, 2024</b>	2025 booth applications open
<b>September 6, 2024</b>	<ul style="list-style-type: none"> <li>■ Booth applications close in order to be included in booth selection appointments <i>Applications received after this date will be sold and assigned on a first-come, first-served basis.</i></li> <li>■ Last day to cancel exhibit space with no penalty</li> <li>■ Last day to earn 2 Priority Points for full payment</li> </ul>
<b>September 9, 2024</b>	Affiliate meeting space applications open
<b>Week of September 9, 2024</b>	Booth selection appointment time emailed
<b>Week of September 16 and week of September 30, 2024</b>	Booth selection appointments
<b>October 4, 2024</b>	Booth confirmations emailed
<b>December 2024 (dates to be announced via email)</b>	<ul style="list-style-type: none"> <li>■ Exhibitor Service Manual available</li> <li>■ Exhibitor registration opens</li> </ul>
<b>January 13</b>	<ul style="list-style-type: none"> <li>■ Final booth payments due</li> <li>■ Last day to cancel exhibit space with 50% penalty</li> </ul>
<b>February 3</b>	<ul style="list-style-type: none"> <li>■ EAC/COI info due</li> <li>■ Island and hanging sign blueprints due</li> </ul>
<b>March 1</b>	<b>Housing</b> <ul style="list-style-type: none"> <li>■ Last day for Exhibitors to release up to an additional 20% of the total room nights booked without penalty</li> <li>■ After March 1 through meeting dates, exhibitors will be responsible for 90% of room nights blocked. Should the actual rooms utilized be less than 90% of the total room nights booked, exhibitors agree to pay for the number of rooms not utilized up to 90% of the total room nights booked.</li> </ul>

\*Dates are subject to change.

A full list of planning dates and deadlines for the Annual Meeting will be provided in the Exhibitor Service Manual, available in your Exhibitor Resource Center in December 2024.

The Exhibitor Resource Center is a “one-stop shop” for all important exhibit-related information, including links to Exhibitor Badge Registration, Exhibitor Service Manual, Exhibitor Checklist, Exhibitor Directory Listing, and Affiliate Function Meeting Space.

Confirmation emails will be sent from **service@mapyourshow.com**. If you need your login information, please email the Exhibits Team at **exhibits@ascrs.org**.

## Affiliate Meeting Space Functions

All meetings and events hosted by industry, attendees, or non-attendees must be submitted to ASCRS through the online space application process and must be approved by ASCRS.

Information pertaining to Affiliate Meeting Space requests can be found at **[annualmeeting.ascrs.org/for-exhibitors/exhibits-application](https://annualmeeting.ascrs.org/for-exhibitors/exhibits-application)** or contact Kyle Bixby, **[kbixby@ascrs.org](mailto:kbixby@ascrs.org)**.



# EXHIBITS SCHEDULE

## Exhibit Hours

Friday, April 25 12:00–5:00 p.m.  
Saturday, April 26 9:00 a.m.–5:00 p.m.  
Sunday, April 27 9:00 a.m.–5:00 p.m.  
*\*The Exhibit Hall is closed on Monday, April 28.*

## Exhibitor Registration

Thursday, April 24 2:00–5:00 p.m.  
Friday, April 25 7:00 a.m.–5:00 p.m.  
Saturday, April 26 7:00 a.m.–5:00 p.m.  
Sunday, April 27 7:00 a.m.–5:00 p.m.  
*\*Time is subject to change.*

## Exhibitor Installation

Monday, April 21 8:00 a.m.–5:00 p.m.  
Tuesday, April 22 8:00 a.m.–5:00 p.m.  
Wednesday, April 23 8:00 a.m.–5:00 p.m.  
Thursday, April 24 8:00 a.m.–5:00 p.m.  
Friday, April 25 8:00 a.m.–12:00 p.m.\*  
*\*No freight is allowed on the floor during this time.*

ASCRS requires all exhibitors to provide floor covering for their booths by 5:00 p.m., Thursday, April 24. If flooring is not provided or ordered, ASCRS and Freeman will order carpet on the exhibitor's behalf and at the exhibitor's expense.

## Exhibitor Move-Out

Monday, April 28 8:00 a.m.–5:00 p.m.  
Tuesday, April 29 8:00 a.m.–5:00 p.m.  
Wednesday, April 30 8:00 a.m.–5:00 p.m.

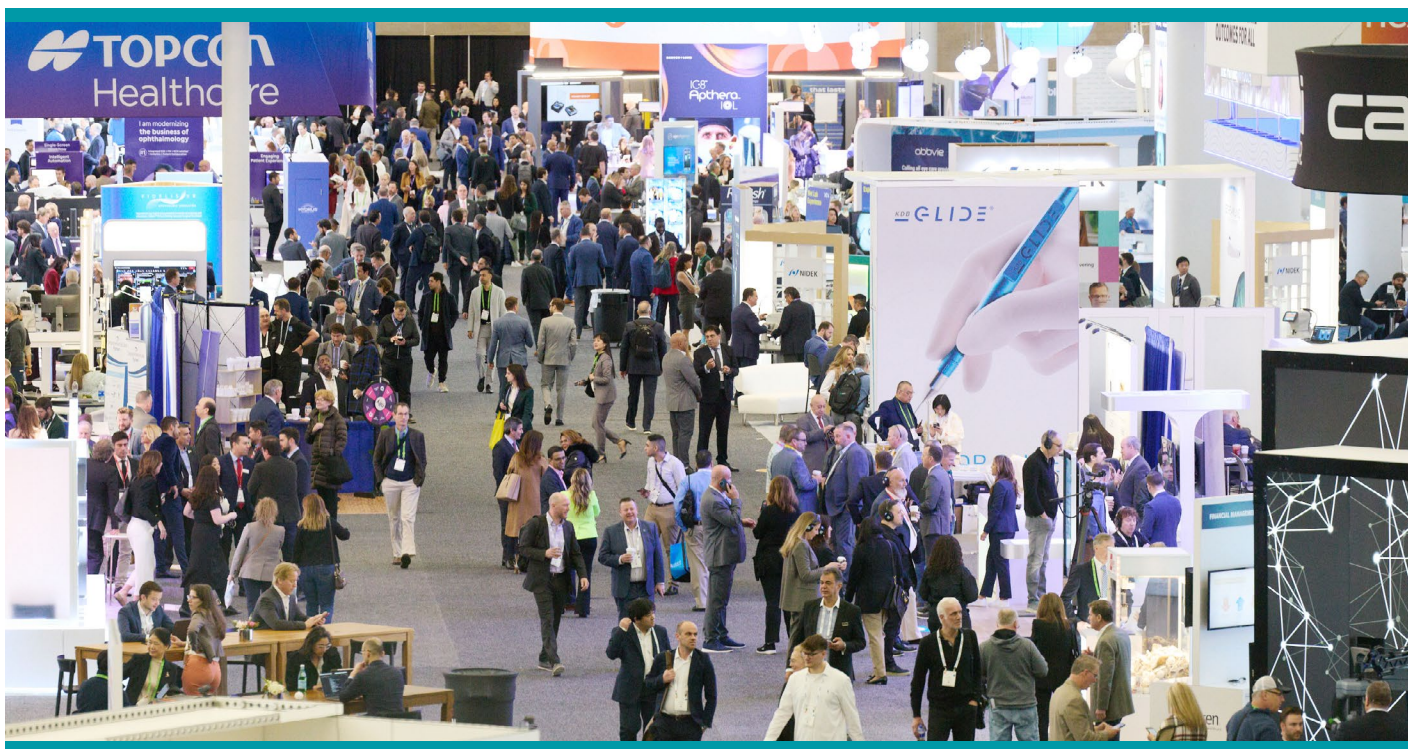
## Empty Return

Freeman will begin the return of empty containers promptly at 5:00 p.m. on Sunday, April 27 with a projected completion of 11:00 p.m. Plan to return on Monday to dismantle your booth and finalize outbound details. Please note that if you choose to dismantle your booth on Sunday you will be charged double-time labor.

## Dismantle Information

Dismantling of your booth cannot take place before the hall closes at 5:00 p.m. on Sunday, April 27. You are not permitted to pack up early or begin taping boxes. If you do not follow these guidelines, your company will be subject to losing Priority Points for the following Annual Meeting or be denied approval to exhibit at any ASCRS meetings.

All exhibitor material must be removed from the Exhibit Hall by 5:00 p.m. on Wednesday, April 30.





# EXHIBIT SPACE FEES AND PAYMENT/ CANCELLATION DEADLINES

## Exhibit Space Rental Fees

**Inline Linear:** \$3,900 per each 10' x 10' increment

**Corner Fee:** \$200 per each open corner

**Island Booths:** \$41 per square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the cost, multiply the size by \$41 (example: 20' x 20' = 400 x \$41 = \$16,400).

*Smallest island booths permitted are 20'x20'.*

## Included in Booth Fee

- Six complimentary exhibitor personnel badges per 100 square feet of booth space
  - One ASCRS Subspecialty Day exhibitor badge per 100 square feet of booth space (max of 10 complimentary)
  - Admission to ASCRS and ASOA sessions, provided seating is available
  - Admission to the ASCRS ASOA Party for a Purpose and ASCRS Film Festival
  - Company name in the ASCRS Preview Program and the ASCRS Meeting Guide
- Deadline dates to be included in these will be posted in the Exhibitor Resource Center.*

- Company full listing in the ASCRS meeting app and online exhibitor directory
- Opportunity to reserve meeting space at official ASCRS hotels
- Opportunity to partake in sponsorship and advertising to increase visibility

## Business Suites

Business Suites can be purchased in your Exhibitor Dashboard. Business Suites have extended hours in the Exhibit Hall. Hours are as follows:

**Friday, April 25** 8:00 a.m.–6:00 p.m.

**Saturday, April 26** 8:00 a.m.–6:00 p.m.

**Sunday, April 27** 8:00 a.m.–6:00 p.m.

You must be an exhibitor with reserved booth space to be able to rent a Business Suite.

Included in the price of the suite rental is:

- Installation of suite (8' high hard wall with open ceilings)
- Ability to customize the exterior of your suite
- Locking door





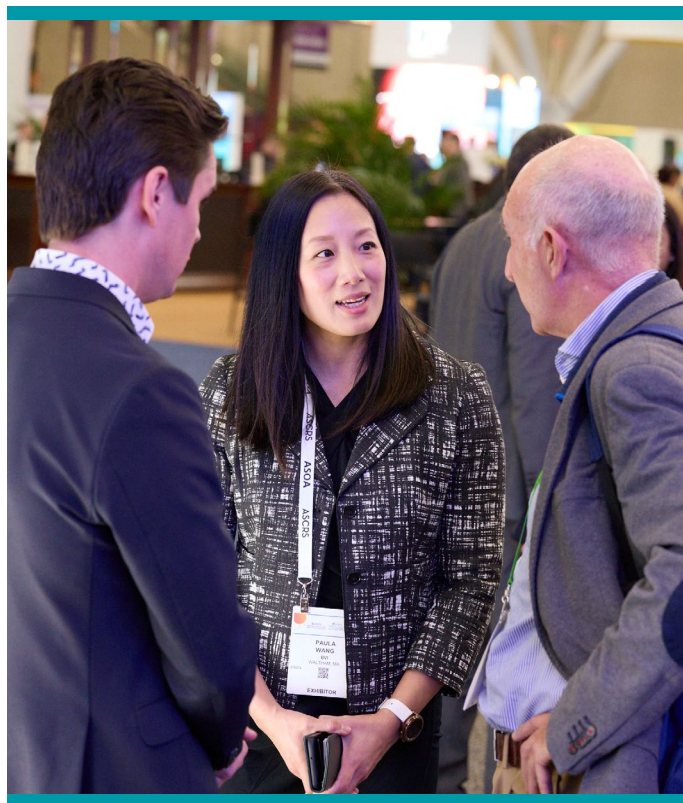
## Exhibit Space Fees and Payment/Cancellation Deadlines *(continued)*

- One (1) ID sign with the company name placed on the door
- Show color carpet
- Ability to have a registration table outside of your suite

Furniture, utilities, and catering may be ordered through Freeman in the Exhibitor Service Manual. Branding for your Business Suite may only be purchased through Freeman in the Exhibitor Service Manual/Freeman Online. One 6' table is permitted outside of your Business Suite.

### Payment Schedule

A 50% deposit is required with your application no later than September 6, 2024. Applications submitted without payment will not be binding, and space will not be assigned or held. Final booth payments are due January 13. Applications submitted on or after January 14 must include the full booth space fee in order to be processed. Exhibitors will have a 2-week grace period for payments submitted via ACH/wire transfer. If payment is not received within the 2-week period of your application's acceptance date, your application will be canceled and your space will be released. ASCRS may cancel or reassign unpaid space without notification.



### Payment Methods

#### ASCRS accepts:

American Express, Discover, Mastercard, VISA, and wire transfers

*\*Checks are not accepted.*

### ACH/Wire Transfer Information

Both U.S. and international information will be available to view on your invoice after completion and approval of your booth space application.

The transaction fee/processing fee must be included in the total wire amount. ASCRS is not responsible for this amount, and you will be billed for the balance. Please ask your banking institution for the transaction fee amount to include.

### Outstanding Balances/Payments Due

Companies that have an outstanding balance due from a previous meeting or promotional opportunities will not be permitted to purchase a booth or set up their exhibit onsite until the balance is paid in full.

All booths are required to be paid in full prior to arriving onsite at the current Annual Meeting. ASCRS has the right to refuse to permit your booth installation if you have not paid your balance(s).

### Booth Space Cancellation/Reduction Policy

Cancellation of assigned booth space must be submitted in writing to the Exhibits Team. Cancellations will not be taken on the phone.

Exhibitors canceling a previously assigned booth will forfeit a percentage of the total space fee based on the following schedule:

- **Prior to September 6, 2024:** Cancellation/reduction of space will be accepted with no penalty.
- **September 7, 2024–January 13:** Cancellation/reduction will result in forfeit of 50% booth fee.
- **On or after January 14:** Cancellation/reduction will result in forfeit of 100% of booth fee.

Exhibitors that fail to pay the cancellation fee will not be permitted to exhibit at future ASCRS meetings until the balance is paid in full.

# EXHIBIT BOOTH APPLICATION AND SELECTION PROCESS

## Booth Application Process

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

Booth space applications will be open April 23, 2024 through September 6, 2024.

Approximately 80 exhibitors were invited to participate in Advance Sales onsite at the 2024 Annual Meeting, based on qualifying Priority Points.

If you did not qualify to select your booth space during Advance Sales, you should have received a booth renewal link via email on April 23, 2024. Please contact the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org) if you did not receive your renewal link.

Booth selections will be made via video calls with the Exhibits Team the week of September 16 and week of September 30, where you will be able to view a live floor plan and select your booth space in real time. To be included in the booth selection video calls, you must submit your booth application and 50% deposit no later than September 6. Your booth space selection video call time will be emailed the week of September 9, based on Priority Point order.

Booth space applications received from September 7 through October 3 will be automatically assigned by the Exhibits Team the best available space after the booth selection video calls are completed on October 3, on a first-come, first-served basis. These assignments will not have an assignment appointment with the Exhibits Team.

Booth confirmations will be sent on October 4, 2024. Following these confirmations, the booth space application will switch from selling by space to selling by booth(s). You will be able to select the remaining booth(s) you wish to exhibit in. These are sold on a first-come, first-served basis.

## Priority Points

Booth space assignments are prioritized using a Priority Points system. Companies with the greatest number of points are assigned first, progressing to companies with the fewest number of points. If companies have the same number of points, assignment will be based on who

### 2026 ANNUAL MEETING PRIORITY POINTS

Number of years exhibiting as of 2025	1
Per every 100 square feet of exhibit space in 2025	1
ASOA Networking Lounge tabletop 2025	2
Participation in EyeSeek game 2025	1
2025 booth space paid in full by September 6, 2024	2
Complete post-meeting 2024 Exhibitor Survey	2
2024 Business Meeting – Platinum	5
2024 Business Meeting – Gold	3
2024 Business Meeting – Bronze	1
ASCRS Foundation – Premier Level for 2025	10
ASCRS Foundation – Visionary Level for 2025	5
ASCRS Foundation – Strength Level for 2025	3
ASCRS Foundation – Hope Level for 2025	2
ASCRS Foundation – Patron Level for 2025	1
EyeWorld Partner – Platinum for 2025	7
EyeWorld Partner – Gold for 2025	4
EyeWorld Partner – Silver for 2025	2
ASOA Strategic Business Partner – Diamond for 2025	7
ASOA Strategic Business Partner – Platinum for 2025	4
ASOA Strategic Business Partner – Gold for 2025	2

### HOUSING

Using official housing for 2024	2
Utilizing 90% of initial room block from 2024 (based on 90% of total room nights with a minimum 10 rooms on the peak night, Saturday)	4

*2 points deducted for not using official housing*

### ANNUAL ADVERTISING/SPONSOR SPEND TOTAL – TIMEFRAME OF MAY 2024–MARCH 2025

For every \$10k in total spend up to \$100K	2
For every \$50K increment over \$100K	1

*CME/education-related sponsorships are not eligible for attaining Priority Points.*



## Exhibit Booth Application and Selection Process *(continued)*

submitted the application earliest. First-time exhibitors who submit an application along with the required 50% booth deposit prior to September 6 will be assigned an appointment based on what exhibiting company's application was submitted first.

Priority Points are accrued through a variety of opportunities extended by ASCRS as outlined above. Due to the Advance Sales timing, Priority Points are calculated 30 days before the Annual Meeting for the next year's booth selection.

### New Exhibitors

Companies applying for exhibit space that have never exhibited at the ASCRS and ASOA Annual Meeting will need to go through an approval process. The potential exhibitor is required to apply for exhibit space and complete the new exhibitor product summary form sent from the Exhibits Team, which is sent to the ASCRS/ASOA Exhibits Committee for review. The booth space selected by the company is put on hold during the approval period. Upon approval, the application is processed, and the booth is assigned to the company. Upon rejection, the application is denied, and the booth becomes available.

### Booth Shares

Companies wishing to share a booth space must have a minimum of 200 square feet. An email from each company acknowledging they agree to share the space must be sent to the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org). Each company must provide individual company descriptions and product categories to be listed in Annual Meeting publications and the meeting app.

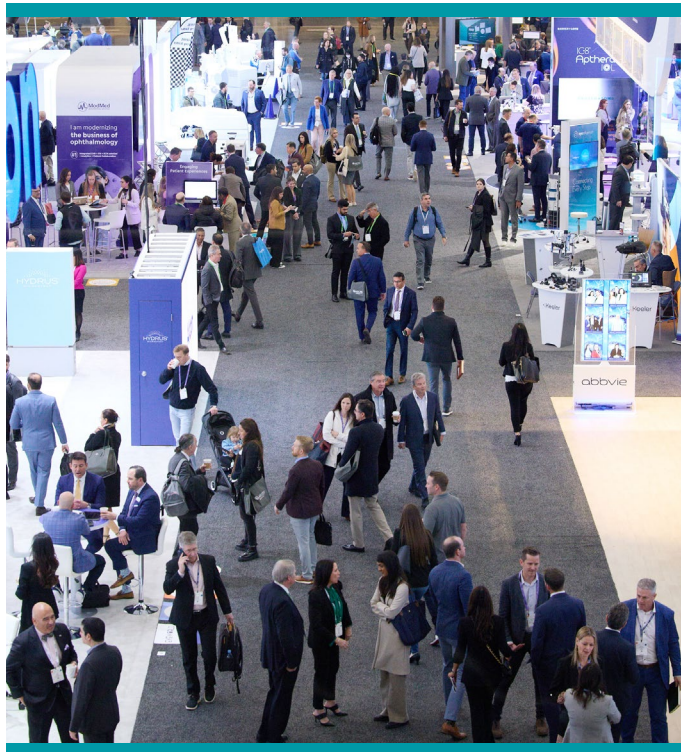
Subletting of space from one exhibitor to another is prohibited.

### Configuration of Exhibit Hall

ASCRS reserves the right to reconfigure the Exhibit Hall floor plan and reassign any exhibiting company at any time.

### No-Show Policy

In the event an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. on Thursday, April 24, and has not been granted pre-approval for late setup, ASCRS reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials for that exhibit space, either in the vacant booth or on the loading dock, will be placed in storage



at the exhibitor's expense. Substitute booth space will be available at the discretion of ASCRS. The exhibitor is responsible for all fees associated with removing freight from storage.

# EXHIBITOR BADGE REGISTRATION

Exhibitor Badge Registration will open in December 2024. The exact opening date will be announced via email to all exhibitors. You can access your Exhibitor Registration portal through the Exhibitor Resource Center.

## Exhibitor Badge Registration

Convention Data Services is our official vendor for Exhibitor Registration and Badge Lead Retrieval Units. You will be able to register your personnel badges using the Exhibitor Registration portal located in your Exhibitor Resource Center. This is the only way you can access your Exhibitor Registration portal.

## Badge Allotment & Fees

Each exhibiting company will receive six (6) complimentary standard exhibitor personnel badges and one (1) complimentary ASCRS Subspecialty Day exhibitor badge per 100 sq. ft. of exhibit space purchased (max of 10 complimentary ASCRS Subspecialty Day exhibitor badges). Each additional badge (over allotment) will cost \$300.

Exhibiting companies in the ASOA Networking Lounge will receive two (2) complimentary exhibitor personnel badges for their tabletop exhibit space. Each additional badge (over allotment) will cost \$300.

Complimentary badges that are not assigned prior to the show date can be registered at any time by the primary contact of the exhibiting organization. Once your company badge allotment has been fulfilled, the above charges will apply. Payment is due at the time of processing.

Replacement of a lost badge will result in a non-refundable charge of \$300. A refund may be issued if the lost badge is returned, however, the additional/duplicate badge must also be returned.

Payment for the above is required at the time of the request. ASCRS accepts American Express, Discover, MasterCard, and VISA. The registration staff onsite will not invoice for replacement badges; payment is due at the time of processing.

## Companies That Share a Booth

If your booth is shared with another company, the allotment will show under the parent company in the booth, unless otherwise noted. You can move your allotted badges to the shared booth. If additional badges are needed, you can purchase these for \$300. If you are not sure which is the parent company or if you would like to move a number of your allotted badges to your shared booth company, please email the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org).





## Exhibitor Badge Registration *(continued)*

### Badge Access

Exhibitor badges will not be issued to any practicing physician, nurse, or technician who has not registered for the meeting as an attendee in the appropriate category. Standard exhibitor badges, ASCRS Subspecialty Day exhibitor badges, and the ASOA Networking Lounge exhibits will have designated badge colors. These lanyards are NOT to be removed/replaced with different lanyards.

- Standard exhibitor badges and lanyards will grant you access to the Exhibit Hall, sessions, papers, and course rooms, however, do not cross over to Subspecialty Day sessions.
- Subspecialty Day exhibitor badges and lanyards will grant you access to the Exhibit Hall and all Subspecialty Day education rooms but do not cross over to the ASCRS and ASOA Annual Meeting courses and sessions. These badges are only valid for Friday, April 25.
- ASOA Networking Tabletop exhibit badges and lanyards will grant you access to the ASOA Networking Lounge and ASOA Annual Meeting sessions but do not cross over to the ASCRS Annual Meeting or the Annual Meeting Exhibit Hall. These badges are only valid for Saturday, April 26.

- We ask that if seating is filling up in the rooms, exhibitors please stand in the back and leave the seats open for attendees.
- Exhibitor badges cannot claim CME credits.
- Exhibitor badges cannot be given to attendees.

### Booth Unattended

Exhibitors are not permitted to leave the booth unattended at any time during show floor hours. You must have at least one staff member in your booth at all times. Floor managers will be walking the show floor during show hours. A violation will be processed to the exhibiting company if the booth is left unattended.

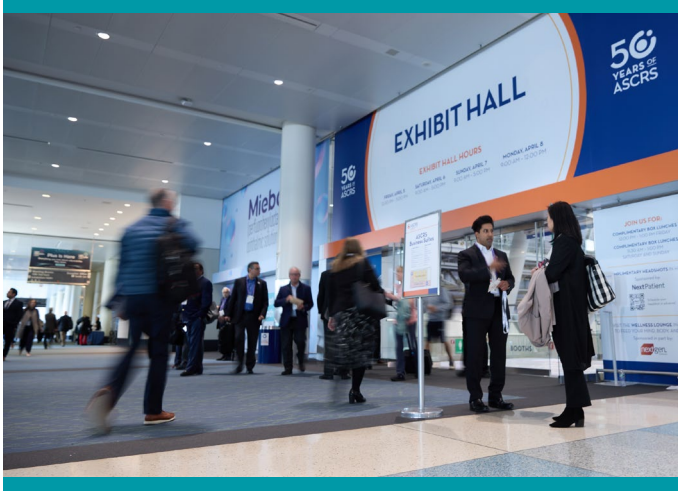
### Lead Retrieval

Convention Data Services (CDS) is the official vendor for lead retrieval units for the ASCRS and ASOA Annual Meeting. You can place your orders for lead retrieval in the Exhibitor Registration portal located in your Exhibitor Resource Center. You will be able to place your orders when Exhibitor Registration opens in December.



# ASCRS KEY CONTACTS

For all exhibit-related emails, please contact the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org).



## Exhibits

### Kyle Bixby

Meetings and Exhibits Coordinator

[exhibits@ascrs.org](mailto:exhibits@ascrs.org)

703-383-5706

### Lisa McGlashen, CEM, CMP, HMCC

Director, Meetings and Exhibits

[exhibits@ascrs.org](mailto:exhibits@ascrs.org)



## Sponsorships and Advertising

### Jessica Donohoe

Director of Sales

[jessica@eyeworld.org](mailto:jessica@eyeworld.org)

### Joe Dooley

Sales Manager

[joe@eyeworld.org](mailto:joe@eyeworld.org)



## Affiliate Function Meeting Space

### Kyle Bixby

Meetings and Exhibits Coordinator

[kbixby@ascrs.org](mailto:kbixby@ascrs.org)

703-383-5706

Information regarding ASCRS' Affiliate Function Policies and Procedures along with the application link can be found by visiting the following page: [annualmeeting.ascrs.org/for-exhibitors/exhibits-application](https://annualmeeting.ascrs.org/for-exhibitors/exhibits-application)



# ASCRS OFFICIAL VENDOR PARTNERS

All ASCRS official vendor partners will include an official vendor seal on their order forms and any email communications. Please be cautious and verify the authenticity of any vendor or company that contacts you regarding the ASCRS Annual Meeting that does not display this seal.

## Official General Services Contractor

Freeman is designated as the ASCRS Annual Meeting general services contractor. Services include:

- Audio/visual
- Carpet
- Installing and dismantling of exhibits
- Material handling
- Electric
- Plumbing
- Sign hanging/rigging
- Booth cleaning
- Shipping
- Booth furniture rental and accessories
- Custom exhibits and rentals
- Graphics

Freeman will be onsite at the Exhibitor Service Center during the Annual Meeting to assist you in coordinating any last-minute services, ordering additional products, and answering any questions you may have.

## Material Handling

Freeman is the exclusive provider of material handling services. Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, handling of empty containers to and from storage, and removing material from the booth for reloading onto outbound carriers. You have two options for shipping your exhibit freight—either to the advance warehouse or directly to show site. Material handling charges will automatically be applied to your Freeman account upon receipt of each shipment.

Shipping addresses, material handling rates, and shipping deadlines will be included in the Exhibitor Service Manual.

## Los Angeles Convention Center

Below are the exclusive services provided by the Convention Center. Vendor information and order forms will be included in the Exhibitor Service Manual.

- Booth catering
- Internet services

## Other Official Show Contractors

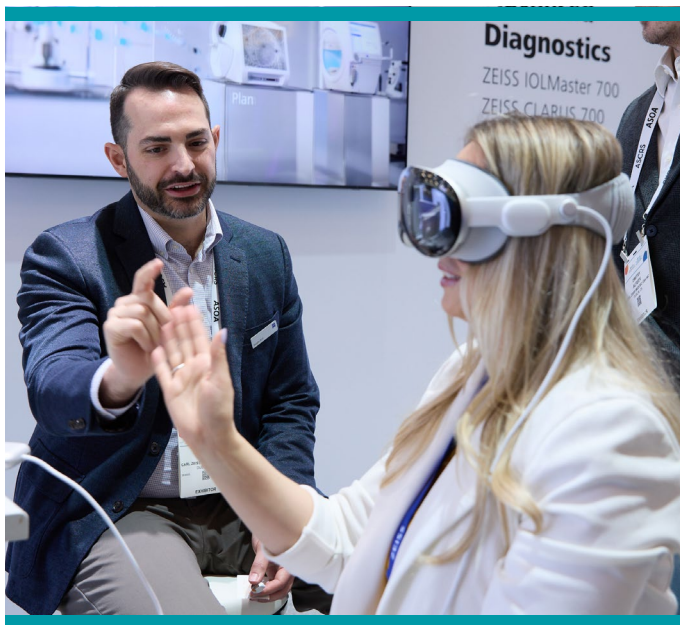
ASCRS has secured vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage exhibitors to utilize their services. Vendor information and order forms will be available in the Exhibitor Service Kit. Official vendors will have an official vendor seal attached to their forms.



# LABOR AND UNION JURISDICTIONS – LOS ANGELES

## Decorators union

Members of this union claim jurisdiction over all setup and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may install and/or dismantle your exhibit display if one person, who is a full-time employee, can accomplish the task in 1 hour or less without the use of tools.



If your exhibit preparation, installation, or dismantling requires more than 1 hour, you must use union personnel supplied by the official decorating contractor. As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

## Teamsters union

This union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move the material that is hand carryable by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

## Electrical union

IBEW electricians jurisdiction covers all electrical labor for each booth including but not limited to cable distribution under your carpet or flooring and throughout the booth structure. Included are connections and hardwiring of all electrical equipment (e.g., 208 volt and higher services, panels, and motors), installation of all lighting hung from truss or beams, and distribution of all cabling throughout the booth and truss structures. All stage hand/AV labor used in the exhibit area will be provided by the organizer named official AV contractor for the show or an EAC AV contractor with exception of their company representative/supervisor. Unless contracted directly with the in-house AV/internet provider, all data and coaxial cable run within the booth, overhead, or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses, or exhibitors.

## Safety

Standing on chairs, tables, or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Freeman is not responsible for injuries caused by improper use of furniture.

## Tipping

Freeman request that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all Freeman employees.



# EXHIBITOR APPOINTED CONTRACTORS (EACS)

An EAC is any company other than one of the designated official contractors for ASCRS that provides services to an exhibitor and will require access to the show during installation, show days, or dismantle.

EACs are NOT permitted to perform any of these services:

- Booth cleaning
- Catering
- Electrical
- Material handling

## Designating an EAC

An exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services. The exhibiting company MUST submit the Notice of Intent to Use an EAC form and the EAC's insurance certificate to ASCRS, or the EAC will not be permitted access to the Exhibit Hall. Failure to submit forms by the designated deadline will result in the exhibiting company being required to use labor provided by Freeman or other ASCRS selected contractors for other services.

## EAC Access to the Show Floor

Wristbands will be given to EACs and labor during move-in and move-out only if ASCRS has received the Notice

of Intent to use an EAC along with a valid Certificate of Insurance (COI) from the EAC. Wristbands allow EACs access to the show floor during move-in and move-out only. If your EAC needs exhibit floor access during show hours, you must assign them an Exhibitor Badge from your badge allotment.

## EAC Certificate of Insurance (COI)

The EAC must submit to ASCRS an acceptable public liability insurance policy (COI) as to coverage limits and information located below.

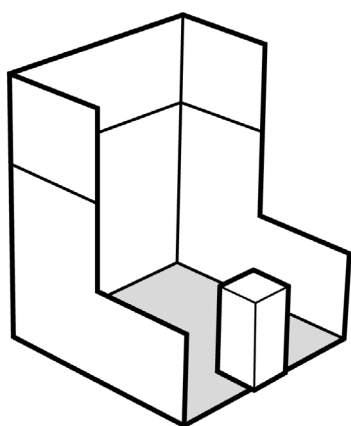
- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of not less than \$1 million per occurrence
- Coverage for workers' compensation and employers' liability within commercially reasonable limits as otherwise required by the laws of the state of California.
- ASCRS, ASOA, Freeman, and the Los Angeles Convention Center must be named as additional insureds.
- The certificate holder should be addressed as:  
ASCRS | 12587 Fair Lakes Circle, Suite 348 |  
Fairfax, VA 22033



# EXHIBIT BOOTH SPACE DESIGN GUIDELINES

ASCRS encourages exhibitors to create booth designs that are welcoming and engaging. Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the exhibitor's expense.

All components of the booth design including truss and lighting are to remain within the boundaries of the exhibit space.



## Linear Booths

ASCRS does not permit peninsula or end cap booths.

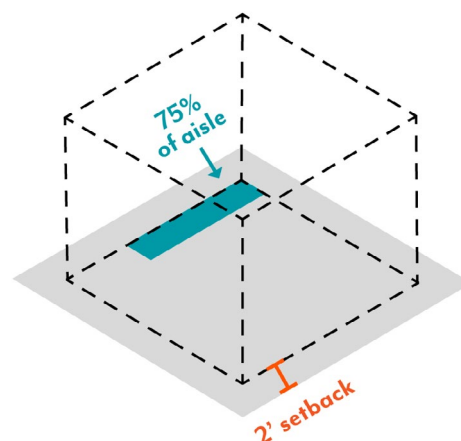
Each ten-foot by ten-foot (10' x 10') linear booth has uniform eight-foot (8') high back wall drape and uniform three-foot (3') high side drape, in the designated show colors. The maximum allowable height of products and display materials is eight feet (8').

Display materials greater than four feet (4') in height must be set a minimum of five feet (5') back from the front aisle.

Exhibitors must mask all displays with unsightly back or side walls. If necessary, a drape will be installed to cover any unfinished parts of a display, and the exhibitor will be charged accordingly by Freeman.

Linear booths are not permitted to have any gobos or hanging signs.

All booths must have a floor covering. The full square footage of your exhibit booth space must be covered by 5:00 p.m. on Thursday, April 24, 2025. Booths not containing floor covering will be supplied standard carpet, and the exhibitor will be charged accordingly by Freeman.



## Island Booths

An island is typically defined as a 400 square feet (20' x 20') or larger exhibit space with aisles on all four sides. Island booths must be designed to allow access from all four aisles.

Island booths may utilize hanging signs.

Booth structures may not exceed twenty-five feet (25') in height.

Exhibit displays and signage must be arranged to allow for see-through visibility and must not substantially obstruct the view of, or otherwise interfere with, the displays of other exhibitors.

Hardwall structures such as video walls, conference rooms, offices, storage, or meeting room enclosures must be set back 2' from the aisle and may not exceed 75% of the width of the aisle they are located on unless they are made of a see-through material.

Reception counters, information kiosks, or similar display components must be set back a minimum of three feet (3') from the aisle to prevent congestion in the aisle.

## Exhibit Booth Space Design Guidelines *(continued)*

Theater seating or standing areas for presentations and demonstration areas in a booth are required to be a minimum of five feet (5') back from the aisles. Exhibitors are required to monitor and control attendance at these areas so that attendees don't overflow into the aisles.

### Hanging Signs

A hanging sign is defined as an exhibit component suspended above an island space exhibit for the purpose of displaying graphics or identification. Hanging signs or banners are permitted in island booths only.

Hanging signs and graphics will be permitted to a maximum height of twenty-five feet (25') from the top of the sign to the floor.

### Temporary Structure – Permit Required from LACC



An isometric rendering of any structure that meets the temporary structure criteria outlined below must be submitted to the Los Angeles Convention Center (LACC) no later than 30 days prior to move-in. Upon review and approval from LACC management, license/exhibitor is required to file for a temporary structure permit with the City of Los Angeles Department of Building and Safety (LADBS).

Structures and exhibits with any of the following elements are defined as temporary structures that require review/approval by LACC management along with LADBS permit.

- Structures over 12' in height
- 2-story structures
- Platforms and stages exceeding 30 inches in height above the floor intended to carry live loads or stair/steps exceeding 48 inches in height above the floor intended to carry live loads
- Overhead beams, signage, truss, cantilevers, etc., of considerable weight and/or span
- Video wall structures exceeding 15' in height (single or multiple screens)

Detailed information and submission process will be emailed to all island booths in early October.

### Canopies, Ceilings, Towers, and Multi-Level Exhibits

**Canopies and Ceilings:** A canopy is defined as an exhibit component supported over an exhibitor's assigned booth space for decorative or functional purposes. Canopies, false ceilings, umbrellas, and canopy frames will comply

with all line-of-sight requirements. Canopies may not be lower than seven feet (7') from the floor and within five feet (5') of any aisle.

**Towers:** A tower is defined as a free-standing exhibit component separate from the main exhibit feature. All towers are subject to the line-of-sight restrictions applicable to the type of exhibit space configuration being used.

**Multi-Level Exhibit:** A multi-level exhibit is defined as an exhibit booth where the display feature includes two levels. Multi-level booths may not exceed two levels. Detailed information on multi-level exhibit guidelines and Convention Center approval process will be provided in the Exhibit Service Manual.

### Blueprints & Booth Rendering Approval

Exhibitors with island booths are required to submit a copy of blueprints indicating all dimensions as well as an isometric or elevation view of the exhibit including the hanging sign to the Exhibits Team by February 3, 2025. Your booth design and hanging sign are not considered final until the Exhibits Team has approved via email, and the temporary structure permit (if required) has been obtained by the LACC.





# EXHIBITOR RULES AND REGULATIONS

## Activities Prohibited in the Exhibit Hall

- Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted.
- Solicitation of business except by exhibiting firms is prohibited. The nature of the exhibits is subject to the approval of management and the ASCRS Exhibits Committee.
- Non-professional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
- Contests, raffles, lotteries, and games of any chance without prior written approval from ASCRS.
- All games and activities must be approved by ASCRS.
- Lines of any kind may not be formed outside of the exhibit space. All activities must be contained within the booth space.
- Soliciting attendees in the aisle(s) outside of booth space, including session rooms and public space.
- Press events are strictly prohibited without prior approval by the ASCRS Communications Department.
- Activities in the Exhibit Hall offering CME credits.
- Playing or performing of copyrighted recorded or live music during the published Exhibit Hall hours.
- Distribution of any item of more than a minimal value without the prior written approval from ASCRS.
- Demonstration, promotion, or sales of the products of any non-exhibiting companies.
- Affixing the ASCRS name or logo to, incorporating them in, or otherwise making them a part of exhibitor-distributed materials without prior written approval from ASCRS.
- Magicians, jugglers, motivational speakers, slight of hand artists, or illusionists.

## Biomedical Waste

Companies with exhibits that include the use of animal tissue, human tissue, disposable needles, sharps, human blood, or products contaminated with blood must complete the ASCRS liability waiver and the hazardous waste removal order form, submit their company certificate of insurance, and pay the corresponding fee for removal of the waste. Additional information, deadlines, and all forms can be found in the Exhibitor Service Manual.



## Children in the Exhibit Hall

Due to safety considerations, under no circumstances are children allowed inside the Exhibit Hall during installation or dismantle.

When the Exhibit Hall is open, children under the age of 18 are required to be accompanied by an adult that has an attendee badge. Strollers are not permitted in the Exhibit Hall.

## Exhibitor Access to Exhibit Hall

Exhibitor personnel will be allowed access to the Exhibit Hall 60 minutes prior to its opening on Friday through Sunday. Request for access to the hall before these hours or after closing hours must be made in advance by contacting the Exhibits Team.

Each representative issued an exhibitor's badge must be employed by the exhibitor. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered via the exhibit registration form. Exhibitor badges will not be



## Exhibitor Rules and Regulations *(continued)*

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issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts. Exhibitors with Business Suites are allowed into the Exhibit Hall during the specified hours on page 8. These exhibitors may invite attendees and guests into the hall/their specific suite as long as they enter through the specific Business Suite entrance only.

### Exhibitor Staffing/Early Dismantle

Exhibits must be staffed at all times during official show hours. All exhibitors are expected to make their travel arrangements in accordance with this policy. Any exhibitor found breaking down or vacating their booth prior to the end of the meeting will be prohibited from exhibiting in future ASCRS meetings.

### 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 U.S.

The exhibitor is required to post a noticeable sign (easel sign or meter panel required) stating the device or product is not FDA approved at this time.

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.

### Helium Balloons and Drones

Helium balloons, including mylar, and motorized drones are not permitted in the Los Angeles Convention Center.

### Lasers & Other Potentially Hazardous Light Sources

Any exhibitor who will be utilizing or displaying lasers (inoperable or operable) or other potentially hazardous optical sources will be required to review the ASCRS Laser Safety Guidelines and submit the Laser Safety Use form to the Exhibits Team. Additional information, deadlines, and submission form can be found in the Exhibitor Service Manual.

### Laser Safety Inspections & Registration

The exhibiting company utilizing or displaying lasers in the ASCRS Exhibit Hall will be subject to a laser safety inspection performed by an outside expert along with an ASCRS staff member. A schedule will be provided before move-in begins onsite. Absolutely no lasers will be displayed without first being inspected and approved by the laser safety inspector.

Identification signs stating the class of laser, inoperable or not FDA approved at this time, are required to be displayed for such lasers. Signage must be displayed at all times during the show, or equipment housing the laser will be removed immediately at the expense of the exhibitor.

Exhibitors with lasers may also be subject to, without notice, an inspection by the Fire Marshal. Should they feel that the laser(s) do not meet approval, the exhibitor will not be permitted to use the laser(s) during the show.

### Notice of Disability

In compliance with the Americans with Disabilities Act of 1990, ASCRS will make all reasonable efforts to accommodate persons with disabilities at the Annual Meeting. Please contact the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org) to make arrangements.

## Exhibitor Rules and Regulations *(continued)*

### Professional Behavior

Exhibitors may not enter another exhibitor's booth unless invited. Professional behavior is expected by each company, its representatives, and exhibitor appointed contractors at all times during the ASCRS Annual 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, and a booth refund will NOT be granted.

### Security

ASCRS will hire security guards for the public areas of the Convention Center. Should you have valuable items in your booth that need to be left overnight, it is recommended that you hire the official show security company to provide security detail services. An order form will be provided in the Exhibitor Service Manual. ASCRS is not responsible for lost, stolen, or damaged items.

### Selling

Selling or order taking is permitted, however, the exhibitor is expected to maintain proper decorum,

follow ASCRS 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 onsite. All taxes related to sales/orders onsite are the sole responsibility of the exhibitor.

### Sound & Presentations in Booths

When conducting a presentation in your booth, it is the exhibitor's responsibility to keep overflow crowds clear of the aisles. Seating for presentation areas must be free and clear of the aisles and be monitored and controlled so that all aisles remain congestion-free.

ASCRS reserves the right to determine whether sound and any audio/visual being displayed are the correct decibel level and may ask you to lower the volume. Headsets/earphones are required for booth presentations.

### Specialty Gases & Compressed Air

All gas cylinders must be securely fastened to a carriage or to a fixed location at all times and may be subject to Fire Marshal review.

Information on ordering specialty gases and compressed air will be available in the Exhibitor Service Manual.



# EXHIBITOR MARKETING AND ACTIVITIES GUIDELINES

## Exhibitor Booth Marketing Guidelines

Except where specifically provided by contractual agreement between ASCRS and the exhibiting company for sponsorships and marketing opportunities, exhibitor marketing efforts must not extend beyond the confines of the exhibit booth.

Exhibitors may not:

- Solicit attendees in lobby spaces of the Convention Center.
- Place or hand out promotional fliers in any locations other than their exhibit booth.
- Conduct marketing within the confines of the Convention Center.
- Place marketing on the sidewalks/promenade leading up to the Convention Center or official ASCRS hotels.
- Place marketing by shuttle bus entrances, passenger dropoff/pickup, and taxi lines.
- Permit mobile advertising to remain stationary in front of the Convention Center entrances or other assigned meeting spaces.

## Exhibitor Promotion

All exhibitors are encouraged to promote their ASCRS and ASOA Annual Meeting attendance and booth information in advance of and throughout the meeting using the hashtags #ASCRS2025 and/or #ASOA2025. The following 2025 Annual Meeting graphic images will be emailed to all exhibitors on December 2, 2024 to use in your exhibit promotions:



Suggested examples:

"Meet us in Lost Angeles at #ASCRS2025. We are showcasing (enter description here)."

In addition, exhibitors may request the following "We're Exhibiting" images to use on Facebook, Twitter, LinkedIn, Instagram, in email signatures, or on company websites.



To request the "We're Exhibiting" images, please email the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org) no later than March 3, 2025. Exhibitors are encouraged to leverage social media prior to and throughout the meeting as desired, provided posts comply with the guidelines below:



Do not amend or alter the "We're Exhibiting" image.

Do not use the image in a way that suggests

or implies partnership, sponsorship, or endorsement by ASCRS or ASOA.

## Contests, Drawings, and Raffles

Exhibitors are encouraged to engage meeting attendees and add value to the meeting experience. These activities must be compatible with and maintain the professional atmosphere and tone of the Annual Meeting, as well as enhance the attendee experience, and should not be disruptive to neighboring exhibitors.

Exhibitors are not permitted to collect names or register individuals for contests, drawings, or raffles that will be held outside the Annual Meeting.

Gaming devices of any type are not permitted in the Exhibit Hall.

All contests, drawings, and raffles must be pre-approved by the Exhibits Team by March 3, 2025. The request form will be included in the Exhibitor Service Manual.



## Exhibitor Marketing and Activities Guidelines *(continued)*

### Exhibit Booth Giveaways

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. 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. Potential giveaway items may not duplicate items ASCRS supplies with the support or promotional fees paid to ASCRS by a corporate supporter or advertiser, such as lanyards and bottled water. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibitors.

For those companies that follow the (PhRMA) Code and/or the Advanced Medical Technology Association (AdvaMed) Code, giveaways permitted for the Annual Meeting are those designed primarily for the education of patients or healthcare professionals. It is the sole responsibility of the exhibiting company to abide by the guidelines set forth by the PhRMA and AdvaMed Codes.

ASCRS, at its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate. All giveaway items must be pre-approved by the Exhibits Team by March 7, 2025 or will be confiscated from the exhibit floor. The Giveaway Request Form will be included in the Exhibitor Service Manual

### Mailing Lists

Attendee mailing lists will be available for purchase. The attendee list will only contain name, registration category, title, and physical mailing address (if you are sending a mailer). ASCRS and ASOA are not permitted to disclose email addresses or phone numbers.

The Mailing List Request/Agreement Form will be in the Exhibitor Service Manual. If you have a physical mailer, you must email a copy of the mailer to the Exhibits Team for approval prior to receiving the mailing list. If you do not have a mailer approved, the attendee list will not have a physical mailing address, only city, state, and zip.

Post-show attendee mailing lists will be available for purchase. The order form will be available in the Exhibitor Service Manual. Post-show attendee mailing lists will be available approximately 2 weeks after the close of the meeting.

### Eblast/Email Marketing

All eblast marketing must be approved through ASCRS prior to distribution and must contain the ASCRS disclaimer. Please contact the Exhibits Team at [exhibits@ascrs.org](mailto:exhibits@ascrs.org) to obtain a copy of the disclaimer and submit your eblast marketing piece for approval.

### Promotional Material

Exhibitors may not use the name or corporate logos of the American Society of Cataract and Refractive Surgery (ASCRS) or the American Society of Ophthalmic Administrators (ASOA) in promotional material without written consent from ASCRS and ASOA. However, exhibitors may use the Annual Meeting graphic images, which will be available in your Exhibitor Dashboard on December 2, 2024 as shown below:



While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Neither company nor products may extend into the aisle or beyond the limits of the assigned booth.

### Food & Beverages in Exhibit Booths

Exhibitors are encouraged to purchase food and beverages for their booth during Exhibit Hall hours. Popcorn is not permitted. Food and beverage items cannot be brought in from outside the building as the Convention Center has an exclusive agreement to provide all catering and concessions within the facility. If staff witness an individual bringing outside food into the Convention Center, they will be turned away. Contact information and menus for the Convention Center Catering Department will be provided in the Exhibitor Service Manual.

### Photography, Filming, and Streaming

Non-flash photography is allowed for personal, social, or non-commercial use. Please respect attendees and presenters who state they do not want their slides and/or content shared on social media. Sharing slides that feature patient faces or other identifiable information is prohibited.



## Exhibitor Marketing and Activities Guidelines *(continued)*

Exhibitors may not take photos or videos of other booths. Exhibitors taking photos of their own booth must do so in a manner that does not disturb the presenter or other attendees.

Video recording, live audio, and/or video streaming of sessions and programming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

Exhibitors understand and agree that photographs of their exhibit may be taken by the official show photographer while documenting the Annual Meeting on behalf of ASCRS and ASOA. Exhibitors agree that photos of their booth possibly containing logos and trademarks may appear without restriction in promotional and other documents produced by ASCRS and ASOA.

### PRESS RELEASES For Members of the Media

Members of the media are welcome and encouraged to attend the ASCRS and ASOA Annual Meeting. We kindly request that all journalists pre-register. Registered media will have full access to all ASCRS and ASOA programming material and updates.

For further questions, please contact Karen Mathes at [kmathes@ascrs.org](mailto:kmathes@ascrs.org) or 913-484-5355.

### For Exhibitors

Exhibitors may issue press releases regarding their products, data, or other proprietary information available in the Exhibit Hall. They may also reference the fact that they are exhibiting at the ASCRS and ASOA Annual Meeting and that their sessions at the meeting will provide additional data or information about their products or services. However, no company shall describe the presentation of data or information at the meeting in such a way as to imply an endorsement by ASCRS. Specifically, words such as “featured” or “showcased” must be avoided. Furthermore, no company shall issue a release listing by name official ASCRS and ASOA meeting content, programming, educational sessions, or other presentations.

Any press release referencing an exhibitor’s participation in the meeting must also include the following disclaimer:

*All educational content of the ASCRS and ASOA Annual Meeting is planned by its Program Committee, and ASCRS and ASOA do not endorse, promote, approve, or recommend the use of any products, devices, or services described in this release.*

The use of the ASCRS and ASOA corporate logos is strictly prohibited. The use of the Annual Meeting graphic images is permitted.

For further questions, please contact Karen Mathes at [kmathes@ascrs.org](mailto:kmathes@ascrs.org) or 913-484-5355.

### Policy Enforcement

Any unapproved Annual Meeting marketing and/or advertising carries with it the possibility of penalties to be assigned at the discretion of ASCRS. 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 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 at or attending the following ASCRS Annual Meeting.

#### 3rd Offense

ASCRS will prohibit the exhibiting company from exhibiting at the next ASCRS Annual 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.

It is not the intent of ASCRS to interfere with exhibitor outreach and/or marketing efforts but only to ensure that the Annual Meeting remains a fair and positive opportunity for all involved.

# TERMS AND CONDITIONS

## General Rules and Regulations

1. These rules and regulations constitute an essential part of the contract for the exhibit space. During the Annual Meeting, the American Society of Cataract and Refractive Surgery (ASCRS) 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 reserves the right to decline, prohibit, or expel an exhibit that, in its judgment, is out of keeping with the character of the exhibition, this reservation being all-inclusive as to the 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, ASCRS shall have the right, without notice to the exhibitor, to sell or offer for sale the exhibit space covered by this contract. Said exhibitor will 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 a 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 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, email address, telephone number, and fax number, I



consent to receive communications sent by or on behalf of ASCRS (and their subsidiaries and affiliates) via regular mail, email, telephone, or fax. I understand that ASCRS may share my address/email/telephone/fax with other organizations.

## Violations

Specific actions may be taken by ASCRS 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.

## Catastrophe

ASCRS 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, acts of terrorism, the authority of the law, public health crisis, 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-rate 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.

## TERMS AND CONDITIONS *(continued)*

### Evaluation of Space Application/Contract

In order to preserve and maximize the educational value of the technical exhibit program, ASCRS 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 endorsement or approval of the exhibited products or services or guarantee that space will be assigned. The evaluation of space application will be performed in accordance with guidelines established by the ASCRS Executive Committee. 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 has not exhibited at a previous ASCRS Annual Meeting must complete the review process for assignment of exhibit space. An applicant who did exhibit at previous Annual Meetings 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 sources of adverse information.

The information required for review is the following:

1. Company profile
2. The products and/or services the company plans to exhibit (i.e., product brochures, literature, or samples)
3. Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgments, or settlements over the last 3 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 members may be required to provide an explanation of the resolution of those complaints.
4. Exhibitors shall not exhibit any products or services other than those included in their space application/contract or approved in writing by ASCRS. Successfully completing the exhibit application does not guarantee

that you will be assigned booth space. ASCRS meetings consistently sell out of exhibit space and maintain waiting lists.

ASCRS exhibit space is assigned in Priority Point order to all exhibitors that have a history of exhibiting at ASCRS 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 with ASCRS exhibitor rules and regulations), or a reasonable determination by ASCRS that the company's products or services are not safe and/or effective or do not align properly with the ASCRS Exhibits Committee.

Alternatively, ASCRS may decide to reduce an applicant's accrued Priority Points based on the applicant's past 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.

### No-Show Policy

In the event an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. the day before the first day of the Exhibit Hall opening and has not been granted pre-approval for late setup, ASCRS reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund.

Any exhibit materials for that exhibit space, either in the vacant booth or on the loading dock, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of ASCRS. The exhibitor is responsible for all fees associated with removing freight from storage.

The exhibitor is also responsible for any incurred fees imposed by the Convention Center and/or the general service contractor (Freeman) for not showing up to their assigned booth in the Exhibit Hall.

### Inability to Hold Convention or Change in Scheduled Dates

If because of war, strike, the destruction, construction or renovation of the exhibition venue, government order, terrorist act, pandemic, act of God, or other cause beyond the control of the Association, the conference and exhibition or any part thereof is prevented from being



## TERMS AND CONDITIONS *(continued)*

held, the Association shall be relieved of its obligations under these Terms and Conditions. In regard to exhibitors, the Association shall determine and refund to exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid by exhibitor. In regard to sponsors, sponsorships are nonrefundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the conference and exhibition as set forth in the contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the conference and exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the conference and exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the contract.



### Insurance

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, data breaches, and inability to meet its obligations outlined in the Exhibitor Guide. Upon request, an exhibitor shall provide to the Association a certificate of insurance indicating at least \$1,000,000 of commercial general liability insurance, and \$1,000,000 of comprehensive automobile liability insurance covering owned, leased, hired and non-owned vehicles. Both policies shall name ASCRS as an additional insured thereon.

### Liability and Indemnification

ASCRS and ASOA will bear no liability for personal injuries, whether suffered by an exhibitor or its employees, contractors, or business invitees. ASCRS and ASOA will also assume no liability for loss or damage to the property of an exhibitor or its employees, contractors, or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the gross negligence or intentional wrongful acts of ASCRS and ASOA. Each exhibitor, in making application for space, agrees to indemnify, defend, and hold harmless the Association from any and all claims, liability, damages, or expenses (including attorneys' fees) asserted against them or incurred by them as a result of, in connection with, or arising from any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts or omissions of the exhibitor or its agents or employees, contractors, or business invitees, or for breach or nonperformance of any provision of this contract. ASCRS and ASOA shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of indirect, special, or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASCRS and ASOA to the exhibitor for any breach of this contract shall be limited to the amounts paid by the exhibitor pursuant to this contract. It is understood and agreed that a refund of amounts paid by the exhibitor pursuant to this contract is the sole and exclusive remedy of the exhibitor under this contract.

### Force Majeure

In the event of acts of God, fire, strikes, disaster, political or social boycott, medical epidemic, or other similar unavoidable occurrences rendering the exhibit space unfit for use, ASCRS and ASOA will attempt to provide exhibit space at another location, but it does not guarantee it will be able to do so. In the event the Annual Meeting is

## TERMS AND CONDITIONS *(continued)*

not held at all, an exhibitor's sole remedy is a refund of its exhibit space or promotional opportunity fees paid, less any actual costs incurred by ASCRS and ASOA or its vendors to produce the promotional item. Such direct costs will be evidenced by documentation such as labor time cards or invoices.

### Outstanding Balance/ Payment Information

Companies that have a balance due from a previous show will not be permitted to exhibit in future shows until the balance due is paid in full. If payment is not received after being contacted, exhibitors will lose all Priority Points. ASCRS reserves the right to reassign or cancel the booth space without notice that is not paid in full by the deadline. Exhibitors will not be permitted to set up on show site until the balance is paid.

### Exhibitor Cancellation/Reduction of Space Policy

Cancellation or reduction of assigned exhibit booth space must be submitted in writing to the Exhibits Team. Cancellations and reductions will not be taken over the phone.

Upon cancellation of exhibit space, the exhibitor is responsible for canceling any hotel rooms and/or meeting space that may have been booked or on hold.

Exhibitors canceling or reducing an assigned booth will forfeit a percentage of the total space fee based on the following schedule:

- Before September 6, 2024: Cancellation/reduction of space will be accepted with no penalty.
- September 7, 2024–January 13: Cancellation/reduction will result in a forfeit of 50% of booth fee.
- On or after January 14: Cancellation/reduction will result in a forfeit of 100% of the booth fee.

Exhibitors who fail to pay the cancellation/reduction fee will not be permitted to exhibit at future ASCRS meetings until the balance is paid in full.

### Priority Points

ASCRS 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.

### Promotional Material

Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery or ASCRS or the American Society of Ophthalmic Administrators or ASOA in promotional material without written consent from ASCRS and 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 nor products may extend into the aisle or beyond the limits of the assigned booth.

