



EyeWorld Corporate Mornings™

Industry Educational Events

in the Washington Convention Center
at the 2005 ASCRS•ASOA
Symposium and Congress

Saturday, April 16, 2005 • 7:00-9:30 AM

WASHINGTON, DC

Dear ASCRS•ASOA Exhibitor:

In 2005, *EyeWorld* will provide the ophthalmic industry an opportunity to offer their own educational symposia as part of the "Corporate Mornings" program. We have expanded on the services that we can provide with a new turnkey meeting package format which includes web site registration, room rental, audio visual, signage, and marketing.

EyeWorld Corporate Mornings will be held on Saturday, April 16th from 7:00 AM to 9:30 AM, which is prior to the start of the ASCRS•ASOA Annual Meeting. Corporate Mornings are designed to offer exhibiting companies the perfect location (Washington Convention Center) and time slot to hold your educational meeting and showcase your product and services. Physicians attending the 2005 ASCRS•ASOA Annual Meeting will have the convenience of attending any one of the Corporate Mornings Sessions free of charge.

Space is limited. Exhibitors, to secure a room location at the Washington Convention Center, please **submit your application by December 1, 2004**. Doing so will also ensure you meet our marketing scheduling, starting with our 'Save the Date' ad placement in the January 2005 issue of *EyeWorld* magazine.

Application process and program timeline:

1. Submit signed guidelines, application, eps file of corporate logo, with full payment by **December 1, 2004**.
2. Upon acceptance, a service kit will be mailed to your company contact, listed on the application.
3. Rooms will be assigned on a first-come, first-served basis. Space is limited in the Washington Convention Center.
4. Mail or fax all necessary forms from the service kit to *EyeWorld* by **December 15, 2004**.
5. Company is responsible for notifying their *EyeWorld* contact regarding program updates for advertisements and web site.

For any questions regarding the 2005 *EyeWorld* Corporate Mornings Program please contact me at the ASCRS•ASOA office.

Regards,

**Jessica Hazell**

EyeWorld Corporate Mornings Coordinator
4000 Legato Rd # 850
Fairfax, VA 22033
E-mail: jhazell@eyeworld.org
Phone: (703) 591-2220
Fax: (703) 273-2963

Turnkey format includes the following:

Session Options:

Saturday, April 16, 2005

	Time Slot	Fee
Session One	7:00 AM - 8:00 AM	\$9,200
Session Two	8:30 AM - 9:30 AM	\$9,200
Combined Session	7:00 AM - 9:30 AM	\$12,000

**EyeWorld will provide the following -
Event Management Services:**

- Coordination and production of all marketing materials.
- Facilitate audio-visual setup package for each event.
- Manage and design a user-friendly on-line pre-registration web site for physicians to register for your event.

Registration Web Site:

- EyeWorld will provide an on-line pre-registration web site with all EyeWorld Corporate Mornings events listed.
- EyeWorld will include time, room location, title, list of speakers and program content for all events.
- EyeWorld will design and manage the site and send an e-mail confirmation to all attendees prior to your meeting.
- One lead retrieval system, two six-foot tables with two chairs, and an easel will be provided outside the room for registration check-in on the day of the session.

Convention Room Rental:

- Each meeting room will be set theater-style. A detailed listing of what will be included in the room will be available in your service kit.
- Requests for additional items to be included in your room will be evaluated on a case-by-case basis and could result in additional charges.

Audio-Visual:

- Each EyeWorld Corporate Mornings event will be provided with a basic AV package. Exhibitors may order additional equipment at a charge. All charges must be approved by company contact before the order is processed. The basic package will include: (1) Screen, Staging (dress kit), LCD projector, Microphone package, Speaker Package (laser pointer included), and one AV equipment operator.

Signage:

EyeWorld will design, provide and place the following signs for your event:

- (1) 22" x 28", 4-color, foam core sign for each meeting (to be placed outside room)
- 8' x 38", on-site Meter Panels (listing of all Corporate Mornings events) in Washington Convention Center lobby
- 8' x 38", on-site Meter panels (listing of all Corporate Mornings events) in registration area
- 8' x 38" meter panel at headquarter hotels where permitted

Continued

Turnkey Format (Continued)

Marketing package for EyeWorld Corporate Mornings includes:

Ad Schedule

- EyeWorld January Issue- Tab page listing of all Corporate Mornings Events
- EyeWorld February Issue- King page listing of all Corporate Mornings Events
- EyeWorld March Issue- King spread listing of Corporate Mornings Events
- EyeWorld April Issue- King spread listing of Corporate Mornings Events
- Preview Program- Full page listing of all Corporate Mornings Events
- Final Program- Full page listing of all Corporate Mornings Events

E-Marketing

- Web Site Registration opens — January 15, 2005
- (1) E-mail Blast to ASCRS members — Tuesday, January 18, 2005
- (2) E-mail Blasts to pre-registered ASCRS•ASOA Symposium and Congress attendees
 - First blast — Tuesday, February 16, 2005
 - Second blast — Tuesday, March 15, 2005
- EyeWorld Week — Banner ad with link to EyeWorld Corporate Mornings pre-registration web site

On-site Corporate Mornings Promotion

- **ASCRS•ASOA registration area and EyeWorld booth distribution** - 2-sided, black and white flyer with Corporate Mornings listings
- **Hotel Door Drop** - Friday night flyer will be placed in 'It's in the Bag' for Saturday morning delivery
- **Attendee Tote Bag** - Each attendee will receive one flyer in tote bag
- **1 Priority Point** - per dollar spent toward 2006 booth placement

Additional Marketing

If your company is interested in additional marketing opportunities please contact **ASCRSMedia** for more details, (703) 591 - 2220, and ask for Jessica Hazell

Important Program Information and Text Deadlines:

- **Company Logo** - Due with application, December 1, 2004 (submit via e-mail: jhazell@eye-world.org)
- **Event Title** - Due December 10, 2004
- **List of Event Speakers** - Due January, 10, 2005
- **50 Word Description of Event Content** (detailed program) - Due February 10, 2005

NOT INCLUDED

Continuing Medical Education: No CME credit can be awarded for these events. No outside medical education companies can produce a CME event within the Corporate Mornings program.

Program Content: Each company will be responsible for content development and speaker assignments.

Food and Beverage: Centerplate provides exclusive catering at the Washington Convention Center, detailed contact information will be provided in the service kit.

Part I - EyeWorld Corporate Mornings polices and guidelines

The following are not included with this EyeWorld Corporate Mornings offer:

1. Any food and beverage arrangements
2. Program content and management
3. Continuing Medical Education credit

Logistics: All expenses associated with food & beverage, electrical, telephone, shipping, or not listed in service kit or this contract, are the sole responsibility of the company. ASCRS•ASOA is not responsible for any charges incurred for overtime, or any on-site changes.

Room Assignments: All rooms will be set theater-style. This will ensure the maximum potential attendance. Requests beyond this will be evaluated on a case-by-case basis and may result in additional charges. Session lectures must be contained within your assigned session room. Video overflow to adjacent rooms will not be permitted. All food functions must occur within the assigned session time frame. Functions may not begin before or be held after the assigned time frame. Registration can open up to 30 minutes prior to beginning of session.

Registration: Attendees are required to wear *ASCRS•ASOA Symposium and Congress* meeting badges for access to **EyeWorld Corporate Mornings** sessions. Two six-foot tables and two chairs will be provided outside the room for registration check-in on the day of the session.

Audio-visual: The **EyeWorld Corporate Mornings** has contracted audio-visual services through an exclusive provider. EyeWorld requires all company organizers use this provider to ensure consistent services and quality production.

Corporate advertising and promotions: EyeWorld must review and approve all independent promotional advertising produced in conjunction with the Corporate Mornings sessions. Company cannot reference or imply the session is part of ASCRS•ASOA Symposium and Congress. Company will refer to the session as **EyeWorld Corporate Mornings** at the Washington Convention Center. The EyeWorld logo will be displayed as no less than 5% of overall size of any marketing material company produces to promote these sessions. The ASCRS•ASOA Symposium and Congress symbol or name may NOT be used on educational, promotional, or other materials produced by the company without expressed written consent. Use of the American Society of Cataract & Refractive Surgery name or copyrighted material on any web site, print publication, audiovisual product, or other material requires prior written approval by ASCRS•ASOA in PDF format. Use of the American Society of Cataract & Refractive Surgery name or copyrighted material on any announcement, sign, publication, or other material requires prior written approval by ASCRS. Please allow at least 5 to 10 business days for ASCRS to process the request. Please send proposed advertisement to Jessica Hazell at jhazell@eyeworld.org.

Material Distribution: Companies are not permitted to post promotional signs or literature in hotel or convention center lobbies. Sandwich boards and/or persons handing out promotional materials are prohibited. Door drops (placing promotional material under the doors of hotel guests) and hotel room marketing (i.e., pamphlets or other materials in rooms) are not permitted.

If a corporation would like to request signage or door drops, please submit the request no later than March 11, 2005. Please allow at least 5 business days for the ASCRS•ASOA Symposium and Congress to process the request.

VIOLATIONS: Violation of these guidelines will result in the cancellation of the company event and/or deduction of priority points from the sponsoring company's priority point total and/or ineligibility from exhibiting in future years. No refunds will be awarded.

AUTHORIZATION: ALL FEES ARE DUE UPON SUBMISSION OF THIS APPLICATION AND CONTRACT. SIGNATORY IS AUTHORIZED REPRESENTATIVE OF THE APPLYING COMPANY WITH FULL POWER AND AUTHORITY TO SIGN AND DELIVER THIS APPLICATION AND CONTRACT. BY SIGNING THIS AGREEMENT, THE COMPANY LISTED ON THIS APPLICATION AND CONTRACT AGREES TO COMPLY WITH ALL EYEWorld CORPORATE MORNING POLICIES AS OUTLINED IN THE EYEWorld CORPORATE MORNING MATERIALS ATTACHED TO THIS APPLICATION AND CONTRACT AND ALL POLICIES, RULES, AND REGULATIONS ADOPTED BY ASCRS•ASOA SYMPOSIUM AND CONGRESS.

ACKNOWLEDGEMENT: BY SIGNING THIS CONTRACT I ACKNOWLEDGE THAT I HAVE READ AND AGREE TO ALL POLICES SET FORTH BY ASCRS•ASOA AND EYEWorld FOR ALL CHARGES, AUDIO VISUAL REQUIREMENTS, AND SPACE RENTAL.

PRINT NAME: _____

SIGNATURE: _____ DATE: _____

Return via fax to Jessica Hazell at (703) 273-2973. Confirmation will be sent via email.

Part II - Application (One application per event unless it is a combined session)

Please check one event time slot for Saturday, April 16, 2005:

	Time Slot	Fee
<input type="checkbox"/>	Session One 7:00AM - 8:00AM	\$9,200
<input type="checkbox"/>	Session Two 8:30AM - 9:30AM	\$9,200
<input type="checkbox"/>	Combined Session 7:00AM - 9:30AM	\$12,000

Please e-mail your company logo (preferred eps file) to jhazell@eyeworld.org
(check box if you have completed this task)

Company Name: _____

On-site Event Contact: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Contact Phone: _____ Contact Fax: _____ On-site Cell Phone: _____

E-mail (primary communication): _____ Web site: _____

Event Name: _____

Estimated Attendance: _____

Registration Time: _____ Event Start Time: _____ End Time: _____
(may begin up to 30 minutes prior)

Notice: There may be a separate agreement between the company and the exclusive service providers as outlined in the attached promotion. Contacts for these providers will be included in the service kit and provided upon acceptance of this application and execution of the contract.

Refund Policy: Exhibitors canceling after space has been contracted will forfeit a percentage of the total rental based on the following schedule:

Days Out	Forfeit
90-120 days	15%
60-90 days	25%
30-60 days	50%
0-30 days	100%

For questions: Contact Jessica Hazell: (703) 591-2220 or e-mail: jhazell@eyeworld.org

Payment method enclosed: Check   Amount: \$ _____

Card number: _____ Expiration date: ____ / ____

Name as it appears on card: _____

Signature: _____ Date: _____

Please sign and return via fax to Jessica Hazell at (703) 273-2973. Confirmation will be sent via email.

For EyeWorld use:

Date received: _____ Payment amount: \$ _____ Room assignment: _____

Account #: 005-43200-330 Contract #: _____

- Routing:** Finance
 Meetings
 EyeWorld
 Exhibits