

Marketing and Advertising Opportunities

at the 2009 ASCRS • ASOA Symposium and Congress
San Francisco • April 3 – 8, 2009



All items listed will be offered on a first come basis!

ASCRS•ASOA offers a variety of marketing opportunities during the Symposium and Congress. These options are designed to maximize your company's exposure to attendees at the meeting. All marketing opportunities may be product specific. Artwork is subject to review and approval by ASCRS.

The following opportunities are available exclusively to exhibiting companies. These opportunities will earn exhibitors priority points for the 2011 Annual Meeting. Priority points are used to determine booth selection order at that meeting.

Exhibitors who contract for one or more of these opportunities are given right of first refusal for the same opportunity at the 2010 meeting in Boston.

For more information on these opportunities, please contact Jeff Brownstein, Director of Sales, at 703-788-5745 or jeff@eyeworld.org or Cathy Stern at 703-383-5702 or cstern@eyeworld.org.

Shuttle service:

ASCRS runs shuttle buses for attendees to assist them in moving from the hotels to the Moscone Convention Center. Use this opportunity to deliver your message continually throughout the meeting. Twenty three (23) buses will be running during peak hours. The fee below is a rights fee and does not include artwork production and placement, which is handled by a third party.



Option 1: Exclusive rights

Exhibitor will be granted exclusive rights to all 23 of the bus wraps. Price: \$60,000.00

Option 2: Partial package (1/2)

Exhibitor will be granted rights to 11 of the bus wraps. Price: \$30,000.00

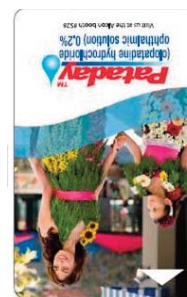
Option 3: Partial package (1/3)

Exhibitor will be granted rights to 7 of the bus wraps. Price: \$20,000.00

Hotel key cards:

Greet the attendees at hotel check-in by printing your message on the attendees' room keys. Four color graphics of up to five different messages may be submitted. 10,000 cards will be printed.

Price: \$52,500.00



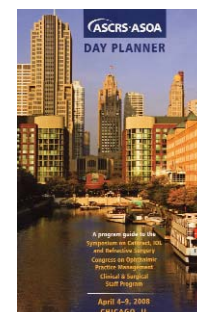
Technology Stations (Internet and e-mail access for attendees):

ASCRS provides approximately 50 technology stations in groups throughout the convention center at the San Francisco Marriott for attendees to use to check e-mail and use the Internet. Exhibitors may place their message on the home screen and screen saver at each terminal. Additionally, the exhibitor's message will also be displayed on frames around the station monitors, on the stations' mouse pads, and on signage crediting the exhibitor for support.
Price: \$23,500.00



ASCRS Day Planner:

The ASCRS Day Planner provides the attendee with a condensed guide to the Annual Meeting. Highlights from each day's session and event schedule are provided along with pages for the attendee to use for notes and scheduling. The exhibitor may place advertisements on cover 2 (inside front cover) and the facing page, cover 3 (inside back cover) and the facing page, and cover 4 (back cover). 6,500 copies will be printed and placed in the attendee tote bag, guaranteeing distribution.
Price: \$30,450.00



Street banners:

San Francisco is a great walking city, with the hotels proximate to the convention center. Reach the attendee by placing your message on street banners hung from the light poles that line the streets to the convention center. 40 banners will be hung, welcoming the attendees to San Francisco and the ASCRS meeting. Banners are two sided.

Option 1: Exclusive rights

Exhibitor will be granted exclusive rights to all 40 street banners.
Price: \$63,000.00

Option 2: Partial package (1/2)

Exhibitor will be granted rights to 20 street banners. [Two exhibitors must take this option for it to be available].
Price: \$31,500.00



ASCRS Film and Poster Guide:

The Film and Poster Guide is a directory to all of the on-line films and posters presented at ASCRS. Distribution of 6,500 copies of the guide is guaranteed by placing one guide in each attendee tote bag. The exhibitor taking advantage of this opportunity may place advertisements on all cover positions, as well as two pages inside the front of the book, and two pages inside the back of the book.
Price: \$21,000.00



City Pop-Out Map:

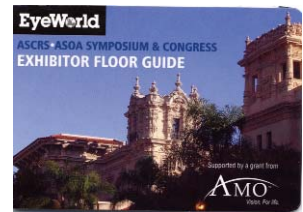
Assist the attendees as they explore San Francisco. The pop-out map is a pocket sized map of the city. The advertiser for this item may place advertising on the back cover and a logo on the front cover. Distribution of 6,500 copies of the map is guaranteed by placing one guide in each attendee tote bag. In addition, 750 copies are provided to the exhibitor for booth distribution.
Price: \$26,250.00



Exhibit Floor Guide:

The exhibit floor guide provides a quick reference to the ASCRS exhibit hall for the attendee. Distribution of 6,500 copies of the guide is guaranteed by placing one guide in each attendee tote bag. The advertiser for this item may place advertising on the back cover and on the inside bottom right corner of the map. Additionally, the exhibitor using this opportunity will have their booth location highlighted on the map. 750 copies are provided to the exhibitor for booth distribution.

Price: \$24,150.00



Hotel door drop:

Deliver your message directly to the attendees through the use of an exclusive hotel room drop. The exhibitor provides a pre-stuffed bag of select items of their choosing to deliver to the attendees' hotel rooms on Saturday, Sunday, or Monday afternoon of the meeting. Distribution is guaranteed to 3,400 hotel rooms. ASCRS handles the consolidation and distribution of the bags or item. One hotel drop per afternoon.

Price: \$23,100.00 per drop.