



ASOPRS

41st Annual Fall Scientific Symposium

October 13-14, 2010

The Fairmont

Chicago, IL



Exhibitor Prospectus

The American Society of Ophthalmic Plastic and Reconstructive Surgery (ASOPRS) invites you to join us at our 41st Annual Fall Scientific Symposium.

We are again offering Exhibitors the opportunity to register online through the ASOPRS website (www.asoprs.org). Although we strongly encourage you to utilize the secure online registration site, we continue to offer the opportunity to sponsor events, purchase advertising or register your exhibit through the electronic registration form (pages 5-7). Just fill out the forms, print, and fax or mail to the address listed below.

The Exhibitor Prospectus has valuable information for your review; please feel free to contact the Executive Office at 952-646-2038 with any questions you may have regarding exhibiting or sponsoring.

We appreciate your continued sponsorship and look forward to seeing you in Chicago!

HOTEL RESERVATIONS:

Please call **1-800-526-2008** and request the group rate for **ASOPR**.

The group rate of \$289.00 will be available until **September 9, 2010** or until the room block is filled. After this date, reservations and rates are subject to availability.



ASOPRS EXECUTIVE OFFICE

5841 Cedar Lake Road, Suite 204 | Minneapolis, MN 55416

Phone: 952-646-2038 | Fax: 952-545-6073 | Email: info@asoprs.org

ASOPRS 41st Annual Fall Scientific Symposium

Preliminary Exhibit Hall Hours

Tuesday, October 12, 2010

Exhibit Set-Up..... 2:00 pm – 6:00 pm

Wednesday, October 13, 2010

Exhibits Open..... 6:45 am – 12:00 pm

1:00 pm – 5:00 pm*

Breakfast with Exhibitors..... 6:45 am – 7:45 am

Morning Refreshment Break with Exhibitors..... TBD

Lunch for Exhibitors..... 12:00 pm – 1:00 pm

Afternoon Refreshment Break with Exhibitors..... TBD

Standby Poster Reception (tentative)..... 5:00 pm – 6:00 pm

**(Exhibit Hall will remain open till 6:00 pm if Poster Reception is held)*

Thursday, October 14, 2010

Exhibits Open..... 6:45 am – 12:00 pm

1:00 pm – TBD (after afternoon break)

Breakfast with Exhibitors..... 6:45 am – 7:45 am

Morning Refreshment Break with Exhibitors..... TBD

Lunch for Exhibitors..... 12:00 pm – 1:00 pm

Afternoon Refreshment Break with Exhibitors..... TBD

Exhibit Tear Down..... TBD (after break)

Your exhibit package includes 8' high backwall and 3' high side drape, one 6' skirted table, two chairs, wastebasket, an ID sign, and two representative name badges.

Please Note: Do to space limitations at the Fairmont, exhibit booth size is 8 x 10.

To secure your booth, please complete the enclosed exhibit space application. EXHIBIT SPACE IS LIMITED – Exhibit applications will be taken on a first come, first served basis and must be paid in full to be considered confirmed. ASOPRS reserves the right to change booth configurations on site for physical space or traffic flow purposes. If additional space is needed for display purposes, additional fees will apply.

Exhibitor Kits & Shipping Instructions

Valley Expo & Displays will provide all exhibiting companies with an Exhibitor Kit after the **July 23, 2010** exhibit deadline.



Mark Your Calendar

2011 Spring Meeting

May 12-15, 2010

The Ritz-Carlton, Amelia Island

Amelia Island, FL

EXHIBITOR RULES AND REGULATIONS

- 1. Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the American Society of Ophthalmic Plastic and Reconstructive Surgery (ASOPRS), the show sponsor.
- 2. Exhibit Space Description:** Packages include one 8' high backwall and 3' high side drape, 6' skirted table, two chairs, wastebasket, an ID sign, and two representative name badges. All additional Exhibitor representatives will be charged \$100.00 each to attend. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If additional space is needed for display purposes, additional fees will apply. All additional charges incurred including, but not limited to, electrical or internet services, shipping, and security fees are at the Exhibiting Company's expense. Please contact Kathy Carlson at 815-873-1500 ext. 107 to arrange these services in advance.
- 3. Space Assignment:** Booth locations will be assigned at the sole discretion of show management. Placement will be made based on receipt of payment in full, extent of sponsorship, order in which contracts were received, electrical needs, and, if possible, separation of direct competitors. Management reserves the right to rearrange the floor plan without notice when necessary to facilitate a successful traffic flow.
- 4. Adherence to Schedule:** No move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that ASOPRS incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse ASOPRS for any such additional expenses. It is imperative that booths be properly manned during the posted hours. Booths are subject to modification prior to the Symposium to adapt to necessary changes in Symposium session times; however, all exhibitors will receive adequate notice should this be necessary.
- 5. Exhibit Hours and Disclaimer:** This agreement is for the rental of the exhibit space only. ASOPRS has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Symposium, (2) the number of meeting attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited.
Exhibit Hall Hours:
Wednesday, October 13, 2010
6:45 am to Noon and 1:00 pm to 5:00 pm
Thursday, October 14, 2010
6:45 am to Noon and 1:00 pm to TBD
- 6. Unoccupied Space:** ASOPRS reserves the right, should any rented tables remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space. ASOPRS shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of the Society.
- 7. Payments and Refunds:** The total amount for exhibit space is due upon reserving of space and signing of the contract. In the event Exhibitor cancels a contract, ASOPRS must be notified in writing for refunds to be issued. There will be a \$125.00 administrative fee assessed for all cancellations. No refunds will be issued for cancellations after **July 23, 2010**.
- 8. Food Service:** ASOPRS reserves the right to provide food and beverage service during certain hours in the exhibit area. Exhibitor fees include breakfasts, refreshment breaks, and lunches. Tickets must be purchased for all other events.
- 9. Noisy and Obnoxious Equipment:** The operation of any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted. The Society reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of the Society is detrimental to or distracts from the general order of the exhibits.
- 10. Security:** Security for exhibits and exhibitor property will be provided by the Society at no charge during the hours the registration desk is officially closed. Any additional security outside of the these hours is at the sole discretion of the exhibiting company and the exhibiting company shall not hold the Society, its employees, agents, officers, directors or hotel liable for any loss, theft, or damages that may result. The exhibiting company shall incur all charges for additional security at their own expense.
- 11. Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth. All local regulations will be strictly enforced and the Exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times.
- 12. Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Hotel and shall indemnify and hold harmless ASOPRS, its employees, agents, officers, and directors and the Hotel for all liability ensuing from any cause whatsoever, including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of Exhibitor, agents or employees. All exhibit materials, equipment, and property of any kind that may be on licensed premises of the Hotel shall be the sole risk of the Exhibitor. In the event that any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by ASOPRS or the Hotel. In addition, Exhibitor acknowledges that ASOPRS and the Hotel do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. Proof of insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.
- 13. Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard booth equipment.
- 14. Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and is the responsibility of the Exhibitor.
- 15. Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of the Society.

SUPPORTER AGREEMENT

Becoming an ASOPRS supporter for the 41st Annual Fall Scientific Symposium is an ideal way to maximize your visibility and deliver a message of support and commitment to the physicians. Your support also keeps registration fees low, thereby increasing attendance. **In order to be acknowledged as a supporter in the Schedule Book, a signed supporter agreement and payment must be received by July 23, 2010.**

ASOPRS supporters receive the following:

- Meeting Signage
- Acknowledgement in the Schedule Book and on the ASOPRS website

Support Opportunities

Breakfasts.....\$5,000
(may be supported by more than one company)

- Wednesday
- Thursday

Industry Workshop Breakfasts*.....\$10,000

- Wednesday – SOLD
- Thursday

Morning Refreshment Breaks.....\$2,500
(may be supported by more than one company)

- Wednesday
- Thursday

Industry Workshop Luncheons*.....\$10,000

- Wednesday
- Thursday

Afternoon Refreshment Breaks.....\$2,500
(may be supported by more than one company)

- Wednesday
- Thursday

Wednesday Standby Poster Reception - \$10,000
(Sponsorship will provide one drink ticket per attendee)

■ **Wednesday Evening Social Event.....SOLD**

Branded Product.....\$2,500
(Product provided at company's expense and must be pre-approved by the Executive Office)

***Industry sponsored breakfasts and lunches are a great way to directly showcase your company's products and services. These are non-CME, one hour events. Please contact the Executive Office for guidelines and further information.**

Advertisements

Advertising in the Schedule Book gives your company high visibility during the Symposium. All pricing is based on full page, camera-ready, full color ads.

Schedule Book Advertising Rates:

- Back CoverSOLD
- Inside Front Cover.....SOLD
- Inside Back Cover.....\$2000
- Full Page.....\$1750
- Half Page.....\$950
- ¼ Page.....\$500

Materials Due July 23, 2010. Ad specs will be provided upon receipt of payment.

Support/Grant/Advertisement Payment

You must include a signed copy of the Terms and Conditions (page 6) if submitting this form.

Check/Money Order (US Funds)
Check No. _____ *(Payable to ASOPRS)*

Visa MasterCard American Express

Card No. _____

Exp. _____

Name as it appears on card: _____

Signature: _____

ASOPRS is committed to providing a meeting environment that allows for ample opportunity to network with attendees. Please let us know if you have other support ideas and we will be happy to work with you, within our guidelines, to effectively present your company and product to your customers. Please contact us at 952-646-2038 or info@asoprs.org for further information on becoming an ASOPRS supporter.

TERMS AND CONDITIONS

The American Society of Ophthalmic Plastic and Reconstructive Surgery Standard Terms, Conditions, Purposes/Educational Grants from Commercial Sources

1. **Definitions:** As used herein, the following terms shall have the following meanings: "ASOPRS" - the American Society of Ophthalmic Plastic and Reconstructive Surgery; "Fall Meeting" - the annual Scientific Symposium of the American Society of Ophthalmic Plastic and Reconstructive Surgery; "CME" - continuing medical education; "Accredited Sponsor" - the American Society of Ophthalmic Plastic and Reconstructive Surgery; "Commercial Source" - any non-accredited commercial organization granting funds or other support to the accredited sponsor for CME activities at the Fall Meeting, by a commercial source to the accredited sponsor in support of CME.
2. **Purpose:** The purpose of CME is to enhance the physician's ability to care for patients. It is the responsibility of ASOPRS to assure that the Fall Meeting is designed primarily for that purpose.
3. **Responsibility:** ASOPRS is responsible for the content, quality, and scientific integrity of the Scientific Symposium and therefore must ensure that the activities of the Scientific Symposium are free of commercial bias for or against any product and that activities concerned with commercial products must present objective information about those products, based on scientific methods generally accepted in the medical community. ASOPRS has the sole responsibility for controlling the planning, content, and execution of the Fall Meeting.
4. **Marketing CME Activities:** Only ASOPRS may authorize a commercial supporter to disseminate information about the Scientific Symposium to the medical community and any such information must identify the Fall Meeting as produced by ASOPRS.
5. **Exhibits:** The placement of an exhibit is not a condition for support of the Scientific Symposium. No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or immediately after the Fall Meeting. Representatives of commercial supporters may attend the Fall Meeting, but may not engage in sales activities while in the room where the seminars take place.
6. **Management of Grants from Commercial Sources:** The ultimate decision regarding funding arrangements for the Fall Meeting is the responsibility of ASOPRS. Funds from a commercial source should be in the form of an educational grant made payable to ASOPRS for the support of programming. All support associated with the Fall Meeting, whether in the form of an educational grant or not, must be given with the full knowledge and approval of ASOPRS. No other funds from a commercial source shall be paid to the Program Chairman, Secretary of Meetings, or other officer of ASOPRS, faculty, or others involved with the Fall Meeting. Grants may be used in direct support of the program or in payment of reasonable honoraria and reimbursement of out-of-pocket expenses for faculty as is customary and proper. ASOPRS will not use grants from commercial sources to pay travel, lodging, registration fees, honoraria, or personal expenses for non-faculty attendees. Scholarships or other special funding to permit medical students, residents, or fellows to attend the Fall Meeting may be provided under certain circumstances, as long as the selection of students, residents or fellows who will receive the funds is made either by the academic or training institution, or by ASOPRS with the full concurrence of the academic or training institution. Commercial support will be acknowledged in the printed program; however, reference will not be made to specific products. Following the Fall Meeting, upon request, ASOPRS will report to each commercial supporter, and other relevant parties, information concerning the expenditure of funds each has provided. Likewise, each commercial supporter should report to ASOPRS, upon request, information concerning their expenditures in support of the Fall Meeting.
7. **Commercially Supported Social Events:** Commercially supported social events associated with the Fall Meeting should not compete with or take precedence over the educational aspects of the Fall Meeting.
8. **Disclosure:** ASOPRS requires disclosure of the existence of any significant financial interest or other relationship a faculty member or ASOPRS has with the manufacturer(s) of any commercial product(s) discussed at the Fall Meeting. ASOPRS and faculty relationships with commercial supporters shall be disclosed to participants prior to the Fall Meeting in brief statements in the Fall Meeting materials.

Agreement: I have read and will abide by the terms and conditions outlined above.

Company Name: _____

Contact Name: _____

Authorized Signature: _____ Date: _____

ASOPRS OFFICE USE ONLY

Accredited Provider Representative: _____

Authorized Signature: _____ Date: _____

APPLICATION FOR EXHIBIT SPACE

EXHIBIT SPACE IS LIMITED – Exhibit applications will only be taken on a first come, first served basis and must be paid in full to be considered confirmed.

Company Name (as you wish it to appear in program): _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

I do not want my booth next to: _____

Description of Product/Service: (25 words or less – this may also be sent electronically to info@asoprs.org. Please submit no later than **July 23, 2010**. If you do not submit a description, only your company name will appear in the onsite program.) _____

List names of all booth representatives (as they should appear on name badges):

1. _____

2. _____

3. (Additional Representative - \$100.00) _____

4. (Additional Representative - \$100.00) _____

The rules and regulations on the facing page become binding upon the signing of this contract between the Exhibitor, its agents, or employees and the American Society of Ophthalmic Plastic and Reconstructive Surgery (ASOPRS), the show sponsor. Exhibitor agrees to comply with all Americans with Disabilities Act regulations in the design and setup of the exhibit. Exhibitor further agrees to abide by all rules, regulations and restrictions outlined herein and to all conditions under which the exhibit area is leased to the Society. If Exhibitor wishes to have music at their booth, the Exhibitor must obtain a music license to do so. The Society reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. The exhibitor agrees to abide by specific exhibit setup and teardown schedule as arranged by the Society. In the event of fire, strikes, or other uncontrollable circumstances the exhibitor assumes entire responsibility for exhibit materials and equipment. No prior or present agreements or representations shall be binding upon the parties unless included in this Contract. No modification or change in this Contract shall be valid or binding upon the parties unless in writing and executed by the party intended to be bound by it.

Authorized Signature: _____ **Date:** _____

Booth Price

_____ booth(s) @ \$1850.00 each _____ additional rep(s) @ \$100.00 each **TOTAL \$** _____

Check here if you need electrical power

Booth Payment Options (Payment must accompany application form)

Check/Money Order (US Funds) Check No. _____ (Payable to ASOPRS)

VISA MasterCard American Express

Card No. _____ Exp. _____

Name as it appears on the card: _____

Signature: _____

A SPECIAL THANKS TO OUR 2009 EXHIBITORS AND SPONSORS

ACiGi Relaxation

Addition Technology, Inc

Allergan Medical

BioForm Medical, Inc

Biopelle, Inc

Black & Black Surgical

Carole Lewis Stolpé

CBLPath, Inc

Coapt Systems, Inc.

DeLaine Skincare

Designs for Vision, Inc

Ellman International

Elsevier (Saunders/Mosby/Churchill)

FCI Ophthalmics

Gunther Weiss Scientific

Integrated Orbital Implants, Inc.

IOP Inc.

ITI, LLC

Jan Marini Skin Research, Inc.

JedMed Instrument Company

Khosla Medical, Inc

Lasering USA

Lippincott, Williams & Wilkins

Lumenis

Marina Medical Instruments, Inc

MedDev Corporation

Medicis Aesthetics, Inc

Microsurgery Instruments, Inc

Porex Surgical, Inc.

Quality Medical Publishing, Inc

Quest Medical, Inc.

Sciton

Smile Reminder

Solta Medical (Thermage & Fraxel)

StrataMed/UC Irvine – School of Medicine

Syneron Medical

Synthes CMF

ASOPRS 42nd Annual Fall Scientific Symposium Hilton Orlando Bonnet Creek October 21-22, 2011 Orlando, Florida

