Welcome!

The American Society of Ophthalmic Registered Nurses cordially invites you to participate in our 2020 Ophthalmic Update on April 4 at Presbyterian Hospital in Dallas, Texas.

ASORN meeting exhibitors will have the opportunity to take advantage of the boutique atmosphere of an ASORN meeting where they are allowed more direct and personal interaction with this unique and important group of ophthalmic practice decision makers.

ASORN expects 180–200 attendees consisting of ophthalmic nurses and technicians, and welcomes all ophthalmic team members who appreciate the premium education that our organization offers.

The following exhibit, support and marketing information should help answer many common questions and help you plan for your upcoming trip to Texas. Please read it carefully.

We value your continued support and look forward to seeing you in Dallas.

Marketing options, exhibitor reservations and support requests are submitted online. After you review the prospectus, visit the Dallas-Fort Worth Ophthalmic Update website or click on one of the links in this document to reserve your opportunity.
Support Opportunities

Supporting an opportunity at the ASORN Ophthalmic Update will provide visibility to a community of important ophthalmic decision makers.

Please see details below for the basic benefits associated with each opportunity. Additional recognition/benefits may be discussed after commitment of support. Support opportunities are reserved on a first come, first served basis. Partial support or joint support for any of the below opportunities are also welcome.

<table>
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<tr>
<th>Support Opportunity</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>BUFFET LUNCH</strong></td>
<td>$3,500</td>
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<tr>
<td>Recognition of support for the buffet lunch will include an opportunity to address meeting attendees with a quick 5-10 minute presentation, signage at the lunch and verbal recognition in meeting announcements.</td>
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<tr>
<td><strong>REGISTRATION BAGS</strong></td>
<td>$2,500</td>
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<td>Recognition of support for attendee registration bags will include company logo on the bags and placement of promotional materials in the bags.</td>
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<tr>
<td><strong>BREAKFAST</strong></td>
<td>$1,500</td>
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<tr>
<td><strong>MORNING BREAK</strong></td>
<td>$600</td>
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<td>Recognition of support at breakfast or break includes signage at the opportunity(ies) supported as well as verbal recognition during meeting announcements.</td>
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Marketing Opportunity

Opt to place a promotional flyer in ASORN attendee packets and increase your brand visibility and/or drive more traffic to your exhibit booth.

Marketing flyer or insert may be black and white or color, must be printed on a single sheet of paper and may not exceed 8.5” x 11”. Flyers or inserts must be mailed to ASORN within an established time frame. ASORN will not print materials for you. More details will be provided after sign up.

MARKETING INSERT IN ATTENDEE PACKET $500

bitly.com/dfw-2020-marketing-form
Exhibit Opportunity

**EXHIBIT HOURS:** SATURDAY, APRIL 4, 7:00 AM – 1:45 PM

Exhibit space is available on a first come, first served basis. Exhibits must be limited to one 6’ x 30” table. If a second tabletop or additional space is needed please call us to discuss; additional fees may apply.

Exhibit space will be located in the lobby area on the 2nd floor near the Fogelson Auditorium where general sessions are being held. All food and beverage for meeting attendees will be in Hager Hall. Exhibit hours include a breakfast, a morning break and a lunch hour.

**Highest traffic will be during these times:**
Exhibitors Networking: 7:00 AM – 8:00 AM
Exhibit Hall Networking: 10:10 AM – 10:40 AM
Lunch Hour Networking: 12:40 PM – 1:40 PM

**SETUP:** SATURDAY, APRIL 4, 6:00 AM – 7:00 AM
Exhibitors should check in at the ASORN registration desk on the first floor of the Fogelson Auditorium Foyer before setting up.

**TEAR-DOWN:** SATURDAY, APRIL 4, 1:45 PM – 3:00 PM

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<table>
<thead>
<tr>
<th>6’ X 30” TABLETOP</th>
<th>$1,500</th>
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</thead>
<tbody>
<tr>
<td>6’ X 30” TABLETOP ASORN CORPORATE AFFILIATE</td>
<td>$1,000</td>
</tr>
<tr>
<td>6’ X 30” TABLETOP NON-PROFIT</td>
<td>$600</td>
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</tbody>
</table>

bitly.com/dfw-2020-exhibit-form
TABLETOP STAFFING
Exhibit booths must be staffed during breakfast, break and lunch hours. Staffing between those times is optional but recommended. Booth staff are fully responsible for any items lost or stolen if they choose to leave their booth during down time. Each tabletop reservation includes two exhibitor badges.

EXHIBIT SPACE
Exhibit space is designed for 6’ x 30” tabletops and will be located in the lobby area on the 2nd floor of the Fogelson Auditorium building. Please refrain from bringing exhibits that are larger than your allotted space. Large items that are placed on the floor can be intrusive to other exhibitors by blocking or impeding attendees from getting to other exhibit tables. If a large item that is critical to your exhibit will not fit on your 6 ft. table, you must contact ASORN prior to the meeting so proper placement on the exhibit floor can be assessed. You may be required to rent a second space to accommodate the floor item. Items not cleared with ASORN prior to arrival may not be allowed to be set up.

Exhibit space will be assigned by ASORN and Presbyterian staff. Your table top exhibit will be draped and skirted and two chairs will be provided. ASORN does not hire an exhibit service decorator.

ASORN reserves the right to accept or reject, in its sole discretion, any request to exhibit, and to determine the eligibility of any proposed exhibits.

INTERNET ACCESS
Free Wi-Fi is available in the exhibit space through Presbyterian Hospital’s Guest Wi-Fi. Wi-Fi speed is not guaranteed. Exhibitors may bring their own hotspot to connect to WiFi. No hardwired internet access is available in the exhibit space.

SHIPPING AND HANDLING
Presbyterian Hospital cannot accept packages for exhibitors. Any materials shipped to Presbyterian are not guaranteed to arrive at the meeting location on the date of set up. Shipping and transportation arrangements must be made independently by exhibitors and received at an offsite location. All exhibit materials should be brought on site at the time of set up by the exhibiting company or an independently arranged third party. If you require shipping, handling, transportation and storage assistance please contact ASORN for recommended vendors.

INTERNET ACCESS
Free Wi-Fi is available in the exhibit space through Presbyterian Hospital’s Guest Wi-Fi. Wi-Fi speed is not guaranteed. Exhibitors may bring their own hotspot to connect to WiFi. No hardwired internet access is available in the exhibit space.

PRODUCTS/SERVICES DISPLAYED
Exhibitors may display products and services that they regularly manufacture or sell, and must, on the reservation form, include a list of products/services to be displayed. At the request of ASORN, an exhibitor shall remove any product, publication or service included in the display that is deemed inappropriate.

ONSITE STORAGE
Very limited storage for boxes, crates and carriers will be available at Presbyterian for exhibitors who’s shipping materials cannot fit under their 6’ x 30” tabletop space.

SALES AND GIVEAWAYS
Giveaways are permitted. Sales are permitted provided that transactions are conducted in an appropriate professional and business-like manner. ASORN reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

DISPLAY OF NON-FDA APPROVED DRUGS AND DEVICES
Any investigational product that is graphically depicted within the exhibit must: (1) contain only objective statements about the product; (2) contain no claims of safety, effectiveness or reliability; (3) contain no comparative claims to other marketed products; (4) be accompanied...
by directions for becoming an investigator and a list of investigator responsibilities; (5) contain the statement “Caution- Investigated Device-Limited to Investigational Use” in prominent size and placement; and (6) not be sold, or be the subject of order taking, until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating clearly any FDA limitations on its use.

SECURITY AND INSURANCE
Neither ASORN nor Presbyterian Hospital can assume responsibility for loss of, or damage to, exhibitors’ property. Exhibitors are encouraged to take security precautions to protect their own property. Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, and inability to meet its obligations outlined in this Agreement.

LIABILITY
ASORN will bear no liability for personal injuries or property loss or damage to an exhibitor, its employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from the gross negligence or intentional wrongful acts of ASORN.

Each exhibitor, in reserving space, agrees to indemnify, defend and hold harmless ASORN from any and all claims, liability, damages or expenses (including attorney’s 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 Agreement.

ASORN shall in no event be liable to an exhibitor for any direct or consequential damages, and exhibitors understand and agree that the sole liability of ASORN to the exhibitor will be a refund of any amount paid by the exhibitor.

All exhibits must be in compliance with all local, state and federal statutes, ordinances, rules, orders and regulations that are in force or applicable during the meeting, including without limitation, the Americans with Disabilities Act of 1992, and as amended.

PUBLICITY AND ADVERTISING
Exhibitors may not use the name of the American Society of Ophthalmic Registered Nurses (ASORN), or any of its symbols, logos, or trademarks in any manner representing that the exhibitor or its products or services are approved, endorsed, associated or affiliated with ASORN.

OTHER PROVISIONS
Exhibitors may not enter ASORN educational offerings without securing a pass from the Client Manager in advance. ASORN prohibits the solicitation of any program speaker or registrant, for the distinct purpose of securing interviews or manuscripts. Exhibitors who violate this rule will be asked to leave immediately.

CONTRACT
The reservation is considered complete when the following is submitted:

The exhibitor reservation form is submitted and received by ASORN with an electronic signature on the Agreement of General Terms for Tabletop Exhibits and payment is received in full by credit card or check payable to ASORN.

CANCELLATIONS
Full refunds will only be made prior to March 22. After that date, cancellation fees may be assessed as determined by ASORN.

EXHIBITING RULES AND REGULATIONS
If any exhibiting company fails to observe the policies, terms and regulations outlined in this agreement or is deemed by ASORN to have engaged in unfair or deceptive practices in connection with the exhibit, ASORN reserves the right to terminate the exhibit onsite without refunding fees and to refuse assignment or space for future ASORN meetings.