



# AMERICAN SOCIETY OF OPHTHALMIC TRAUMA

Exhibitor and Sponsor Prospectus



## ANNUAL MEETING

Houston Methodist  
Research Institute

Houston, TX

May 17 -18, 2024

# EYE TRAUMA 2024 ASOT ANNUAL MEETING & SKILLS TRANSFER WET LAB

Dear Corporate Partner,

It is our pleasure to invite you to support The American Society of Ophthalmic Trauma (ASOT) 4th Annual Meeting and Damage Control Wet Lab from Friday, May 17th and Saturday, May 18th, 2024, at the Houston Methodist Institute for Technology, Innovation and Education in Houston, Texas. Please see the opportunities on the next few pages for Exhibitor and Sponsorship support.

## **Program Overview**

ASOT Eye Trauma 2024 is an intensive expert-led program focused on improving outcomes for the injured eye. Attendees will have the opportunity to learn the latest in diagnosis, treatment, and research, gain exposure to devices, and learn surgical skills for damage control after eye trauma.

The program emphasizes a holistic, cross-disciplinary approach to the injured patient, which includes managing injuries that affect multiple sites in the eye (orbit, adnexa, muscles, anterior and posterior segments and innervation); treating eye injuries in the setting of an unstable patient with systemic polytrauma; consent and liability; infection control; prevention of eye injuries, and addressing the psychological effects of vision loss after trauma. International eye care providers who cannot travel to the USA will have live-stream access to the program. The course will be recorded for enduring educational content.

## **Needs Assessment**

Eye trauma affects all populations and occurs in any setting. From infants to the elderly, patients can present with penetrating, crush, chemical, or thermal injuries sustained at home, work, in sports and daily activities or in combat. Whether from a fall, accident, or assault, all providers must be prepared to assess, stabilize, and treat or triage the injured eye. This meeting provides front-line practitioners with an innovative and collaborative opportunity to share and integrate knowledge from an international panel of ophthalmic traumatologists drawn from premier teaching institutions and from the military. A low ratio of students to faculty provides lab attendees the benefit on one-on-one teaching and training. Training in the skills needed to manage eye injuries is important to serve patients by improving outcomes and preventing blindness.

## **Target Audience:**

This course is designed for ophthalmologists, ophthalmology trainees, researchers, medical students, and optometrists. The information is relevant to providers across all sub-specialties including retina, cataract, glaucoma, oculoplastics, cornea, pediatrics/strabismus, neuro-ophthalmology and public health. The hands-on wet lab is open to ophthalmologists and ophthalmology residents.

**Supporting ASOT Eye Trauma 2024 as an industry exhibitor is a unique prospect to highlight your brand with an engaged U.S. and International audience who will also use your products in the non-emergency setting.**

The information, with acknowledgement of your support, will endure in online format after the meeting to reach and educate a world-wide audience. We encourage you to take full advantage of this excellent opportunity to network with your target market.

## **Educational Objectives:**

1. Learn the principles and surgical skills for damage control ophthalmology
2. Understand evidence-based decisions and controversies in managing trauma of the orbit, adnexa, cornea, lens, vitreous, retina, extraocular muscles, and optic nerve
3. Understand the classification of eye injuries and its importance in epidemiology and trauma research
4. Learn the impact of NASA space programs in laser and radiation eye injury prevention; ocular vulnerabilities during space exploration; treatment in zero gravity; and advances in ophthalmic telemedicine
5. Develop a holistic approach to managing the injured patient, including consent, care in patients with systemic polytrauma, and addressing the psychological impact of injury and vision loss
6. Explore current technology for diagnosing, imaging, and treating the injured eye.

## **Educational Methods:**

Didactic lectures, panel discussions, pro-con controversial case debates, industry-led technology displays, hands-on skills transfer lab.

## **Contacts:**

*Sponsorship Info* - Monae Redmond, ASOT Executive Director at [monae@theasot.com](mailto:monae@theasot.com) or 952-646-2060

*Exhibit/Product Shipping & Handling Info* - Farah Chatila at [fchatila@houstonmethodist.org](mailto:fchatila@houstonmethodist.org)

*Program Info* - Amy G. Coburn, MD, Program Chair, at [acoburn@houstonmethodist.org](mailto:acoburn@houstonmethodist.org)

*Wet Lab Donations* - Grayson Armstrong, MD at [Grayson\\_Armstron@meei.harvard.edu](mailto:Grayson_Armstron@meei.harvard.edu) & Boonkit Purt, MD [boonkitp@gmail.com](mailto:boonkitp@gmail.com), Program Committee

# SPONSORSHIP LEVEL PACKAGES

**SPONSORSHIP PACKAGES RANGE FROM BRONZE (\$2,500) TO PLATINUM (\$15,000), WITH BENEFITS TO YOUR COMPANY.**

|   | Platinum Sponsor<br>\$15,000 | Gold Sponsor<br>\$10,000 | Silver Sponsor<br>\$5,000 | Bronze Sponsor<br>\$2,500 |
|---|------------------------------|--------------------------|---------------------------|---------------------------|
| Full Page Ad of Your Choice in Conference Program                 | ✓                            |                          |                           |                           |
| 1/2 Page Ad of Your Choice in Conference Program                  |                              | ✓                        |                           |                           |
| Complimentary Meeting Registrations                               | 5 Registrants                | 4 Registrants            | 3 Registrants             | 2 Registrants             |
| Four Social Media Posts on all Platforms                          | ✓                            |                          |                           |                           |
| One Social Media Post on all Platforms                            |                              | ✓                        | ✓                         |                           |
| 6' Table Exhibit  | ✓                            | ✓                        | ✓                         | ✓                         |
| Logo on 2024 Annual Meeting Web Page, indefinitely                | ✓                            | ✓                        | ✓                         | ✓                         |
| Prominent Signage at Annual Meeting <b>AND</b> Cocktail Reception | ✓                            |                          |                           |                           |
| Prominent Signage at Cocktail Reception                           |                              | ✓                        |                           |                           |
| Sponsor Logo in Conference Program                                | ✓                            | ✓                        |                           |                           |

FOR SEPARATE SOCIAL EVENTS & OTHER SPONSORSHIP OPPURTUNITIES, PLEASE SEE THE NEXT PAGE. IF YOU WOULD LIKE TO PURCHASE MORE THAN ONE SPONSORSHIP OPPURTUNITY, PLEASE CONTACT THE EXECUTIVE DIRECTOR AT [MONAE@THEASOT.COM](mailto:MONAE@THEASOT.COM)

**ACTIVITY SPONSORSHIP**  
**OPPORTUNITIES FOR FRIDAY, 5/17**  
**SKILLS TRANSFER LAB & FACULTY WELCOME**

**Lunch with Trauma Lecture (\$2,500)**

Exclusive branding during lunch lecture.  
Recognition in event programs and promotional materials  
Company logo featured on lunch tables  
Verbal acknowledgment during opening remarks  
Opportunity to provide branded promotional materials  
Exhibitor table

**Breaks/Snacks with Diagnostic Equipment , Radiology Reading Station, and Instrument Tour (\$1,000)**

Exclusive branding during the snack breaks  
Recognition in event programs and promotional materials

**Evening Real Life Case Discussions with Medical Faculty and Law/Ethics (\$5,000)**

Premium exposure during the evening meeting.  
Recognition in event programs and promotional materials  
Company logo featured on dinner tables  
Verbal acknowledgment during opening remarks  
Opportunity to provide branded promotional materials  
Complimentary tickets for 3 representatives

**Lab Day Underwriting (\$15,000)**

**In-Kind Wet Lab Donations**

Position your brand as a key contributor to our event's success with our exclusive Supply/Equipment Sponsorship. Enjoy prominent recognition in programs and promotional materials, showcasing your logo at supply/equipment stations. Gain acknowledgment during opening remarks, emphasizing your commitment to industry advancement. This sponsorship offers unique visibility and includes complimentary tickets for 2 representatives, providing firsthand experience of your support. Make an impact and be an essential part of our event's success.

# ACTIVITY SPONSORSHIP OPPORTUNITIES FOR SATURDAY, 5/18 ANNUAL MEETING

## **Breakfast with Poster Session, and Educational Displays (\$3,000)**

- Exclusive branding during breakfast
- Recognition in event programs and promotional materials
- Company logo featured on breakfast table
- Verbal recognition during opening remarks
- Complimentary ticket for 1 representative

## **Grab N Go Lunch with Spotlight Industry Talks and Poster Sessions (\$6,000) \***

- Exclusive branding during the lunch break
- Recognition in event programs and promotional materials
- Company logo featured on lunch tables
- Verbal acknowledgment during opening remarks
- Complimentary tickets for 2 representatives

## **Breaks/Snacks - Poster Sessions Open (\$1,500)**

- Exclusive branding during the snack breaks
- Recognition in event programs and promotional materials

## **Ice Cream Bar (\$2,000)**

- Premium exposure during the afternoon break
- Recognition in event programs and promotional materials
- Company logo featured at the ice cream bar
- Verbal acknowledgment during opening remarks
- Complimentary tickets for 1 representative

## **Cocktail Reception and Awards (\$15,000)\***

- Exclusive branding during the cocktail hour
- Opportunity to address the attendees
- Recognition in event programs and promotional materials
- Company logo featured at the cocktail bar
- Verbal acknowledgment during opening remarks
- Complimentary tickets for 3 representatives
- Acknowledgement on the ASOT website

## **\*\*NEW\*\*Educational Website Recordings (\$12,000)**

ASOT will be recording the educational content of the Annual Meeting. Your company name will be listed as the video recording sponsor at the start of each recorded video, which will be linked directly to the ASOT's website, indefinitely.

## **Create Your Own (\$TBD)**

Have an idea for a sponsorship opportunity that's not listed? Contact the ASOT executive office! We would be delighted to discuss the potential opportunity with you.

## **Event Underwriting (\$25,000)**

# EXHIBIT WITH ASOT

We will provide the opportunity for in-person exhibit space at the Houston Methodist MITE center on Friday May 17 during the wet lab, and at The Methodist Research Institute on Saturday May 18 during the didactic sessions. Companies will be able to showcase their technology, provide learners with educational resources and contact information, and conduct hands-on presentations and demonstrations at their exhibitor booth, advertised as “Spotlight Presentations.” The attendees will be provided ample snack intermissions and breaks during breakfast and lunch to allow all faculty and attendees to visit your exhibit.

In addition, on May 17 there will be a dedicated ‘Industry Wet Lab Station’ aimed at giving wet lab attendees exposure to various clinical and operating room equipment. Attendees will be scheduled to rotate through the industry station as part of the curriculum and during breaks.

**Exhibitor Display Space:** Exhibitors can purchase a booth for **both** Friday, May 17 (Skills Transfer Lab) & Saturday, May 18 (Conference) for \$2,500

All exhibit spaces include a 6’ skirted table and two side chairs. Please note there will be no professional decorator service available. Enhanced exhibitors receive one complimentary blast email to meeting attendees prior to the meeting. The content of this email is provided by exhibitor and email will be sent by ASOT (content subject to ASOT approval).

Applications will not be considered complete, and space will not be assigned until payment is received. Due to limited space, we suggest you submit your application as soon as possible.

## SPACE ASSIGNMENTS

Applications received after March 15, 2024 will be assigned in order of receipt. We will accommodate requests to the extent we can but cannot guarantee you will be assigned to any of the spaces requested or not placed near a competitor.

## EXHIBIT PERSONNEL REGISTRATION

All exhibit representatives must have a badge to enter the exhibit area. Each exhibit package includes registration for two company representatives. Exhibit personnel must be pre-registered on the online application form. Exhibitor name badges, meeting materials, and a list of registered attendees will be placed on your table upon your arrival.

## HOTEL INFORMATION

Rooms have been reserved at Houston Marriot Medical Center. Reservations can be made online or by calling 713-796-0080. When making a reservation be sure to tell the booking agent, you are with the American Society of Ophthalmic Trauma to receive the Annual Meeting rate.

## HOTEL RESERVATION DEADLINE:

April 19, 2024

## EXHIBIT/SPONSORSHIP APPLICATION DEADLINE

May 1, 2024

## EXHIBIT MOVE-IN/INSTALLATION

May 16, 2024

## EXHIBIT MOVE-OUT/DISMANTLE

May 18, 2024

## EXHIBIT SCHEDULE

ASOT does not have specific exhibit hall hours but rather suggested times to stand by your table to interact with attendees during breakfast, coffee break, lunch, and the reception.

The schedule will be finalized closer to the Annual Meeting.

## EXHIBIT DATES:

May 17-18, 2024

# EXHIBITOR RULES AND REGULATIONS

THE RULES AND REGULATIONS CONTAINED HEREIN ARE INTENDED BY ASOT TO SERVE THE BEST INTERESTS OF ASOT EDUCATIONAL SESSIONS, THE EXHIBITORS, AND THE ATTENDEES, AND GIVE NOTICE TO APPLICANTS AND EXHIBITORS OF GOVERNING RULES AND REGULATIONS. ALL APPLICANTS AND EXHIBITORS ARE BOUND BY THE RULES AND REGULATIONS. ASOT SHALL HAVE FULL AUTHORITY TO INTERPRET OR AMEND THESE RULES, AND ITS DECISION IS FINAL. EXHIBITORS AGREE TO ABIDE BY ANY RULES OR REGULATIONS THAT MAY HEREAFTER BE ADOPTED, WHICH SHALL BE AS MUCH A PART AS THOUGH ORIGINALLY INCORPORATED. ALL ISSUES NOT ADDRESSED HEREIN ARE SUBJECT TO THE DECISION OF ASOT. THESE RULES AND REGULATIONS HAVE BEEN FORMULATED IN THE BEST INTEREST OF ALL EXHIBITORS. THE EXHIBITOR UNDERSTANDS AND AGREES THAT THE INFORMATION CONTAINED IN THIS PROSPECTUS AND ASOT RULES AND REGULATIONS ARE AN INTEGRAL AND BINDING PART OF THE EXHIBIT SPACE CONTRACT, AND THAT BY SUBMITTING THE EXHIBIT SPACE APPLICATION/CONTRACT INDICATES UNDERSTANDING AND AGREEMENT TO COMPLY WITH ALL POLICIES, RULES, REGULATIONS, TERMS AND CONDITIONS IN THE PROSPECTUS, AND ANY OTHER ASOT ISSUED COMMUNICATION. THESE RULES AND REGULATIONS MAY BE AMENDED OR CHANGED AT ANY TIME BY ASOT, AND ALL AMENDMENTS AND CHANGES WILL BE BINDING ON ALL PARTIES.

## CONTRACT FOR SPACE

THE ORDER OF A BOOTH SPACE UPON ACCEPTANCE BY THE AMERICAN SOCIETY OF OPHTHALMIC TRAUMA (ASOT), ASSIGNMENT OF SPACE, AND THE PAYMENT OF RENTAL CHARGES CONSTITUTES A CONTRACT FOR RENTAL OF THE SPACE ASSIGNED. ANY EXHIBITOR FAILING TO OCCUPY SPACE IS NOT RELIEVED OF THE OBLIGATION TO PAY THE FULL RENTAL PRICE. IF NOT OCCUPIED BY THE TIME SET FOR COMPLETION OF DISPLAY INSTALLATION, SUCH SPACE MAY BE RE-POSSESSED BY THE ASOT. SAID CONTRACT WILL NOT BE BINDING UPON THE ASOT IN THE EVENT OF STRIKES OR OTHER CIRCUMSTANCES BEYOND THE ASOT'S CONTROL. IT IS AGREED THAT: IF A CANCELLATION OCCURS ON OR BEFORE JUNE 30, 2023, A FULL REFUND, LESS AN ADMINISTRATIVE FEE OF \$200, WILL BE ISSUED. IF CANCELLATION OCCURS AFTER JULY 1, 2023 THE COMPANY WILL BE RESPONSIBLE FOR PAYING THE FULL COST OF THE BOOTH SPACE.

## GENERAL CONDUCT OF EXHIBITORS

THE PURPOSE OF THE ASOT'S EXHIBIT PROGRAM IS TO FURTHER THE EDUCATION OF THE REGISTRANTS BY PROVIDING AN AREA FOR EXHIBITORS TO PRESENT INFORMATION ON PRODUCTS OR SERVICES PERTINENT TO THEIR PROFESSIONAL INTEREST. THE CHARACTER OF EXHIBITS IS SUBJECT TO THE APPROVAL OF THE ASOT. THE RIGHT IS RESERVED TO REFUSE APPLICATIONS OF CONCERNS NOT MEETING STANDARDS REQUIRED OR EXPECTED, AS WELL AS THE RIGHT TO CURTAIL EXHIBITORS OR PARTS OF EXHIBITS, WHICH REFLECT AGAINST THE CHARACTER OF THE MEETING.

## SELLING OF PRODUCTS

THE ASOT PROVIDES DISPLAY SPACE FOR MANUFACTURERS TO EXHIBIT PRODUCTS ON THE BASIS OF THEIR POTENTIAL INFORMATIONAL AND COMMERCIAL VALUE AND NOT FOR THE PURPOSE OF SELLING ON THE EXHIBIT FLOOR. ALL EXHIBITORS ARE REQUIRED TO ADHERE TO SUCH RULES AND REGULATIONS AS MAY BE ESTABLISHED BY THE U. S. INTERNAL REVENUE SERVICE TO ENSURE CONTINUED INCOME TAX EXEMPTION FOR THE MEETING AND NO TAX LIABILITY TO THE HOST LOCATION OR THE ASOT. DISTRIBUTION OF ADVERTISING MATTER OUTSIDE THE EXHIBITOR'S OWN TABLE SPACE IS NOT ALLOWED.

## REGISTRATION & BADGES

EXHIBITORS SHALL REGISTER ALL OF ITS PERSONNEL IN ADVANCE. NAME BADGES/BANDS WILL BE REQUIRED FOR ALL ASOT FUNCTIONS AND WILL BE AVAILABLE AT THE REGISTRATION DESK.

## FIRE PROTECTION

ALL EXHIBITS MUST CONFORM TO THE FIRE LAWS, HEALTH REGULATIONS, ELECTRICAL CODES, AND OTHER ORDINANCES OF THE HOST CITIES FIRE DEPARTMENT. ALL MATERIALS USED IN THE EXHIBIT MUST BE FLAMEPROOF AND FIRE RESISTANT. ALL MATERIALS ARE SUBJECT TO INSPECTION AND THEIR REGULATIONS SHALL GOVERN CREPE PAPER, CORRUGATED PAPER, FLAMEPROOF AND OTHERWISE, PLUS INFLAMMABLE FLUID OR SUBSTANCES ARE NOT PERMITTED. THERE WILL BE NO OPEN FLAME DEVICES AND USE OF COMPRESSED GASSES OR DANGEROUS CHEMICALS. ANY EXHIBITS OR PARTS THEREOF FOUND NOT TO BE FIREPROOF MAY BE ORDERED DISMANTLED. ENCLOSED CEILINGS ARE NOT PERMITTED IN THE EXHIBIT HALL. SMOKING IS NOT PERMITTED IN THE EXHIBIT HALL. THE HOTEL RESERVES THE RIGHT TO DISMANTLE ANY EXHIBIT IT FEELS DOES NOT CONFORM TO THE FIRE LAWS, HEALTH REGULATIONS, ELECTRICAL CODES, AND OTHER ORDINANCES.

## RESTRICTIONS ON USE OF SPACE

NO EXHIBITOR SHALL SUBLET, ASSIGN OR SHARE ANY PART OF THEIR ALLOCATED SPACE. SOLICITATIONS OR DEMONSTRATIONS BY EXHIBITORS MUST BE CONFINED WITHIN THE BOUNDARIES OF THEIR BOOTH.

## MEETING CANCELLATION

IT IS MUTUALLY AGREED THAT IN THE EVENT OF CANCELLATION DUE TO FIRE, EXPLOSION, STRIKE, FREIGHT EMBARGO, FLOOD, ACT OF GOD, ACT OF PUBLIC ENEMY, ACT OF WAR, WAR, ACT OF TERRORISM, CIVIL DISTURBANCE, ACT OF ANY GOVERNMENT, DE JURE OR DE FACTO, OR OTHER GOVERNMENT DECLARATION OR REGULATION, EPIDEMIC OR OTHER EVENT OVER WHICH THE ASOT HAS NO CONTROL, THEN THE EXHIBITOR CONTRACT MAY BE IMMEDIATELY AMENDED BY THE ASOT, AND EXHIBITOR HEREBY WAIVES ANY AND ALL CLAIMS AGAINST THE ASOT FOR DAMAGES, REIMBURSEMENT, REFUND, OR COMPENSATION. AT THE SOLE DISCRETION OF ASOT EXHIBITOR REFUNDS WILL BE DETERMINED AFTER DEDUCTION OF ANY AMOUNTS NECESSARY TO COVER THE EXPENSE INCURRED BY THE ASOT IN CONNECTION WITH THE SHOW. THE ASOT SHALL NOT BE FINANCIALLY LIABLE IN THE EVENT THE SHOW IS INTERRUPTED, CANCELLED, MOVED OR RESCHEDULED EXCEPT AS PROVIDED HEREIN.

## INSURANCE & LIABILITY

IT IS THE EXHIBITOR'S SOLE RESPONSIBILITY TO OBTAIN, AT ITS OWN EXPENSE, ANY OR ALL LICENSES AND PERMITS, AND TO COMPLY WITH ALL FEDERAL, STATE AND LOCAL LAWS AND ORDINANCES FOR ANY ACTIVITIES CONDUCTED IN ASSOCIATION WITH OR AS PART OF THE EXHIBITION. EXHIBITOR SHALL BE FULLY RESPONSIBLE FOR ANY CLAIMS, LIABILITIES, LOSSES, DAMAGES OR EXPENSES RELATING TO OR ARISING FROM AN INJURY TO ANY PERSON OR ANY LOSS OF OR DAMAGE TO PROPERTY WHERE SUCH INJURY, LOSS OR DAMAGE IS INCIDENT TO, ARISES OUT OF, OR IS IN ANY WAY CONNECTED WITH EXHIBITOR'S PARTICIPATION IN THE EXHIBITION. EXHIBITOR SHALL PROTECT, INDEMNIFY, HOLD HARMLESS AND DEFEND THE ASOT, ITS OFFICERS, DIRECTORS AND AGENTS AGAINST ALL SUCH CLAIMS, LIABILITIES, LOSSES, DAMAGES AND EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES AND COSTS OF LITIGATION, ARISING FROM OR IN ANY WAY CONNECTED WITH EXHIBITOR'S PARTICIPATION IN THE EXHIBITION; PROVIDED THAT THE FOREGOING SHALL NOT APPLY TO INJURY, LOSS OR DAMAGE CAUSED BY OR RESULTING FROM THE NEGLIGENCE OR WILLFUL MISCONDUCT OF THE ASOT, THEIR OFFICERS, DIRECTORS OR AGENTS. EXHIBITOR, ITS AGENTS AND REPRESENTATIVES SHALL MAINTAIN GENERAL PUBLIC LIABILITY INSURANCE AGAINST CLAIMS FOR PERSONAL INJURY, DEATH OR PROPERTY DAMAGE INCIDENT TO, ARISING OUT OF OR IN ANY WAY CONNECTED WITH EXHIBITOR'S PARTICIPATION IN THE EXHIBITION, IN AN AMOUNT OF NOT LESS THAN ONE MILLION DOLLARS (\$1,000,000) PER OCCURRENCE AND TWO MILLION DOLLARS (\$2,000,000) IN AGGREGATE FOR PERSONAL INJURY, DEATH OR PROPERTY DAMAGE, AND WORKERS' COMPENSATION INSURANCE IN AN AMOUNT EQUAL TO THE GREATER OF THAT WHICH IS REQUIRED BY STATUTE IN THE APPLICABLE JURISDICTION, OR FIVE HUNDRED THOUSAND DOLLARS (\$500,000) PER ACCIDENT OR DISEASE WITH A FIVE HUNDRED THOUSAND DOLLAR (\$500,000) POLICY LIMIT. EXHIBITOR'S GENERAL LIABILITY INSURANCE SHALL COVER EXHIBITOR'S INDEMNIFICATION OBLIGATIONS UNDER THESE RULES & REGULATIONS AND SHALL COVER THE ASOT AND THE EXECUTIVE COMMITTEE AS ADDITIONAL NAMED INSUREDS.

EXHIBITOR SHALL HAVE OR OBTAIN PROOF OF SUCH INSURANCE. EXHIBITOR IS RESPONSIBLE FOR OBTAINING, FOR ITS PROTECTION AND ENTIRELY AT ITS EXPENSE, SUCH PROPERTY INSURANCE FOR ITS DISPLAY MATERIALS AS EXHIBITOR DEEMS APPROPRIATE. ANY POLICY PROVIDING SUCH PROPERTY INSURANCE MUST CONTAIN AN EXPRESS WAIVER BY THE EXHIBITOR'S INSURANCE COMPANY OF ANY RIGHT OF SUBROGATION AS TO ANY CLAIMS AGAINST THE ASOT, ITS OFFICERS, DIRECTORS OR AGENTS. IN THE EVENT ANY PART OF THE EXHIBIT HALL IS DESTROYED OR DAMAGED SO AS TO PREVENT THE ASOT FROM PERMITTING EXHIBITOR TO OCCUPY ASSIGNED SPACE DURING ANY PART OR THE WHOLE OF THE EXHIBITION PERIOD, OR IN THE EVENT OCCUPATION OF ASSIGNED SPACE DURING ANY PART OR THE WHOLE OF THE EXHIBITION PERIOD IS PREVENTED BY STRIKES, ACTS OF GOD, NATIONAL EMERGENCY OR OTHER CAUSES BEYOND THE CONTROL OF THE ASOT, EXHIBITOR WILL BE CHARGED FOR SPACE DURING THE PERIOD IT WAS OR COULD HAVE BEEN OCCUPIED BY EXHIBITOR; AND EXHIBITOR HEREBY WAIVES ANY CLAIM AGAINST THE ASOT, ITS DIRECTORS, OFFICERS OR AGENTS FOR LOSSES OR DAMAGES WHICH MAY ARISE IN CONSEQUENCE OF SUCH INABILITY TO OCCUPY ASSIGNED SPACE, ITS SOLE CLAIM AGAINST THE ASOT BEING FOR A REFUND OF RENT PAID FOR THE PERIOD IT WAS PREVENTED FROM USING THE SPACE.

TO THE FULLEST EXTENT LEGALLY PERMISSIBLE, EXHIBITOR AGREES: (I) IT SHALL BE FULLY RESPONSIBLE TO PAY FOR ANY AND ALL DAMAGE TO PROPERTY OWNED BY HOTEL, ITS OWNING ENTITY, MANAGING ENTITY OR THEIR AFFILIATES THAT RESULTS FROM ANY ACT OR OMISSION OF EXHIBITOR; (II) TO DEFEND, INDEMNIFY AND HOLD HARMLESS HOTEL, THE ENTITY THAT OWNS THE HOTEL, THE ENTITY THAT MANAGES THE HOTEL AND THEIR AFFILIATES AND EACH OF THEIR RESPECTIVE SHAREHOLDERS, MEMBERS, DIRECTORS, OFFICERS, MANAGERS, EMPLOYEES AND REPRESENTATIVES, FROM ANY DAMAGES OR CHARGES RESULTING FROM EXHIBITOR'S USE OF THE PROPERTY; AND (III) ITS LIABILITY SHALL INCLUDE ALL LOSSES, COSTS, DAMAGES, AND EXPENSES ARISING FROM, OUT OF, OR BY REASON OF ANY ACCIDENT OR BODILY INJURY OR OTHER OCCURRENCES TO ANY PERSON OR PERSONS, INCLUDING THE EXHIBITOR, ITS AGENTS, EMPLOYEES, AND BUSINESS INVITEES.



# EXHIBITOR TIPS

## GET THE MOST OUT OF YOUR TRADESHOW

### **ESTABLISH YOUR GOALS**

What do you want to get out of the ASOT Annual Meeting? How many attendees do you want to stop at your booth? How many leads do you hope to generate? Determine what your ROI is and focus on getting that. If ASOT can assist you in doing so, let us know!

### **ADVERTISE IN ADVANCE**

Put the word out to your clients, customers, suppliers, and contacts about where you'll be. ASOT will do everything we can to promote the Annual Meeting — we invite you to join us in doing so. Promotional emails and slides are available for download on our website.

### **ENGAGE IN SOCIAL MEDIA**

Connect with ASOT on Facebook, Instagram, and Twitter! We're happy to work with you to get the word out that you'll be joining us at the Annual Meeting. Remember to let your followers know where you'll be and how they can register for the Annual Meeting.

### **USE AN INTERACTIVE DISPLAY**

The best way to draw a crowd to your booth is to interact with them. Games, quizzes, contests, prizes, or scheduled demonstrations give people that extra reason to visit your booth.

### **ACTIVELY ENGAGE ATTENDEES**

Don't wait for people to address you. ASOT is a friendly crowd and willing to be engaged! Be outgoing, chat with visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific answers to their questions.

### **GET OUT FROM BEHIND THE BOOTH**

Exhibitors often sit behind their tables while attendees stand, looking down at them. Get up, make eye contact and engage!

Remember to stay off your phone. There will be time after exhibit hours to follow up on voicemail and email.

### **ALWAYS BE PREPARED**

Make sure that your knowledgeable representatives are visible and available throughout the conference. Take advantage of the many social and networking opportunities that allow you to informally interact with your target audience.

### **FOLLOW UP**

ASOT members are busy. Follow up with contacts and leads as soon as possible. The quicker you follow up, the more your business will stand out from the rest!

### **CONTACT US:**

[EMAIL: info@theasot.com](mailto:info@theasot.com)

[WEB: www.theasot.com](http://www.theasot.com)

Feel free to contact the ASOT Executive Office for more information or with any questions you may have.

# CONTACT US

IF YOU WISH TO EXHIBIT AND SUPPORT THIS EVENT, CONTACT:

## **SPONSORSHIP INFORMATION**

MONAE REDMOND  
ASOT EXECUTIVE DIRECTOR  
MONAE@THEASOT.COM 952-646-2060

## **EXHIBIT/PRODUCT SHIPPING & HANDLING INFORMATION**

FARAH CHATILA  
FCHATILA@HOUSTONMETHODIST.ORG

## **PROGRAM INFORMATION**

AMY G. COBURN, MD  
PROGRAM CHAIR  
ACOBURN@HOUSTONMETHODIST.ORG

## **WET LAB DONATIONS**

GRAYSON ARMSTRONG, MD  
GRAYSON\_ARMSTRON@MEEI.HARVARD.EDU

BOONKIT PURT, MD  
BOONKITP@GMAIL.COM

PROGRAM COMMITTEE

## **MEETING REGISTRATION & GENERAL QUESTIONS**

NICOLE LA VIGNE  
CLIENT RELATIONS SPECIALIST  
INFO@THEASOT.COM



[WWW.THEASOT.COM](http://WWW.THEASOT.COM)

THE AMERICAN SOCIETY OF OPHTHALMIC TRAUMA