ESC RS Overview

The ESCRS is embracing change in many different ways, by growing our existing events and forging strategic alliances with Ophthalmic Societies across specialties and around the globe. We want our members and industry partners to know that the ESCRS continues to evolve in order to stay responsive and relevant to today’s ophthalmologists.

- ESCRS Congresses  **www.escrs.org.**
- *EuroTimes*  **www.eurotimes.org.**
- ESCRS On Demand.
- Online Marketing Opportunities.
- High Impact Advertising.
- Regional Issues – *EuroTimes*.
- ET Today Congress Publications.
- *EuroTimes Satellite Education Programme*. 
13th ESCRS Winter Meeting

The 13th ESCRS Winter Meeting will be held in the Cavalieri Hilton Hotel, Rome, Italy (6 – 8 February 2009). The 2009 Winter Meeting will be held in conjunction with the Italian Society of Ophthalmology (SOI) and anticipated attendance is 1,000 ophthalmologists.

NEW ENHANCED SCIENTIFIC PROGRAMME

In addition to the usual programme elements (Cornea Day, Symposia, Live Surgery, Free Papers, e-Posters, Surgical Skills Training Courses) we are delighted to announce the inclusion of the following new elements:

For the experienced surgeon and those in private practice –
Practice Management Programme

For residents and those in training –
Integrated Didactic Programme
  Basic Optics Course
  Cataract Didactic Course
  Refractive Didactic Course

Preliminary Programme details, including registration and abstract submission forms (for Free Papers, e-Posters and Cornea Day) will be on the ESCRS website www.escrs.org from August 2008.

XXVII Congress of the ESCRS

The XXVII Congress of the ESCRS is to be held in the CCIB Barcelona, Spain, (12-16 September 2009). The ESCRS Annual Congress attracts over 5,000 ophthalmologists and healthcare professionals with buying power or influence over purchasing decisions. The ESCRS enables the industry to meet and connect with the ophthalmologists at the congress making the exhibition floor at ESCRS an important sales platform for your company’s products and services.

From year to year the congress continues to grow, with more registered delegates, more exhibiting companies and more elements in the scientific programme. Around the annual congresses, industry can build communication platforms with the delegates, through sponsorship, advertising and sponsored symposia.

For more information on exhibiting at ESCRS please contact:

Maria Crowley Exhibition Manager
maria.crowley@escrs.org
Tel: +353 1 209 1100
Fax: +353 1 209 1112
## Congress Demographics

<table>
<thead>
<tr>
<th>Region</th>
<th>Stockholm 2007</th>
<th>London 2006</th>
<th>Lisbon 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>3,129</td>
<td>3,439</td>
<td>3,135</td>
</tr>
<tr>
<td>Rest of world</td>
<td>1,663</td>
<td>1,663</td>
<td>1,214</td>
</tr>
<tr>
<td>Total</td>
<td>4,910</td>
<td>5,102</td>
<td>4,349</td>
</tr>
</tbody>
</table>
WINTER ESCRS

Sponsorship Opportunities

13th ESCRS Winter Meeting – Rome, Italy

The European Society of Cataract and Refractive Surgeons invites you to participate as a sponsor of the 13th ESCRS Winter Meeting. The 2009 Meeting will be held in conjunction with SOI (Italian Society of Ophthalmology) at the Cavalieri Hilton Hotel, Rome, Italy on February 6 – 8, 2009.

Tote Bags – €15,000
Each registered attendee will receive the conference materials in a tote bag that they can carry during the entire meeting and beyond. The sponsor’s name and logo will appear on 1,000 bags. Inside each bag will be a pen and notepaper also featuring your company logo.

Internet Area – €12,000
The internet area is ranked as one of the most valuable areas of the meeting. Delegates can access their emails and the internet whilst visiting the exhibition. The sponsoring company’s name and logo will be displayed on all screens as well as signage. The terminals will be located adjacent to the ESCRS booth in the exhibition hall.

Electronic Posters – €15,000
All poster presentations at the Meeting in Rome will be displayed on electronic monitors. Approximately 10 monitors displaying the poster presentations will be placed around the congress centre. This represents an exciting opportunity to associate your company with the scientific programme of the Meeting. Your company name and logo will appear on all monitors and screen savers. The electronic poster sponsorship includes the opportunity for a company representative to present the best poster awards to the winners at a key point in the programme.

Delegate Badges & Lanyards - €7,500
High visibility opportunity! Your company logo (and your logo only) can appear on the lanyards of the official ESCRS Winter Meeting badges. Distributed at the registration desk, all attendees will be given the official badge and lanyard to wear during the meeting. Both the badges and the lanyards will be preprinted with your company logo on them, keeping your company name and logo visible throughout the event.
**WINTER ESCRS**

**Signage – €12,000**
The directional signage offers the opportunity to have your company name and logo (products optional) positioned in key locations with high visibility throughout the congress centre. In addition your logo will appear on 3 large (you are here!) floor plans of the congress centre that will be used to highlight your booth number and the position of your booth on the floor plan itself.

**Welcome Reception – €15,000**
The Welcome Reception will be a premier event. ESCRS will work with the sponsor to create a valuable welcome event for delegates, which will recognise the contributions of the sponsoring company by including company branding on invitations, event signage and advertising.

**Wi-Fi – €6,000**
Delegates visiting the Wi-Fi area will be able to access emails and the internet using their own lap/palm tops via a Wi-Fi connection. The sponsor’s involvement will be recognised with signage branded with the sponsor’s name and logo.

**Water Stations – Price on application**
Supply the attendees with natural refreshment by sponsoring bottles of water to be distributed throughout the congress centre. With a choice of natural spring or mineral water, your company logo will appear as the bottle label and will be distributed by the organisers from prime locations throughout the congress centre.

All Congress sponsors have the right of first refusal on the same sponsorship opportunity at the following year’s Congress. The deadline to exercise this option of first refusal is the 1st of October 2008. After this date all unsecured sponsorship opportunities will be offered on a first come basis.

As booth positioning within the ECRS exhibition is deemed very important by our exhibitors, ESCRS operates a Priority Points System. The ESCRS Priority Points System is used to determine exhibitor booth positions at the Annual and Winter Congresses, all of the marketing/advertising opportunities outlined above earn priority points for the participating company.
ESCRS Congresses

ANNUAL CONGRESS

Sponsorship Opportunities

ESCRS XXVII Annual Congress – Barcelona, Spain

ESCRS offers sponsorship opportunities to industry partners who wish to increase their corporate brand visibility at the congress. All sponsors will be recognised in the Final Programme and will earn valuable priority points for enhanced booth position at future ESCRS congresses.

Welcome Reception – price on application
The Welcome Reception is a premiere event. ESCRs will work with the sponsor to create a valuable and unforgettable welcome event for delegates, which will recognise the contributions of the sponsoring company. This will be achieved by including company branding on all associated promotional materials online at www.escrs.org in EuroTimes news magazine and the final programme. In addition all event signage will be branded for the sponsoring company.

Tote Bags – price on application
Each registered attendee will receive their conference materials in a tote bag that they can carry during the entire meeting and beyond. The sponsor’s name and logo will appear on 5,000 bags. Inside each bag will be a pen and notepaper also featuring the company logo.

Internet Area – €35,000
The internet area is ranked as one of the most valuable areas of the meeting. Delegates can access their emails and the internet whilst visiting the exhibition. The sponsoring company’s name and logo will be displayed on all screens as well as signage. The terminals will be located adjacent to the ESCRIS booth in the exhibition hall.

Video Awards Ceremony – price on application
A highlight in the scientific programme, the Video Awards are a popular event, hosted in conjunction with the Congress Opening Ceremony. During the ceremony a representative from the sponsoring company will be invited to present the award to the competition winner. The sponsor will also be recognised in the programme and through signage on stage. In addition the sponsoring company’s logo will appear on ESCRIS On Demand as the sponsor of the Winning Videos on the portal.
ANNUAL CONGRESS

President’s Dinner – €40,000
The social highlight of the congress, this prestigious event takes place on the Saturday evening during the congress. Your company can gain outstanding visibility by sponsoring this event. Europe's top ophthalmologists gather for an evening of food, drink and music. Your company name will appear on menus and signage in an exclusive venue. A complimentary box (branded with the sponsor's logo) containing two luxury Irish chocolates will be distributed to each guest.

Electronic Posters – €40,000
All poster presentations at the congress in Barcelona will be displayed on electronic monitors. Approximately 20 monitors displaying the poster presentations will be placed around the congress centre. This represents an exciting opportunity, to associate your company with the scientific programme of the congress. Your company name and logo will appear on all monitors and screen savers. The electronic poster sponsorship includes the opportunity for a company representative to present the awards for best poster to the winners at the Opening Ceremony.

Delegate Badges and Lanyards – €36,500
High visibility opportunity! Your company logo (and your logo only) will appear on the official meeting lanyards and badges. Distributed at the registration desk, all attendees will be given the official badge & lanyard to wear during the Congress. Both the lanyards and badges will be preprinted with your company logo on them, keeping your company name visible throughout the event.

Signage – €25,000
The directional signage offers the opportunity to have your company name and logo (products optional) positioned in key locations with high visibility throughout the congress centre. In addition your logo will appear on 5 large “You Are Here!” floor plans of the congress centre that will be used to highlight your booth number and the position of your booth on the floor plan itself.

Exhibition Floor Guide – €15,000
These popular pocket-size exhibition maps open to reveal a detailed booth layout of the ESCR Congresses. Floor Guides include the sponsor’s logo and space for product information which will be viewed each time the guides are used. A valuable tool for every delegate, the Exhibition Floor Guide will be distributed to all attendees with their registration materials making it an excellent vehicle to place the sponsoring company in the palm of every delegate. As well as offering the sponsor valuable space on the guide for promotion of the company, it is an excellent way to highlight your booth position to delegates.
ANNUAL CONGRESS

Wi-Fi Area - €15,000
Delegates visiting the Wi-Fi area will be able to access their e-mails and internet free of charge from their own lap/palm tops via a Wi-Fi connection. The sponsor’s involvement will be recognised with signage branded with the sponsor’s name and logo.

Message Centre – €15,000
Your company name and logo will be prominently positioned on screen when delegates visit the terminals to leave or retrieve messages at the message centre. Signage with the sponsor’s logo acknowledging their contribution will also be positioned at the message centre station.

Water Stations - price on application
Supply the attendees with natural refreshment by sponsoring bottles of water to be distributed throughout the congress centre. With a choice of natural spring or mineral water, your company logo will appear as the bottle label and will be distributed from refreshment areas where signage will be located with your company name and logo.

Online Session Planner - Price on application
The ESCRS Online Session Planner is a new planning tool devised to assist delegates attending the ESCRS Annual Congress in planning their schedule. The session planner is available at www.escrs.org for 2 months prior to the Annual Congress in September and will stay online until the end of the congress. This unique opportunity offers the sponsoring company 2 months exposure on www.escrs.org. The session planner is available as a link on the congress home page and will feature 'sponsored by (Company Name)' and the sponsors logo. In addition 'Sponsored by (Company Name)' (and the logo) would appear on all printed pages.

Relaxation Station – Price on application
Here is your chance to offer the attendees a reprieve from navigating the busy exhibition floor. The relaxation station will also provide you with a venue to promote your company & booth location and gives an additional area for displaying product literature. Each attendee who receives a massage will be given a company/product branded stress reliever, and the massage therapists on the station will wear your corporate t-shirts.

All Congress sponsors have the right of first refusal on the same sponsorship opportunity at the following year’s Congress. The deadline to exercise this option of first refusal is the 1st of December. After this date all unsecured sponsorship opportunities will be offered on a first come basis.

As booth positioning within the ESCRS exhibition is deemed very important by our exhibitors, ESCRS operates a Priority Points System. The ESCRS Priority Points System is used to determine exhibitor booth positions at the Annual and Winter Congresses, all of the marketing/advertising opportunities outlined above earn priority points for the participating company.
Advertising Opportunities @ ESCRS

The ESCRS Annual Congresses offer a variety of advertising vehicles to promote your products and to maximise your company’s presence at the Congress and beyond. The options are outlined below:

Preliminary Programme

The preliminary programme includes registration materials and hotel information, along with a preview of symposia and instructional courses. It is posted to 28,000 ophthalmologists.

All full page advertisements are A4 (210mm wide x 297mm high + 5mm bleed on all sides)

<table>
<thead>
<tr>
<th>Position</th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>€8,000</td>
<td>€12,000</td>
</tr>
<tr>
<td>IFC</td>
<td>€6,000</td>
<td>€9,000</td>
</tr>
<tr>
<td>IBC</td>
<td>€5,000</td>
<td>€7,000</td>
</tr>
<tr>
<td>Run of Book</td>
<td>€4,000</td>
<td>€6,000</td>
</tr>
</tbody>
</table>

* Rates are for full colour ads

<table>
<thead>
<tr>
<th></th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for space booking</td>
<td>20th July 2008</td>
<td>20th January 2009</td>
</tr>
<tr>
<td>Deadline for artwork</td>
<td>1st August 2008</td>
<td>12th February 2009</td>
</tr>
<tr>
<td>Circulation</td>
<td>28,000</td>
<td>28,000</td>
</tr>
<tr>
<td>Publication date</td>
<td>September 2008</td>
<td>March 2009</td>
</tr>
</tbody>
</table>
Advertising Opportunities @ ESCRS

**Final Programme**

A complete comprehensive guide to ESCRS Congresses, the Final Programme includes the directory/timetable of the scientific programme, satellite symposia, live surgery sessions and a full exhibitor guide. A copy is distributed to every attendee in the delegate bags.

All full page advertisements are A4 (210mm wide x 297mm high + 5mm bleed on all sides)

<table>
<thead>
<tr>
<th>Position</th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>€8,000</td>
<td>€15,000</td>
</tr>
<tr>
<td>IFC</td>
<td>€6,000</td>
<td>€10,000</td>
</tr>
<tr>
<td>IBC</td>
<td>€5,000</td>
<td>€7,000</td>
</tr>
<tr>
<td>Run of Book</td>
<td>€4,000</td>
<td>€6,000</td>
</tr>
</tbody>
</table>

* Rates are for full colour ads

<table>
<thead>
<tr>
<th></th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for space booking</td>
<td>22nd November 2008</td>
<td>2nd July 2009</td>
</tr>
<tr>
<td>Deadline for artwork</td>
<td>10th December 2008</td>
<td>20th July 2009</td>
</tr>
<tr>
<td>Circulation</td>
<td>1,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Publication date</td>
<td>February 2009</td>
<td>September 2009</td>
</tr>
</tbody>
</table>
Advertising Opportunities @ ESCRs

Book of Abstracts

Set your company apart from the others and increase your company’s profile by advertising in the Book of Abstracts. The Book of Abstracts will be distributed free to each of the delegates with their registration materials. Advertising in the Book of Abstracts ensures that your company will have high visibility both at the congress and when the delegates return home.

All full page advertisements are A4 (210mm wide x 297mm high + 5mm bleed on all sides)

<table>
<thead>
<tr>
<th>Position</th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>€7,000</td>
<td>€12,000</td>
</tr>
<tr>
<td>IFC</td>
<td>€5,000</td>
<td>€9,000</td>
</tr>
<tr>
<td>IBC</td>
<td>€4,000</td>
<td>€7,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Winter Meeting</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for space booking</td>
<td>22nd November 2008</td>
<td>2nd July 2009</td>
</tr>
<tr>
<td>Deadline for artwork</td>
<td>10th November 2008</td>
<td>20th July 2009</td>
</tr>
<tr>
<td>Circulation</td>
<td>1,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Publication date</td>
<td>February 2009</td>
<td>September 2009</td>
</tr>
</tbody>
</table>
Pocket Programme
A handy pocket sized programme that includes a congress overview and displays the highlights of the scientific programme.

All full page advertisements are 100mm wide x 210mm high + 5mm bleed on all sides)

<table>
<thead>
<tr>
<th>Position</th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>€12,000</td>
</tr>
<tr>
<td>IFC</td>
<td>€9,000</td>
</tr>
<tr>
<td>IBC</td>
<td>€7,000</td>
</tr>
</tbody>
</table>

* Rates are for full colour ads

<table>
<thead>
<tr>
<th></th>
<th>Annual Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for space booking</td>
<td>2nd July 2009</td>
</tr>
<tr>
<td>Deadline for artwork</td>
<td>20th July 2009</td>
</tr>
<tr>
<td>Circulation</td>
<td>5,000</td>
</tr>
<tr>
<td>Publication date</td>
<td>September 2009</td>
</tr>
</tbody>
</table>
Virtual Exhibition

The ESCRS Virtual Exhibition is a comprehensive information resource for all ophthalmologists. The virtual exhibition is the first place where delegates can access information about exhibitors and their booths at ESCRS before the final programme is distributed at the congress.

The Virtual Exhibition offers companies the chance to display a regular or enhanced listing on the website and is an optimum vehicle to target ESCRS members, congress delegates and all ophthalmic professionals with your company/product information for a minimal cost.

Virtual Exhibition Advertising Options include:

**Banner Advertising:**
- Banner Ads are valid for 6 months.
- A full listing must be provided to run a banner ad.
- The number of banners is limited to three advertisers.
- Cost €800.00.

**Enhanced Listing:**
- Company name, logo, booth number, URL and 100 word company/product listing.
- Cost €250.00.

**Regular Listing:**
- Company name, logo, booth number and URL only.
- Cost €150.00.

**Virtual Exhibition Benefits Include:**
- increasing traffic to your exhibition stand;
- increasing traffic to your website;
- maximising your company’s exposure beyond the 5-day exhibition – virtual exhibition on-line three months prior to and after event;
- increasing company profile – name display on ESCRS website.

*Listings are available from the 20th of June 2008 and will remain on the ESCRS website until 3 months after the Congress.*
Priority Points System and Promotional Opportunities

Since 1996, the ESCRS has been allocating exhibition space based on a Priority Points System. Not only is this system the fairest method of allocating space, it also offers a variety of avenues to promote individual companies. All exhibiting companies will be scored according to points earned. Because corner booths and booths located close to entrances and catering areas are frequently requested by companies, these spaces will be assigned according to priority points, booth size requested and height restrictions.

You can earn priority points by:

- exhibiting at ESCRS congresses;
- advertising in Congress Programmes & ET Today;
- advertising in the Journal of Cataract & Refractive Surgery;
- advertising in EuroTimes;
- supporting Congress Sponsorship Activities;
- hosting a EuroTimes Satellite Meeting at ESCRS;
- booking a listing on the ESCRS Online Virtual Exhibition;
- sponsoring equipment for Surgical Skills Training Courses.

All priority points are accrued throughout the calendar year January - December.

For example all priority points earned Jan – Dec 2008 will be used to determine a company's booth location for ESCRS 2009.

If you would like to find out more details on Priority Points or would like to know the number of points accrued by your company, please contact:

Maria Crowley - Congress and Exhibition Manager
maria.crowley@escrs.org