

ARVO 2021

May 1–7 Virtual Meeting

Revolutionary Eye and Vision Research



Exhibit and Marketing Opportunities
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 **ARVO**
The Association for Research
in Vision and Ophthalmology

[ARVO.org](https://www.arvo.org)

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Exhibit hours

Exhibit Dates

Sat., May 1 – Fri., May 7, 2021

Daily Core Exhibit Hours

9am – 3pm U.S. EDT*

*Exhibitors have the option to select hours convenient for their time zone and clientele. See page 6 for more details.

Important dates

April – June 30	Booth and advertising will be live on Pathable platform
April 1	Access for Exhibitors to set up virtual booth
April 15	Artwork deadline from sponsors
May 1	Deadline for virtual booth setup
May 1 – 7	Exhibits open; modifications to booth permitted

Why a virtual meeting

Due to the pervasive spread of the coronavirus, in addition to limitations on the venue capacity and strict travel restrictions in place by worldwide governments and our members' universities and institutions, the ARVO Board of Trustees decided to move the ARVO 2021 to a fully virtual event. The health, safety and well-being of the ARVO global community continues to be our highest priority.

ARVO is focused on providing a robust and meaningful scientific exchange in a virtual format to help ensure the health and safety of all. A virtual event allows for an expanded reach of the Annual Meeting to more people than ever, in real-time and asynchronously.

Why exhibit at ARVO 2021

The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting is the world's leading educational and networking forum for clinicians, researchers, students and trainees in the fields of eye and vision research and science. If you are committed to advancing research into understanding the visual system and preventing, treating and curing its disorders, consider an exhibit at the ARVO Annual Meeting. The ARVO meeting is recognized as one of the top 50 medical meetings by the Healthcare Convention & Exhibitors Association.

The ARVO Annual Meeting is ideally suited for exhibitors that focus on the following:

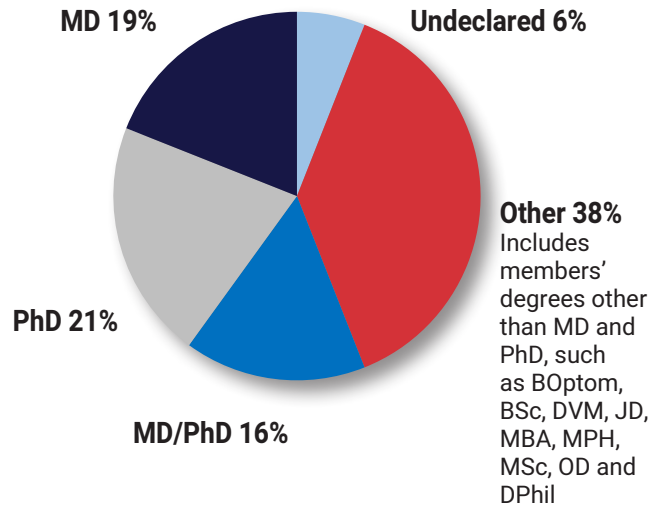
- Clinician-scientist development programs
- Contract research organizations
- Diagnostic systems
- Digital microscope, cameras and software
- DNA analysis services
- Education/information
- Electronic health records/electronic medical records
- Imaging systems
- Medical devices
- Pharmaceuticals
- Product development devices
- Publications (book, journals, other)
- Research products, cell culture and bioassays
- Screening devices
- Surgical instruments

ARVO member demographics

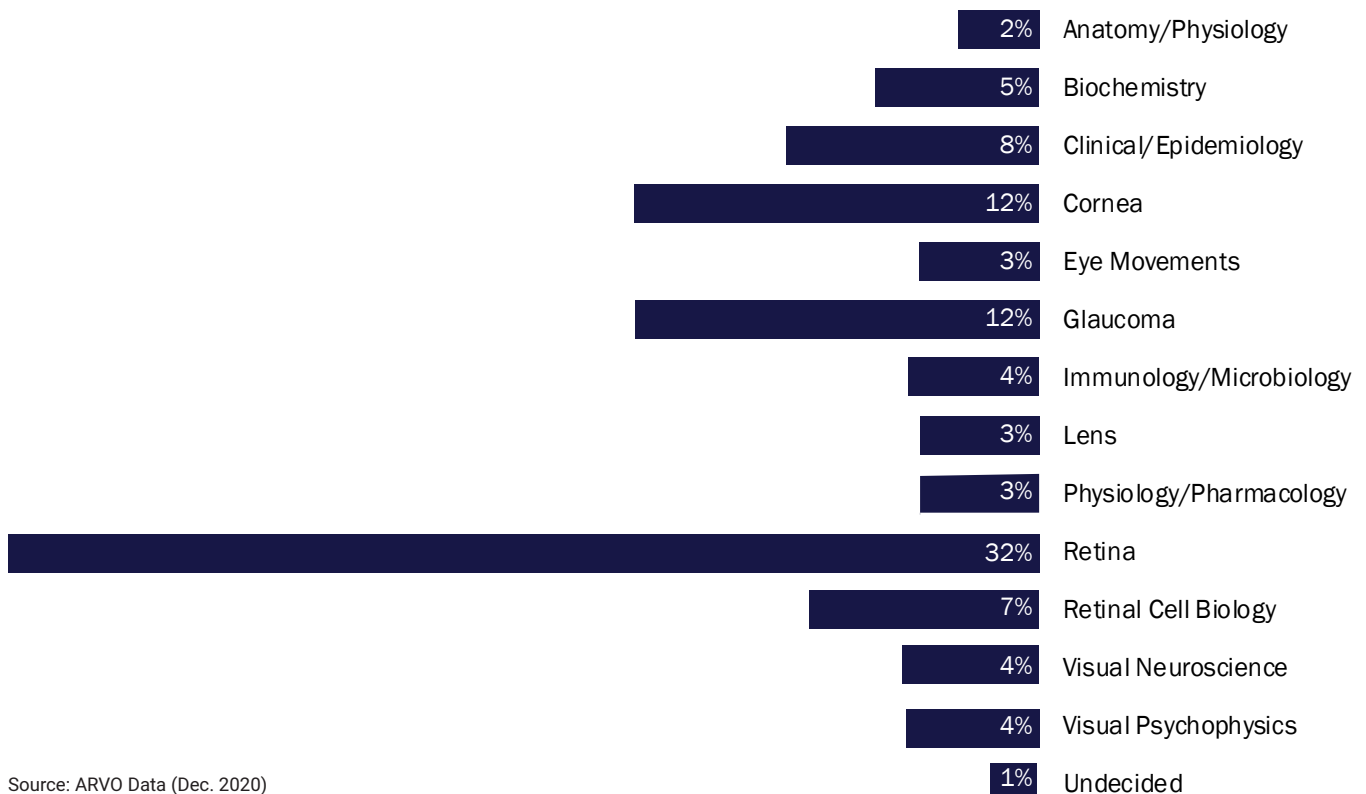
Why market with ARVO?

- ARVO is globally-recognized and respected as a leading provider of quality content and research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- Prior to the COVID pandemic, ARVO had a worldwide membership of 10,000 and Annual Meeting attendee base of more than 10,000.
- ARVO's Annual Meeting is the industry's premier gathering place for information exchange and networking

Members by degree



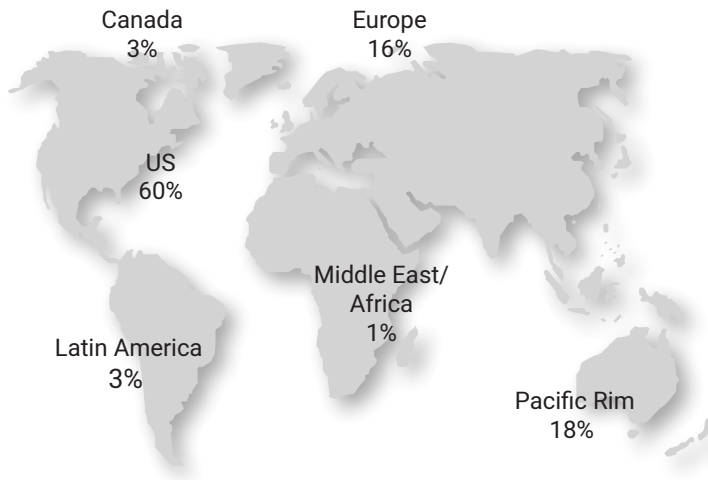
Members by area of interest



Source: ARVO Data (Dec. 2020)

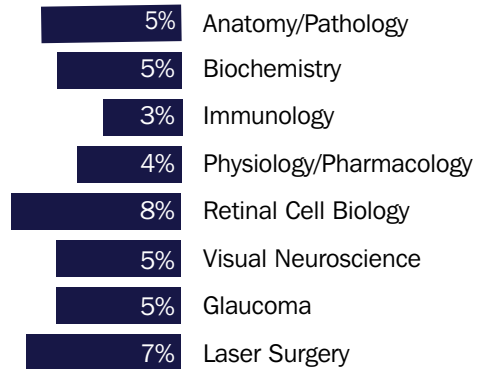
ARVO member demographics

Members by region of residence

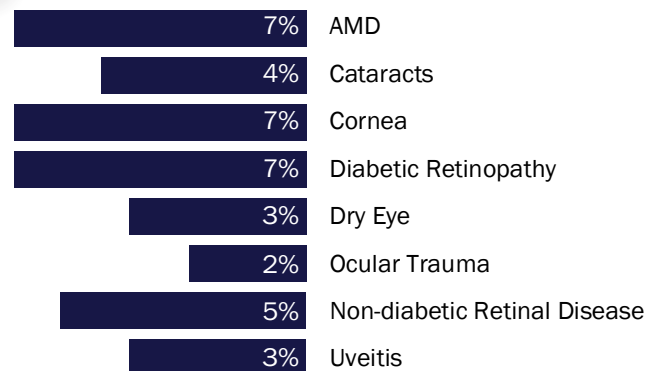


ARVO 2019 attendees represented 71 countries from around the world

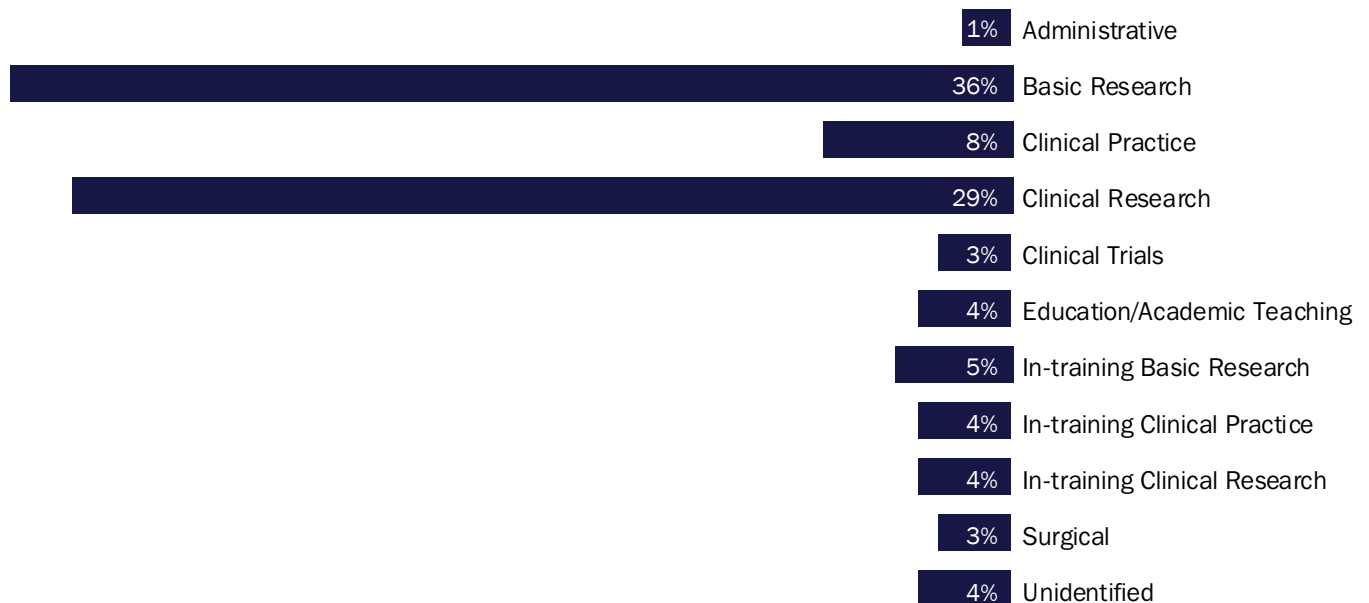
Basic research areas



Clinical research areas



Members by professional focus



ARVO 2019 exhibitors

- A**
AbbVie
Absorption Systems
Abyss Processing
AcuiSee
Aeon Imaging LLC
Aequus Pharmaceuticals
Aerie Pharmaceuticals
Aero Pump GmbH
Alcon
Allergan
Alpha Independent Review Board, Inc.
American Academy of Ophthalmology
Aptar Pharma
AYOXXA Biosystems Inc
- B**
B. Braun CeGaT, LLC
Bio-Concept Laboratories, Inc.
Biocytogen
BioTime
Blueprint Genetics
Boston Micromachines Corp.
BrightFocus Foundation
- C**
Calvert Laboratories, Inc.
Cambridge Research Systems
Canon
CenterVue, Inc.
Cerebral Mechanics, Inc.
Charles River
Chengdu Kanghong Biotechnology Co., Ltd.
CiToxLAB North America
Clearside Biomedical, Inc.
Cleveland Clinic Cole Eye Institute
Clinical Edge, Inc.
Comparative Biosciences, Inc.
Congressional Directed Medical Research Programs (CDMRP)
Congruence Medical Solutions
Covance, Inc.
Custom collABorators Buffalo Innovations
Cylite
- D**
Diagnosys LLC
Doheny Eye Institute (DIRC)
Dompé Medical Affairs
Dove Medical Press
- E**
Ellex
Elsevier Inc.
Emmes
Encompass Pharmaceutical Services, Inc.
Epsilon
European Association Vision Eye Research (EVER)
Eversight
- Excalibur Pathology
Experimentica, Ltd.
Exsera BioLabs
Eye Pharma S.P.A.
EyeCRO
EyeKor, Inc.
Eyenuk, Inc.
EyePoint Pharmaceuticals
EyeQue Corp.
EyeTech Digital Systems
- F**
Fareva
Foster Delivery Science
Foundation Fighting Blindness
- G**
Genentech, Inc.
Geuder AG
Gilead Sciences
Glauconix Biosciences, Inc.
Gooch & Housego
Good-Lite Company
Greenlight Clinical
Guardian Health Sciences
Gyros, Inc.
Gyroscope Therapeutics
- H**
HAI Laboratories, Inc.
Hamamatsu Pharma Research USA, Inc.
Hamilton Eye Institute/University of Tennessee Health Science Center
He University
Heidelberg Engineering, Inc.
- I**
icare USA
Imagine Eyes
Imedos Systems GmbH
INCYTO Co., Ltd.
Innova Systems, Inc.
Integral BioSystems, LLC
International Society for Eye Research
Iris Pharma
- J**
JAMA Network
Joinn Laboratories Co., Ltd.
Jorvec Corp.
- K**
Keeler Instruments
Knight Therapeutics, Inc.
Konan Medical USA, Inc.
Kugler Publications
- L**
Leica Microsystems
Lexitas Pharma Services, Inc.
Lions Eye Institute for Transplant and Research
Lions Gift of Sight
Lions VisionGift
LIV Medical Technology Inc.
- LKC Technologies, Inc.
LumiThera
- M**
M&S Technologies
MacuLogix, Inc.
Mallinckrodt Pharmaceuticals
Mary Ann Liebert Inc.
MedGenome, Inc.
Medical Innovation Partners International (RE-ONE)
Medmont International
Metrovision
MUHC-McGill University Eye Pathology & Translational Research Laboratory
- N**
National Disease Research Interchange
National Eye Institute
Natus Medical Incorporated
Nemera
Nidek
NKT Photonics
NOF America Corporation
Novartis
- O**
Oakwood Labs
Ocular Instruments
Oculos
Oculus, Inc.
OcuMetrics, Inc.
OcuScience
Ophthalmology Times
Optoprobe Science, Ltd.
Optos Inc.
Optovue, Inc.
Optronics
Ora, Inc.
Orbit Biomedical, Inc.
OSOD, LLC
Oxymap ehf
- P**
PharmOptima, LLC
PhenoSys GmbH
Phoenix Technology Group
Powered Research
Precision Vision
PreventionGenetics
Promedica International
ProQR
- R**
Regeneron Pharmaceuticals
Reichert, Inc.
Remidio Innovative Solutions PVT, Ltd.
RetinAi Medical GmbH
Review of Ophthalmology/Jobson Publishing
Roland Consult
RxGen, Inc.
- S**
Santen
Saving Sight
SDC
Second Sight Medical Products
Shenyang Xingqi Pharmaceutical Co., Ltd.
Shin Nippon Biomedical Laboratories, Ltd.
Shire (Medical Affairs)
Sichuan Primed Shines Bio-tech Co., Ltd.
Silgan Dispensing Systems
Singapore Eye Research Institute (SERI)
Slack, Incorporated
Softcare, Ltd.
Spark Therapeutics
STEMCELL Technologies, Inc.
Sterling IRB
Striata Technologies
Studylog Systems, Inc.
Syneos Health
- T**
Taylor & Francis Group
Teledyne e2v
Topcon
tpm taberna pro medicum GmbH
Translational Imaging Innovations
Trial Runners LLC
- U**
Unither Pharmaceuticals
- V**
Vanrx Pharmsystems
Vasoptic Medical
Viewpoint Life Sciences, Inc.
Vision Tiffany Inc.
Visionix- Luneau Technology
VO-CRO
Volk Optical, Inc.
Voxeleron LLC
- W**
Wasatch Photonics
WCCT Global Ophthalmology Research Center
Welch Allyn
West China-Frontier PharmaTech Co., Ltd.
Wicab, Inc.
Wolters Kluwer Health
World Glaucoma Association
World Health Organization
World Precision Instruments
WuXi AppTec – Laboratory Testing Division
- Y**
YuYu Pharma
- Z**
Zeiss
Zilia

Suggested core exhibit hours:

May 1 – 7

9am – 3pm (U.S. EDT)*

*Please adjust to times that make the most sense for your business and any attendees in which you wish to engage.

As a global meeting, with attendees from every time zone, we understand that depending on where your business and exhibit staff are located you may wish to staff your booth at varying times during the day.

The Annual Meeting has scheduled activities from approximately 7am – 8:30pm U.S. EDT each day May 1 - 7, 2021.

While the meeting platform and exhibits are open and available 24 hours a day, we expect that attendees from different time zones will access the meeting platform during the typical business and waking hours of their time zone.

If your company has staff in different time zones throughout the world it may be advantageous to you to employ several staff members from around the world to staff your booth at different times of the day. If your company only has staff in one time zone, please staff the booth at the times of your choice or in the suggested core exhibit hours above.

Exhibit booth/meeting platform

ARVO is excited to announce our meeting platform provider is Pathable. Pathable has been a trusted event provider for associations and corporations since 2008. The Pathable platform is built to handle large scale meetings like the ARVO Annual Meeting and has proven success presenting speaker content and learning, including embedded live-streaming video, chats, Q&A, polling and intuitive speaker controls.

Exhibitors have expanded control of their booth, compared to many other platforms, and can embed product videos, share collateral and have discussions with attendees. Attendees and exhibitor staff can speak immediately one-on-one through “Talk now” private Zoom rooms, schedule one-on-one meetings at any time of day, chat through live text chat, and have asynchronous conversations through their own discussion forums. Attendees can set up meeting times with exhibitors before the meeting even begins. With Pathable there are many more ways to connect.

Other meeting platform features included in booth packages or individually:

- Messages sent to attendees’ inboxes in the platform to alert them to presentations, giveaways and other events happening in a booth or in the platform.
- Exhibitor presentations that provide an on-demand, pre-recorded presentation about the scientific discoveries and advancements from your company.
- Full list of attendees who enter your booth.
- Banner advertisements within the Pathable meeting platform itself, live from mid-April through June 2021. Additional advertising is available within ARVO’s suite of products, including newsletters, daily emails to meeting attendees, ARVO websites and emails.

The screenshot displays the Pathable Exhibitor Virtual Booth for the VISION SUMMIT. The interface includes a navigation bar with links like Home, Agenda, People, Exhibit Hall, Sponsors, Social Wall, Game, Conversations, and FAQs. The main content area shows the exhibitor's profile, including the company name and logo, a description, and a list of staff members. A 'Talk Now' section is highlighted, showing a live video call with a representative. Red arrows point to specific features: 'Company name and logo', 'Company description', 'Images or links', 'Talk Now feature', and 'Booth staff and video/text files'.

ARVO 2021 virtual opportunities

Packages *All features will remain live on the platform from April–June 30	Platform Sponsor (Exclusive) \$50,000	Package #5 \$25,000	Package #4 \$12,000	Package #3 \$8,000	Package #2 \$5,000	Package #1 \$2,850
Virtual exhibit space to include company branding	x	x	x	x	x	x
Videos, documents and links in booth	x	x	x	x	x	x
One on One “Talk Now” Zoom video chats with any attendee in your booth	x	x	x	x	x	x
Group Discussion Forum in your booth	x	x	x	x	x	x
Full list of all attendees who enter your booth	x	x	x	x	x	x
Booth staff registrations- includes access to full meeting site	20	15	10	8	6	5
Company name and link listed on Sponsors page on ARVO website	x	x	x	x	x	x
Logo included in rotating sponsor banner on homepage of meeting platform	x	x	x	x	x	
Rotating Banner ad within meeting platform for duration of site (3 months)	One of three premium pages: Agenda, Speakers, Homepage (ARVO will choose based on availability)	One of three premium pages: Agenda, Speakers, Homepage (ARVO will choose based on availability)	Exhibitor page	Exhibitor page		
Exhibitor presentation, 30-minutes, on demand in platform, ability to choose one time with live chat. List of attendees who viewed your presentation is available.	2	1	1	1		
Email/Web advertising	One banner ad in one meeting daily AM eupdate, plus 3 month ad in ARVO AM website	One month retargeted ad package, plus 3 month banner ad on ARVO AM website or Journals website	One month retargeted ad package	One ARVO journals e-toc mailing banner ad		
Attendee inbox message in meeting platform	3 days	2 days	1 day			
Post-show opt-in attendee list	x	x				
Exclusive “Powered by” naming rights for platform	x					

à la carte advertisements/sponsorships

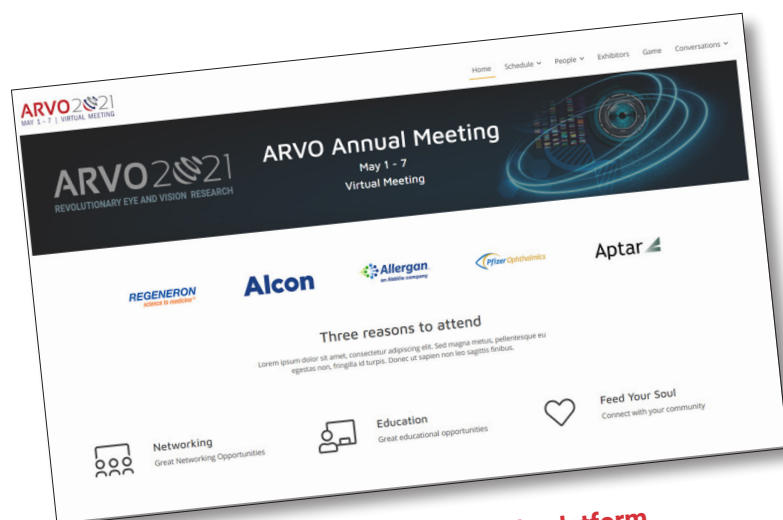
à la carte advertisements

- Insight twice-monthly all-member email banner advertisement = \$600 per issue
Ad size: 560 X 100px (banner)
- Annual Meeting daily email (sent to all registrants) banner advertisement = \$750 premium, \$650 non-premium; pre/post-meeting issues also available.
Ad size: 560 X 100px (banner)
- ARVO website banner advertisement = \$3,000/3 months
Ad size: 728 X 90px (banner); 300 x 250px (responsive)
- Annual Meeting website banner advertisement = \$3,000/3 months
Ad size: 728 X 90px (banner); 300 x 250px (responsive)
- ARVO Journals website banner advertisement = \$3,000 banner, \$2,400 tower/3 months
Ad size: 728 X 90px (banner); 300 x 250px (responsive) 160 X 600px (tower)
- ARVO Journals e-table of contents (eTOC) email banner advertisement: \$1,000/per mailing
Ad size: 420 X 84px (banner)
- Retargeting ad packages starting at \$2,500 for one month (30,000 impressions)
- Banner advertisement within the Pathable meeting platform = \$3,000 premium location (Agenda, Speakers, Homepage), \$1,500 standard (Exhibit hall, other pages)
Ad size: 2560 X 200px.



Sample ARVO journal page and eTOC ad

Number of monthly hits to ARVO journals in 2020:
IOVS = 379,928
JOV = 83,425
TVST = 22,934



ARVO Annual Meeting on Pathable platform

Insight, bi-monthly e-newsletter

Approximately 10,000 recipients



Ad specifications

Banner ads are 560 x 100px. Ads must be under 200k in file size. Images that are PNG, JPG, GIF in the specified dimensions are acceptable. Animated gifs or SWF (Flash-based ads) cannot be accepted.

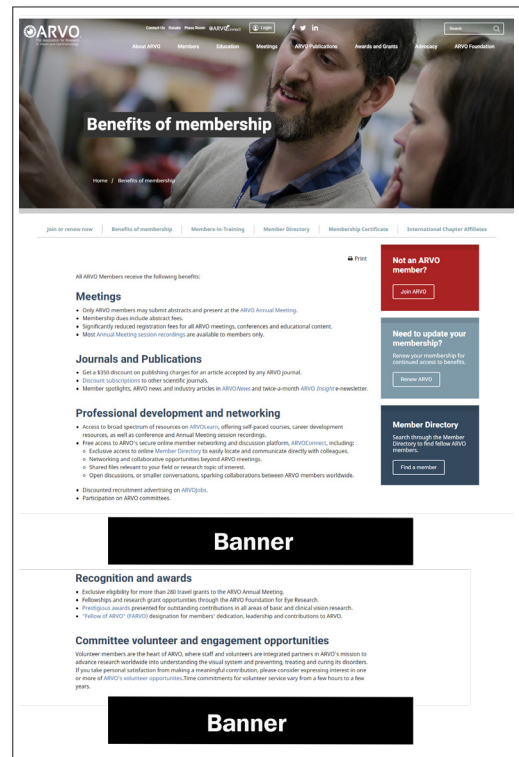
à la carte advertisements/sponsorships

à la carte sponsorships

- Post show attendee opt-in list with email addresses: \$15,000
This is a list of attendees who have opted-in to share their contact information, including email address, with meeting exhibitors and sponsors
- Vendor Presentations: \$3,000 for exhibitors and \$5,000 for non-exhibitors
These presentations are recommended for delivering scientific content related to your company's offerings
 - Pre-recorded and On-demand
 - 30 minutes
 - No conflict of interest or competition with scientific content
 - Data and tracking provided to vendors
 - Searchable via platform by keyword
 - Sponsor may join session for live chat – Times TBD
 - ARVO will review vendor presentations and has the right to deny content deemed in conflict of interest or inappropriate.
 - Availability: 1 per sponsor
- Meet Up Lounges (combo of networking lounge and meet ups) \$3,000 for exhibitors, \$6,000 for non-exhibitors
These lounges are rooms with chat and Zoom capabilities where attendees can gather based on a specific common interest or for open networking.
 - Sponsor has naming rights
 - Sponsors receive the contact details of attendees who come to their meet up
 - Sponsor may provide own ideas for entertainment and/or games for this room, if desired

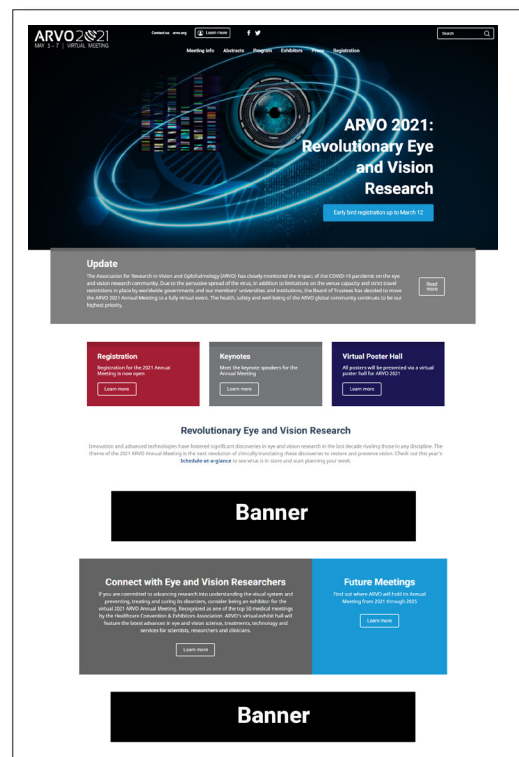


Annual Meeting e-Update



ARVO website

113,463 average page views per month



ARVO Annual Meeting website



New address:

5515 Security Lane, Suite 500
Rockville, MD 20852
+1.240-221-2900

ARVO.org