ARVO Annual Meeting
May 3 – 7, 2020
Baltimore Convention Center
Baltimore, Maryland

Sight-Saving Therapeutics

Exhibit and Marketing Opportunities
+1.703.683.8500
arvosales@ntpevents.com
ARVO 2020 Important Dates

2019

Sept. 30  After Sept. 30, applications for exhibit space must include full payment; final balance due for exhibit space

2020

Jan. 7  Online Exhibitor Service Manual available to exhibiting companies paid in full

March 2  Exhibit space application deadline for inclusion in ARVO Pocket Guide

March 6  Deadline for notifying ARVO Exhibits Management of intent to use non-official contractors (EACs)

March 13  Hotel reservation deadline

April 1  First day for receipt of freight shipments to Freeman warehouse in Lanham, Md.

April 24  Last day for receipt of freight shipments to Freeman warehouse*

May 1  Exhibit installation begins (8am – 5pm)

May 3 – 6  Exhibit Hall open (8:30am – 5pm)

May 6  Exhibit Hall officially closes (5pm)
Dismantling begins (6pm)
Dismantling complete; all contractors and exhibitors must leave the hall (midnight)

*Deliveries after this date may be rejected or incur a late storage fee.
Why Exhibit at ARVO 2020

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.

ARVO’s exhibit hall features the latest advances in eye and vision science, treatments, technology and services for scientists, researchers and clinicians.

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

Applications, exhibitor registration and the Exhibitor Service Manual will be available online only at ARVO.org/Exhibitors.

ARVO 2020

Booth Rates

Commercial
$2850 – 10’ X 10’ inline booth
$28.50 per square foot
$900 corner fee

Non-profit
$850 – 10’ X 10’ booth
$8.50 per square foot
$150 corner fee

Includes:
- Free WiFi internet access
- Company description in the ARVO Annual Meeting Pocket Guide and on the event website
- Three exhibit-only and two full meeting registrations per 10’ x 10’ booth space purchased*

Meeting Suites/Executive Suites Rates

Exhibitor — $30 per square foot
Non-Exhibitor — $41 per square foot
Executive Meeting Suite — starting at $20,000 per meeting suite

Suites come in sizes determined by ARVO/NTP. Suites includes:
- Carpet and draped walls and exterior ID sign. The Executive Meeting Suite includes a hardwall exterior.
- One 36” round table, 4 chairs. Executive Suite includes conference table and 8 chairs.
- Free WiFi internet access
- Company description in the ARVO Annual Meeting Pocket Guide and on the event website
- Three exhibit-only and two full meeting registrations. Executive Meeting suite includes six exhibit-only and four full meeting registrations.*
- Electric and audiovisual can be purchased for an additional charge

*Exhibit-Only name badges do not permit admission to scientific or platform sessions. A full meeting exhibitor badge is not sufficient for presentation of an abstract as First Author. First Authors who are exhibit representatives much also register as full meeting, non-exhibitor attendees.
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
- ARVO has a worldwide membership of nearly 12,000 and Annual Meeting attendee base of more than 11,000.
- ARVO’s Annual Meeting is the industry’s premier gathering place for information exchange and networking

Did You Know?
Conference branding opportunities increase booth traffic up to 104%

Source: Center for Exhibition Industry Research

ARVO Membership

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Non-U.S.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARVO Members by Degrees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MD</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PhD</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MD/PhD</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undeclared</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other 31%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Includes members’ degrees other than MD and PhD, such as BOptom, BSc, DVM, JD, MBA, MPH, MSc, OD and DPhil

ARVO Members by Area of Interest

- Anatomy/Physiology: 2%
- Biochemistry: 5%
- Clinical/Epidemiology: 7%
- Cornea: 14%
- Eye Movements: 3%
- Glaucoma: 12%
- Immunology/Microbiology: 4%
- Lens: 3%
- Physiology/Pharmacology: 3%
- Retina: 32%
- Retinal Cell Biology: 7%
- Visual Neuroscience: 3%
- Visual Psychophysics: 4%
- Undecided: 1%

Source: ARVO Data (June 2019)
ARVO Members by Professional Focus

<table>
<thead>
<tr>
<th>Focus</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>2%</td>
</tr>
<tr>
<td>Basic Research</td>
<td>33%</td>
</tr>
<tr>
<td>Clinical Practice</td>
<td>9%</td>
</tr>
<tr>
<td>Clinical Research</td>
<td>30%</td>
</tr>
<tr>
<td>Clinical Trials</td>
<td>4%</td>
</tr>
<tr>
<td>Education/Academic Teaching</td>
<td>4%</td>
</tr>
<tr>
<td>In-training Basic Research</td>
<td>4%</td>
</tr>
<tr>
<td>In-training Clinical Practice</td>
<td>3%</td>
</tr>
<tr>
<td>In-training Clinical Research</td>
<td>4%</td>
</tr>
<tr>
<td>Surgical</td>
<td>4%</td>
</tr>
<tr>
<td>Unidentified</td>
<td>3%</td>
</tr>
</tbody>
</table>

Basic Research Areas

<table>
<thead>
<tr>
<th>Research Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anatomy/Pathology</td>
<td>5%</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>5%</td>
</tr>
<tr>
<td>Immunology</td>
<td>5%</td>
</tr>
<tr>
<td>Physiology/Pharmacology</td>
<td>5%</td>
</tr>
<tr>
<td>Retinal Cell Biology</td>
<td>7%</td>
</tr>
<tr>
<td>Visual Neuroscience</td>
<td>4%</td>
</tr>
<tr>
<td>Glaucoma</td>
<td>4%</td>
</tr>
<tr>
<td>Laser Surgery</td>
<td>7%</td>
</tr>
</tbody>
</table>

Clinical Research Areas

<table>
<thead>
<tr>
<th>Research Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age-related Macular Degeneration</td>
<td>10%</td>
</tr>
<tr>
<td>Cataracts</td>
<td>8%</td>
</tr>
<tr>
<td>Cornea</td>
<td>7%</td>
</tr>
<tr>
<td>Diabetic Retinopathy</td>
<td>9%</td>
</tr>
<tr>
<td>Dry Eye</td>
<td>7%</td>
</tr>
<tr>
<td>Ocular Trauma</td>
<td>4%</td>
</tr>
<tr>
<td>Non-diabetic Retinal Disease</td>
<td>7%</td>
</tr>
<tr>
<td>Uveitis</td>
<td>6%</td>
</tr>
</tbody>
</table>

Nearly 80% of ARVO members attend the ARVO Annual Meeting.
The ARVO Annual Meeting is your best opportunity to market your products and services to leaders in eye and vision research from around the world.

**ARVO 2019 Registration Breakdown**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>50%</td>
</tr>
<tr>
<td>Non-U.S.</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,731</strong>*</td>
</tr>
</tbody>
</table>

*Total does not include 2019 meeting exhibitors

Over 34% of ARVO Annual Meeting participants are first-time attendees.

2019 attendees by region of residence

ARVO 2019 attendees represented 71 countries from around the world.
ARVO 2020 will offer linear or inline booths as well as island booths in a variety of sizes to meet your needs. Below is information about the two booth formats.

**Inline Booth Design**
- Standard inline booths will be used. All inline booths are 10’ x 10’ (approximately 3.1m x 3.1m). Exhibitors may reserve up to three contiguous in-line booths. ARVO does not permit peninsula booths, i.e., two or more booths at the end of two rows facing a cross aisle, except with the purchase of a 20’ x 20’ booth.
- Rental includes free wireless internet access (WiFi).
- Rental includes 8’ high back drapes and 36” high side drapes and a standard 7’ x 44” identification sign with company name.
- All booths must be carpeted. Order forms are included in the online Exhibitor Service Manual.
- The back wall of the display is limited to 9’ in height and a depth of 4’. Equipment that must be placed in the front 6’ of the booth should not block the view of adjacent booths or present unattractive backdrops, e.g., computer cables.
- The aisles are the property of all the exhibitors; therefore, each exhibitor is responsible for proper flow of traffic through the exhibit area. Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your exhibit area to absorb the majority of the crowd.

**Inline Booth Diagram**

**Island Booth**
An island booth is any booth exposed to aisles on all four sides. The entire space may be used. The maximum allowable height is 20 feet, including signage. Signage or overhead sign are permitted for island booth. All exhibitors with island booths that are 20’ x 20’ (400 square feet) or larger must submit a drawing of the proposed booth layout to ARVO show management by Mon., March 2. Drawings must include a top and a side view of the exhibit and indicate all dimensions. Island exhibitors who have not obtained prior ARVO approval will not be permitted to set up until their design has been approved. Island booths 20’ x 20’ or larger may include walls, but these are required to allow at least 50% see-through on all four sides and must have a 2ft. set-back from the aisle.
To Reserve a Booth

**Step 1**
Go to [ARVO.org/Exhibitors](#).

**Step 2**
Choose an available booth. (If you wish to combine booths, please contact the Exhibits Sales Manager at 1.703.683.8500 or ARVOSales@ntpevents.com.)

**Step 3**
Purchase and reserve at ARVO.org/Exhibitors.
ARVO 2019 Exhibitors

A
AbbVie
Absorption Systems
Abyss Processing
AcuSee
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.
Congressionally Directed Medical Research Programs (CDMRP)
Congruence Medical Solutions
Covance, Inc.
Custom coLABorators 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
Gluconix Biosciences, Inc.
Gooch & Housego
Good-Lite Company
Greenlight Clinical
Guardion 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
Vannx Pharmasystems
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
Marketing Opportunities at ARVO 2020

Student/Trainee Social Pacific Terrace
Sponsored by Théo

Engagement Opportunities

WiFi

Tote Bags

Pratt Street

Floor Clings

Window Clings

Visit us at Booth #5008

Networking Lounge

Tote Bags
ARVO 2020 Advertising Opportunities

Reach ARVO 2020 Attendees through Email

ARVO Annual Meeting e-Update messages are sent to all ARVO 2020 Annual Meeting registrants and all ARVO members (approximately 15,000 recipients).

Annual Meeting e-Update Newsletter

Beginning each September, ARVO distributes the Annual Meeting e-Update, a regular email newsletter, to current Annual Meeting registrants and all ARVO members. The email publication offers advertisers an excellent way to bring their information and marketing direction into the inbox of more than 15,000 eye and vision scientists.

Frequency: Monthly from September through November and then bi-monthly from December through May. The publication is distributed daily during ARVO’s Annual Meeting (premium to advertise in these issues).

Content focus: Vital event details, session overviews, program schedules, helpful tips, reminders and last-minute changes related to the Annual Meeting.

Specifications

Banner specs: 560 X 100px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs are fine to be submitted for ads. Animated GIFS or SWF (Flash-based ads) are not accepted.

Pre-Meeting Issues

<table>
<thead>
<tr>
<th>Rates (per issue)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner</td>
<td>$600</td>
<td>$1,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Banner</td>
<td>$500</td>
<td>$1,200</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

Onsite Meeting Issues

<table>
<thead>
<tr>
<th>Rates (per issue)</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner</td>
<td>$750</td>
<td>$1,300</td>
<td>$1,700</td>
<td>$2,150</td>
<td>$2,550</td>
</tr>
<tr>
<td>Banner</td>
<td>$650</td>
<td>$1,200</td>
<td>$1,600</td>
<td>$2,000</td>
<td>$2,400</td>
</tr>
</tbody>
</table>
Annual Meeting Website

ARVO’s Annual Meeting website offers the ability to market specifically to Annual Meeting participants as well as those learning about the meeting. The ARVO Annual Meeting site contains all information for the meeting including scientific sessions, travel, programming and more. Whether you are an exhibitor or have a product or service that may interest attendees, advertising on the ARVO Annual Meeting website offers the opportunity to reach leaders in eye and vision science and research.

Specifications

Banner ads are 728 X 90px; responsive ads that must accompany banner ads are 300 X 250px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are fine to be submitted for ads. SWF (Flash-based ads) cannot be accepted.

ARVO.org/AM Ad Rates

<table>
<thead>
<tr>
<th>Rates</th>
<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$3,000</td>
<td>$5,400</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Stats: The ARVO 2019 meeting website received more than 900,000 unique page views from July 2018 – May 2019.

Source: ARVO Data (June 2019)
ARVO 2020 Advertising Opportunities

Pocket Guide
Each ARVO Annual Meeting attendee receives a copy of this pocket-sized publication in their meeting tote bag. The Pocket Guide serves as an essential logistical tool for navigating the ARVO Annual Meeting sessions, exhibits and events. It contains maps of the convention center, schedules for both scientific and social events, a complete exhibitor directory and much more.

The Pocket Guide is given onsite to each meeting attendee and placed in each exhibitor booth. Approximately 11,500 copies are distributed during the meeting.

Specifications
Ad close: March 13, 2020;
Materials due: March 27, 2020

Electronic format specifications should meet SWOP specifications; high-resolution CMYK PDF files with crop and bleed marks. PDFX/1A: 2001 is preferred.

Rates
<table>
<thead>
<tr>
<th>Size</th>
<th>2020 exhibitor</th>
<th>2020 non-exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, black and white</td>
<td>$3,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>Full-page, 4-color</td>
<td>$5,145</td>
<td>$5,545</td>
</tr>
<tr>
<td>1/2-page, black and white</td>
<td>$1,625</td>
<td>$1,840</td>
</tr>
<tr>
<td>1/2-page, 4-color</td>
<td>$3,775</td>
<td>$3,985</td>
</tr>
</tbody>
</table>

Premium Placements
<table>
<thead>
<tr>
<th>Placement</th>
<th>2020 exhibitor</th>
<th>2020 non-exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover, 4-color only</td>
<td>$6,700</td>
<td>n/a</td>
</tr>
<tr>
<td>Inside front cover, 4-color only</td>
<td>$6,250</td>
<td>n/a</td>
</tr>
<tr>
<td>Inside back cover, 4-color</td>
<td>$5,950</td>
<td>$6,725</td>
</tr>
<tr>
<td>Inside back cover, B&amp;W</td>
<td>$3,750</td>
<td>$4,250</td>
</tr>
<tr>
<td>Opposite inside front cover, 4-color</td>
<td>$5,800</td>
<td>$6,575</td>
</tr>
<tr>
<td>Opposite inside front cover, B&amp;W</td>
<td>$3,625</td>
<td>$3,995</td>
</tr>
</tbody>
</table>
ARVO 2020 Branding Opportunities

**Tote Bags**
$15,000 (exclusive)
Sponsorship included company logo on the ARVO 2020 upgraded canvas zippered tote bag. All meeting attendees receive a bag at registration. The ARVO Annual Meeting logo will be printed on one side of the tote and your 2-color company logo will be printed on the other side. Your logo will be visible throughout the entire meeting and beyond. ARVO will provide bags and shipping. Sponsor will need to provide camera-ready artwork.

**Artwork deadline:** October 24, 2019.

**Meter Panels**
Starting at $2,850
Ancillary Event Meter Panel: $4,000
Attendees will notice your double-sided signs in strategic high-traffic locations along their walk to registration and to the poster and exhibit hall every day. ARVO produces and places the meter panels. Sponsor to provide artwork pending approval of ARVO. Exact location to be determined by ARVO meeting management based on sponsor’s preferred location.

**Artwork deadline:** March 25 (additional fees apply after this date).

**Notebook**
$7,500 (exclusive)
Sponsor to produce 11,500 notebooks and ship to Freeman warehouse between April 12-24, 2019. ARVO will insert the notebooks into each attendee bag. Design and dimensions must be approved by ARVO in advance of production. Notebook design may not include the ARVO logo.

**Light Boxes**
$5,500
Ensure you capture everyone’s attention with these high-impact, double-sided 6-foot-tall light boxes. Each fixture will feature a backlit panel of your marketing message. Sponsor must provide artwork. Price includes production. Exact location to be determined by ARVO meeting management based on sponsor’s preferred location.

**Artwork deadline:** March 25 (additional fees apply after this date).

**Key Cards**
$8,500
Hilton Baltimore, Baltimore Renaissance HarborPlace and Baltimore Marriott Waterfront
Two key cards issued per room; single-sided, 4-color graphics. Call for more information and deadlines.

**Banner Advertisements**
Starting at $10,000
Put your message on a banner that is strategically placed in a high-traffic area of your choice. Banner sizes and locations vary. Contact ARVOSales@ntpevents.com for details and locations. ARVO meeting management produces, installs and determines exact location of banner. Sponsor to provide artwork.

**Artwork deadline:** March 25 (additional fees apply after this date).

**Tote Bag Insert**
$5,000 each (limited to 6 inserts)
Expose your brand to all ARVO 2020 attendees. Place an insert in the official bag distributed to all attendees ensuring your message will leave an impression on your target audience. Literature insert may be up to 8.5” x 11” double-sided. Alternative sizes and items will be considered on a case-by-case basis and require ARVO approval. Finished product must be shipped to warehouse.

**Shipments must arrive at Freeman warehouse in Lanham, Md. between April 12 – 24.**
Luggage/Coat Check Sponsorship
$12,000
Sponsorship will allow for luggage check to be complimentary for attendees. Sponsor logo will be included wherever Luggage/Coat Check is advertised to attendees (Annual Meeting e-Update, Annual Meeting website, Pocket Guide (if logo is received by artwork due date). Sponsor logo will also be included on the coat check tickets, and on one meter panel in front of coat check. Sponsor can provide branded giveaway (i.e. luggage tag). There is also the option to enhance attendee experience by upgrading to add entertainment, food and beverage, or seating by coat check.

Ancillary Event Promotion Package
(Listing only)
$1,000
Sponsorship includes a 50-word online listing with company logo on ARVO ancillary event website page. Link to full event details and registration. Inclusion on one pre-show email informing attendees about ancillary events. Artwork, event date/ time/ location, and url link must be submitted two weeks in advance of eblast. The event promotion package also includes a two-sided meter panel placed in high traffic area. Sponsor provides the artwork for signs. Artwork may not include ARVO’s logo.

Floor Decals
$2,850 (pair of 3’ x 3’ or one 6’ x 6’)
Take advantage of this opportunity to direct ARVO attendees to your booth with highly-visible, color floor decals on the show floor. The stickers display your company branding and provide an excellent way to maximize your booth traffic. ARVO produces and installs the decals, sponsor provides artwork. Exact location to be determined by ARVO meeting management.

Artwork deadline: March 25 (additional fees apply after this date).

Window and Door Clings
Call for pricing
These advertising clings are a proven eye-catcher and make a dramatic impression on attendees as they travel throughout the convention center. ARVO produces and installs the graphics. Sponsor to provide the artwork. Exact location to be determined by ARVO meeting management.

Artwork deadline: March 25 (additional fees apply after this date).
Wi-Fi Sponsorship
$20,000 (exclusive)

Upgrade Available: Receive 25% discount on ARVO 2020 online advertising opportunities!

Be the exclusive wi-fi sponsor and get noticed whenever wi-fi is mentioned. Sponsor will be featured on the table tents with login information, on signage where the mobile app is mentioned and will receive a complimentary tote-bag insert. The wi-fi splash page will include the sponsor corporate logo, booth number and may click through to a landing page of your choice.

Mobile App
ARVO’s mobile conference app offers unmatched advertising opportunities to attendees. In addition to banner ads and logo placements, the app provides the ability to include your marketing collateral, saving you thousands of dollars in printing and shipping costs and thereby reducing your own exhibitor footprint. This ensures the best attendee experience with your brand.

Mobile App Main Sponsor — $10,000 (exclusive)

Attendees won’t miss your ad when they start up the app or receive an update. You will make a powerful impression as your company logo displays at each full app restart. Includes an exclusive sponsor tab in the “More” section of the app. This option is available to one sponsor only.

Opportunity includes:
- Sponsor logo displays on startup screen upon launch of app and each restart
- Includes an exclusive sponsor tab in the “more” section of the app
- Table tents placed throughout the convention center with sponsor recognition
- Full sponsor recognition: Pocket Guide, on-site signage, website, mobile app – includes logo on all these placements as a “thank you to our sponsor”
- One premium banner ad on NOW screen (non-exclusive)

Premium Banner Ad on NOW Screen
Advertise directly on the NOW screen (home page) of the mobile app with banner ads that are timed to specific days during the meeting. Limit of one sponsor per day.

- $1,000 before event start
- $2,500 Day 1
- $2,000 Day 2
- $1,000 Day 3, 4, or 5

Push Notifications — $2,000
Display your message at a certain time and date within the app. Ideal for new product or booth event announcements. Limited to one sponsored notification per day.
ARVO 2020 Sponsorships

**Student/Trainee Social (May 4)**

$8,000 (Only one remaining)

This networking event draws young researchers from around the world and recognizes grantees who have demonstrated exceptional skills in eye and vision research. Show your company’s commitment to this next generation of eye and vision researchers as a key supporter of the event.

**Breakfast with the Expert (May 5)**

$10,000

$2,750 for table to include sponsor expert (20 tables of 10 total at this event. Exposure to 200 attendees)

The Breakfast with an Expert session gives students and member trainees the opportunity to enjoy breakfast while interacting with industry experts and fellow attendees. Supply your own expert to provide career and professional development advice. Expert to be approved by ARVO.

**Members-in-Training Lounge**

$12,000 (exclusive)

The Members-in-Training Lounge serves as a dedicated space where Members-in-Training (MITs) can network, hold small meetings, get information and advice about the program and ARVO membership, check emails, etc. Complimentary snacks and drinks will be available at designated times during the day.

Opportunity includes:
- Onsite signage outside and in the lounge
- Opportunity to distribute approved literature
- Badge scanner
- Banquet rounds and chairs
- Morning coffee break each day
- Afternoon snack break each day

Options for upgrades include, but are not limited to:
- Upgraded furniture
- Additional food and beverage
- Branded cookies

**Exhibitor Education Lounge**

Starting at $2,000 (limited availability)

Present information about your products, services or research directly to an audience of attendees with this highly visible, cost-effective opportunity. (Please note that poster presenters must select a time that is after their poster session.)

Opportunity includes:
- Schedule of presentations on meter panel in exhibit hall and another in registration area
- Designated presentation area on show floor
- Includes screen, podium and handheld microphone
- Recognition on event signage
- Each presentation to receive a push notification in the app and one announcement in the exhibit hall
- Designated time slots for 30-minute presentations
- Sponsor to provide title and description
- Information in ARVO 2020 Annual Meeting Pocket Guide and on ARVO website
- Promotion during Annual Meeting on walk-in slides and on social media
- **Food and beverage options are available for premium pricing.**

Call for more information.
ARVO Sunday Social (May 3)
The ARVO Sunday Social will be a highlight of ARVO 2020, offering your company a chance to engage attendees on the first day of the Meeting. ARVO’s largest networking event will likely sell out, making it a high-impact sponsorship opportunity.

Classical Concert (May 6)
This event is an ARVO classic. ARVO members perform some of the best-known classical selections at this popular concert event. Attendees can sit back, relax and enjoy the chamber music. Become a visible sponsor and elevate your brand through this one-of-a-kind event.

ARVO Karaoke (May 6)
Attendees share their vocal talents or cheer on their favorite performer at ARVO’s annual Karaoke Night! The event features light snacks, great drinks, fun and entertainment! Mix of sponsorship levels can include visible signage and/or food and drink support for your company.

Sponsorship packages are available for these select ARVO Annual Meeting social events. Take advantage of the relaxed environment at these popular gatherings to enhance your exposure among the brightest minds from across the globe. Contact ARVO Exhibit and Sponsorship Sales at ARVOSales@ntpevents.com for more information.

- **Visionary Level – $50,000**
  Sponsor recognition at the Sunday Social, Classical Concert and Karaoke plus a signature drink, food station, premier signage, logo projection, branded cups and napkins at all three events and recognition in promotional communications.

- **Leader Level – $20,000**
  Sponsor recognition at the Sunday Social, Classical Concert and Karaoke plus a signature drink or food station at all three events and recognition in promotional communications.

- **Partner Level – $10,000**
  Sponsor recognition at the Sunday Social, Classical Concert and Karaoke, including two meter panels recognizing sponsor at all three events and in promotional communications.

- **Supporter Level – $5,000**
  Sponsor recognition at the Classical Concert and Karaoke, to include one meter panel recognizing sponsor at both events and in promotional communications.
ARVO Foundation Gala
Sat., May 2, 6:30 – 9:30pm
Hilton Baltimore Inner Harbor

Held the evening before the opening of the ARVO Annual Meeting, the ARVO Foundation Gala is a great way to get exposure to leaders of the eye and vision research community, including department chairs and senior faculty. More than 500 members and friends of ARVO join together for a semi-formal dinner and celebration to honor individuals and organizations who have shown dedication to the ARVO Foundation and its mission.

The 2020 ARVO Foundation Honorees to be recognized at the Gala include:
- National Eye Institute
- Cheryl M. Craft, PhD, FARVO
- Calvin C. P. Pang, DPhil, FARVO
- Alfred Sommer, MHS, MD

A la carte Sponsorship Opportunities

- **Photo booth – $2,500**
  Co-branded fun photos for attendees to enjoy
  Benefits: Your logo co-branded with the ARVO Foundation on printed and digital photos.

- **Giveaway – $2,500**
  Co-branded item for all attendees
  Benefits: Your logo co-branded with the ARVO Foundation on a giveaway item for all attendees; item is ARVO Foundation’s choice.

- **Entertainment – $10,000**
  Live music and entertainment for Gala attendees to enjoy
  Benefits: Same as Benefactor level, plus dedicated signage onstage.

- **Welcome Reception – $15,000**
  30-minute cocktail reception for all Gala attendees
  Benefits: Same as Partner level, plus dedicated signage and branded cocktail napkins during reception.

Benefits for these sponsorships are restricted to these individual events within the ARVO 2020 Annual Meeting.

All sponsors may elect to refuse a sponsorship benefit if necessary for regulatory considerations.

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<thead>
<tr>
<th>Sponsorship Packages</th>
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Women in Eye and Vision Research (WEAVR) Luncheon
Mon., May 4, 1:15 – 2:45pm
Hilton Baltimore Inner Harbor

Show your organization’s commitment to women in science by supporting the 12th Annual WEAVR Luncheon. This annual ARVO Foundation event hosts more than 400 attendees. WEAVR Luncheon attendees represent all career stages — PhD candidates and postdoctoral fellows, MDs, industry researchers and leaders, clinician-scientists and chairs of the world’s best ophthalmology and neuroscience research and teaching programs. While many women attend this event, everyone is welcome and encouraged to attend. All funds raised at the luncheon support travel awards and career development programs for early and mid-career female scientists.

This year’s featured speaker is Katherine A. High, MD, president and head of research and development of Spark Therapeutics.

Sponsorship Packages

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A la carte Sponsorship Opportunities

- **Giveaway – $2,500**
  Co-branded item for all attendees
- **Dessert To Go – $5,000**
  Coffee and a cookie to go

Benefits: Same as Benefactor level, plus branding on coffee cups and packaged dessert.

Benefits for these sponsorships are restricted to these individual events within the ARVO 2020 Annual Meeting.

All sponsors may elect to refuse a sponsorship benefit if necessary for regulatory considerations.
The 2020 Imaging in the Eye conference begins on Fri., May 1, with a special lecture followed by a light reception. The learning continues Sat., May 2, with a full-day conference bringing together more than 500 eye and vision researchers specializing in imaging.

Attendees consist of members of the basic science, clinical, engineering and industrial communities who are interested in new techniques and methods for imaging in the eye and their applications to clinical ophthalmology, fundamental vision research and biomedicine.

The conference showcases the advances in many imaging techniques including optical coherence tomography (OCT), adaptive optics (AO), nonlinear microscopy and other advanced imaging methods as a tool to understanding the visual system, ophthalmic disease and clinical management.

**Sponsorship Opportunities**

**Friday Night Reception Sponsorship — $10,000 (exclusive)**
- Sponsor may distribute literature or a giveaway during the reception. (Alternatively, literature racks could be provided in registration.)
- Sponsor may place two meter board signs in the reception
- Sponsor may greet guests upon entry to reception
- Sponsor’s logo to be included on entrance screens (Reception sponsored by….)
- Sponsor’s logo on table top signage during reception
- ARVO to provide branded napkins with sponsor logo (if desired)

**Imaging Conference Sponsorship — $3,000**
For $3,000, you’ll receive:
- Three complimentary Imaging Conference registrations
- Verbal acknowledgment during the Imaging Conference introduction and closing
- Logo recognition in one imaging program email to attendees
- Ad placement in the Imaging Conference online program book

**Add-On Sponsorship**
ARVO Imaging Conference sponsors have the option to add on one or more of the following opportunities:
- Expand your reach during ARVO through a presentation in the Exhibitor Education Lounge during the ARVO Annual Meeting
- Pocket Guide placement
- Official coffee break sponsorship (2 available); Coffee break includes branded cups and napkins
- Table Top Display near registration
- Advertisement in the ARVO Annual Meeting e-Update emails
- Advertisement in the ARVO Insight membership email
- Advertisement on the ARVO website or on the Annual Meeting microsite
- Signage acknowledgement on coffee break tables
- Additional acknowledgment in online program book

Call for more information about these options.
In 2020, ARVO will launch a unique program to educate members on how to advance translational ideas to clinically applied products. This program will encourage and foster an innovation mindset amongst attendees. The new B2B program, which will be geared toward the pipeline’s early stage, will provide companies with an opportunity to share the trials and tribulations of taking a new discovery to the market with researchers from across the globe.

Sponsorship Opportunities

**Breakfast session — $2,500 (exclusive)**
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Dedicated recognition signage during breakfast
- Distribution of one handout on literature table throughout the day

**Dolphin Tank Session — $2,500 (exclusive)**
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Logo on screen at the start of the session
- Distribution of one handout on literature table throughout the day

**Networking Break — $1,000 each or $3,500 for both (exclusive)**
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Logo on exclusive signage during break(s)
- Distribution of one handout on literature table throughout the day

**Networking reception — $5,000 (exclusive)**
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Logo on exclusive signage during the reception
- Branded napkins
- Distribution of one handout on literature table throughout the day

**Networking Package — $7,500 (exclusive)**
(Includes both Networking Breaks and Networking Reception and is available until either of the breaks or reception are sold)
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Logo on exclusive signage during the breaks and reception
- Two (2) complimentary B2B registrations
- Distribution of one handout on literature table throughout the day

**Keynote Sponsorship — $3,000 (exclusive)**
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Logo on screen at the start of the session
- Distribution of one handout on literature table throughout the day

**Overall meeting sponsorship — $8,000**
- Verbal acknowledgment during the B2B meeting opening and closing remarks
- ½ page ad in Annual Meeting Pocket Guide
- Logo recognition in the sponsorship listing on the B2B website, in B2B promotional emails and on B2B meeting signage
- Ad placement in pre- and post-B2B meeting emails to attendees
- Single piece of collateral placed in the meeting area and/or on attendee seats
- Two (2) complimentary B2B registrations
- Two (2) ad placements in ARVO’s Insight newsletter between June and September 2020

**Upgrades Available**
- Table Top Display near registration — $1,000
- *Pocket Guide* ad placement — 25% off of the exhibitor rate
- Website advertising — 25% off rate
- Journal advertising — not sure this makes sense but worth discussing

Call for more information about these options.
Top Four Reasons to Exhibit at ARVO 2020

1. Meet with prospective customers
2. Generate sales leads with new customers
3. Promote company and brand awareness
4. Meet with current customers

Source: ARVO 2019 Annual Meeting Exhibitor Survey

Apply for exhibit space online at ARVO.org/Exhibitors

ARVO 2020
MAY 3 – 7
BALTIMORE, MD

Baltimore Convention Centre
1 W Pratt St.
Baltimore, MD 21201
ARVO.org/Exhibitors