

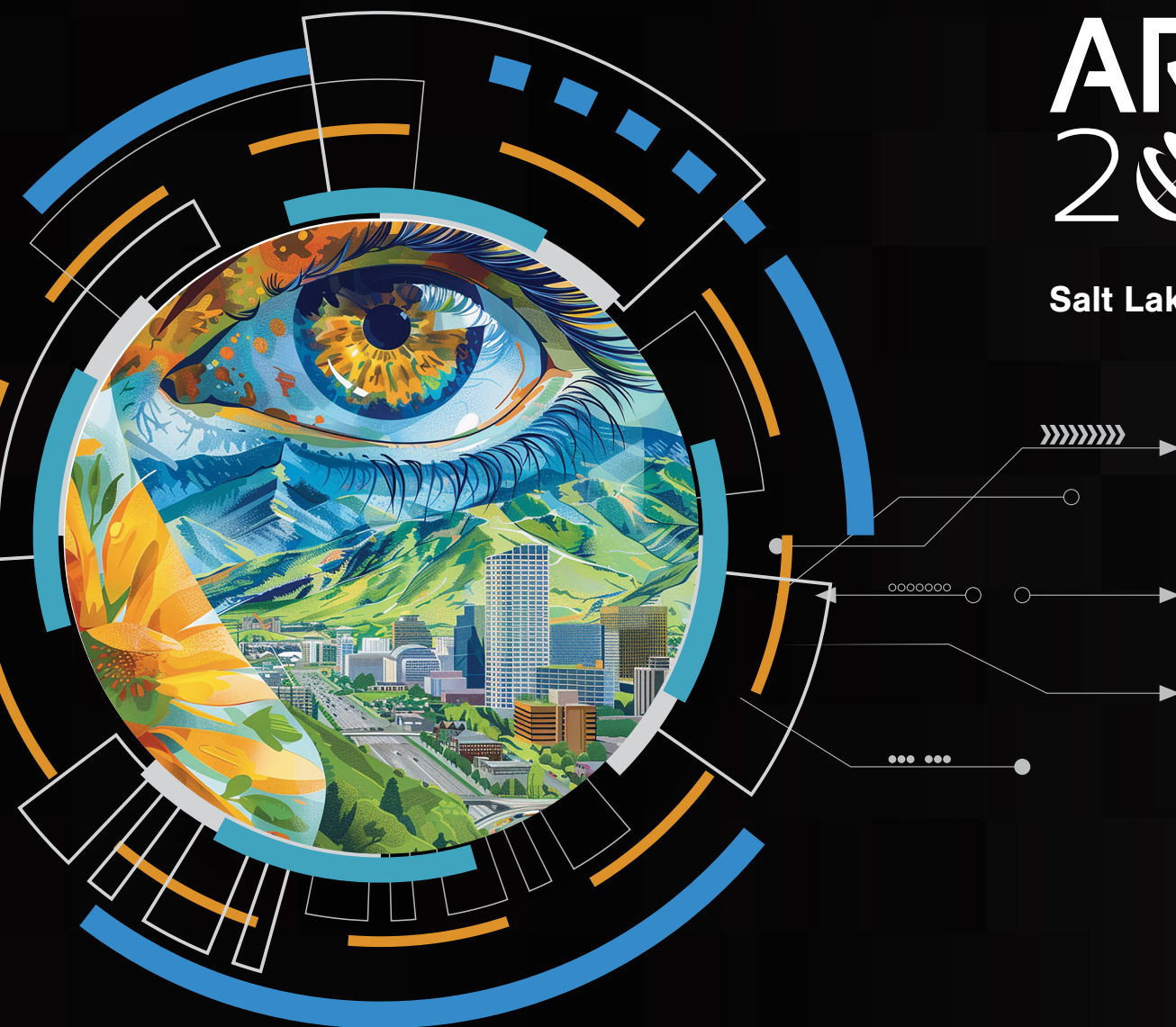


## Exhibit and Marketing Opportunities

Exhibit Dates: May 4 – 7

+1.703.683.8500

[arvosales@ntpevents.com](mailto:arvosales@ntpevents.com)



# ARVO 2025

May 4 – 8

Salt Lake City, Utah

# i3

## Imagining Innovation and Intelligence in Vision Science

# Contents

## Exhibit Information

- 3 Booth Rates
- 4 Demographics
- 7 Booth Design
- 8 ARVO 2025 Floor Plan
- 9 ARVO 2025 Exhibitors

## Marketing Opportunities

- 10 Advertising Opportunities
- 15 Branding Opportunities

# Fast Facts

## Warehouse Location

ARVO Annual Meeting  
c/o BTX/Freeman  
1812 S. Empire Rd.  
Suite B  
Salt Lake City, UT 84104

## Exhibitor Online Registration

ARVO.org/Exhibitors

## Exhibitor Badge Pickup

Fri., May 2 – Wed., May 7  
8am – 5pm

## Exhibit Hall Schedule

Sun., May 4 8:30am – 5pm  
Mon., May 5 8:30am – 5pm  
Tues., May 6 8:30am – 5pm  
Wed., May 7 8:30am – 5pm

## Exhibitor Move-in

Fri., May 2 8am – 5pm  
Sat., May 3 8am – 5pm

## Exhibitor Move-out

Wed., May 7 5 – 11:59pm

# ARVO 2025 Important Dates

## 2024

- Oct. 25** Applications for exhibit space must include full payment; final balance due for exhibit space
- Nov. 15** Online Exhibitor Service Manual available to exhibiting companies paid in full  
  
Exhibitor registration opening

## 2025

- March 3** Exhibit space application deadline for inclusion in ARVO Pocket Guide
- March 3** Deadline for notifying ARVO Exhibits Management of intent to use non-official contractors (EACs)
- April 2** First day to accept shipments at warehouse
- April 25** Last day to accept shipments at warehouse\*
- March 7** Hotel reservation deadline
- May 2 – 3** Exhibit installation (8am – 5pm)
- May 4 – 7** Exhibit Hall open (8:30am – 5pm)
- May 7** Dismantling begins 5 – 11:59pm

\* Deliveries after this date may be rejected or incur a late storage fee.



# Why Exhibit at ARVO 2025

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](https://www.arvo.org/Exhibitors).

# Booth Rates

## Commercial

\$3,000 – 10' X 10' inline booth  
\$30 per square foot  
\$900 corner fee

## Non-profit

\$900 – 10' X 10' booth  
\$9.00 per square foot  
\$200 corner fee

Includes:

- Free WiFi internet access
- Company listing in the ARVO Annual Meeting Pocket Guide and on the event website
- Six exhibit-only and two full meeting registrations per 10' x 10' booth space purchased\*

## Executive Suites/Private Meeting Rooms

- Exhibitor – \$32.50 per square foot
- Non-Exhibitor – \$45 per square foot
- Private Meeting Rooms in the Convention Center starting at \$20,000.
- Executive Meeting Suite in the Exhibit Hall—starting at \$20,000 per meeting suite. Suites come in sizes determined by ARVO/NTP. Suites include:
  - 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.
  - Six exhibit-only and two full meeting registrations. Executive Meeting suite includes 12 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 must also register as full meeting, non-exhibitor attendees.

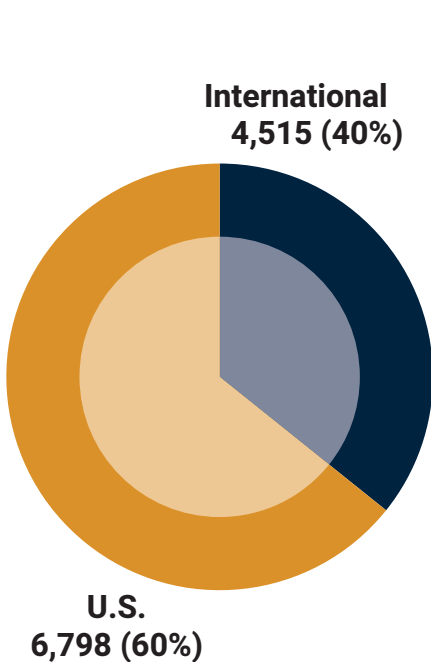
# ARVO Member Demographics

(2024 membership)

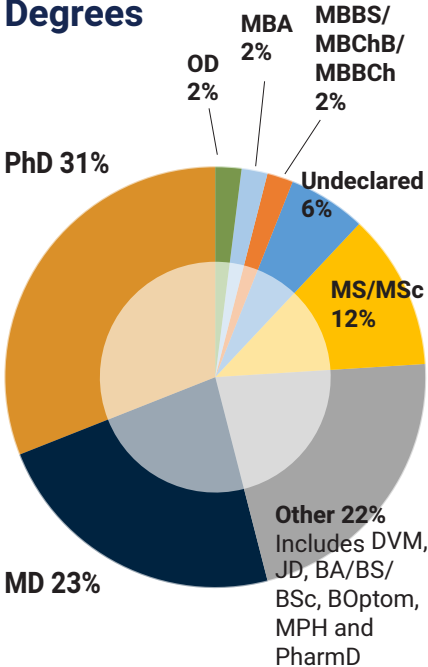
## Why Market with ARVO?

- ARVO is globally-recognized and respected as a leading provider of quality content and new research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- ARVO's Annual Meeting is the industry's premier gathering place for information exchange and networking

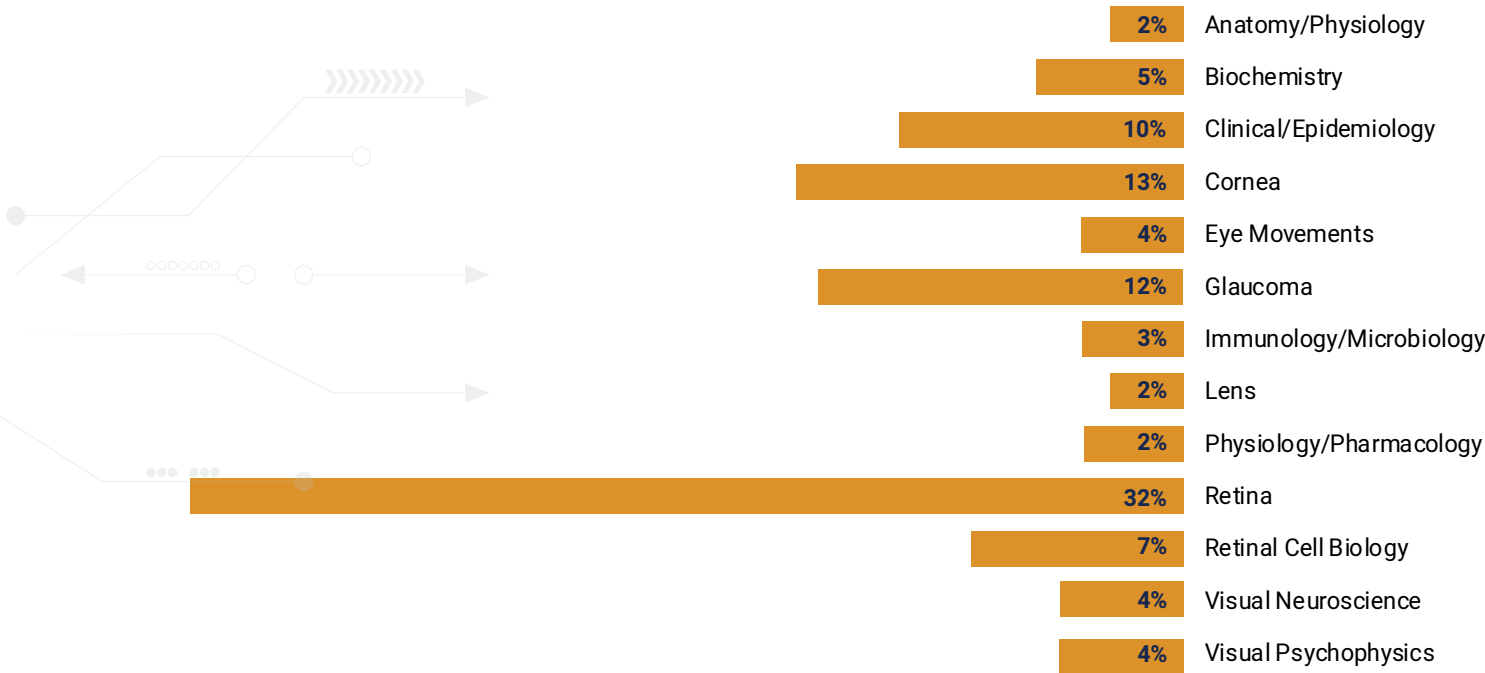
## ARVO Membership



## ARVO Members by Degrees



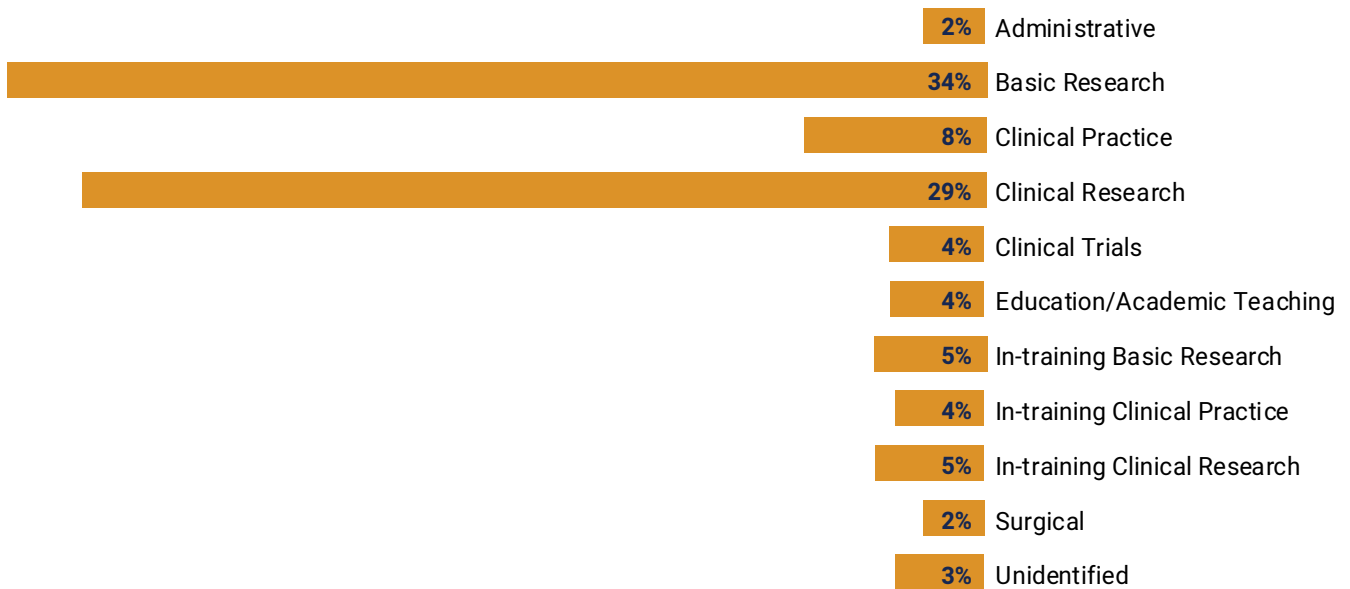
## Members by area of interest





# ARVO Member Demographics

## Members by Professional Focus



**Nearly 80%  
of ARVO  
members  
attend the  
ARVO Annual  
Meeting.**



# ARVO Meeting Demographics

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.

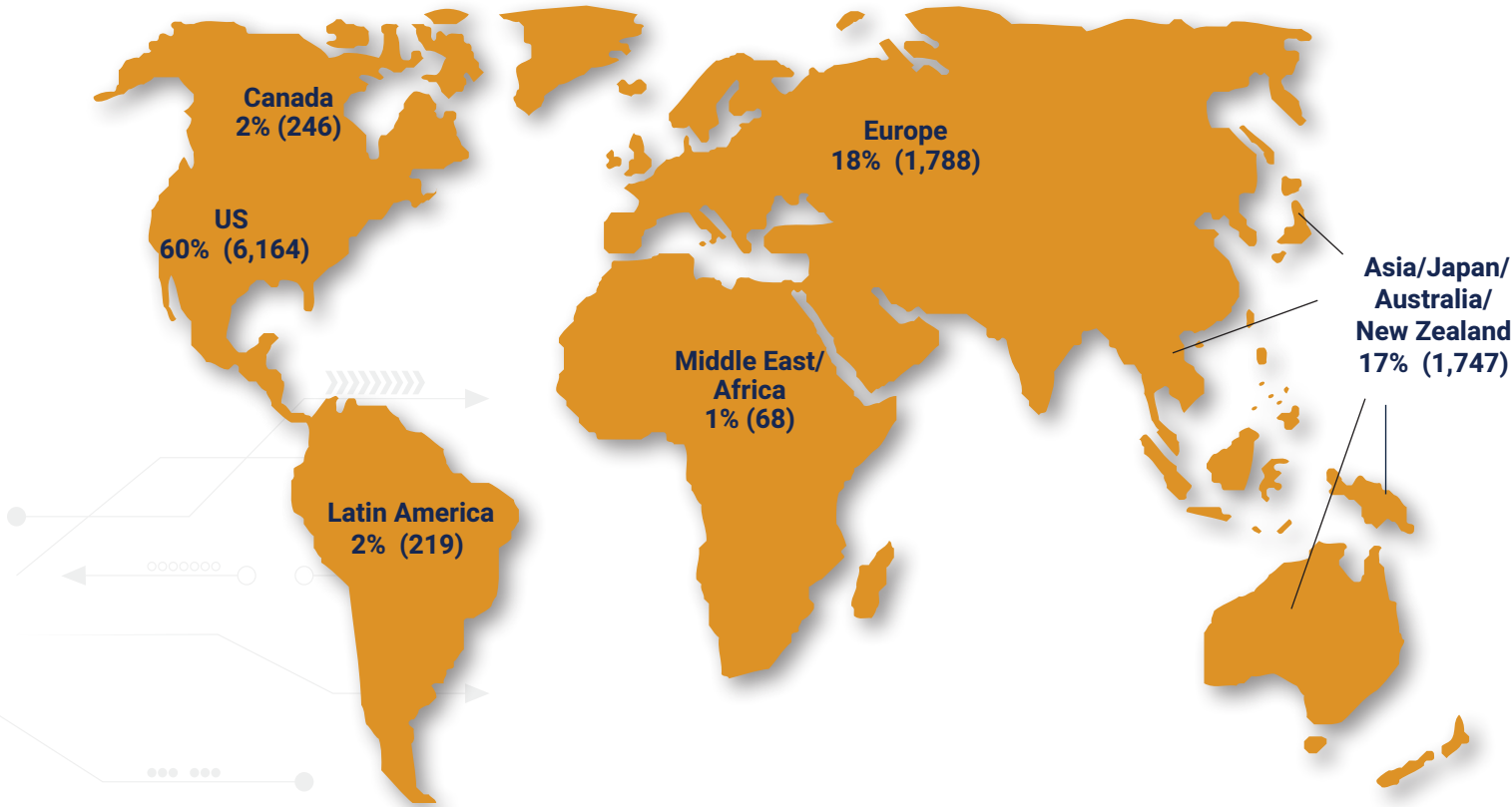
## ARVO Meeting Registration Breakdown

	Registrants	%
U.S.	6,164	60%
International	4,069	40%
Total	10,232	100%

\*Total does not include meeting exhibitors



## 2024 attendees by region of residence



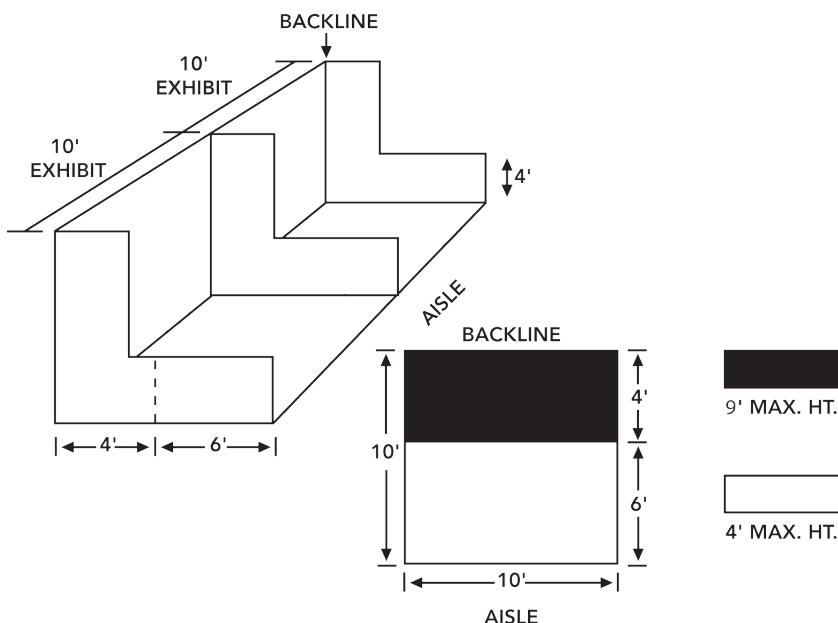
# ARVO 2025 Exhibit Booth Design

ARVO 2025 will offer linear or inline booths as well as island booths in a variety of sizes to meet your needs.

## Inline Booth Design

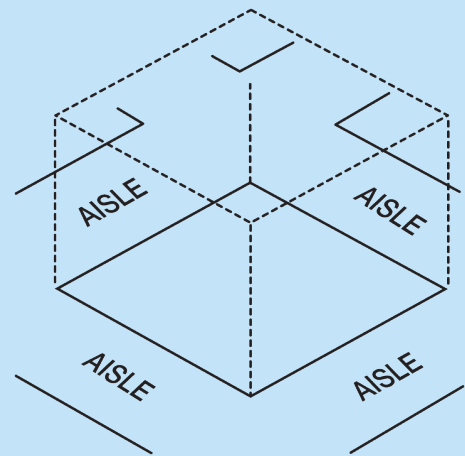
- Standard inline booths will be used. All inline booths are 10' x 10' (approximately 3.1m x 3.1m). Exhibitors may reserve up to three contiguous in-line booths. ARVO does not permit peninsula booths, i.e., two or more booths at the end of two rows facing a cross aisle, except with the purchase of a 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



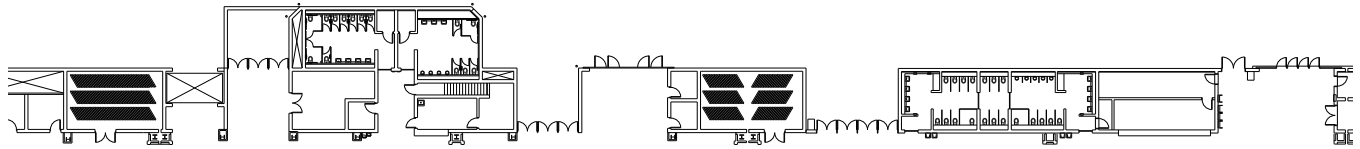
## Island Booth

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 Fri., March 7. 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 25% see-through on all four sides.

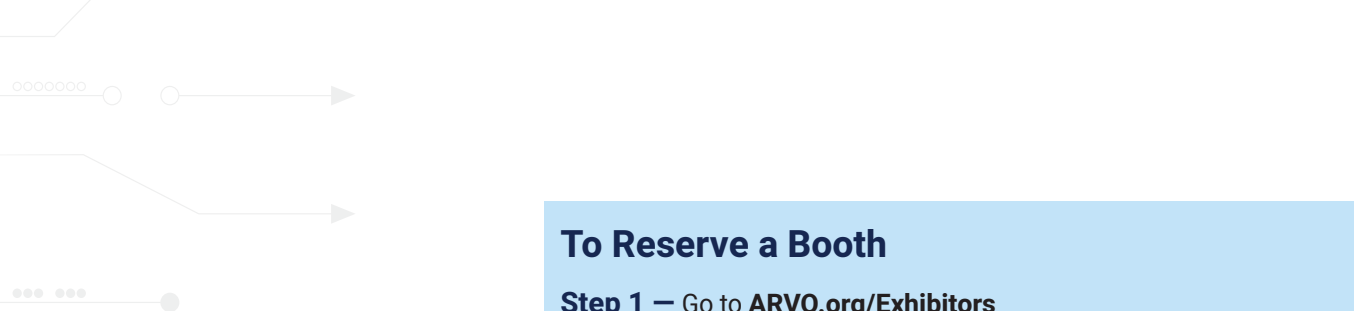
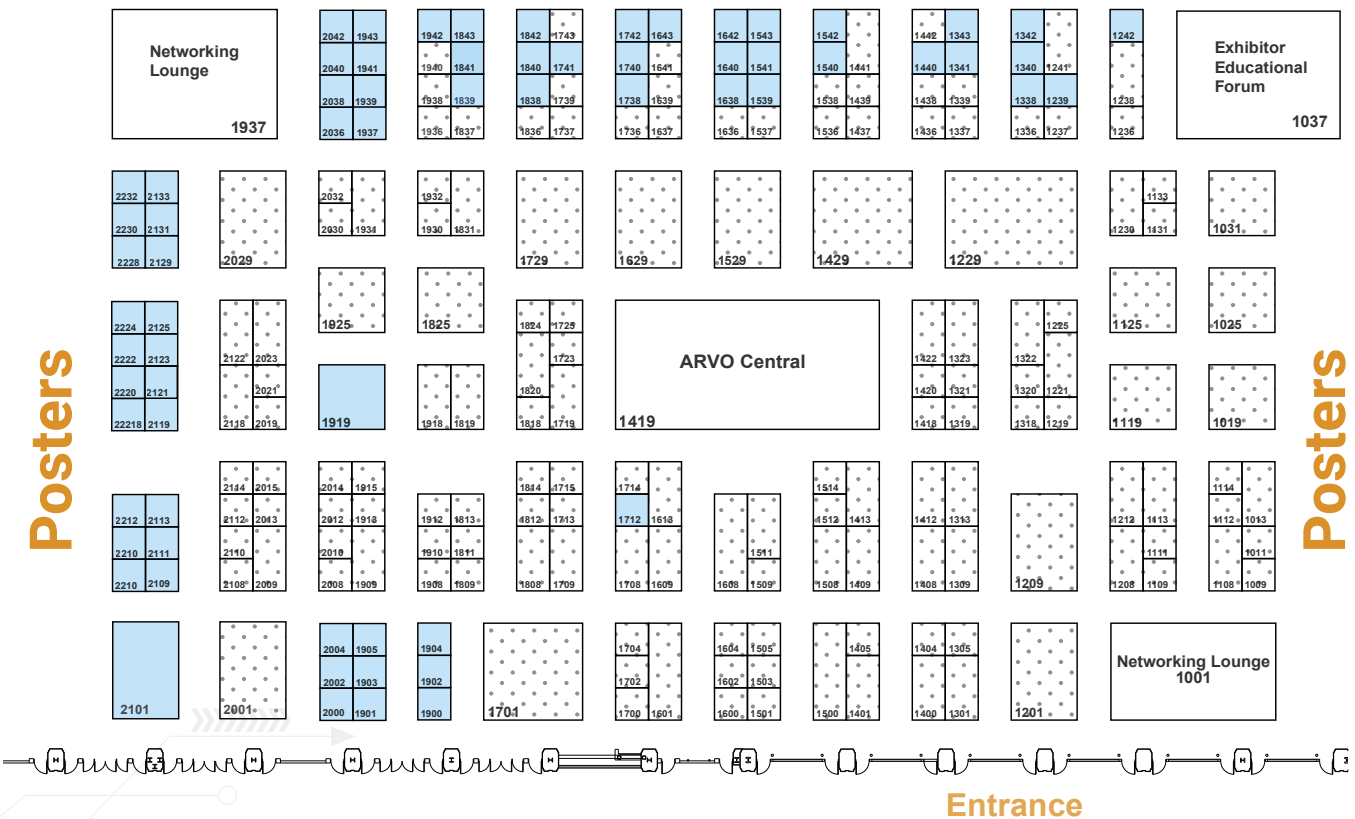


# ARVO 2025 Exhibit Hall Floor Plan

Exhibit Dates: May 4 – 7 | Salt Palace Convention Center | Salt Lake City | Utah



## Food & Beverage



- Available booth as of August 2024
- ▨ Reserved booth

## To Reserve a Booth

**Step 1** — Go to [ARVO.org/Exhibitors](https://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](mailto:ARVOSales@ntpevents.com).)

**Step 3** — Purchase and reserve at [ARVO.org/Exhibitors](https://arvo.org/exhibitors)

# ARVO 2025 Exhibitors

(as of August 2024)

20/20 Onsite

## A

AbbVie Medical  
Affairs Aero Pump GmbH  
Airdoc  
Alcon Vision, LLC  
Alimera Sciences  
Alkeus  
Altasciences  
Apellis Pharmaceuticals  
Aptar Pharma  
ARVO  
Association Ocular Pharmacology and  
Therapeutics  
Astellas  
Aurora Surgical LLC

## B

Bloomage Biotechnology USA Inc.  
Boehringer Ingelheim International GmbH  
BrightFocus Foundation

## C

Callan Pharma Services  
Cambridge Research Systems  
Celanese  
Centre for Eye and Vision Research  
Charles River  
Choroideremia Research Foundation  
CorEvitas  
Cylite

## D

Diagnosys LLC  
Doheny and UCLA Stein Eye Institutes

## E

EarlySight SA  
Emmes  
Encompass Pharmaceutical Services, Inc.  
EnTox Sciences  
Epsilon USA  
eSight - By Gentex Corporation  
Espansione Group  
Eversight  
Experimentica Ltd.  
Exsera BioLabs  
EyeCRO  
Eyenuk, Inc.

## F

Fortrea

## G

Gene Tools, LLC  
Genentech, A Member of the Roche Group  
Genesis Drug Discovery & Development  
(GD3)  
Global Vision Technologies

## H

Haag-Streit USA  
Heidelberg Engineering, Inc.  
Humonix Biosciences

## I

icare USA  
Ichor Life Sciences, Inc.  
Imagine Eyes  
Intalight Inc.  
Integral BioSystems, LLC  
International Society for Eye Research  
InVision BioResources  
Iris Pharma

## J

JAMA Network  
JOINN-Laboratories (suzhou) Inc.  
Jorvec Corp.

## K

Keeler Instruments  
Konan Medical USA, Inc.  
Kugler Publications

## L

Labcorp  
LENZ Therapeutics  
Lexitas Pharma Services, Inc.  
LightTopTech Corp  
Lions Gift of Sight  
Lions World Vision Institute  
LKC Technologies, Inc.  
Lumetica Vision  
LumiThera, Inc.

## M

M&S Technologies  
MediNect Bioservices Ltd  
MedOne Surgical  
MeltPrep  
MERIT  
Metrovision  
Miracles In Sight  
Mosaic Biosciences

## N

Nanoscope Instruments  
Nanoscope Therapeutics  
National Alliance for Eye and Vision Research  
National Eye Institute  
Nemera  
Netra Systems, Inc.  
Newcells Biotech  
Nidek  
NKT Photonics Inc.

## O

Ocugen  
Ocular Instruments  
Oculus, Inc  
OcuMetrics, Inc  
OcuScience  
OHSU Casey Eye Institute  
Optos Inc  
Ora, Inc.  
OSOD, LLC

## P

Pharmaron  
Philophos, Inc.

Phoenix MICRON

Powered Research  
Precision Vision, Inc.  
PriMed Non-human Primate Research  
Center of Sichuan PriMed Shines Bio-tech  
Co., Ltd.  
ProMed Pharma LLC  
Promedica International

## R

Reichert / AMETEK  
Remidio Innovative Solutions  
RetinAI US Inc  
RetInSight GmbH  
Review of Ophthalmology  
Robotrak Technologies Co., Ltd.  
Roland Consult Stasche & Finger GmbH  
Rommelag USA

## S

Sandoz  
SenoGen GmbH  
Sever Pharma Solutions  
Shandong Topscience Biotech Co., LTD  
Shenyang Xingqi Pharmaceutical Co., Ltd.  
Singapore Eye Research Institute (SERI)  
Softcare Co., Ltd.  
Spectrive LLC  
Speedway Delhi  
StageBio  
Stoke Therapeutics  
Striatech

## T

TFS HealthScience  
The Sturge-Weber Foundation  
Thea Pharma Inc.  
Thorlabs  
Topcon Healthcare  
Tourmaline Bio  
Translational Imaging Innovations  
Tsubota Laboratory, Inc.

## U

Unither Pharmaceuticals  
University of Nebraska Medical Center

## V

Vasoptic Medical, Inc.  
Virscio, Inc.  
VisionGift  
Visionix, Inc.  
VO-CRO  
Voiant  
Vox Imaging Technology  
Voxeleron LLC

## W

WPI LLC  
WuXi AppTec - Laboratory Testing Division

## Z

ZeClinics  
ZEISS  
Zilia

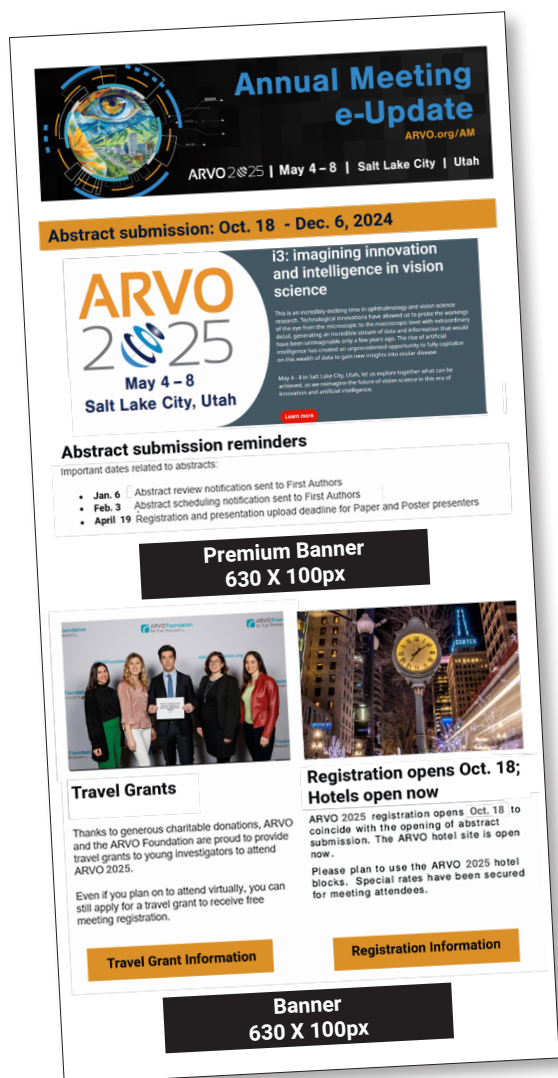


# ARVO 2025 Advertising Opportunities

## Annual Meeting e-Update Newsletter

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 13,000 eye and vision scientists.

**Content focus:** Vital event details, session overviews, program schedules, helpful tips, reminders and last-minute changes related to the Annual Meeting. The publication is distributed daily during ARVO's Annual Meeting (premium to advertise in these issues).



### Specifications

Banner specs: 630 X 100px. Online ads must be under 200KB. Images that are PNG, JPG, GIFs are fine to be submitted for ads. Animated GIFs or SWF (Flash-based ads) are not accepted.

### Frequency:

#### Pre-Meeting issues

Jan. 9	Feb. 8	March 6*
March 20	April 3	April 17
April 25	May 1*	

\* March 6 = issue is day before the early registration deadline  
May 1 = issue is "Know before you go"

#### Onsite Issues (sent in the evening each day):

Sat., May 3	Sun., May 4	Mon., May 5
Tues., May 6	Wed., May 7	Thurs., May 8

**ARVO Annual Meeting e-Update pre-meeting messages will be sent to all ARVO 2025 meeting registrants, current ARVO members and meeting attendees from the past two years.**

**Onsite issues are sent to all registered meeting attendees only.**

### Pre-Meeting Issues

Rates (per issue)	1x	3x	6x
Premium Banner	\$1,250	\$3,250	\$6,500
Banner	\$800	\$1,900	\$3,800

### Onsite Meeting Issues

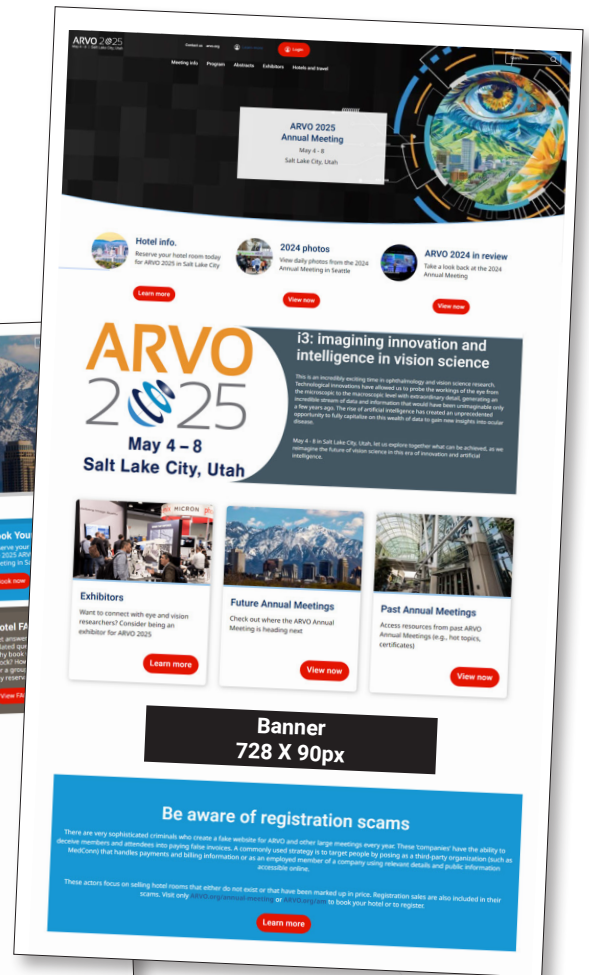
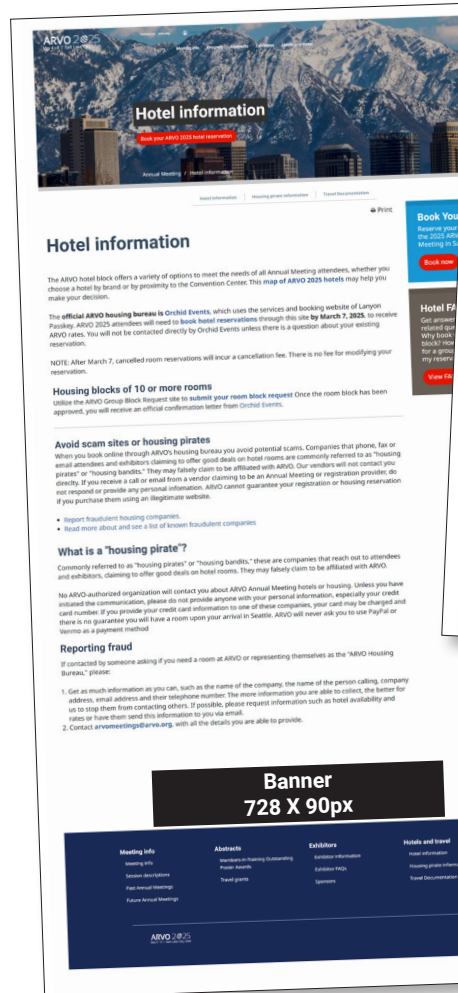
For pricing for 3 or more issues, please contact us.

Rates (per issue)	1x	2x	3x
Premium Banner	\$1,950	\$3,400	\$4,850
Banner	\$1,500	\$2,500	\$3,500

# ARVO 2025 Advertising Opportunities

## 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.



**The ARVO Websites:**  
Average unique visitors  
per month = **17,250**

Average page views per  
month = **70,431**

Source: Google Analytics (monthly  
average from July 1, 2023 to June  
30, 2024)

## ARVO.org/AM Ad Rates

Rates	3 month	6 month	1-year
Banner	\$3,500	\$6,500	\$12,000

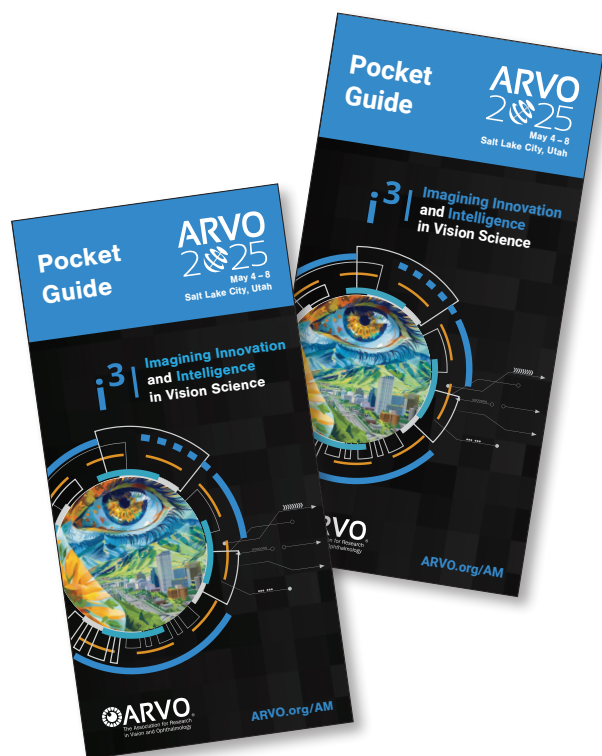
## Specifications

Banner ads are 728 X 90px; responsive ads that must accompany banner ads are 300 X 250px. Online ads must be under 200KB. 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. Please note banner ads run for a specific time limit, not a guaranteed impression amount.

# ARVO 2025 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. A pdf of the Pocket Guide will also be available on the ARVO Annual Meeting website.

Full Page 4" x 8-1/2" 101 X 215 mm	
4-1/4" x 8-7/8" 107 X 225 mm Bleed;	
3-1/2" x 8" 88 X 203 mm Live	
	1/2 Page Horizontal 3-1/8" x 3-5/8" 79 X 92 mm

## Specifications

Ad close: March 3, 2025

Materials due: March 10, 2025

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

Rates	2025 exhibitor	2025 non-exhibitor
<b>Size</b>		
Full-page, black and white	\$3,500	\$3,900
Full-page, 4-color	\$5,645	\$6,045
1/2-page, black and white	\$2,125	\$2,340
1/2-page, 4-color	\$3,500	\$3,900
<b>Premium Placements</b>		
Back cover, 4-color only	\$7,200	n/a
Inside front cover, 4-color only	\$6,750	n/a
Inside back cover, 4-color	\$6,450	\$7,225
Inside back cover, B&W	\$4,250	\$4,750
Opposite inside front cover, 4-color	\$6,300	\$7,075
Opposite inside front cover, B&W	\$4,125	\$4,495

# ARVO 2025 Advertising Opportunities

## Exhibit Hall Aisle Signs

**Price based on 13 aisle danglers: \$20,000**

Increase awareness of your company as a sponsor of an exhibit hall aisle sign. Each aisle in the hall is marked with a 4' x 8' aisle sign. Your company logo and booth number will be displayed at the bottom of each aisle sign.

**Artwork deadline: March 10 (additional fees apply after this date)**

## Banner Advertisements

**Starting at \$10,000**

Put your message on a banner that is strategically placed in a high-traffic area of your choice. Sizes and locations vary. For details and locations, contact [ARVOSales@ntpevents.com](mailto:ARVOSales@ntpevents.com). ARVO meeting management produces and installs banners. Sponsor to provide artwork.

**Artwork deadline: March 10 (additional fees apply after this date).**

## Floor Decals

**\$3,000 (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 10 (additional fees apply after this date)**

## Light Boxes

**Starting at \$8,000**

Ensure you capture everyone's attention with these high-impact, double-sided 8-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 10 (additional fees apply after this date)**

## Meter Panels

**Starting at \$3,500/\$5,000 ancillary event**

Attendees will notice your double-sided signs in strategic high-traffic locations along their way 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 10 (additional fees apply after this date)**

## Window and Escalator 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. Size and locations vary.

**Artwork deadline: March 10 (additional fees apply after this date)**

## Escalator Runners

**Call for pricing**

Special Opportunity at Salt Palace Convention Center. Give your brand dozens of impressions per attendee with signage on what will be the most trafficked walkway at ARVO 2025. Escalator runners provide immeasurable touchpoints as attendees navigate between session rooms and the exhibit/poster hall. By including your unique messaging and booth number, you'll ensure your brand is noticed — leading to increased booth traffic and driving even more ROI.

**Artwork deadline: March 10 (additional fees apply after this date)**



# ARVO 2025 Advertising Opportunities

## **NEW** Digital Signage

### **Live Digital Ad on LED Poster** **\$3,500**

Help your brand to stand out through this new rotating digital LED poster. This non-exclusive rotating digital ad will be displayed on an LED Digital poster similarly sized to a meter panel. Your ad will rotate with ARVO content. File types accepted include animated GIFs and MP4 video files. LED digital poster will be placed by ARVO in high traffic area in convention center. Exact location to be determined by ARVO meeting management.

### **Wayfinding touch screen** **sponsors** **\$2,500**

Sponsor ARVO's new wayfinding touch screens. With access to the mobile app on a large touch screen, this kiosk will be centrally located so attendees can learn more about the meeting and navigate the convention center. Logo will be displayed on the touch screen kiosk.

### **LED wall** **sponsor video**

**\$4,000**  
**(exclusive)**

Be the exclusive video sponsor of our LED wall. This 10'x6' structure will highlight the main events at ARVO 2025, and your ad will rotate with the other ARVO content.

ARVO content will include fundraising donor names, session information and other agenda items. Include your 10 second company video promoting your company.



### **Charging Kiosk Stations** **\$5,000 per kiosk**

Sponsor a stand-alone charging kiosk bank where attendees can leave their devices to charge while they are in sessions or browsing the exhibit hall. Exclusive. Up to 5 charging kiosks available for sponsorship. Exact locations to be determined by ARVO meeting management. Sponsor logo to be placed on charging kiosk. Recognition of sponsorship of kiosks in ARVO Pocket Guide.



LED Meter Poster



Charging Kiosk



Wayfinding Touchscreen



# ARVO 2025 Branding Opportunities

## Tote Bags

**\$24,000 (exclusive)**

Sponsorship includes company logo on the ARVO 2025 tote bag. All in-person meeting attendees receive a bag at registration. The ARVO Annual Meeting logo will be printed on one side of the tote and your 1-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: Nov. 30**

## Notebooks

**\$7,500 (exclusive)**

Attendees missed this notebook last year. Sponsor has the opportunity to produce and brand notebooks that will be inserted into each attendee tote bag. Design and dimensions must be approved by ARVO in advance of production. Notebook design may not include the ARVO logo.

## Tote Bag Insert

**\$5,500 each (limited to 6 inserts)**

Expose your brand to all ARVO 2025 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.

## Lanyards

**Call for pricing**

Showcase your brand on the official badge lanyard at ARVO 2025. Your logo and the ARVO logo will alternate on the badge lanyard provided to all attendees. Navy blue lanyard with white logos.

## Key Cards

**\$30,000 (exclusive)**

Sponsorship includes two key cards issued per room; double-sided, 4-color graphics. Call for more information and deadlines.

**Artwork deadline: March 3 (additional fees apply after this date)**

## Upcycled Water Bottles

**\$30,000**

Water bottle fillers are placed throughout the Salt Palace Convention Center. Sponsoring a branded water bottle that is refillable is a great opportunity to provide a useful item during the meeting and a keepsake afterwards. These 20 oz. bottles with drink-thru lids are molded from 100% post-consumer Recycled rPET. They are BPA Free and FDA compliant.

**Artwork deadline: TBD**



# ARVO 2025 Sponsorship Opportunities

## Exhibitor Presentation Opportunities

Present information about your products, tools and technology directly to an audience of attendees with this highly visible, cost-effective opportunity.

### Exhibitor Education Forum Starting at \$3,500 (limited availability)

Opportunity includes:

- Designated presentation area on show floor Includes screen, podium and handheld microphone
- Recognition on event signage
- Schedule of presentations on meter panel in exhibit hall and another in registration area
- Designated time slots for 30-minute presentations
- Sponsor to provide title and description
- Information in ARVO 2025 Annual Meeting Pocket Guide
- Promotion during Annual Meeting on walk-in slides
- Food and beverage options are available for premium pricing.

(Please note that poster presenters must select a time that is after their poster session.)

### Exhibitor Education Forum Promotion Package \$2,500

Help your Exhibitor Education Forum stand out to attendees.

Opportunity includes:

- Presentation to receive one push notification in the mobile app
- Presentation to receive one announcement in the exhibit hall 10 minutes before the presentation start time
- Presentation listed in the mobile app in the day's program schedule

## Ancillary Events

Ancillary Events are non-ARVO-sponsored special group events, such as business meetings of other organizations or social gatherings, held in conjunction with the ARVO Annual Meeting. Ancillary events are not planned or sponsored by ARVO. If you are interested in holding an ancillary event in the convention center or an ARVO hotel please review our ancillary events information at [ARVO.org/Ancillary](https://www.arvo.org/Ancillary).

### Ancillary Event Promotion Package Exhibitor rate: \$1,500/Non-exhibitor rate: \$3,000.

Sponsorship includes a 50-word online listing on ARVO ancillary event website page. Link to full event details and registration. Inclusion on one pre-show email informing attendees about ancillary events. Event date/ time/ location, and url link must be submitted two weeks in advance of e-blast.



# ARVO 2025 Sponsorship Opportunities

## Saturday Sip and Scan (May 3)

**\$15,000 (exclusive)**

Be the exclusive sponsor of the Saturday badge pick-up "Sip and Scan." Drinks and snacks are served over a five-hour time period to encourage attendees to pick up their badges on Saturday before the meeting officially opens. Sponsors receive recognition on signage at the event, in the Pocket Guide and in all pre-meeting communications to attendees promoting badge pickup. Sponsor may also have a table at the event where they can place literature and a representative. 3,000 attendees printed their badge on Saturday at the 2024 Meeting.

Options for upgrades include, but are not limited to:

- Branded napkins
- Branded cups

## ARVO Social (May 4)

**Call for pricing**

The ARVO Sunday Social will be a highlight of ARVO 2025. The social will offer 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. Sponsor will receive recognition on signage at the event, in the Pocket Guide and in all pre-meeting communications to attendees promoting the event. Contact us for additional recognition opportunities at this event to help your organization stand out.

## Travel Grant Social (May 5)

**\$9,000 (exclusive)**

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. Sponsor will receive recognition on signage at the event, in the Pocket Guide and in all pre-meeting communications to attendees promoting the event.

## Breakfast with the Expert Table and Event Sponsorship (May 6)

**\$12,000 (exclusive)**

Breakfast with an Expert gives students and member trainees a relaxed opportunity to interact with industry experts and fellow attendees. Table discussions are led by experts on topics on career and professional development.

Become an overall sponsor of this event and additionally supply your own expert to lead a table discussion. Expert to be approved by ARVO.

## ARVO Karaoke (May 7)

**\$9,000 (exclusive)**

ARVO Karaoke gives attendees a chance to share their vocal talents or cheer on their favorite performer. Light snacks and limited drinks are provided. Sponsorship includes visible signage and/or food and drink support for your company. Sponsor will receive recognition on signage at the event, in the Pocket Guide and in all pre-meeting communications to attendees promoting the event.

## Members-in-Training Lounge

**\$15,000 (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.

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



# ARVO 2025 Sponsorship Opportunities

## Wifi Sponsorship

**\$20,000 (exclusive)**

Be the exclusive wifi sponsor and get noticed whenever wi-fi is mentioned. Sponsor will be featured in the Pocket Guide and on the table tents with login information, on signage where wi-fi 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.

**Sponsor will also receive a 25% discount on Annual Meeting e-Update or website advertising.**

## Headshot Lounge

**\$25,000 (exclusive)**

The headshot lounge sponsorship positions your company as the exclusive sponsor for this popular lounge that offers free professional headshots to attendees. Your logo is included on a meter panel in the lounge acknowledging you as sponsor. Additional recognition wherever the lounge is mentioned in the Pocket Guide and in emails to attendees. All headshots will be sent via email with sponsor recognition included.

## Luggage/Coat Check Sponsorship

**\$15,000**

Sponsorship will allow for luggage check to be complimentary for attendees. Sponsor logo will be included wherever the 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 recognition included on two meter panels, one in front of coat check and one near main entrance to convention center. Sponsor can provide branded giveaway (e.g. luggage tag).

**Artwork deadline: March 10 (additional fees apply after this date).**

## Charging Lounge

**\$24,000 each (2 lounges available)**

Sponsor a custom-built charging lounge in the exhibit hall where attendees can sit, charge their devices and network with colleagues. Lounge is fully branded with sponsor artwork. Tables, chairs and charging ports included.

**Artwork deadline: March 10 (additional fees apply after this date)**

## City-Wide Advertising

Promote your products to the greater Salt Lake City audience from the airport to downtown. Exclusive opportunities include high visibility around the Salt Palace Convention Center. View the [opportunities](#).



# ARVO 2025 Sponsorship Opportunities

## 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 carbon footprint. This ensures the best attendee experience with your brand.

### Mobile App Main Sponsor

**\$22,000 (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. Include an exclusive sponsor tab in the "More" section of the app. This option is available to on-site sponsor only.

Opportunity includes:

- Sponsor logo displays on startup screen upon launch of app and each restart
- 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)

**Artwork deadline: Feb. 15. Sponsor will also receive a 25% discount on Annual Meeting e-Update or website advertising.**

### Premium Banner Ad on NOW Screen

Advertise directly on the NOW screen (homepage) of the mobile app with banner ads that are timed to specific days during the meeting.

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

### Push Notifications

**\$3,000**

Display your message at a certain time and date within the app. Ideal for new product or booth event announcements. Limit of one per day. Other mobile app push notifications may appear each day as part of the Exhibitor Education Forum promotion package or ARVO show host.







## Top Four Reasons to Exhibit at ARVO 2025

- Meet with prospective decision-makers
- Generate sales leads with new customers
- Promote company and brand awareness
- Meet with current customers

Contact [arvosales@ntpevents.com](mailto:arvosales@ntpevents.com)  
to get started

Apply for exhibit space  
online at [ARVO.org/Exhibitors](https://ARVO.org/Exhibitors)

# ARVO 2025

May 4 – 8  
Salt Lake City, Utah

**Salt Palace Convention Center**  
90 South West Temple St.  
Salt Lake City, UT 84101