

Introducing  
ARVO's  
first  
regional  
meeting  
to connect  
eye and  
vision  
scientists  
around  
the world.



**ARVO**  
**INTERNATIONAL**

**Pacific Rim • Honolulu, Hawaii**  
October 15 – 18, 2020



**Exhibit and Sponsorship  
Opportunities**

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 **ARVO**  
The Association for Research  
in Vision and Ophthalmology

**ARVO.org**

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## Fast Facts

### Location

Hawaii Convention Center  
Ballrooms A/B  
1801 Kalakaua Ave.  
Honolulu, HI 96815

### Warehouse

Exhibiting Company Name  
Booth #  
ARVO International, c/o ICS  
1004 Makepono Street  
Honolulu, Hawaii 96819

Receiving:  
Sept. 28 – Oct. 9

### Exhibitor Onsite

#### Registration

Thurs, Oct. 15  
7am – 4pm

## Why market with ARVO

### Our Association

- 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, in 2019, had 11,717 members (5,657 U.S. and 5,860 non-U.S.).

### Our Meetings

ARVO meetings are 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 ARVO's first regional Meeting.

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

ARVO meetings are 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 International

ARVO International, Pacific Rim, in Honolulu, Hawaii, will be the first in a new regional meeting series. Future meetings will take place every two to three years and rotate through Europe and Latin America before returning to the Pacific Rim.

This regional meeting is modeled after the ARVO Annual Meeting and includes programming from abstracts in addition to a robust invited program.

Be one of the inaugural exhibitors or sponsors of this new meeting series and make an impression with attendees at the beautiful Hawaii Convention Center.

## Meeting Demographics

- Projected attendance: 1,000 attendees primarily from the Pacific Rim and Western North America.
- Attendees will be both basic researchers and clinicians.
- Artificial intelligence and imaging are the themes of the meeting. AI will be the subject of the opening keynote address by Dimitri Azar, MD, MBA, of the University of Illinois College of Medicine. Imaging will be the topic of the closing keynote.
- Meeting topics: Basic and clinical ophthalmology, retina, cornea, OCT, and other topical ophthalmology issues of the year.

## Exhibit Opportunities

### Exhibits

- Hawaii Convention Center, Ballrooms A and B (co-located with scientific posters).
- 10x10 exhibit spaces are available. No overhead structures allowed.
- Price: \$1,950 per 10x10. Larger sized booths are available.
- Each exhibit booth includes 3 full meeting registrations, 6-foot draped table, 2 chairs.

### Exhibit Hall Schedule

- Thurs., Oct. 15  
6 – 9pm  
(during opening reception)
- Fri., Oct. 16  
10am – 6pm
- Sat., Oct. 17  
10am – 6pm

### Installation

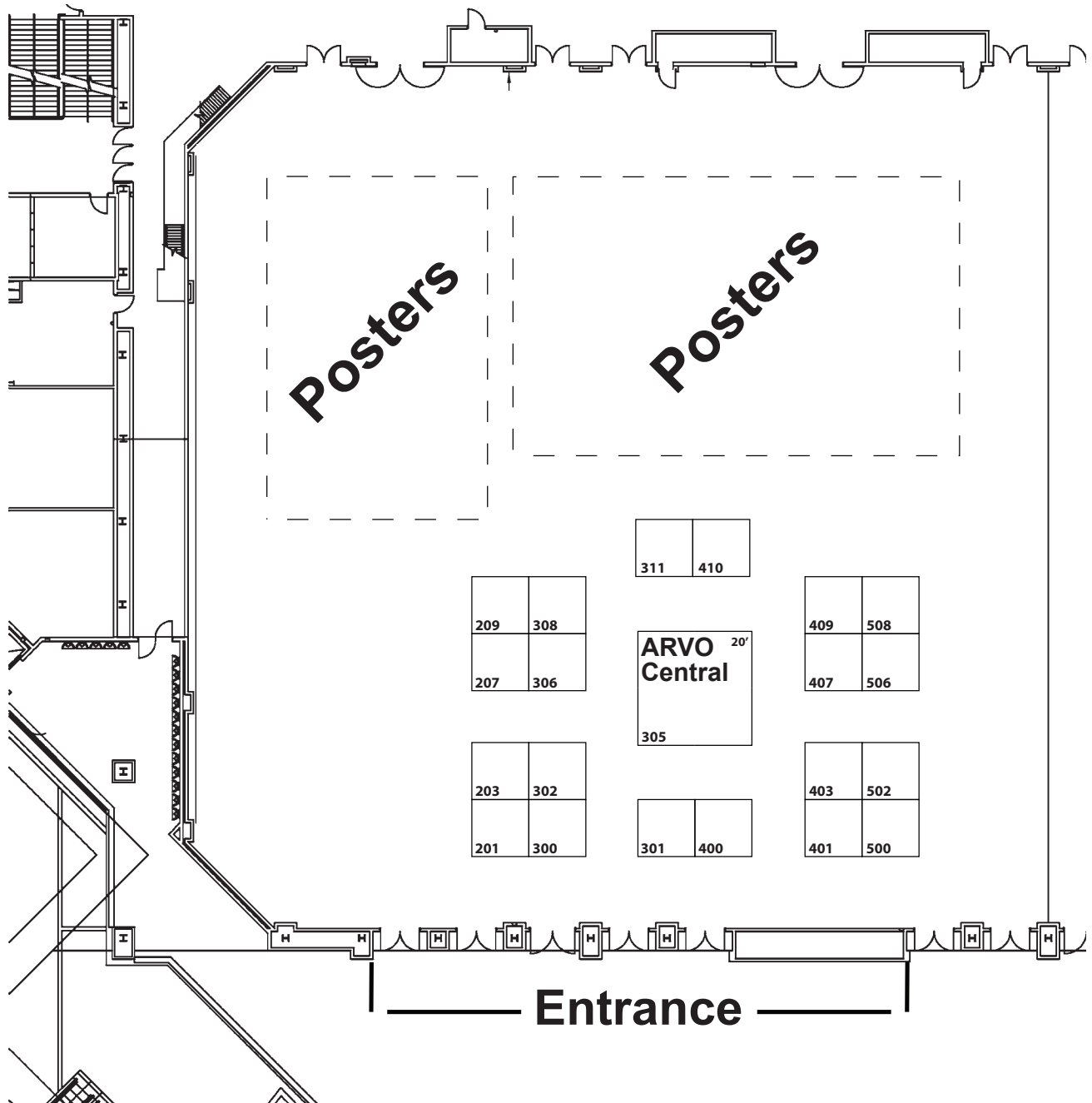
- Thurs., Oct. 15  
7am – 4pm

### Dismantling

- Sat., Oct. 17  
6pm – 12am
- Sun., Oct. 18  
8am – 3pm



# Exhibit Hall



# Sponsorship Opportunities

## Breakfast/Lunch Seminars

- Breakfast/Lunch seminars are available for sponsorship by organizations interested in presenting a topic of interest to ARVO International attendees.
- ARVO will promote the seminars before the meeting and within the meeting program.
- Each room will have a mix of theater and banquet seating for up to 150 attendees.
- A/V — including a screen, projector, head table (up to 7 seats) and microphone — is included. Other A/V equipment available at an additional cost.
- Lead retrieval is available for an additional fee.

*Two sponsored seminars per time slot available. Limit of one seminar per company/sponsor. ARVO must approve seminar topic.*

## Breakfast Seminars

### Breakfast seminar times

- Friday, Oct. 16, 7 – 8am
- Saturday, Oct. 17, 7 – 8am

### Breakfast Sponsorship Options

#### Classic Continental Breakfast \$6,000

Includes tropical juice, petite breakfast pastries, sweet cream butter, island preserves, Kona blend coffee, decaffeinated coffee, international tea selection. Classic continental breakfast sponsorship including eggs and bacon: \$8,500.

#### Sunrise Continental Breakfast \$8,500

Includes tropical juice, fresh sliced fruits, fruit yogurt and granola, petite breakfast pastries, sweet cream butter, island preserves, Kona blend coffee, decaffeinated coffee, international tea selection. Sunrise continental breakfast sponsorship including eggs and bacon: \$10,000.

## Lunch Seminars

### Lunch seminar times

- Friday, Oct. 16, 12:15 – 1:15pm
- Saturday, Oct. 17, 12:15 – 1:15pm

### Lunch Sponsorship Options

#### Traditional Box Lunch \$8,500

Includes the selection of at least three sandwiches (turkey, roast beef, ham or roasted vegetable), a bag of chips, cookie, whole fresh fruit, after-meal mint and choice of canned soft drink.

#### Basic Hawaii Lunch Table \$13,000

Buffet includes salad and lunch entrées, desserts and island iced tea.

### Salad items:

- Fresh market greens, shaved kabocha & fennel, tomatoes, ume-lilikoi vinaigrette
- Furikake potato and macaroni salad
- Sweet pea and bacon salad with water chestnuts, tarragon
- Quinoa, edamame, wakame, pickled radishes, soy vinaigrette
- Freshly baked taro rolls, sweet butter

### Entrée items:

- Lemongrass scented jasmine rice
- Local style fried saimin
- Asian-style market vegetables
- Thyme-grilled chicken, roasted mushrooms and carrots, *herb jus*
- Pulehu beef with caramelized onions
- Local-style roast pork shoulder, *natural jus*

### Dessert items:

- Haupia mousse
- Fresh fruit
- Chocolate fudge brownies
- Lilikoi cheesecake bites



# Branding Opportunities

## Tote Bags

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

Sponsorship includes company logo on the ARVO International upgraded canvas zippered tote bag. All meeting attendees receive a bag at registration. The ARVO International logo will be printed on one side of the tote and your 2-color company logo will be printed on the other side. Your branding 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: Sept. 15.**

## Tote Bag Insert

**\$5,000 each (limited to 5 inserts)**

Expose your brand to all ARVO International 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 ICS warehouse in Honolulu between Sept. 28 – Oct. 9.**

## Key Cards

**\$10,000**

**Hilton Hawaiian Village,  
Ala Moana Hotel**

Two key cards issued per room; single-sided, 4-color graphics. Call for more information and deadlines.

## Window and Door Clings

**\$15,000 (1 forward/1 reverse cling)**

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: Sept. 15.**

## Meter Panels

**Starting at \$2,700**

Attendees will notice your double-sided signs in strategic high-traffic locations along their walk to registration and to the poster and exhibit halls 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: Sept. 15.**



# Branding Opportunities



## Banners (column wraps, aisle number sponsor signs and escalator glass clings)

**Starting at \$5,000**

Put your message on a banner that is strategically placed in a high-traffic area of your choice. Banner sizes and locations vary. Contact [arvointl@ntpevents.com](mailto:arvointl@ntpevents.com) for details and locations. ARVO meeting management produces, installs and determines exact location of banner. Sponsor to provide artwork.

**Artwork deadline: Sept. 15.**

## Light Boxes

**\$6,000**

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: Sept. 15.**

## Floor Decals

**\$2,700 (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: Sept. 15.**

## Energize and "Open Eyes" Coffee Cart

**\$6,000**

Be the sponsor of a morning coffee cart for meeting attendees. Sponsor can brand signage by the cart and has the opportunity to provide branded coffee sleeves or cups. Alternatively, the sponsor can purchase and brand coffee vouchers to distribute to attendees. The voucher would allow the attendee to get a free cup of java from the morning coffee cart.



# Branding 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 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)

### Push Notifications

**\$4,000**

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.





# Advertising Opportunities

## ARVO International e-newsletter

Beginning in January, ARVO distributes the ARVO International Meeting Highlights e-newsletter to meeting registrants and all association 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 January through March and then bi-monthly from April through October. The publication will be distributed daily during the ARVO International 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 meeting.



## Pre-meeting issues

Rates (per issue)	1x	3x	6x
Premium Banner	\$600	\$1,500	\$2,500
Banner	\$500	\$1,200	\$2,100

## Onsite meeting issues

Rates (per issue)	1x	2x	3x	4x
Premium Banner	\$750	\$1,300	\$1,700	\$2,150
Banner	\$650	\$1,200	\$1,600	\$2,000

## 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.

# Advertising Opportunities

## ARVO International website

ARVO International’s website offers the ability to market specifically to meeting participants as well as those learning about the meeting. The 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 International website offers the opportunity to reach leaders in eye and vision science and research.



## ARVO.org/ARVO-International ad rates

Rates	3 month	6 month
Banner	\$3,000	\$5,400

## 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.

# Advertising Opportunities

## Pocket Guide

Each ARVO International meeting attendee will receive a copy of this pocket-sized publication in their meeting tote bag. The *Pocket Guide* serves as an essential logistical tool for navigating the 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.



<p>Full Page 4" x 8-1/2" 101 X 215 mm</p> <p>4-1/4" x 8-7/8" 107 X 225 mm Bleed;</p> <p>3-1/2" x 8" 88 X 203 mm Live</p>	<p>1/2 Page Horizontal</p> <p>3-1/8" x 3-5/8" 79 X 92 mm</p>
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**The Pocket Guide is given onsite to each meeting attendee and placed in each exhibitor booth.**

Rates	exhibitor	non-exhibitor
<b>Size</b>		
Full-page, black and white	\$3,000	\$3,400
Full-page, 4C	\$5,145	\$5,545
1/2-page, black and white	\$1,625	\$1,840
1/2-page, 4C	\$3,775	\$3,985

### Premium Placements

Back cover, 4-color only	\$6,700	n/a
Inside front cover, 4C only	\$6,250	n/a
Inside back cover, 4C	\$5,950	\$6,725
Inside back cover, B&W	\$3,750	\$4,250
Opposite inside front cover, 4C	\$5,800	\$6,575
Opposite inside front cover, B&W	\$3,625	\$3,995

## Specifications

**Ads close: August 14, 2020;**  
**Materials due: Sept. 4, 2020**

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



## Top Four Reasons to Exhibit at ARVO International

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



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