Maximize your brand at ARVO 2019

Recognized as one of the top 50 medical meetings by the Healthcare Convention & Exhibitors Association, the Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting is the world’s leading educational and networking forum for researchers, clinicians, students and trainees in the fields of eye and vision research.

The exhibit hall and other aspects of the ARVO meeting offer a range of opportunities to maximize your brand exposure, launch new products and drive target prospects to your booth, product or organization. Each opportunity creates specific, value-added exposure to your core market and to key industry professionals.

Opportunities exist for organizations of all sizes and budgets. Sponsorships are sold on a first-come, first-served basis. Explore and act now to build your brand at ARVO 2019.

Contact arvosales@ntpevents.com to discuss your ARVO 2019 plans.
**ARVO 2019 Branding Opportunities**

**Tote Bag Insert**  
$5,000 each (limit of 5 inserts)  
Expose your brand to all ARVO 2019 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 can 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.  
Date shipment must arrive at warehouse: April 12.

**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 13 (additional fees apply after this date).

**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 13 (additional fees apply after this date).

**Key Cards**  
$8,500  
Includes three hotels (Fairmont Pacific Rim, Pan Pacific and Fairmont Waterfront).  
Two key cards issued per room; single-sided, 4-color graphics. Call for more information.

**Banners**  
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 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 13 (additional fees apply after this date).

**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 13 (additional fees apply after this date).

**Did You Know?**  
Conference branding opportunities increase booth traffic up to **104%**  
Source: Center for Exhibition Industry Research
ARVO 2019 Branding Opportunities

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 13 (additional fees apply after this date).

Wi-Fi Sponsorship
$20,000 (exclusive)

Upgrade Available: Receive 25% discount on ARVO 2019 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 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.

Questions? ARVOSales@ntpevents.com; +1.703.683.8500
ARVO 2019 Engagement Opportunities

**Student/Trainee Social (April 29)**
$8,000 (limit of 3 supporters)

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 (April 30)**
$10,000 (exclusive)

$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 2019 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 2019 Social Events

ARVO Sunday Social (April 28)
The ARVO Sunday Social will be a highlight of ARVO 2019, offering your company a chance to engage attendees on the first day of the Meeting. The 2019 ARVO Social will take place at the Vancouver Aquarium and includes marine animal exhibits, a dolphin and sea lion show and a 4-D movie experience for guests. This event will sell out, making it a high-impact sponsorship opportunity.

Classical Concert (May 1)
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 1)
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 Sponsorships

ARVO Foundation Gala Sponsorships
Saturday, April 27, 2019, 6:30 – 9:30pm
Vancouver Convention Centre
ARVO.org/Foundation/Gala

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 400 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 2019 ARVO Foundation Honorees
- Peng Tee Khaw, MD, PhD, FARVO
- J. Mark Petrash, PhD, FARVO
- Joyce Tombran-Tink, PhD, FARVO
- Genentech

Sponsorship Packages

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Partner</th>
<th>Benefactor</th>
<th>Gold Table</th>
<th>Silver Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>2 tables (20 seats)</td>
<td>2 tables (20 seats)</td>
<td>1 table (10 seats)</td>
<td>1 table (10 seats)</td>
<td>1 table (10 seats)</td>
</tr>
<tr>
<td>Logo on signage</td>
<td>Logo on signage</td>
<td>Logo on signage</td>
<td>Listing on signage</td>
<td>Listing on signage</td>
</tr>
<tr>
<td>Logo in print program</td>
<td>Logo in print program</td>
<td>Logo in print program</td>
<td>Name in print program</td>
<td>Name in print program</td>
</tr>
<tr>
<td>Logo on event website with link</td>
<td>Logo on event website with link</td>
<td>Logo on event website with link</td>
<td>Name on event website with link</td>
<td>Name on event website with link</td>
</tr>
</tbody>
</table>

Recognition during program
Invitation to VIP Dowling Society reception
Opportunity to provide a branded item (at sponsor’s cost)
Opportunity to address guests during speaking program

Benefits:
- Your logo co-branded with the ARVO Foundation on printed and digital photos.
- Your logo co-branded item for all attendees;
- Same as Benefactor level, plus dedicated signage on stage.
- Same as Partner level, plus dedicated signage and branded cocktail napkins during reception.

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

WEAVR Luncheon Sponsorships
Monday, April 29, 2019, 1:15 – 2:45pm
Vancouver Convention Centre
ARVO.org/Foundation/WeavrLuncheon

Show your organization’s commitment to women in science by supporting the 11th Annual WEAVR Luncheon. This ARVO Foundation event hosts more than 400 attendees annually, most of whom are female, although everyone is welcome and encouraged to attend. 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. All funds raised at the luncheon support travel awards and career development programs for young and mid-career female scientists.

This year’s featured speaker is Gail C. Murphy, BSc, MSc, PhD, who is Vice President of Research & Innovation and Professor of Computer Science at the University of British Columbia.

Sponsorship Packages

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Partner</th>
<th>Benefactor</th>
<th>Gold Table</th>
<th>Silver Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

- 2 tables (20 seats)
- 2 tables (20 seats)
- 1 table (10 seats)
- 1 table (10 seats)
- 1 table (10 seats)

- Logo on signage
- Logo on signage
- Logo on signage
- Listing on signage
- Listing on signage

- Logo in print program
- Logo in print program
- Logo in print program
- Name in print program
- Name in print program

- Logo on event website with link
- Logo on event website with link
- Logo on event website with link
- Name on event website
- Name on event website

- Recognition during program
- Recognition during program
- Recognition during program

- Dedicated sign with sponsor’s logo

- Opportunity to provide a branded item (at sponsor’s cost)

- Opportunity to address guests during speaking program

Individual Sponsorship Opportunities

- **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.

- **Dessert TO GO** ($5,000) coffee and a cookie to go
  Benefits: Same as Benefactor level, plus branding on coffee cups and packaged dessert; sponsor must provide cups.

*Benefits for these sponsorships are restricted to these individual events within the ARVO 2019 Annual Meeting.*

All sponsors may elect to refuse a sponsorship benefit if necessary for regulatory considerations.
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
- Ad placement in pre- and post-Imaging Conference emails to attendees
- Signage in the break time and poster areas
- One piece of collateral placed in the meeting area and/or on attendee seats

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
- Breakfast breakout room seminar (1 hour). Inquire for additional details and pricing

Call for more information about these options.
ARVO 2019 Advertising Opportunities

ARVO Website

ARVO’s website ([ARVO.org](http://www.ARVO.org)) offers those seeking to reach members of the eye and vision research community opportunities to advertise online. With more than 24,000 unique visitors per month, ARVO’s website is the hub of eye and vision research including information about the ARVO Annual Meeting, journals, education and more.

<table>
<thead>
<tr>
<th>ARVO 2019 Advertising Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARVO Website</strong></td>
</tr>
</tbody>
</table>

The ARVO website has an average of **39,753** users and **288,342** page views per month during the three months before, during and after the Annual Meeting.

**Stats:**
- Average unique visitors per month = **24,012**
- Average page views per month = **160,846**

**Specifications**

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

<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>$10,500</td>
</tr>
</tbody>
</table>

Source: Google Analytics (2018 monthly averages as of November 2018)
ARVO 2019 Advertising Opportunities

Annual Meeting website

ARVO’s Annual Meeting website ([ARVO.org/AM](https://ARVO.org/AM)) offers an exciting advertising venue targeted specifically to Annual Meeting attendees and potential attendees. The site contains all the information for ARVO 2019 in Vancouver. Exhibitors and advertisers may buy banner ads to showcase their products or demonstrations that will be featured at the Annual Meeting or purchase a year-round ad campaign. Special package rates are available to advertise on both the ARVO website and Annual Meeting site.

Specifications

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

<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>$10,500</td>
</tr>
</tbody>
</table>

Stats:

Source: ARVO data (Oct. 2018)
ARVO 2019 Advertising Opportunities

ARVO 2019 Annual Meeting e-Update electronic newsletter

For those seeking to reach ARVO Annual Meeting attendees – past and current – the e-Update offers a digital communication vehicle with advertising options. The new format for the 2019 Annual Meeting offers two ad options: premium and general. The premium placement is located towards the top of the email while the general placement is located farther down, depending on length.

**Frequency:** Emailed monthly September through November, biweekly December through April, daily during the Annual Meeting.

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

**Circulation:** All ARVO 2019 Annual Meeting prospects and registrants, and all ARVO members (approx. 15,000 recipients each mailing).

**Specifications**

Banner specs: 620 X 80px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs are acceptable. Animated GIFS or SWF (Flash-based ads) are not accepted.

<table>
<thead>
<tr>
<th>Pre-Meeting issues</th>
<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>
<td></td>
</tr>
<tr>
<td>Banner</td>
<td>$500</td>
<td>$1,200</td>
<td>$2,100</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Onsite Meeting issues</th>
<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>$1300</td>
<td>$1700</td>
<td>$2150</td>
<td>$2550</td>
<td></td>
</tr>
<tr>
<td>Banner</td>
<td>$650</td>
<td>$1200</td>
<td>$1600</td>
<td>$2000</td>
<td>$2400</td>
<td></td>
</tr>
</tbody>
</table>

Start getting your message out to eye and vision researchers! Contact us now to learn more about these opportunities.

Questions? ARVOSales@ntpevents.com; +1.703.683.8500
ARVO 2019 Advertising Opportunities

Pocket Guide

The ARVO Pocket Guide serves as the logistical guide for Annual Meeting attendees. The booklet is provided to each registrant and offers exhibit information, presentation schedules and other important details about the meeting.

<table>
<thead>
<tr>
<th>Size</th>
<th>Rates 2018 exhibitor</th>
<th>Rates 2018 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>

Special positions

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

Specifications

Ad close: March 8, 2019;
Materials due: March 22, 2019

Electronic format specifications should meet SWOP specifications; high-resolution CMYK PDF files with crop and bleed marks. PDFX/1A: 2001 is preferred.
ARVO 2019 Advertising Opportunities

ARVO Journals

ARVOJournals.org serves as the hub for ARVO’s three scientific journals. Banner and tower ad placements are available and can be purchased based on advertiser timing and needs. Advertisers can target their products and services to the audience of each journal.

<table>
<thead>
<tr>
<th>Rates</th>
<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (728 x 90 px)</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tower (160 x 600 px)</td>
<td>$2,400</td>
<td>$4,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Combined</td>
<td>$5,000</td>
<td>$8,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

Ads are posted within two business days of materials receipt. We require a link to the advertiser’s product or corporate website. Ads will rotate equally and be positioned as shown at far right, above fold upon first-come, first-served basis. Payment is due after the first month of the ad run.

Specifications

Banner ads are 728 X 90px. Tower ads are 160 X 600px. Responsive ads must accompany banner and tower ads; responsive ads are 300 X 250 px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are acceptable. SWF (Flash-based ads) cannot be accepted.

E-Table of Contents (eToCs)

ARVO journals send out a weekly email to subscribers alerting them to new articles published in the journal. Banner advertising is available in this communication. Each journal alert reaches approximately 9,000 subscribers.

Rates

$1,000 per email/per journal. $2,500 per email for all three journals.

Specifications

eToC banner ads are 420px X 84px. Ads must be under 200k in file size. Images that are PNG, JPG, GIFs in the specified dimensions are acceptable. Animated GIFs or SWF (Flash-based ads) are not accepted.
Don’t delay, contact us today!

Christine von Steiger
+1.703.683.8500
arvosales@ntpevents.com