



September 11-13 • Kiawah Island, South Carolina

Exhibitor & Sponsor “Win/Win” Packages

Same investment • Double the benefits • Risk-free guarantees

Let’s work together in a new way to guarantee you can’t lose:

We’ve created an unprecedented value proposition for your Kiawah Eye marketing spend that combines live, print and digital assets from Kiawah Eye, Ocular Surgery News and Healio/OSN.

You pay the regular exhibit and/or sponsorship fee and we double your benefits while protecting your investment through guaranteed unique exposure in personalized promotion, extended reach and tangible interaction with your target audience.

If the in-person meeting takes place as planned, your regular exhibit and/or sponsorship fee earns you all additional onsite, print and digital marketing benefits – a total value more than 2X your investment.

If the in-person meeting cannot be held, you’ll still receive every one of these benefits except the onsite exhibit display. That’s a guaranteed win/win!



Exhibitor “Win/Win” Package Details

WIN/WIN GUARANTEED PROMOTIONS	VEHICLE VARIETY	BROADER REACH	EXTENDED LIFE
<p><i>Your choice of one of the following digital promotions:</i></p> <p>Website advertisement given 10,000 run of site impressions on Healio/OSN</p> <p>Email advertisement with exclusive 100% share of voice banner ad on Healio/OSN Daily Newswire</p>	Web or Email	Healio/OSN or Healio/OSN Newswire: 21,700 recipients	During
Exclusive video interview with your corporate officer taped live at the meeting or conducted remotely; hosted and promoted on Healio/OSN	Web/Email	Healio/OSN	Onsite
Listing on full-color print advertisement in the show or post-show issue of Ocular Surgery News, distributed to the AMA universe of ophthalmologists, featuring company name, logo and URL	Print	Ocular Surgery News: AMA Universe	Onsite or after
Product showcase email sent to all attendees featuring company name, address, URL, booth number, logo and/or product photo and 100-word description of your company or product	Email	Kiawah Eye Attendees	Before
Meeting bag insert of your supplied promotional flyer distributed onsite (or mailed to US attendees)	Print	Kiawah Eye Attendees	Onsite or mailed
Company listing in meeting app and program notebook distributed onsite (or mailed to US attendees)	Print and Web	Kiawah Eye Attendees	Onsite or mailed
Attendee mailing lists available both pre and post meeting	Print	Kiawah Eye Attendees	Before and after
Rate freeze for two years so you'll pay the 2020 rate again in 2021 and incur no increase	Live	Kiawah Eye Attendees	Next Year
Priority booth location in 2021 offering first choice of entrance/exit rows and beverage areas	Live	Kiawah Eye Attendees	Next Year
Exhibit Booth - \$4,300 Tabletop Display, 4 Badges and 4+ unopposed hours with your target audience at Kiawah Eye 2020	Live	Kiawah Eye Attendees	Onsite

This package is non-refundable because its valued at more than two times the cost of your investment and includes risk-free promotions not contingent on the live meeting.



Sponsor “Win/Win” Package Details

Same investment, double the benefits:	BROADER REACH	GOLD LEVEL \$26,000	SILVER LEVEL \$16,000	BRONZE LEVEL \$11,000
EXCLUSIVE email blast with your supplied corporate or product message/design	Healio/OSN Newswire: 21,700 recipients	✓		
EXCLUSIVE website ad with 10,000 run of site impressions with your supplied corporate or product message/design	Healio/OSN	✓		
EXCLUSIVE Branding on a Premium Item: Meeting Bags, Notebook Ad, Pens, Lanyards*, Keycards*, Hand Sanitizer (will mail to US attendees if event cannot occur except those indicated with an asterisk)	Kiawah Eye Attendees	✓		
EXCLUSIVE Digital Billboard Ad* with your supplied corporate or product in rotation and only available onsite if in-person event takes place	Kiawah Eye Attendees	✓	✓	
Premier Exhibitor Upgrade in meeting app and program notebook (will mail to US attendees if event cannot occur)	Kiawah Eye Attendees	✓	✓	
EXCLUSIVE newswire banner ad with 100% share of voice with your supplied corporate or product message/design	Healio/OSN Newswire: 21,700 recipients	✓	✓	✓
EXCLUSIVE king page print ad in Ocular Surgery News with your supplied corporate/product message added to your current buy and guaranteed to make Kiawah Eye 2020 bonus distribution if you commit by 7/20/20 (select another issue in 2020 if already scheduled in Sept. 10)	Ocular Surgery News: AMA Universe	King Ad	King Ad	Island Ad
Sponsorship Email Listing (sent even if event cannot occur)	Kiawah Eye Attendees	✓	✓	✓
Meeting App Listing (available even if event cannot occur)	Kiawah Eye Attendees	✓	✓	✓
Program Notebook Listing (will mail to US attendees if event cannot occur)	Kiawah Eye Attendees	✓	✓	✓
Signage Listing* only available onsite if in-person event takes place	Kiawah Eye Attendees	✓	✓	✓
PowerPoint Listing* only available onsite if in-person event takes place	Kiawah Eye Attendees	✓	✓	✓
Exhibit Booth* only available onsite if in-person event takes place	Kiawah Eye Attendees	✓	✓	✓

ALL SPONSORS ALSO RECEIVE ALL EXHIBITOR BENEFITS! View complete details on previous page

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OFFICE USE ONLY		
Date Received _____	Cost of Booths _____	Check # _____
Booths Assigned _____	First Deposit Received _____	Balance Due _____

19-1020

Company _____

Street Address _____

City _____ State _____ Zip Code _____

Submitted by _____ Signature _____

Contact Person _____ Email (required) _____

Phone _____ Fax _____ Website _____

Exhibition Space

Total number of tabletop exhibit spaces requested (\$4,300 each): _____

Will you be displaying a piece of freestanding diagnostic equipment?

Yes No

Exhibitor Cancellation Policy

The exhibitor win/win package is non-refundable because it's valued at more than two times the cost of your investment and includes risk-free promotions not contingent on the live meeting.

Booth Preferences

Please list four choices of exhibit space (list booth number from exhibit hall floor plan enclosed). It is suggested that you do not concentrate your choices in one area because many Exhibitors may choose the same area. The meeting reserves the right to rearrange the floor plan or relocate booths.

Preferences:

First _____ Second _____ Third _____ Fourth _____

List any exhibitor you do *not* wish your exhibit to be near:

List any exhibitor you do wish your exhibit to be near:

Premier Exhibitor

Do you want to upgrade to a Premier Exhibitor listing for an additional \$2,500? Yes No

Exhibitor Listing Deadline: August 10, 2020

As a service to attendees and a benefit to exhibitors, a company listing will be included in the program notebook and meeting app. Please be precise in providing information and know that your listing will appear exactly as you provide below. If amendments are needed, please specify in writing to the Exhibit Manager prior to the deadline.

Check if to use contact information written above

Company _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Website _____

Federal ID #: 30-0747466

Payment

You are hereby authorized to reserve the exhibit opportunities indicated below for use at The Meeting. This application is made with the understanding that the applicant agrees to abide by all rules, requirements, restrictions and regulations set forth in this agreement or as may be especially designated by The Meeting, Healio® LIVE and their agents. Failure to abide by such rules and regulations results in forfeiture of all moneys paid or due Management under terms of this agreement. The total package price is \$4,300. Exhibit hall listing and exhibit space are not available separately. The undersigned agrees to include a 50% deposit toward the package fee when submitting this application. **Full payment of exhibit space is due 90 days prior to the start of the meeting.**

Enclosed is my check made payable to "Kiawah Eye Meeting"

I wish to use my credit card to pay for exhibit space: Visa MasterCard American Express

Credit Card Number _____ Exp. Date _____ 3-4 Digit Security Code _____

Print Name _____ Signature _____ Total Amount to Charge \$ _____

Fax, Mail or Email this Form

Fax to: Attn: Stephanie Burleigh • 856-848-3522

Mail to: Attn: Stephanie Burleigh
Kiawah Eye Exhibits • 6900 Grove Road • Thorofare, NJ 08086-9447

Email to: exhibits@HealioLive.com

Questions?



Contact Stephanie Burleigh at 202-441-9025
or visit www.HealioLive.com

OFFICE USE ONLY		
Date Received _____	Cost of Booths _____	Check # _____
Booths Assigned _____	First Deposit Received _____	Balance Due _____

19-1020

Company _____

Street Address _____

City _____ State _____ Zip Code _____

Submitted by _____ Title _____

Phone _____ Email _____

You are hereby authorized to reserve the sponsorship/support opportunities indicated below for use at The Meeting. By signing this application, the applicant agrees to fulfill all sponsorship responsibilities set forth by The Meeting, Healio® LIVE and their agents. Failure to abide by these rules and regulations will result in forfeiture of all moneys paid or due Management under terms of this agreement. A 50% deposit is required at time of application submission and the balance is due **90 days prior to the start of the meeting**. Cancellation Agreement: The sponsorship win/win package is non-refundable because it's valued at more than two times the cost of your investment and includes risk-free promotions not contingent on the live meeting.

Signature _____

Sponsorship Packages:

GOLD PACKAGE: \$26,000

Choose one:

- Program Notebook Ads
- Hotel Keycard
- Meeting Bag
- Meeting Lanyard

SILVER PACKAGE: \$16,000

BRONZE PACKAGE: \$11,000

A-la-carte Sponsorships:

Meeting App: \$10,000

Entrance Door Clings: \$10,000

Meeting Area Wi-Fi: \$5,000

Program Notebook Ads:

- \$3,500 premium cover 3 (exclusive)
- \$2,500 inside page (limited)

Pens: \$2,000

Meeting Bag Insert: \$1,000

Or call us to discuss one of your own ideas

Federal ID #: 30-0747466

Enclosed is my check made payable to "Kiawah Eye Meeting"

I wish to use my credit card to pay for sponsorship: Visa MasterCard American Express

Credit Card Number _____ Exp. Date _____ 3-4 Digit Security Code _____

Print Name _____ Signature _____ Total Amount to Charge \$ _____

Fax, Mail or Email this Form

Fax to: Attn: Stephanie Burleigh • 856-848-3522
Mail to: Attn: Stephanie Burleigh
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Email to: exhibits@HealioLive.com

Questions?



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