MARKETING PROSPECTUS

AGS 2022
ANNUAL MEETING
NASHVILLE
MARCH 3-6

Marketing Prospectus

EXHIBITOR INFORMATION · CORPORATE SUPPORT · SPONSORSHIP OPPORTUNITIES · MEETING LOGISTICS

www.american glaucoma society.net · 415.561.8587 · ags@ao.org
Contents

AGS 2022 ........................................................................................................................................... 3
Exhibit Opportunities ....................................................................................................................... 4
Medal Level Supporters ................................................................................................................... 6
  DOUBLE DIAMOND .................................................................................................................. 6
  DIAMOND ................................................................................................................................. 7
  PLATINUM SUPPORTER ........................................................................................................... 8
  GOLD SUPPORTER ................................................................................................................... 8
  SILVER SUPPORTER .................................................................................................................. 9
  BRONZE SUPPORTER ............................................................................................................... 9
  PATRON SUPPORTER ................................................................................................................ 9
Marketing Opportunities .................................................................................................................. 10
Registration Rates .......................................................................................................................... 10
Hotel Function Space ..................................................................................................................... 11
Exhibitor Housing .......................................................................................................................... 11
Exhibit Setup .................................................................................................................................. 11
ACCME Guidelines ........................................................................................................................ 11
Shipping, Handling and Storage ...................................................................................................... 11
Electrical, Internet and Audio/Visual .............................................................................................. 11
Furniture ......................................................................................................................................... 11
Security & Insurance ....................................................................................................................... 11
Exhibit Hall Map (draft) .................................................................................................................. 12
Contact Us ...................................................................................................................................... 13

Meeting Location
Grand Hyatt Nashville
1000 Broadway,
Nashville, TN 37203

Support the AGS Meeting

Reserve Exhibit Space

www.american_glaucoma_society.net

AGS 2022 Annual Meeting
Marketing Prospectus
AGS 2022

We welcome you to join us at the AGS 2022 *Live* Annual Meeting in Nashville, Tennessee!

After 15 months of zoom and hybrid meetings, glaucoma specialists are excited to get together, network, learn in person, and talk one-on-one with exhibitors! The American Glaucoma Society (AGS) is the voice of American Glaucoma specialists representing over 1500 fellowship trained glaucoma specialists, glaucoma fellows, and scientists! Our meetings are extremely well attended. We are also inviting members from most international glaucoma societies to attend!

2022 marks a year of rekindling our relationships with one another and with industry. We are rebuilding our glaucoma community in person with purpose, inclusivity, and diversity. We have planned our best and most interesting meeting ever that will include longer breaks, more exhibit time, and opportunities for our industry partners to shine!

Nashville has been named a Safe Travels Destination by the World Travel and Tourism council, making it one of only a few destinations in the US to achieve this distinction. Nashville will keep your well-being in mind with the Music City’s Good to Go hospitality!

The new (opened in October 2020) Nashville Grand Hyatt is a perfect venue for glaucoma specialist-industry collaboration. There are large well-equipped and airy break out rooms, exhibitor space, and formal/informal meeting areas. The hotel is perfectly situated near museums, restaurants, and the heart of music!

The AGS will host an online exhibitor directory and in person exhibit opportunities. We invite you to take advantage of boundless opportunities to reach thousands of AGS members, international glaucoma specialists, and non-member physicians who are glaucoma enthusiasts.
## Exhibitor Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Rate</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| ISLAND BOOTH 20’ x 20’      | $40,000 | - Two virtual exhibit/online exhibit directory spaces.  
- 12 complimentary exhibit badges. May purchase up to 4 additional exhibitor badges at the discounted registration rate of $450.  
- Exhibitor registrations includes access to closing reception. |
| PENINSULA BOOTH 20’ x 10’   | $20,000 | - Two virtual exhibit/online exhibit directory spaces.  
- 8 complimentary exhibit badges. May purchase up to 4 additional exhibitor badges at the discounted registration rate of $450.  
- Exhibitor registrations includes access to closing reception. |
| EXHIBIT BOOTH 10’ x 10’     | $10,000 | - One virtual exhibit/online exhibit directory space.  
- 4 complimentary exhibit badges. May purchase up to 4 additional exhibitor badges at the discounted registration rate of $450.  
- Exhibitor registrations includes access to closing reception. |
| MINI BOOTH 10’ X 5’         | $6,000  | - One virtual exhibit/online exhibit directory space.  
- 2 complimentary exhibit badges. May purchase up to 4 additional exhibitor badges at the discounted registration rate of $450.  
- Exhibitor registrations includes access to closing reception. |
| NON-PROFIT MINI BOOTH 10’ X 5’ | $3,000 | - One virtual exhibit/online exhibit directory space.  
- 2 complimentary exhibit badges. May purchase up to 2 additional exhibitor badges at the discounted registration rate of $450.  
- Exhibitor registrations includes access to closing reception. |

### Exhibit Hall Features and Benefits

- Access to 1500+ glaucoma specialists - National and International.  
- Exhibitors will be listed in the online Directory of Exhibitors.  
- Exhibit Booth and Mini Booth options.  
- Real time chat function with attendees through the online directory.  
- Question and answer feature for attendees to make direct contact with sales and marketing contacts or executive management, both at the meeting and following the meeting through the online directory.  
- In person networking and contact with glaucoma specialists from the US and around the world.  
- Lead retrieval options available for purchase.
Exhibitor Payment & Cancellation Policy

Payment for exhibitor registrations fees are due in full within 30 days of the invoice date. Failure to meet terms may result in lost exhibition space. Payments can be made by check (payable in US funds and drawn of a US bank) or credit card (MasterCard, Visa or AMEX)

There will be no refunds. Sub-leasing of exhibit space is NOT permitted. Two companies may not share the same Booth space.

Exhibitor Schedule*

<table>
<thead>
<tr>
<th>Date</th>
<th>EXHIBITOR REGISTRATION &amp; HELP DESK</th>
<th>EXHIBIT INSTALLATION</th>
<th>EXHIBIT HOURS</th>
<th>EXHIBIT DISMANTLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 2</td>
<td>2:00 pm–8:00 pm</td>
<td>2:00 pm–8:00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, March 3</td>
<td></td>
<td></td>
<td>7:00 am–3:00 pm</td>
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</tr>
<tr>
<td>Friday, March 4</td>
<td></td>
<td></td>
<td>7:00 am–3:35 pm</td>
<td></td>
</tr>
<tr>
<td>Saturday, March 5</td>
<td></td>
<td></td>
<td>8:00 am–1:10 pm</td>
<td>1:10 pm–3:10 pm*</td>
</tr>
</tbody>
</table>

*Please note, all exhibits must be dismantled and removed from the exhibit halls by 3:10pm on Saturday, March 5. These times are subject to change. The final exhibit registration times and exhibiting hours will be provided in a final confirmation that will be sent to you in early February.
Medal Level Supporters*

**DOUBLE DIAMOND**  $250,000

- Double Diamond supporter will be provided a pre-meeting kickoff conference call to meet the team, review timelines, milestones, and deliverables.

- Double Diamond supporter featured sessions in the Diamond Theatre for 1–90 minute session and 1–60 minute session during the designated Diamond Theatre program schedule.

- Double Diamond will receive basic AV set-up, recording and live stream for events in the Diamond Theatre. Additional AV requirements/needs may be provided by the AV vendor in a separately negotiated agreement.

- Double Diamond supporters will be highlighted and listed first in all eBlast communications prior to and during the meeting. Timing and frequency will be aligned with timing of commitment and with the launch of the AGS Annual Meeting Digital marketing campaign launching Fall of 2021.

- AGS will send a minimum of five eBlast promotions specific to Diamond Theatre (supporter) events in the AGS Featured Partner Session to preregistered meeting attendees leading up to the meeting and will be listed first (December–February).

- Double Diamond level supporters will receive an Island Exhibit Space at a reduced rate of $25K compared to that of $40K (35% discount).

- Recognition on the corporate support promotional video/slides featured in the virtual meeting lobby and live in the meeting venue.

- Featured as a medal level supporter throughout the virtual meeting platform, mobile app, and throughout the live meeting venue.

- Featured impressions throughout the virtual platform except for where there is content specific to CME in accordance with ACCME guidelines and compliance.

- Recognition and priority listing in the online exhibitor directory.

- All meeting attendees will receive a special letter/postcard or other method of recognition highlighting all supporters with special recognition to our Diamond and Platinum supporters. Double Diamond supporter listed first and larger than other supporters so that their name will stand out.

- Sixty (60) complimentary registrations to the Annual Meeting and virtual platform that include (60) giveaways, and full access to the meeting (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member registration rate ($450).

- Double Diamond supporters will receive a list of pre-registered attendees (names, city, state, country) monthly beginning in December.

- The AGS will hold a post-meeting follow-up with partners that will include the AGS EVP and the Executive Director to solicit feedback for consideration and planning for the next Annual Meeting or other upcoming meetings.

- Diamond & Platinum Supporter Meet and Greet – Two representatives from each partner’s company will be invited to a social meet and greet with AGS leadership.

- Double Diamond Supporter will receive ribbons for booth staff.
**DIAMOND**

$125,000

- Diamond supporter will be provided a pre-meeting kickoff conference call to meet the team, review timelines, milestones, and deliverables.

- Diamond & Platinum Supporter Meet and Greet – Two representatives from each partner’s company will be invited to a social meet and greet with AGS leadership by way of a virtual lounge.

- Diamond supporter may select one, one-hour session to hold an event that the AGS will add to the meeting program as a scheduled session.

- Diamond supporter will receive basic AV set-up, recording and live stream for events in the Diamond Theatre. Additional AV requirements/needs may be provided by the AV vendor in a separately negotiated agreement.

- Diamond supporter will be highlighted and listed in order of level support in multiple eBlast communications prior to the meeting. Timing and frequency will be aligned with timing of commitment and with the launch of the AGS Annual Meeting Digital marketing campaign launching Fall of 2021.

- AGS will send a minimum of five eBlast promotions specific to Diamond supporter events in the AGS Featured Partner Session to preregistered meeting attendees leading up to the meeting and will be listed first (December-February).

- Diamond supporter will receive 25% off booth purchase.

- Recognition on the corporate support promotional video featured in the virtual meeting lobby and during breaks at the live venue.

- Featured as a medal level supporter throughout the virtual meeting platform, mobile app, and throughout the live meeting venue.

- Featured impressions throughout the virtual platform except for where there is content specific to CME in accordance with ACCME guidelines and compliance.

- All meeting attendees will receive a special letter or postcard or eBlast highlighting all supporters with special recognition to our Diamond Level and Platinum supporters.

- Thirty (30) complimentary registrations to the Virtual Annual Meeting that include (30) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at virtual registration rate available to AGS members ($450).

- The AGS will hold a post-meeting follow-up with partners that will include the AGS EVP and the Executive Director to solicit feedback for consideration and planning for the next Annual Meeting or other upcoming meetings.

- Diamond & Platinum Supporter Meet and Greet – Two representatives from each partner’s company will be invited to a social meet and greet with AGS leadership.

- Diamond Supporter ribbons for exhibit booth staff in the exhibit hall.
# PLATINUM SUPPORTER

<table>
<thead>
<tr>
<th><strong>$75,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum supporter will be provided a pre-meeting kickoff conference call to meet the team, review timelines, milestones, and deliverables.</strong></td>
</tr>
<tr>
<td><strong>Platinum supporter will receive priority access to ancillary meeting space (prior to December 15, 2021) to hold an event. Events may not conflict with the scheduled AGS program or Diamond Supporter events. AGS will assist with securing a space and will promote Platinum supporter events.</strong></td>
</tr>
<tr>
<td><strong>AGS will send a minimum of two eBlast promotions specific to Platinum supporter events.</strong></td>
</tr>
<tr>
<td><strong>Platinum supporters will be highlighted in eBlast communications prior to the meeting. Timing and frequency will be aligned with timing of commitment and with the launch of the AGS Annual Meeting Digital marketing campaign launching Fall of 2021.</strong></td>
</tr>
<tr>
<td><strong>Platinum supporter event will be listed in the exhibitor’s directory of industry partner events and flagged as “Platinum Supporter”.</strong></td>
</tr>
<tr>
<td><strong>Recognition on the corporate support promotional video featured in the virtual meeting lobby and during breaks at the live venue.</strong></td>
</tr>
<tr>
<td><strong>Featured as a medal level supporter throughout the virtual meeting platform, mobile app, and throughout the live meeting venue.</strong></td>
</tr>
<tr>
<td><strong>All meeting attendees will receive a special letter/postcard or other method of recognition highlighting our supporters with special recognition to our all Diamond and Platinum supporters prior to the start of the meeting.</strong></td>
</tr>
<tr>
<td><strong>Twenty (20) complimentary registrations to the Annual Meeting that includes (20) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate ($450).</strong></td>
</tr>
<tr>
<td><strong>Platinum supporters will receive a list of pre-registered attendees (names, city, state) monthly beginning in December.</strong></td>
</tr>
<tr>
<td><strong>The AGS will hold a post-meeting follow-up with partners that will include the AGS EVP and the Executive Director to solicit feedback for consideration and planning for the next Annual Meeting or other upcoming meetings.</strong></td>
</tr>
<tr>
<td><strong>Diamond &amp; Platinum Supporter Meet and Greet – Two representatives from each partner’s company will be invited to a social meet and greet with AGS leadership by way of a virtual lounge.</strong></td>
</tr>
<tr>
<td><strong>Platinum Supporter ribbons for exhibit booth staff in the exhibit hall.</strong></td>
</tr>
</tbody>
</table>

# GOLD SUPPORTER

<table>
<thead>
<tr>
<th><strong>$50,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fifteen (15) complimentary registrations to the Annual Meeting that includes (15) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate ($450).</strong></td>
</tr>
<tr>
<td><strong>Featured level supporter in the virtual meeting platform with support impressions.</strong></td>
</tr>
<tr>
<td><strong>Recognition in the online Exhibitor directory.</strong></td>
</tr>
<tr>
<td><strong>Recognition on the corporate support promotional slides/video featured in the virtual meeting lobby.</strong></td>
</tr>
<tr>
<td><strong>Recognition on the corporate support banner and/or meeting transition slides at the live event.</strong></td>
</tr>
<tr>
<td><strong>Gold sponsor ribbons for exhibit booth staff in the exhibit hall.</strong></td>
</tr>
</tbody>
</table>
SILVER SUPPORTER  $25,000

- Ten (10) complimentary registrations to the Annual Meeting that includes (10) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate ($450).
- Featured level supporter in the virtual meeting platform with support impressions.
- Recognition in the online Exhibitor directory.
- Recognition on the corporate support promotional slides/video featured in the virtual meeting lobby.
- Recognition on the corporate support banner and/or meeting transition slides at the live event.
- Silver sponsor ribbons for exhibit booth staff in the exhibit hall.

BRONZE SUPPORTER  $15,000

- Five (5) complimentary registrations to the Annual Meeting that includes (5) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate ($450).
- Featured level supporter in the virtual meeting platform with support impressions.
- Recognition in the online Exhibitor directory.
- Recognition on the corporate support promotional slides/video featured in the virtual meeting lobby.
- Recognition on the corporate support banner and/or meeting transition slides at the live event.
- Bronze sponsor ribbons for exhibit booth staff in the exhibit hall.

PATRON SUPPORTER  $10,000

- Two (2) complimentary registrations to the Annual Meeting that includes (2) giveaways, and full access to the virtual meeting site (with exception of the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate ($450).
- Featured level supporter in the virtual meeting platform with support impressions.
- Recognition in the online Exhibitor directory.
- Recognition on the corporate support promotional slides/video featured in the virtual meeting lobby.
- Recognition on the corporate support banner and/or meeting transition slides at the live event.

*AGS abides by ACCME standards for commercial support.
Marketing Opportunities

**MORNING YOGA** $5,000
- FRIDAY, MARCH 4 — Feature your logo and recognition while attendees participate in morning yoga. The “live” yoga session will be held Friday morning and the event will be promoted prior and during the event. Sponsor will get logo recognition on promotional materials. Sponsor may have a choice of an item to place your company logo on for YOGA enthusiasts (water bottle, towel, or mat with your company logo).

**VIRTUAL SURGICAL VIDEO LOUNGE** $1,000/DAY
- Feature your logo and recognition when attendees enter the Surgical Video Lounge - you may submit a 15 second minicercial to play every time a person visits/views the surgical video lounge.

**WOMEN IN GLAUCOMA EVENT** $25,000
- The AGS will schedule a one-hour program for the Women in Glaucoma (WinG). The sponsor of this event will be featured as the sole sponsor in eBlast communications, on the mobile app and online platform, on banners in the event space, and on all promotional slides and on the AGS website annual meeting events page.

Registration Rates

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>PRE-REGISTRATION OCT 13–FEB 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$450</td>
</tr>
<tr>
<td>Non-member</td>
<td>$650</td>
</tr>
<tr>
<td>Onsite Members</td>
<td>$550</td>
</tr>
<tr>
<td>Onsite Non-Members</td>
<td>$750</td>
</tr>
<tr>
<td>Fellows, Residents &amp; Students</td>
<td>FREE</td>
</tr>
</tbody>
</table>

* A $100 Processing Fee Applies to all Registration Refunds Prior to Feb. 8, 2022. No Refunds will be granted after Feb. 8, 2022.
Hotel Function Space
If you wish to hold an ancillary event, please contact the Grand Hyatt Nashville, TN. All space requests will be vetted through the AGS meeting manager. No ancillary event may compete with an official AGS function (this includes both educational and social events at the host hotel or any venue within proximity of the host hotel). Please reference the chart below for times when official AGS events are being held. Medal level supporters will receive priority access to hotel function space. Ancillary event or meeting requests will open for non-medal level supporters December 15, 2021.

AGS Annual Meeting Hours*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 2</td>
<td>2:00pm–8:00pm</td>
</tr>
<tr>
<td>Thursday, March 3</td>
<td>7:00am–8:00pm</td>
</tr>
<tr>
<td>Friday, March 4</td>
<td>7:00am–5:00pm</td>
</tr>
<tr>
<td>Saturday, March 5</td>
<td>7:00am–9:00pm</td>
</tr>
<tr>
<td>Sunday, March 6</td>
<td>8:00am–11:00am</td>
</tr>
</tbody>
</table>

*Hours are approximate and will be confirmed once the meeting schedule is posted.

Exhibitor Housing
Limited Housing has been reserved at the Nashville Grand Hyatt. A link to the AGS housing block will be made available to exhibitors on November 17, 2021.

Exhibit Setup
The AGS exhibit hall is designed for 10’ x 10’ booth spaces, 10’ x 5’ booth spaces or combinations of adjacent booths of that size. You may not bring exhibits that are larger than your allotted space. Large items can be intrusive to other exhibitors by blocking or impeding attendees from getting to other exhibit booths. If a large item that is critical to your exhibit will not fit in your booth space, you must contact the AGS prior to the meeting so proper placement on the exhibit floor can be assessed. You may be required to rent a second space to accommodate the item. Items not cleared with the AGS prior to arrival may not be allowed to be set up. You may choose your exhibit space by selecting up to 3 preferred locations on the provided floor plan. Once registration opens, the floor plan will be updated daily to reflect available space. You will be placed in your top pick based on a first come, first served basis. We will do our very best to accommodate your requests, but your exhibit space is subject to change. The AGS reserves the right to accept or reject, in its sole discretion, any request to exhibit, and to determine the eligibility of any proposed exhibits.

ACCME Guidelines
No commercial promotional materials shall be displayed or distributed in the educational space before, during, or after a CME activity. Representatives of commercial supporters may not engage in sales activities while in the room where educational activity takes place. Support of AGS CME activities does not influence AGS booth space assignment decisions.

Shipping, Handling and Storage
All arrangements for shipping, handling, and onsite/preshow storage of exhibit materials must be made through the show management services company. More details including pricing is provided in the exhibitor kit available on the AGS website.

Electrical, Internet and Audio/Visual
All orders for electrical, internet and audio/visual must be made through the show management services company. More details including pricing is provided in the exhibitor kit available on the AGS website.

Furniture
All furniture and decor orders must be placed through the exhibitor services company for a fee. Basic exhibit packages include an 8’ high black back drape, 3’ high side drape as necessary and a 7” x 44” one-line identification sign showing company name and booth number. is provided in the exhibitor kit available on the AGS website.

Security & Insurance
Storage of materials can be arranged through the show management services company. Exhibitors are encouraged to take security precautions to protect their own property. Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property. All third-party exhibitor appointed contractors maybe asked to provide a Certificate of Insurance naming AGS and the Grand Hyatt.
Exhibit Hall

GRAND HALL D–E
View sold and available exhibit space ▶

Main Entrance
Future AGS Meetings

2023
Austin, TX
Marriott Austin Downtown
March 2-5

2024
Huntington Beach, CA
Hyatt Regency Huntington Beach
February 29-March 3

Contact AGS
American Glaucoma Society
655 Beach Street
San Francisco, CA 94109
(415) 561-8587
ags@aoa.org

Registration & Faculty Contact
Craig Carey
Program Specialist
ccarey@aoa.org
(415) 447-0280

Corporate Support & Marketing Opportunities
Deborah Nysather
AGS Executive Director
dnysather@aoa.org
(415) 447-0275