



ANNUAL MEETING

AGS 2024



HUNTINGTON BEACH // FEBRUARY 29-MARCH 3

Marketing Prospectus

CORPORATE SUPPORT · SPONSORSHIP OPPORTUNITIES · EXHIBITOR INFORMATION · MEETING LOGISTICS



AMERICAN
GLAUCOMA
SOCIETY

www.americanglaucomasociety.net
415.561.8587 · ags@aao.org

Meeting Location

**Hyatt Regency
Huntington Beach
Resort and Spa**
21500 Pacific Coast Hwy
Huntington Beach, CA
92648

www.hyatt.com/en-US/hotel/california/hyatt-regency-huntington-beach-resort-and-spa/hunrh



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SUPPORT THE AGS MEETING

RESERVE EXHIBIT SPACE

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JOIN US IN HUNTINGTON BEACH, CA

AGS 2024

The American Glaucoma Society (AGS) is the voice of American Glaucoma Specialists representing over 1600 fellowship trained glaucoma specialists, glaucoma fellows, and scientists! We invite our industry partners to be a part of the experience and join over 1500 glaucoma specialists in sunny Huntington Beach, CA in 2024!

AGS 2024 presents exciting new sponsorship opportunities for our industry partners. We are planning an outstanding scientific program and our schedule will include longer breaks, more exhibit time, and spotlight opportunities for our industry partners to shine! We have expanded our reach and number of attendees by offering a hybrid meeting where hundreds of glaucoma specialists can join remotely with meeting content available for six months after the meeting for everyone!

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

Join us in "Surf City USA" with the pacific coast at your fingertips. Soak in the sun at sandy beaches, experience breathtaking views, feel the ocean breeze, rest, relax and experience a taste of paradise in California.

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Annual Meeting Metrics

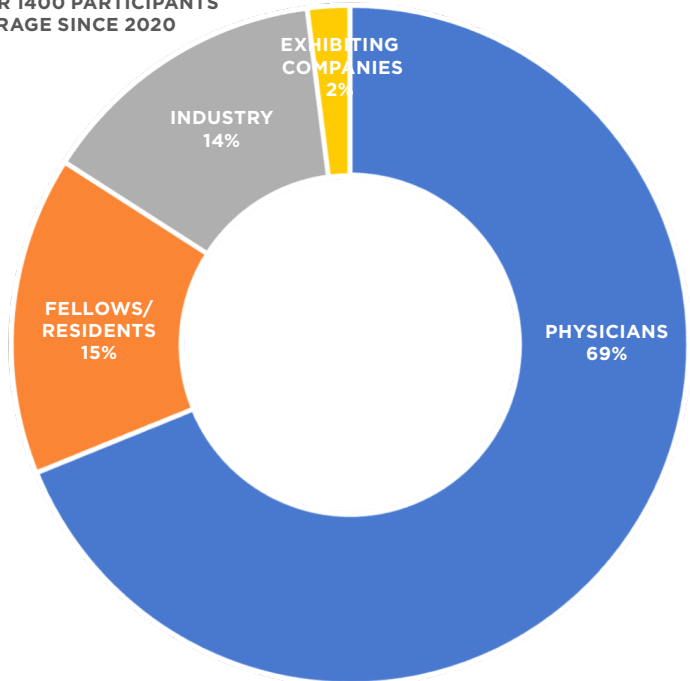
Glaucoma Community Goals

- Present a scientific program that is innovative, exciting, and educational
- Inclusivity and diversity in presentations, presenters, and faculty
- Feel connected to the glaucoma community
- Present novel work in glaucoma
- Network with colleagues and industry partners
- Support YOGS and Under-represented minorities in glaucoma
- Leading voice in glaucoma

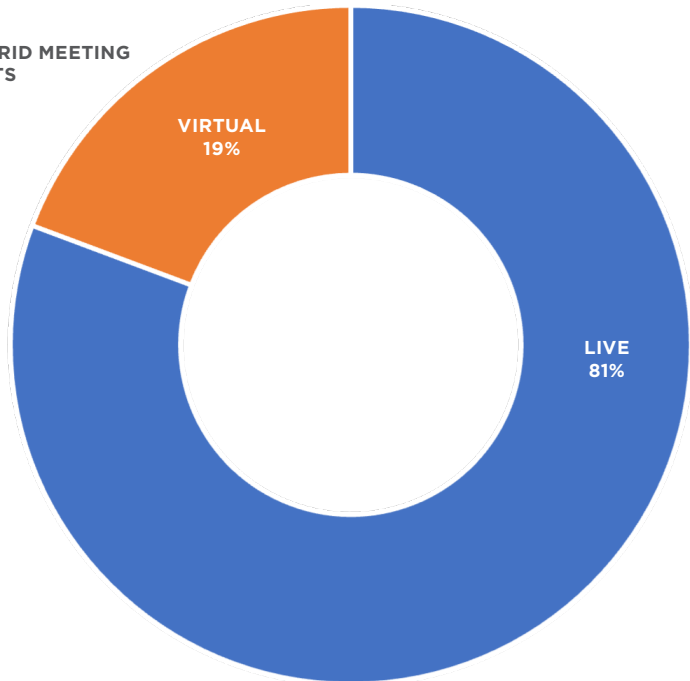
Strategic Reasons to Exhibit and Sponsor

- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in glaucoma
- Engage with glaucoma professionals on a personal level
- Gain insights into issues facing glaucoma
- Connect with upcoming and exceptional talent in glaucoma

OVER 1400 PARTICIPANTS AVERAGE SINCE 2020



HYBRID MEETING STATS



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Medal Level Supporters*

**Subject to availability and room fees*

DIAMOND SUPPORTER

\$250,000

- Diamond supporters will be provided with a pre-meeting kickoff conference call to meet the team, review timelines, milestones, and deliverables.
- Annual recognition as a YOGS supporter on the AGS YOGS educational center.
- Featured sessions in the Diamond Theatre. Diamond supporters will get priority access to 90-minute events during Thursday and Friday lunch/free time.
- Diamond theatre event(s) will be listed in the meeting schedule.
- Basic AV set-up, recording and live stream provided for event in the Diamond Theatre. Additional AV requirements/needs may be provided by the AV vendor in a separately negotiated agreement.
- AGS will send a minimum of four eBlast promotions specific for Diamond Theatre (supporter) events.
- Diamond level supporters will receive an Island Exhibit Space (20' x 20') at a reduced rate of \$25K compared to that of \$40K (35% discount)
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live venue.
- Featured impressions throughout the virtual platform except for where there is content specific to CME (Continuing Medical Education) in accordance with ACCME guidelines and compliance.
- Recognition and priority listing in the online exhibitor directory in order of support level.
- Diamond supporters will receive priority access to ancillary meeting space (prior to December 15, 2023) to hold an event or secure one meeting room. *
- All meeting attendees will receive a special letter/postcard or other method of recognition highlighting

all supporters with special recognition to our Diamond supporter who will be listed first and larger than other supporters for special recognition.

- Fifty (50) complimentary registrations to the Annual Meeting and virtual platform include (50) giveaways, and full access to the meeting (except the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member registration rate (\$500).
- 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.
- AGS Leadership Meet and Greet - Two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Diamond Supporter will receive ribbons for booth staff.

PLATINUM SUPPORTER

\$125,000

- Platinum supporters will be provided with a pre-meeting kickoff conference call to meet the team, review timelines, milestones, and deliverables.
- Annual recognition as a YOGS supporter on the AGS YOGS educational center.
- Access to hold one of three, one-hour session breakfast event in the Diamond Theatre.
- Basic AV set-up, recording and live stream provided for events in the Diamond Theatre. Additional AV requirements/needs may be provided by the AV vendor in a separately negotiated agreement.
- Diamond theatre event will be listed in the meeting schedule.

SUPPORT THE AGS MEETING

RESERVE EXHIBIT SPACE

REQUEST ANCILLARY SPACE

- AGS will send a minimum of four eBlast promotions specific for Diamond Theatre events.
- Platinum supporters will receive 25% off exhibit booth purchases.
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live 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 in order of support level.
- Priority access to ancillary meeting space (prior to December 15, 2023) to hold an event or secure one meeting room.*
- 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 who will be listed first and larger than other supporters for special recognition.
- Forty (40) complimentary registrations to the Virtual Annual Meeting that include (40) 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 (\$500).
- 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.
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Platinum Supporter ribbons for exhibit booth staff in the exhibit hall.
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.

GOLD SUPPORTER**\$75,000**

- Gold supporters will receive priority access to ancillary meeting space (prior to December 15, 2023) to hold an event. Events may not conflict with the scheduled AGS program or Diamond Supporter events. AGS will assist with securing space.*
- Annual recognition as a YOGS supporter on the AGS YOGS educational center.
- Access to hold one of three, one-hour session breakfast event in the Diamond Theatre.
- Basic AV set-up, recording and live stream provided for events in the Diamond Theatre. Additional AV requirements/needs may be provided by the AV vendor in a separately negotiated agreement.
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live 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 in order of support level.
- Twenty-five (25) complimentary registrations to the Annual Meeting that include (25) giveaways and full access to the virtual meeting site (except the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate (\$500).
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Gold Supporter ribbons for exhibit booth staff in the exhibit hall.
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.

SUPPORT THE AGS MEETING

RESERVE EXHIBIT SPACE

REQUEST ANCILLARY SPACE

SILVER SUPPORTER**\$50,000**

- Silver supporters will receive priority access to ancillary meeting space (prior to December 15, 2023) to hold an event. Events may not conflict with the scheduled AGS program or Diamond Supporter events. AGS will assist with securing space.*
- Annual recognition as a YOGS supporter on the AGS YOGS educational center.
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live 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 in order of support level.
- Twenty (20) complimentary registrations to the Annual Meeting include (20) giveaways and full access to the virtual meeting site (except the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate (\$500).
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Silver Supporter ribbons for exhibit booth staff in the exhibit hall.
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.

BRONZE 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 (\$500).

- Bronze supporters will receive priority access to ancillary meeting space (prior to December 15, 2023) to hold an event. Events may not conflict with the scheduled AGS program or Diamond Supporter events. AGS will assist with securing space. *
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live 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 in order of support level.
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Bronze sponsor ribbons for exhibit booth staff in the exhibit hall.
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.

PATRON SUPPORTER**\$10,000**

- Five (5) complimentary registrations to the Annual Meeting that include (5) giveaways and full access to the virtual meeting site (except the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate (\$500).
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live 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 in order of support level.
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.

SUPPORT THE AGS MEETING

RESERVE EXHIBIT SPACE

REQUEST ANCILLARY SPACE

- Patron supporter ribbons at exhibit booth.
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.

START-UP \$5,000

- Two (2) complimentary registrations to the Annual Meeting that include (2) giveaways and full access to the virtual meeting site (except the Coding Workshop, Breakfast Roundtables and Super Bowl of Grand Rounds). Additional registrations may be purchased at the AGS member virtual registration rate (\$500).
- Recognition on the virtual meeting platform lobby, mobile app, and during breaks at the live venue.
- Featured impressions throughout the virtual platform except for where there is content specific to CME in accordance with ACCME guidelines and compliance.
- Leadership meet and greet, two representatives from each partner's company will be invited to a social meet and greet with AGS leadership.
- Recognition in the Cyber Lounge
- Access to the pre-registration list (name, credentials, city, state) provided early January, and after pre-registration closes in early February, and a final list after the annual meeting.



SUPPORT THE AGS MEETING

RESERVE EXHIBIT SPACE

REQUEST ANCILLARY SPACE

Marketing and Standalone Sponsorship Opportunities

GLAUCOMA INNOVATION SUMMIT

\$10,000

Deadline to participate – January 18, 2024

Take the spotlight and position your company as a leader in glaucoma innovation

AGS welcomes pharma, device, and therapeutics industry partners to highlight innovation in glaucoma care. The future is here, and this session will give you the opportunity to present your company's innovation to a target audience of AGS members and glaucoma specialists from the US (United States) and abroad.

Sponsorship of the glaucoma spotlight will contribute to the American Glaucoma Society Foundation efforts in supporting glaucoma research and care for patients.

Spotlight Companies:

- Introduce AGS membership to industry partners that are investing in the future of glaucoma and learn how they are investing.
- Participating companies highlight current items that are preclinical or in early clinical stages.
- Invite AGS members/attendees to learn about opportunities in consulting and research.
- Guidelines for the program will be provided to participating companies.

Event Details:

- Friday, March 1, 2024, 4:30pm–7:00pm
 - Presentations: 4:30pm–6:00pm
 - Networking: 6:00pm–7:00pm
 - Open Night

- We welcome pharma, device, and therapeutics to present
- Networking Hour
 - Appetizers and Beverages
 - Attendees meet and greet with participating companies
 - Designated area/table for each participating company
 - Encourage companies to register future investigators

YOUNG OPHTHALMOLOGY GLAUCOMA SPECIALISTS PROGRAM (YOGS)

\$10,000

The American Glaucoma Society is dedicated to paving the path for the future of glaucoma by supporting, mentoring, and providing valuable resources to develop and instill leadership for our Young Glaucoma Specialist. Your support will be recognized at the AGS meeting and throughout the year on the YOGS educational resource webpage on the AGS website.

YOGS Lounge

- A dedicated space for Young Glaucoma Specialist to connect and network.
- Your company will be recognized as a supporter.
- Up to two sponsor representatives are invited to the lounge to meet and network with YOGS at your convenience.
- Sponsoring company can provide one educational literature or one promotional item in the lounge.

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YOGS Mentoring Luncheon

- Recognized as a supporter of the YOGS program at their annual mentoring luncheon.
- A seat at the table - A sponsored roundtable will be incorporated at the luncheon where companies can connect with YOGS one on one to answer their questions about industry and how to engage with industry as part of their career development.

YOGS Educational Resource Center

- A dedicated webpage will host educational resources, mentor connections, and online seminar recordings for young glaucoma specialists.
- Your company will be listed throughout the year on the webpage as a supporter.

“INSPIRE” TRAVEL AWARDS \$5,000 PER AWARD

Join the AGS in developing and growing a diverse workforce in glaucoma that will support and inspire potential trainees who are identified and under-represented minorities (URM).

Your sponsorship will provide travel and lodging for a PGY3 or PGY4 URM to attend the AGS annual meeting. Your company will receive recognition of the INSPIRE program at the annual meeting and on the virtual meeting lobby, we will share your contact information with our award winners, and we will provide you with a list of awardees who benefit from this program.

POSTER CENTRAL \$5,000

Live poster presentations are “hot” and on demand since the pandemic. We invite you to sponsor our poster sessions and room at the annual meeting. There will be multiple digital viewing stations in a dedicated space at the meeting venue where your company will be recognized as a supporter of this session. We will host food and beverage during live poster sessions to engage our audience and your company will be recognized in the poster room throughout the meeting.



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Exhibit Opportunities

The exhibit booth space will be piped and draped for booth spaces, all breakfasts, and breaks will be hosted in the exhibit hall. Exhibitor registrations include access to closing reception.

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 \$500.

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 \$500.

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 \$500.

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 \$500.

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 \$500.



Exhibit Hall Features and Benefits

- Access to 1600 glaucoma specialists - National and International
- Glaucoma Fellows
- Exhibit Booth and Mini Booth options
- Exhibitors will be listed in the online Directory of Exhibitors
- "Contact Us" feature through the online directory
- In person networking and contact with glaucoma specialists from the US and around the world
- Multiple food stations, mini-lounges and eating areas will be placed strategically throughout the main exhibit hall floor to draw attendees to exhibitors!
- Lead retrieval options available for purchase
- Final registration list after the meeting (Name, Credentials, City, State)

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Exhibitor Payment & Cancellation Policy

Payment for exhibitor registration fees is due in full within 30 days (about 4 and a half weeks) 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. Subleasing of exhibit space is NOT permitted. Two companies may not share the same booth space.

Exhibitor Schedule*

	EXHIBITOR REGISTRATION & HELP DESK	EXHIBIT INSTALLATION	EXHIBIT HOURS	EXHIBIT DISMANTLE
Wed., February 28	2:00pm-8:00pm	12:00 pm-8:00 pm		
Thur., February 29			7:00 am-3:00pm	
Fri., March 1			7:00 am-3:00 pm	
Sat., March 2			7:00 am-2:00 pm	2:00 pm - 6:00 pm*

**Please note: Times are subject to change. All exhibits must be dismantled and removed from the exhibit halls by 4:00pm on Saturday, March 2. The final exhibit registration times and exhibiting hours will be provided in a final confirmation that will be sent to you in early February.*

Registration Rates

REGISTRATION TYPE	PRE-REGISTRATION OCT 17-FEB 7
Member	\$500
Non-Member	\$700
Onsite Members	\$600
Onsite Non-Members	\$800
Fellows, Residents & Students	FREE

**A \$100 processing fee applies to all registration refunds prior to Feb. 7, 2024. No refunds will be granted after Feb. 7, 2024.*



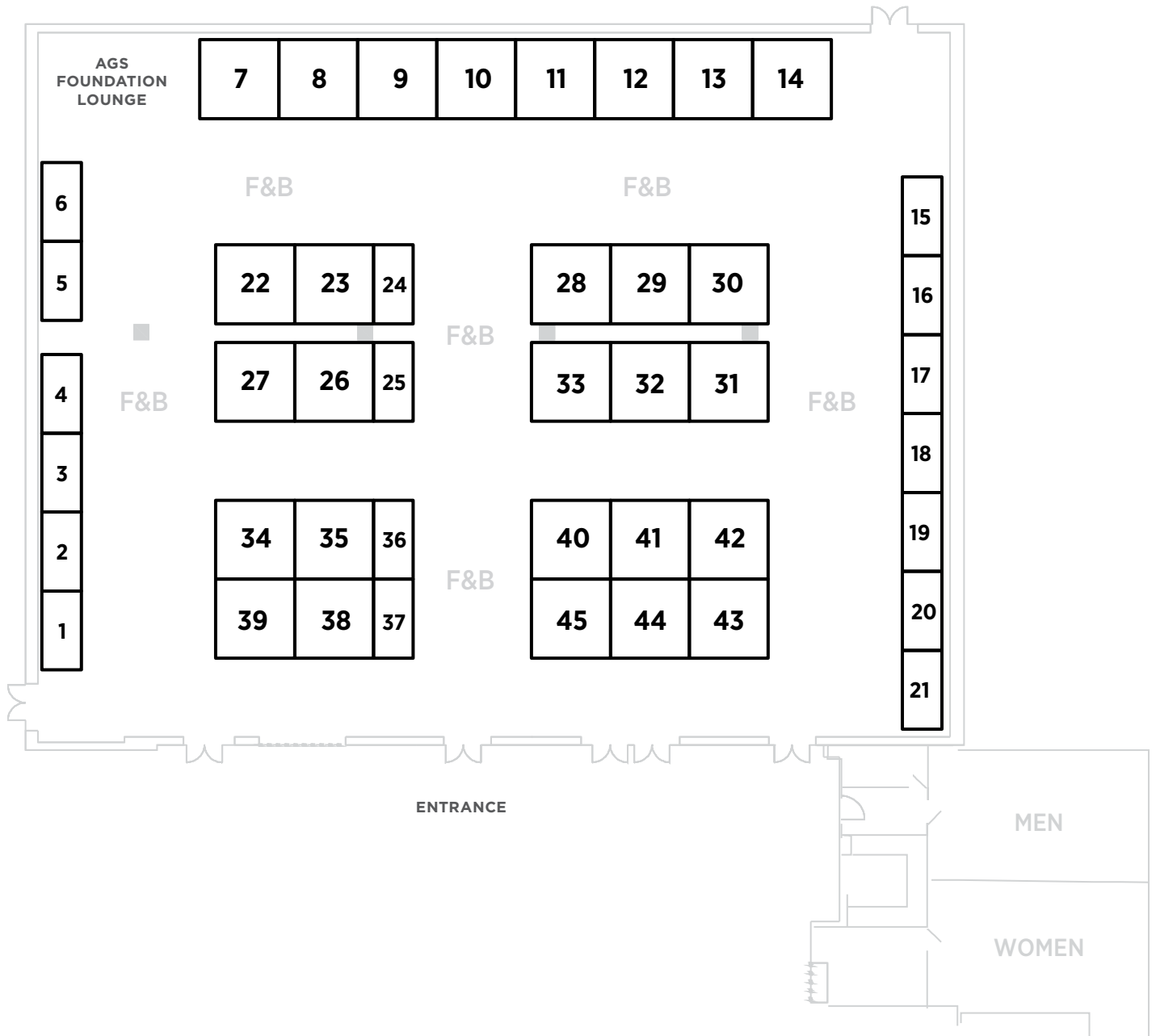
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Exhibit Hall

HYATT REGENCY HUNTINGTON BEACH - LOWER LEVEL - MARINER'S BALLROOM
View sold and available exhibit space ▶



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COMMERCIAL SPACE REQUESTS

Meeting space is subject to availability. Top level sponsors receive priority access to available space. Requests from non-sponsors will be accepted after December 15, 2023.

COMMERCIAL SOCIAL FUNCTION*

Sponsor Fee \$2,000; NonSponsor Fee \$4,000
*Availability is first come first serve and may be limited.

Exhibiting and/or sponsoring companies may hold invite only social gatherings. Such events must not compete with official AGS programming (please refer to the Commercial Space Request Allowed Days and Times.) May not have scientific content or presentations of any kind.

COMMERCIAL ADVISORY BOARD MEETING*

Sponsor Fee \$2,000; NonSponsor Fee \$4,000
*Availability is first come first serve and may be limited.

Closed, invite only meetings with a maximum of 20 participants. Requires submission of a preliminary agenda and a list of proposed invitees. Meetings may not compete with AGS official programming—please refer to the Commercial Space Request Allowed Days and Times.

COMMERCIAL SPACE REQUEST

Non-AGS events may be held outside of the hours listed below, and space request is subject to approval by the AGS.

- Wed., Feb. 28 7:00 pm - 9:00 pm
- Thur., Feb. 29 7:30 am - 10:40 am
11:10 am - 12:30 pm
2:30 pm - 5:30 pm
6:30 pm - 8:30 pm
- Fri., Mar. 1 7:30 am - 10:30 am
11:10 am - 1:10 pm
2:40 pm - 7:00 pm
- Sat., Mar. 2 7:30 am - 10:20 am
10:50 am - 12:20 pm
1:50 pm - 9:00 pm
- Sun, Mar. 3 7:30 am - 11:30 am

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

REQUEST MEETING SPACE: aao.org/formstack.com/forms/ancillary_meeting_request_form_2024

EXHIBITOR HOUSING

Limited Housing has been reserved at the Hyatt Regency Huntington Beach, CA. A link to the AGS housing block will be made available to exhibitors on November 15, 2024.

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. Bulky 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 before arrival may not 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 absolute 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.

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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, are provided in the exhibitor kit available on the AGS website.

ELECTRICAL, INTERNET AND AUDIO/VISUAL

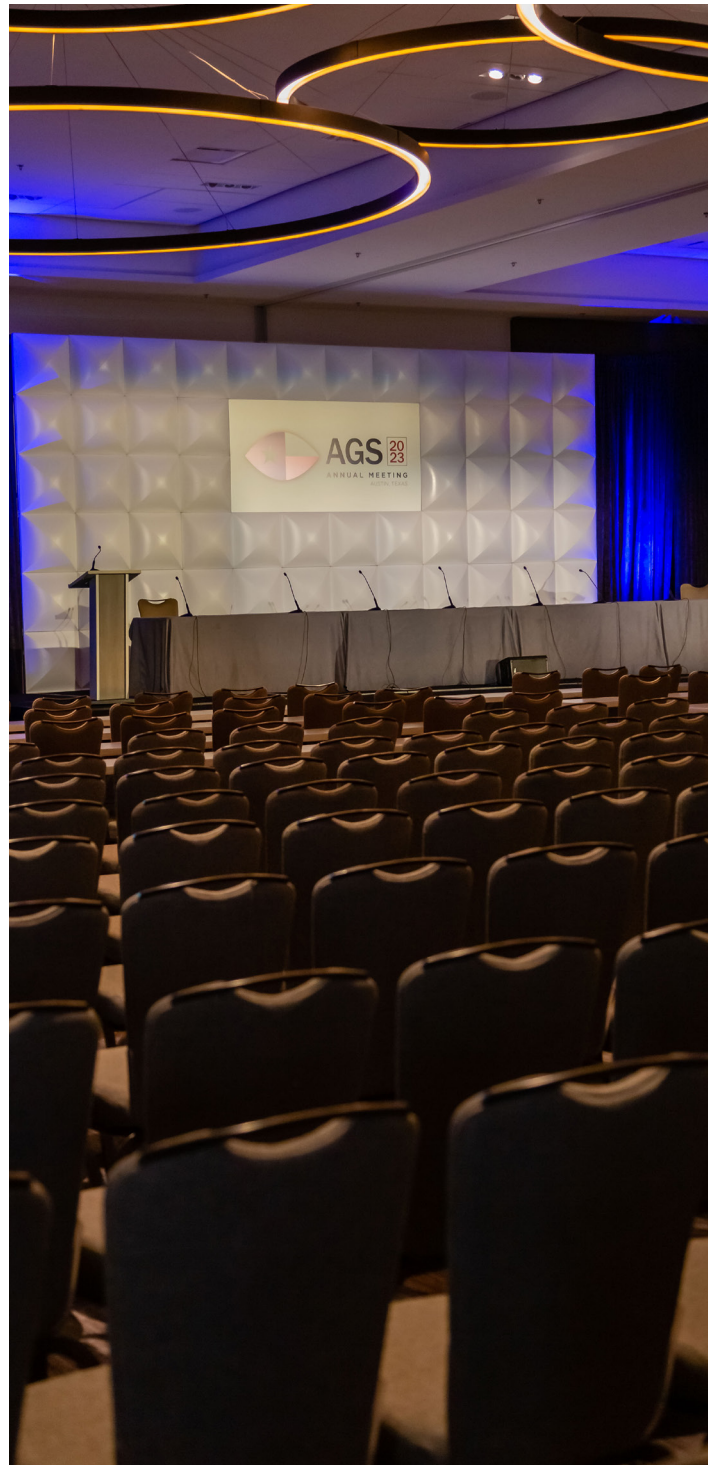
All orders for electrical, internet and audio/visual must be made through the show management services company. More details, including pricing, are provided in the exhibitor kit available on the AGS website.

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 is responsible for maintaining adequate insurance coverage against injury to persons, damage to or loss of property. All third-party exhibitor appointed contractors may be asked to provide a Certificate of Insurance naming AGS and the Grand Hyatt.

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About the American Glaucoma Society (AGS)

AGS is comprised of Glaucoma Specialists dedicated to sharing clinical and scientific information for the benefit of patients, colleagues, fellows and residents. The mission of the American Glaucoma Society is: *We are glaucoma clinicians, surgeons, and scientists dedicated to improving the lives of people with glaucoma by advancing knowledge and care through education, research, advocacy, and leadership.* Since its inception in 1985, the scope of the Society has expanded tremendously, both at home and worldwide.

CONTACT AGS

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