

ESCRS Overview

The ESCRS is embracing change in many different ways, by growing our existing events and forging strategic alliances with Ophthalmic Societies across specialties and around the globe. We want our members and industry partners to know that the ESCRS continues to evolve in order to stay responsive and relevant to today's ophthalmologists.

- ESCRS Congresses www.es CRS.org
- EuroTimes News Magazine www.eurotimes.org
- Online Symposia
- Online Marketing Opportunities
- High Impact Advertising
- Regional Issues – EuroTimes
- ET Today Congress Publications
- EuroTimes Symposia Event Management
- Online Marketing Opportunities

12th ESCRS Winter Refractive Surgery Meeting

The 12th Annual Winter Refractive Surgery Meeting will be held in the Palau de Congresses, Barcelona, Spain (8-10 February 2008). The 2008 meeting and Cornea Day will be held in conjunction with the VII International Corneal & Surgery Diseases Meeting and anticipated attendance is 700 ophthalmologists.

XXVI Congress of the ESCRS

The XXVI Congress of the ESCRS is to be held in the ICC Berlin, Germany (13-17 September 2008). The ESCRS Annual Congress attracts over 5,000 ophthalmologists and healthcare professionals with buying power or influence over purchasing decisions. The ESCRS enables the industry to meet and connect with the ophthalmologists at the congress making the exhibition floor at ESCRS an important sales platform for your company's products and services.

From year to year the congress continues to grow, with more registered delegates, more exhibiting companies and more elements in the scientific programme.

Around the annual congresses, industry can build communication platforms with the delegates, through sponsorship, advertising and sponsored symposia.

For more information on exhibiting at ESCRS please contact:

Maria Crowley Exhibition Manager
maria.crowley@escrs.org

Tel: +353 1 209 1100

Fax: +353 1 209 1112

Congress Demographics



	<i>London 2006</i>	<i>Lisbon 2005</i>
Europe	3,439	3,135
Rest of world	<u>1,663</u>	<u>1,214</u>
Total	5,102	4,349

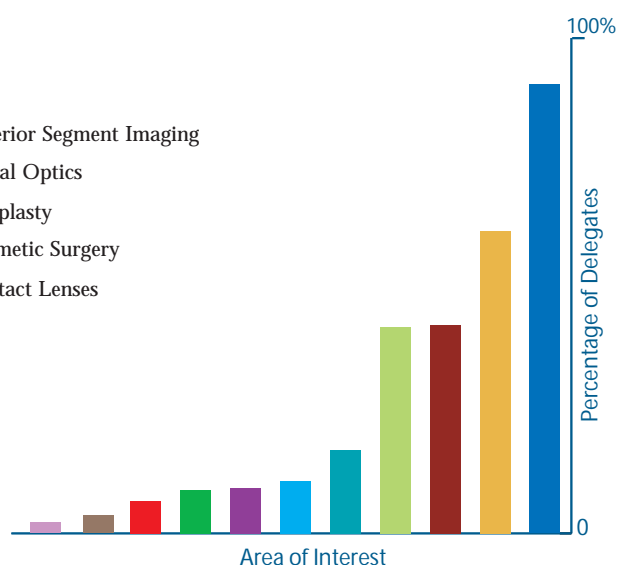
ESCRS XXIV Congress Evaluation Results

The main field of interest with the most enthusiasm from the delegates attending the ESCRS Congress in London was Cataract Surgery, this was followed by Refractive Surgery. Cornea and Glaucoma ran a close third, with Retina also being mentioned as an important area of interest to many delegates.

Source MMR XXIV Congress Evaluation Report 2006

- Cataract
- Refractive
- Cornea
- Glaucoma
- Retina
- Clinical Research

- Anterior Segment Imaging
- Visual Optics
- Oculoplasty
- Cosmetic Surgery
- Contact Lenses



WINTER ESCRS

Sponsorship Opportunities

12th ESCRS Winter Refractive Surgery Meeting – Barcelona, Spain

ESCRS offers sponsorship opportunities to industry partners who wish to increase their corporate brand visibility at the congress. All sponsors will be recognised in the Final Programme and will earn valuable priority points for enhanced booth position at future ESCRS congresses.

Tote Bags – price on application

Each registered attendee will receive the conference materials in a tote bag that they carry during the entire meeting and beyond. The sponsor's name and logo will appear on 700 bags. Inside each bag will be a pen and notepaper also featuring your company logo.



Internet Area – €15,000

The internet area is ranked as one of the most valuable areas of the meeting. Delegates can access their emails and the internet whilst visiting the exhibition. The sponsoring company's name and logo will be displayed on all screens as well as signage. The terminals will be located adjacent to the ESCRS booth in the exhibition hall.

Electronic Posters – €15,000

All poster presentations at the Meeting in Barcelona will be displayed on electronic monitors. Approximately 10 monitors displaying the poster presentations will be placed around the conference centre. This represents an exciting opportunity to associate your company with the scientific programme of the Meeting. Your company name and logo will appear on all monitors and screen savers. The electronic poster sponsorship includes the opportunity for a company representative to present the best poster awards to the winners at a key point in the programme.



WINTER ESCRS

Delegate Badges & Lanyards - €7,500

High Visibility opportunity! Your company logo (and your logo only) can appear on the lanyards of the official ESCRS Winter Meeting badges. Distributed at the registration desk, all attendees will be given the official badge and lanyard to wear during the meeting. Both the badges and the lanyards will be preprinted with your company logo, keeping your company name and logo visible throughout the event.

Signage – €10,000

The directional signage offers the opportunity to have your company name and logo (products optional) positioned in key locations with high visibility throughout the congress centre.

In addition your logo will appear on 3 large “You Are Here!” floor plans of the congress centre that will be used to highlight your booth number and the position of your booth on the floor plan itself.

Wi-Fi – €6,000

Delegates visiting the Wi-Fi area will be able to access emails and the internet using their own lap/palm tops via a Wi-Fi connection. The sponsor's support will be recognised with signage branded with the sponsors name and logo.



Message Centre – €6,000

Your company name and logo will be prominently positioned on screen when delegates visit the terminals to leave or retrieve messages at the message centre. Signage with the company logo acknowledging the sponsors contribution will also be positioned at the message centre station.

All congress sponsors have the right of first refusal on the same sponsorship opportunity at the following years' congress. The deadline to exercise this option of first refusal is the 1st of October. After this date all unsecured sponsorship opportunities will be offered on a first come basis.

As booth positioning within the ESCRS exhibition is deemed very important by our exhibitors, ESCRS operates a priority points system. The ESCRS Priority Points System is used to determine exhibitor booth positions at the Annual and Winter Congresses, all of the marketing/advertising opportunities outlined above earn priority points for the participating company.

Sponsorship Opportunities

ESCRS XXVI Annual Congress - Berlin, Germany

ESCRS offers sponsorship opportunities to industry partners who wish to increase their corporate brand visibility at the congress. All sponsors will be recognised in the Final Programme and will earn valuable priority points for enhanced booth position at future ESCRS congresses.

Welcome Reception – price on application

The Welcome Reception is a premiere event. ESCRS will work with the sponsor to create a valuable and unforgettable welcome event for delegates, which will recognise the contributions of the sponsoring company. This will be achieved by including company branding on all associated promotional materials online at www.es CRS.org in EuroTimes news magazine and the final programme. In addition all event signage will be branded for the sponsoring company.

Tote Bags – price on application

Each registered attendee will receive their conference materials in a tote bag that they can carry during the entire meeting and beyond. The sponsor's name and logo will appear on 5,000 bags. Inside each bag will be a pen and notepaper also featuring the company logo.

Internet Café – €50,000

The Internet Café is ranked as one of the most valuable areas of the meeting. Delegates can access their emails and the internet whilst enjoying a cup of coffee. The sponsoring company's name and logo will be displayed on all screens as well as signage. The Internet Café will be located adjacent to the ESCRS stand in the exhibition hall.

Video Awards Ceremony – price on application

A highlight in the scientific programme the Video Awards are a popular event, hosted in conjunction with the Congress Opening Ceremony. During the ceremony a representative from the sponsoring company will be invited to present the award to the competition winner. The sponsor will also be recognised in the programme and through signage on stage. In addition the sponsoring company's logo will appear on a free compilation DVD featuring the winning videos that will be distributed to each delegate attending the ceremony.

SUMMER ESCRS

Presidents Dinner – €40,000

The social highlight of the congress, this prestigious event takes place on the Saturday evening during the congress. Your company can gain outstanding visibility by sponsoring this event. Europe's top ophthalmologists gather for an evening of food, drink and music. Your company name will appear on menus and signage in an exclusive venue. A complimentary box (branded with the sponsor's logo) containing two luxury Irish chocolates will be distributed to each guest.

Electronic Posters – €40,000

All poster presentations at the congress in Stockholm will be displayed on electronic monitors. Approximately 20 monitors displaying the poster presentations will be placed around the congress centre. This represents an exciting opportunity, to associate your company with the scientific programme of the congress. Your company name and logo will appear on all monitors and screen savers. The electronic poster sponsorship includes the opportunity for a company representative to present the awards for best poster to the winners at the Opening Ceremony.

Delegate Badges and Lanyards – €36,500

High visibility opportunity! Your company logo (and your logo only) will appear on the official meeting lanyards and badges. Distributed at the registration desk, all attendees will be given the official badge & lanyard to wear during the Congress. Both the lanyards and badges will be preprinted with your company logo on them, keeping your company name visible throughout the event.

Signage – €25,000

The directional signage offers the opportunity to have your company name and logo (products optional) positioned in key locations with high visibility throughout the congress centre. In addition your logo will appear on 5 large "You Are Here!" floor plans of the congress centre that will be used highlight your booth no. and the position of your booth on the floor plan itself.

Exhibition Floor Guide – €15,000

These popular pocketsize exhibition maps open to reveal a detailed booth layout of the ESCRS Exhibition and Exhibitor List. Floor Guides include the sponsor's logo and space for product information which will be viewed each time the guides are used. A valuable tool for every delegate, the Exhibition Floor Guide will be distributed to all attendees with their registration materials making it an excellent vehicle to place the sponsoring company in the palm of every delegate. As well as offering the sponsor valuable space on the guide for promotion of the company, it is an excellent way to highlight your booth position to delegates.

ESCRS Congresses

SUMMER ESCRS

Wi-Fi Area - €15,000

Delegates visiting the Wi-Fi area will be able to access their e-mails and internet free of charge from their own lap/palm tops via a Wi-Fi connection. The sponsor's involvement will be recognised with signage branded with the sponsors name and logo.

Message Centre – €15,000

Your company name and logo will be prominently positioned on screen when delegates visit the terminals to leave or retrieve messages at the message centre. Signage with the sponsor's logo acknowledging their contribution will also be positioned at the message centre station.

Beaming Stations - €12,000

Delegates will be able to download the Meeting E Guide to their PDA from the beaming station on the exhibition floor. Your company name and logo will appear on signage at the beaming station. A beaming station located in your own booth is a sure-fire way to attract interested attendees to your booth.

Water Stations - price on application

Supply the attendees with natural refreshment by sponsoring bottles of water to be distributed throughout the congress centre. With a choice of natural spring or mineral water, your company logo will appear as the bottle label and will be distributed from refreshment areas where signage will be located with your company name and logo.

Relaxation Station – €20,000

Here is your chance to offer the attendees a reprieve from navigating the busy exhibition floor. The relaxation station will also provide you with a venue to promote your company & booth location and gives an additional area for displaying product literature. Each attendee who receives a massage will be given a company/product branded stress reliever, and the massage therapists on the station will wear your corporate t-shirts.

All congress sponsors have the right of first refusal on the same sponsorship opportunity at the following years' congress. The deadline to exercise this option of first refusal is the 1st of December. After this date all unsecured sponsorship opportunities will be offered on a first come basis.

As booth positioning within the ESCRS exhibition is deemed very important by our exhibitors. ESCRS operates a priority points system. The ESCRS Priority Points System is used to determine exhibitor booth positions at the Annual and Winter Congresses, all of the marketing/advertising opportunities outlined above earn priority points for the participating company.

Advertising Opportunities @ ESCRS

The ESCRS Annual Congresses offers a variety of advertising vehicles to promote your products and to maximise your company's presence at the Congress and beyond. The options are outlined below:

Preliminary Programme

The preliminary programme includes registration materials and hotel information, along with a preview of symposia and instructional courses. It is posted to 28,000 ophthalmologists.

All full page advertisements are A4 (210mm wide x 297mm high + 5mm bleed on all sides)



Position	Winter Meeting	Annual Congress
OBC	€10,000	€12,000
IFC	€7,000	€8,000
IBC	€6,000	€6,000
Run of Book	€5,000	€5,000

- Rates are for full colour ads

	Winter Meeting	Annual Congress
Deadline for space booking	20th July 2007	20th January 2008
Deadline for artwork	1st August 2007	12th February 2008
Circulation	28,000	28,000
Publication date	September 2007	March 2008

Advertising Opportunities @ ESCRS

Final Programme

A complete comprehensive guide to ESCRS Congresses, the Final Programme includes the directory/timetable of the scientific programme, satellite symposia, live surgery sessions and a full exhibitor guide. A copy is distributed to every attendee in the delegate bags.

All full page advertisements are A4
(210mm wide x 297mm high + 5mm bleed on all sides)



Position	Winter Meeting	Annual Congress
OBC	€9,000	€15,000
IFC	€6,000	€10,000
IBC	€5,000	€7,000
Run of Book	€4,000	€6,000

▪ Rates are for full colour ads

	Winter Meeting	Annual Congress
Deadline for space booking	22nd November 2007	2nd July 2008
Deadline for artwork	10th December 2007	20th July 2008
Circulation	700	5,000
Publication date	February 2008	September 2008

Advertising Opportunities @ ESCRS

Book of Abstracts

Set your company apart from the others and increase your company's profile by advertising in the Book of Abstracts. The Book of Abstracts will be distributed free to each of the delegates with their registration materials. Advertising in the Book of Abstracts ensures that your company will have high visibility both at the congress and when the delegates return home.

All full page advertisements are A4
(210mm wide x 297mm high + 5mm bleed on all sides)

Position	Winter Meeting	Annual Congress
OBC	€7,000	€12,000
IFC	€5,000	€9,000
IBC	€4,000	€6,000

	Winter Meeting	Annual Congress
Deadline for space booking	22nd November 2007	2nd July 2008
Deadline for artwork	10th November 2007	20th July 2008
Circulation	700	5,000
Publication date	February 2008	September 2008

ESCRS Congresses

Pocket Programme

A handy pocket sized programme that includes a congress overview and displays the highlights of the scientific programme.

All full page advertisements are 100mm wide x 210mm high + 5mm bleed on all sides)

Position	Annual Congress
OBC	€12,000
IFC	€9,000
IBC	€6,000
Run of Book	€5,000

- Rates are for full colour ads



	Annual Congress
Deadline for space booking	2nd July 2008
Deadline for artwork	20th July 2008
Circulation	5,000
Publication date	September 2008

Virtual Exhibition

The ESCRS Virtual Exhibition is a comprehensive information resource for all ophthalmologists. The virtual exhibition is the first place where delegates can access information about exhibitors and their booths at ESCRS before the final programme is distributed at the congress.

The Virtual Exhibition offers companies the chance to display a regular or enhanced listing on the website and is an optimum vehicle to target ESCRS members, congress delegates and all ophthalmic professionals with your company/product information for a minimal cost.

Virtual Exhibition Advertising Options include:

Banner Advertising:

- Banner Ads are valid for 6 months
- A full listing must be provided to run a banner ad
- The number of banners is limited to three advertisers
- Cost €750.00

Enhanced Listing:

- Company name, logo, booth number, URL and 100 word company/product listing
- Cost €250.00

Regular Listing:

- Company name, logo, booth number and URL only
- Cost €150.00

Virtual Exhibition Benefits Include:

- Increasing traffic to your exhibition stand
- Increasing traffic to your website
- Maximising your company's exposure beyond the 5-day exhibition – virtual exhibition on-line three months prior to and after event
- Increasing company profile – name display on ESCRS website

Listings are available from the 10th of June 2008 and will remain on the ESCRS website until 3 months after the congress.

Online Session Planner

The ESCRS Online Session Planner is a new planning tool devised to assist delegates attending the ESCRS Annual Congress in planning their schedule. The session planner is available at www.escrs.org for 3 months prior to the Annual Congress in September and will stay online until the end of the congress. This unique opportunity offers the sponsoring company 3 months exposure on www.escrs.org.

The session planner is available as a link on the congress home page and will feature 'sponsored by (Company Name)' and the sponsors logo. In addition 'Sponsored by (Company Name)' (and the logo) would appear on all printed pages.

*Advertising & sponsorship:
Costs on application*

For more information on the above opportunities and to discuss all sponsorship requirements:

Email: caroline.anderson@escrs.org

Tel: +353 1 209 1100

Fax: +353 1 209 1112

Web: www.escrs.org

ESCRS, Temple House, Temple Road, Blackrock, Co. Dublin, Ireland

Tel: +353 1 209 1100 *Fax:* +353 1 209 1112

ESCRS Online

www.escrs.org

New look www.escrs.org – over 40,000 visitors per month

With all the latest news regarding ophthalmology available online at www.escrs.org, the official website of the European Society of Cataract & Refractive Surgeons is the leading source of information for ESCRS members, international ophthalmologists and health care professionals. www.escrs.org offers a one stop shop where users can find the complete congress programme, abstracts, book hotels and register for ESCRS congresses as well as view video coverage of ESCRS symposia in the ESCRS multimedia section.



Site Features:

- ESCRS Information on Membership and all up coming congresses, including online registration, online session planner, hotel booking, satellite education programme, virtual exhibition and exhibitor information
- Members only area
- Ability to view or link to sites of all ESCRS publications
- Podcasts of Roundtable Discussions and Interviews
- News and up to date information on ongoing ESCRS studies and regulatory matters
- Access to Refractive Surgery Outcomes Information System

Priority Points System and Promotional Opportunities

Since 1996, the ESCRS has been allocating exhibition space based on a Priority Points System. Not only is this system the fairest method of allocating space, it also offers a variety of avenues to promote individual companies. All exhibiting companies will be scored according to points earned. Because corner booths and booths located close to entrances and catering areas are frequently requested by companies, these spaces will be assigned according to priority points, booth size requested and height restrictions.

You can earn priority points by:

- Exhibiting at ESCRS congresses
- Advertising in Congress Programmes & ET Today
- Advertising in the Journal of Cataract & Refractive Surgery
- Advertising in EuroTimes
- Supporting Congress Sponsorship Activities
- Hosting a EuroTimes Satellite Meeting at ESCRS
- Booking a listing on the ESCRS Online Virtual Exhibition
- Sponsoring equipment for Surgical Skills Training Courses

All priority points are accrued throughout the calendar year January - December.

For example all priority points earned Jan - Dec 2007 will be used to determine a company's booth locations for ESCRS 2008.

If you would like to find out more details on Priority Points or would like to know the number of points accrued by your company, please contact:

Maria Crowley - Exhibitions Manager
maria.crowley@escrs.org