

FLORIDA SOCIETY OF OPHTHALMOLOGY

# 2025

## ANNUAL MEETING

*Masters in Ophthalmology*

**JUNE 6 — 7 • ORLANDO, FL**  
WALDORF ASTORIA ORLANDO

## **Exhibitor Prospectus & Sponsorship Guide**

[ophmasters.com](http://ophmasters.com)

# Benefits of Exhibiting

**Connect** with **over 300 attendees** including ophthalmologists, ophthalmic nurses, certified ophthalmic technicians.

**Engage** in **over 9 hours** of quality **face time** with attendees.

**Benefit** from **listings** on onsite signage, virtual exhibit hall and in the FSO newsletter.

**Gain** maximum **exposure** by **meeting with attendees** during scheduled breaks and engagement through prize giveaways.

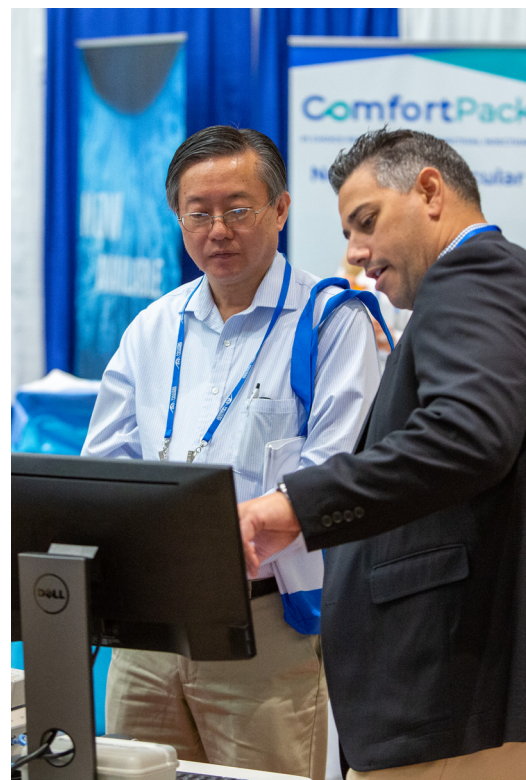
## Exhibit Information

### Exhibit Information:

- **One 8' x 10' Exhibit Booth**  
Includes: Table, 2 Chairs, Waste Paper Basket
- **Two Badges for Company Representatives**  
Includes access to scientific sessions and subspecialty breakout sessions. Additional badges available for purchase.
- **One Lead Retrieval Scanner**  
Detailed report of scanned attendees will be sent after the meeting and will include name, address, phone and email. Additional scanners available for purchase.

### Pricing:

<b>Early Bird</b>	<b>July 22, 2024 - February 3, 2025</b>	<b>\$3,199</b>
<b>Advance</b>	<b>February 4, 2025 - April 4, 2025</b>	<b>\$3,499</b>
<b>Regular</b>	<b>April 5, 2025 - May 30, 2025</b>	<b>\$3,799</b>



### RESERVE YOUR EXHIBIT SPACE TODAY • APPLY ONLINE HERE

If you select pay by CHECK, please note that your booth reservation will not be confirmed until payment is received in full.

*\*\*Online application form requires upload of company logo and description.*





## Program Venue

**Waldorf Astoria, Orlando**  
**14000 Bonnet Creek Resort Ln.**  
**Orlando, FL 32821**

**Room Rate:** \$299+ tax/night, plus \$25 per night resort fee  
20% discounted valet parking  
Self parking not available.

**Reservations:** Exhibitors must first register for the meeting and once registered, will receive a confirmation email with the link and special code to book a room.

**Cutoff:** The room block will be open through **May 5, 2025** or until the FSO room block is full.

## Exhibit Hall Hours\*:

### Friday, June 6

**Move In:**  
12:00 PM – 5:00 PM

**Welcome Reception:**  
6:00 PM – 8:00 PM

### Saturday, June 7

**Hall Open**  
8:00 AM – 2:30 PM

**Break with Exhibitors:**  
9:05 AM – 10:05 AM

**Dessert Reception with Exhibitors:**  
1:30 PM – 2:45 PM

**Move Out:**  
2:30 PM

*\* Times are subject to change.*



# Facetime Opportunities

## Satellite Symposium (Three Slots Available) .....\$12,500

Establish your expertise as a leader in the field of ophthalmology by hosting a one-hour educational symposium session. This unique opportunity gives your company exclusive access to meeting space to host your educational session (either CME or non-CME certified) that will not compete with the scientific sessions. This opportunity includes an exhibit booth, priority placement in the exhibit hall, one bag stuffer, two signs and one-time use of the pre-registration mailing list!

Slot 1	<del>SOLD</del> Friday, June 6	12:30 pm – 1:30 pm	Slot 3	Saturday, June 7	7:00 am – 8:00 am
Slot 2	Friday, June 6	5:00 pm – 6:00 pm			

**Disclaimer:** The Satellite Symposium is subject to approval by the Florida Society of Ophthalmology (FSO) planning committee. The FSO is not responsible for unsatisfactory attendance and/or marketing of the Satellite Symposium. It is the sole responsibility of the company to market the Satellite Symposium. Please note that all times and dates are subject to change. The FSO will update the information as needed for all supporters, however, please note start and end times may change until final scientific agenda is confirmed.

## Saturday Spotlight Lunch Symposium (One Slot Available) .....\$25,000

Includes everything in above symposium slots, plus food and beverage included in the price. An additional e-blast will be sent out as well. This is expected to be a well-attended symposium.

Slot 1	<del>SOLD</del> Saturday, June 7	12:25 pm – 1:30 pm
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# Social Opportunities

## Welcome Reception (Exclusive Opportunity) ..... \$7,500

Sponsor the Welcome Reception at Masters in Ophthalmology 2025! The Welcome Reception will be held on Friday evening in the exhibit hall. Attendees will mingle with colleagues and enjoy light bites and drinks. Sponsorship includes recognition on meeting signage and on company branded napkins.

## Saturday Evening Reception (Exclusive Opportunity) .....\$3,000

Sponsor the closing reception on Saturday evening. Opportunity includes recognition on meeting signage, the meeting landing page and company branded napkins at the reception.

## Artisan Coffee Bar .....\$4,500

Sponsor the artisan coffee bar during the Saturday morning breakfast in the exhibit hall. This sponsorship includes your company logo on coffee sleeves, recognition on the coffee station “Glow Bar”, meeting signage as a sponsor and priority placement in the exhibit hall.

# Advertising Opportunities

## **Directional Floor Decals (Exclusive Opportunity) .....\$5,000**

Direct attendees to your exhibit booth with floor decals featuring your company logo. The floor decals will be strategically placed at the entrance of the exhibit hall to lead attendees directly to your company's booth.

## **Attendee Meeting Bags (Exclusive Opportunity) .....\$5,000**

The sponsor of the attendee meeting bags will receive full exposure as every bag will include your company logo. Attendees will use the meeting bag throughout the entire meeting and beyond. Sponsorship must be confirmed 60-days prior to the meeting.

## **Hotel Key Cards (Exclusive Opportunity) .....\$4,500**

Attendees will receive a company-branded hotel key card at check-in. The sponsor will also be recognized on meeting signage and on the meeting landing page. Sponsorship must be confirmed a minimum of 60-days prior to the meeting.

## **Bathroom Mirror Clings (Exclusive Opportunity) .....\$2,500**

Place your company message, logo and/or booth number in a spot that attendees will be sure to see... the bathroom! Mirror clings will be placed in the bathrooms located near the meeting space for attendees to see in clear view!

## **Meeting Bag Stuffer .....\$1,500**

Want more exposure at the Masters in Ophthalmology 2025 meeting? Include your company-branded swag in the attendee meeting bags. Your company can provide the swag, or we can help you create a specialized item. All inserts must be approved by the FSO prior to printing. Sponsor is responsible for design, printing and shipping. (Max size/weight: 8.5" x 11", max weight .08 oz).

## **Bingo Card Slot .....\$350**

Have some fun with attendees by including your company logo and booth number on our Bingo card. Attendees will have to complete the card by visiting all participating sponsors, in order to qualify for a special prize drawing that will be held during the dessert reception.

## **Pre-Registration List .....\$150**

Want to know which ophthalmologists will be attending the meeting before you arrive? Purchase a list that includes all pre-registered attendees. The list will be sent two weeks prior to the meeting with each attendees first name, last name, city, and state.

**For customized packages, please contact Colleen Filbert at [cfilbert@mdeye.org](mailto:cfilbert@mdeye.org).  
Must purchase booth to take advantage of sponsorship opportunities.**



# Essential Opportunities

## Premier Advertising Onsite (Exclusive Opportunity) ..... \$1,500

Promote your company or product on an 8-foot standalone sign that will be seen by attendees upon arrival at the meeting. Signage can include your company logo, exhibit booth number, company website, and information on your products and/or services.

## E-Blasts to FSO Members & Attendees .....\$900 | \$700 | \$500

Reach out to the attendees before the meeting by having a personalized E-Blast sent out right before the meeting. Advertise your booth number and company. There is no better way to remind attendees that your company will be attending the meeting!

**Tier 1: \$900** • Includes three (3) emails that will be sent to FSO members. The first email will be sent five-weeks prior to the meeting, second email will be sent two-weeks prior and the final email will be sent the day before the start of the meeting.

**Tier 2: \$700** • Includes two (2) emails that will be sent to FSO members. The first email will be sent four-weeks prior to the meeting and the second email will be sent two weeks prior to the meeting.

**Tier 3: \$500** • Includes one (1) email that will be sent out at the beginning of the meeting week.

## Banner Ad ..... \$650 / each

### Option 1 • Three month-banner ad on FSO website-mdeye.org.

Reach members and attendees by placing a banner ad on mdeye.org for 3-months.

### Option 2 • Banner Ad on Meeting Landing Page

Get recognized by attendees by placing a banner ad on the meeting landing page that will include all meeting information such as the agenda, accreditation, presentation, faculty and exhibit and sponsors, and special event information. Banner ads must be submitted as a .png file format.

(Size: 208 x 208 )



For customized packages, please contact Colleen Filbert at [cfilbert@mdeye.org](mailto:cfilbert@mdeye.org).  
Must purchase booth to take advantage of sponsorship opportunities.

# Exhibit & Sponsorship Portal

June 6–7, 2025 | Waldorf Astoria, Orlando | Orlando, FL



**Click [HERE](#) to Connect to the Exhibit Online Application Portal**

Please note that uploading both a company logo and description are required as part of the application.

## **Payments**

Payment for exhibit booths and sponsorships can be made by credit card or check. If you opt to pay by CHECK the exhibit booth package will not be confirmed until full payment has been received and provide a credit card number to hold.

## **Cancellation**

Once the application has been received, cancellation must be provided in writing to the Organization no later than May 7, 2025, forty-five days prior to the meeting.

# Important Deadlines

**February 3, 2025**

Early Bird Exhibit Rate Ends

**April 4, 2025**

Advance Exhibit Rate Begins

**April 5, 2025**

Regular Exhibit Rate Begins

**April 5, 2025**

Exhibitor Badge Names Due

**May 5, 2025**

Hotel Cutoff

**May 16, 2025**

Meeting Bag Inserts Due



# TERMS & CONDITIONS

Thank you for your interest in exhibiting at the Florida Society of Ophthalmology (FSO), Masters in Ophthalmology 2025 Meeting ("Organization"). All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the exhibitor prospectus as well as any other information or updates provided by the Organization.

**Exhibit Hall Hours.** All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set-up late or tear-down early. You agree to pay a \$500 fee should the exhibit space get broken down before official tear-down hours.

**Exhibit Booth/Sponsorship Cancellations & No-Shows.** Once the application has been received, cancellation must be submitted to Organization, in writing, no later than April 25, 2025, forty-five (45) days prior to the meeting. Upon receipt of a timely cancellation notice, a full refund minus a \$500.00 processing fee will be returned. If no cancellation notice in writing is received, no refund will be made. After April 25, 2025, there are no refunds for no-shows or those canceling within the forty-five (45) days.

**Cancellation and Postponement of the Masters in Ophthalmology 2025 Meeting.** In the event that the Masters in Ophthalmology 2025 Meeting is postponed due to any occurrence not occasioned by the conduct of the FSO or the exhibitor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the Masters in Ophthalmology 2025 Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less any pro-rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by the FSO through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

**Space Assignment.** Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. Organization will confirm the receipt of money/contract along with a space assignment. Organization reserves the right to rearrange the floor plan at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. Organization will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

**Exhibitor Badges & Registration.** Booth size determines the number of badges afforded to exhibitor. Representatives without badges will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

**Display Requirements & Restrictions.** Organization retains the right to deny the exhibition of inappropriate items and products. Please contact the Exhibit Coordinator with any questions. Drugs, chemicals, or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Exhibit Coordinator. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

**Electrical Requirements.** Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

**Prohibited Conduct.** The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made

to the floors by nails, screws or any other device. Exhibitor is responsible for damage to property. Organization reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of Organization is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

**Live Demonstration.** The use of models, biological tissues, or animals is strictly prohibited unless approved in advance.

**Unauthorized Canvassing & Distribution of Advertising Matter.** Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Exhibit Coordinator any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of Organization.

**Photography.** Organization may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from Organization or the official meeting photographer to take pictures outside the exhibitor's booth.

**Subletting of Space.** No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the exhibit hall. No refund will be made to a company subletting its space.

**Security.** Exhibitors are strongly urged to secure all valuables nightly or take them to their hotel's rooms. Organization, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

**Certificate of Insurance & Liability.** The property hosting the conference will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. Organization will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors must provide Organization with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend Organization, Compass Management & Consulting, Inc., the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

**Disclaimer.** Organization neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless organization for any and all costs, including reasonable attorney fees, associated with any claim based on your product. Attendance. Organization may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

**Payment.** Applications will be confirmed with the submission of an application and full payment. Any company that submits an application to exhibit, but is not paid in full by May 9, 2025, four weeks prior to the meeting, will be required to place a credit on file with the Organization in order to receive an exhibit assignment. Check payments will be due no later than 30-days after the meeting. If payment is not received by July 6, 2025, the credit card on file will be charged.

**Cooperation.** Organization requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these guidelines. For any questions, please contact the Organization office at (904) 998-0819.