

Prospectus

APRIL 4-6, 2019

The Westin Kierland
Scottsdale, Arizona



Cornea **360°**

SPONSORSHIP OPPORTUNITIES:

BENEFIT DESCRIPTION	DIAMOND \$75,000 (3 available)	PLATINUM \$50,000 (4 available)	GOLD \$25,000 (8 available)	SILVER \$15,000 (10 available)	BRONZE \$5,000 (10 available)
Exhibit Hall Booth	20' x 20' Island Booth 1st Choice for Premium Location	10' x 10' Island Booth 1st Choice for Premium Location	10' x 10' Island Booth	8' x 10' Island Booth 1st Choice for Premium Location	Booth Not Included
Complementary Badges	10	8	6	4	2
50-min Breakfast or Lunch Symposium (3 spaces available) <i>*First come, first served.</i>	●				
Mosaic Wall with Company Recognition	●				
Mobile App-Push Notification (3 available)	●				
Priority Access to Room Block	●	●			
Platinum Incentives: One per sponsor * Lanyards * Keycards * Wifi Network * Column Wrap (2 qty) <i>*First come, first served.</i>		●			
Mobile App-Banner Ad		●			
Gold Incentives: One per sponsor * Wall Panel Advertisement (4 qty) * Promotional Cups (1 qty) * Branded Attendee Notebook/Pen (1 qty) * Meeting Bag (1 qty) <i>*First come, first served.</i>			●		
Promotional ad in meeting program: * Diamond: C4 + C3 or Spread Ad * Platinum: Two-page ad * Gold: Half-page ad <i>*First come, first served.</i>	●	●	●		
Meeting Bag Insert	●	●	●	●	●
Access to Meeting Registration List	●	●	●	●	●

EXHIBIT BOOTH SPACE AVAILABLE:

8' x 10' Booth
\$5,500

10' x 10' Booth
\$10,500

Each Booth Includes:

- 8' x 10' includes two badges
- 10' x 10' includes three badges
- One standard booth space consisting of an 8 foot back drape and 3foot draped side rails
- Standard booth sign displaying your company name and booth number
- Each booth includes one 6' table, two chairs, and one wastebasket

SYMPOSIA AND MEAL FUNCTIONS:

Breakfast Symposia – \$25,000

(1 available)

Reception-Style Symposia – \$35,000

(1 available)

Includes:

- 50-min symposium
- Recognition on the Cornea360° (C360) website and pre-meeting materials
- Badge scanning and attendee list
- Signage and opening slide acknowledging sponsor support
- Symposium logistics, room rental, standard audio/visual package, tech support
- Promotional eBlast

***Does not include food and beverage. Sponsor to work directly with hotel catering to place an order.*

Additional Services (additional fees and out-of-pocket expenses)

- Food and beverage management
- Audience response system (ARS)
- Additional audio/visual services

WELCOME RECEPTION (OPENING NIGHT) THURSDAY EVENING, April 4 – \$30,000
(1 available)

Includes:

- Outdoor reception space overlooking stunning views of the golf course
- Company logo projected on the golf course (GOBO)
- Signage with company logo/name

***Does not include food and beverage. Sponsor to work directly with hotel catering to place an order.*

REFRESHMENT BREAKS, FRI/SAT – \$18,000
(4 available)

Includes:

- 30-minute refreshment break in the exhibit hall
- Food and beverage
- Signage with company logo/name

Friday, 4/5	Available Time	Saturday, 4/6	Available Time
Breakfast Symposia (available to Diamond sponsors only)	7:00 AM – 7:50 AM	Breakfast Symposia	7:00 AM – 7:50 AM
Refreshments Break (AM)	9:45 AM – 10:15 AM	Refreshments Break (AM)	9:45 AM – 10:15 AM
Lunch Symposia (available to Diamond sponsors only)	12:00 PM – 1:00 PM	Lunch Symposia (available to Diamond sponsors only)	12:00 PM – 1:00 PM
Refreshments Break (PM)	2:45 PM – 3:15 PM	Refreshments Break (PM)	2:45 PM – 3:15 PM
Reception/Symposia	6:00 PM – 7:00 PM	N/A	N/A

MEETING ROOM SPACE:

ADVISORY BOARD MEETING – \$5,000

Meeting rooms will be offered Thursday–Saturday during limited times.

Includes:

- 1^{1/5} hour time slot to hold a one-hour advisory board
- Meeting space at the hotel for up to 20 people

Please contact info@thecornea360.com for more information.

***All associated costs for food and beverage and audio/visual are your responsibility and not included.*

ADDITIONAL SPONSORSHIP OPPORTUNITIES:



PROMOTIONAL CUBES – \$5,000 each

(2 available)

Tri-level branded promotional cubes placed in the conference area.



MIRROR CLINGS – \$8,750

(sole sponsorship)

Deliver your message directly to attendees in their guest room with this opportunity. Westin guest room mirror clings include application fees. Thursday and Friday available.



ARCHWAYS – \$12,000

(sole sponsorship)

Promotional archways lead directly into meeting space. The price includes all three archways.

***Prices do not include production cost.*

HEADSHOT PHOTOGRAPHER – \$5,250 each (sole sponsorship)

Unique opportunity to provide attendees with their professional headshots. Includes signage with company name/logo and promotion in meeting materials. Available Friday or Saturday for an 8-hour duration.

MOBILE APP:

- Featured Exhibitor Listing (5 available) – \$1,000
- Push notifications (3 available) – \$3,250

ACCESS TO MEETING REGISTRATION LIST – \$5,000

**Additional photos available upon request for all promotional opportunities.*

Please contact info@thecornea360.com for more information and to secure your engagement opportunities.
www.cornea360.org



EXHIBITOR/SPONSOR SUPPORT RULES AND REGULATIONS

General

All matters and questions not covered by these Rules and Regulations are subject to the decision of Cornea360° and their authorized representatives. The words "C360" used herein shall mean the Cornea360° meeting at the Westin Kierland, its committees, agents or employees acting for the management of the Meeting and Exhibition.

Blackout Times:

Off-limits for holding ancillary events: April 4-6

Application for Space

To make an application for space please provide a completed application form found on page 8.

Assignment of Exhibit Space

Exhibit space locations will be assigned at the sole discretion of C360. Applications received from prospective Exhibitors will be recorded in the order of their receipt; C360 will allocate space and notify Exhibitors of location. Requests for exhibit location can be made, and C360 will make every attempt to honor, however, the final location is at the discretion of the organizers. In the event of a conflict regarding space or other material conditions, C360 shall have the right to assign space to the Exhibitor, rearrange the floor plan and relocate any exhibit at any time before or during the period of the exhibition. Full payment is required to assign space.

Payments & Refunds

Full payment is due by January 1, 2019. If full payment is not received, the exhibit space will be released and reassigned until final payment is received and processed. In the event an Exhibitor cancels, C360 must be notified in writing. A cancellation fee of \$1,000 will be deducted from any refund made. No refunds will be made for cancellations within four (4) months of the show. Booth Personnel Registration/On-Site Responsibilities

All booth personnel must pre-register. An Exhibitor registration link will be emailed to the person who has listed him or herself as the primary on the application. Exhibitors are required to staff their booths at all times when the exhibit hall is open to attendees. Exhibitor badges will be made available on-site only, and Exhibitors must wear them at all times. Exhibitor badges include access to the exhibit hall, any meal functions served in the exhibit hall, as well as all educational sessions (pending available space). Exhibitor's badges are personal and are not transferable. Exhibitor personnel may not enter the exhibit space of another Exhibitor without permission from the latter. At no time may anyone enter the unmanned booth of another Exhibitor. If extra badges are needed, the vendor will be charged the appropriate fee for purchase provided space is available. No refunds will be possible.

Installation of Exhibits ***PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

Installation of exhibits will commence on Thursday, April 4, 2019. All exhibits must be fully installed by 8 pm on April 4th. After this hour, no installation work will be permitted without special permission from C360. An Exhibitor kit with detailed times will be provided closer to the meeting.

Removal of Exhibits ***PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

All exhibits must remain intact until Saturday, April 6, 2019 after the end of sessions as deemed by the agenda, and may not be dismantled or removed until that time. Exhibits should be packed and ready to ship by Sunday, April 7, 2019, at 8 am.

Unoccupied Space

Exhibit space not occupied one-hour prior to the opening of the exhibit hall may be reassigned by C360 exhibit management, without refund of the rental paid. Exhibit management may also prepare the exhibit or remove freight from the booth area at the expense of the Exhibitor.

Care of Exhibit Space

Exhibitors shall keep occupied space in good order. Special cleaning and dusting of booth, display, equipment and material will be the Exhibitor's responsibility and shall be performed at the Exhibitor's expense.

Conduct of Exhibitors

Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. C360 reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor's booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the exhibit hall is 18 years of age.

Security

Providing security for exhibits, Exhibitor property and exhibitors themselves, as well as for their employees, agents, representatives, and guests, shall be the sole responsibility of the Exhibitor.

Insurance and Liability

Exhibitors shall be entirely responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, appears out of, or is in any way connected with Exhibitor's participation in the exhibition. It is the Exhibitor's sole responsibility to obtain, at its own expense, general liability insurance, any or all licenses, and permits to comply with all federal, state and local laws for any activities conducted in association with or as part of the exhibition.

Safety & Fire Regulations

All Exhibitors must strictly observe all applicable safety and fire laws and regulations. Cloth decorations must be flameproof. Wiring must comply with the local fire department and conference facility rules. Exhibitors must not block aisles and fire exits. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas and oxygen tanks are not permitted.

Hazardous/Medical Waste

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of dangerous/medical waste. All costs incurred in the removal of dangerous/medical waste from the exhibit facility will be the sole responsibility of the Exhibitor. If the Exhibitor does not dispose of the hazardous waste materials properly, C360 reserves the right to fine the exhibiting company.

Photography, Videotaping & Recording

All photography, filming, taping, recording, reproducing, imaging, or capturing in any medium now known or hereafter devised, including via the use of a tripod-based equipment or mobile devices, hereafter referred to as "Capturing," of the Cornea 360° meeting, content, material, presentation, attendees or Exhibitors, including any display or equipment must be approved in advance by C360. Only the Official C360 Photographer/Videographer may perform Capturing in the Conference Meeting Space and Exhibit Hall unless C360 grants approval.

Attendee List

All sponsors and Exhibitors will receive a final list of attendees at the conclusion of the meeting. Information may only be used by attending sponsors and Exhibitors and may not be released or sold to other business entities.

SPONSOR APPLICATION



Cornea 360°

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Office Phone: _____ Cell Phone: _____

Email: _____

Company Website: _____

SPONSORSHIP

Sponsorship Item: _____	Cost: _____
Sponsorship Item: _____	Cost: _____
Sponsorship Item: _____	Cost: _____
Sponsorship Item: _____	Cost: _____

PAYMENT (ALL FEES ARE PAYABLE IN US FUNDS DRAWN ON US BANKS)

Credit Card (Visa, MC, or AMEX) Check (payable to NCPDP) Send invoice ACH*

Name (as it appears on card): _____

Debit/Credit Card Number: _____ Expiration Date: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

CVV: _____

(Visa and MC: CVV is the last 3-digits on the signature area of your debit/credit card.)

AMEX: CVV is the 4-digit number above the embossed name on the front of the card.)

**Transactions greater than \$10,000 must be submitted by check or ACH only.
Contact info@thecornea360.com to obtain account information.*