



XXIV Biennial Meeting of the International  
Society for Eye Research

October 25 - 29, 2020 | Buenos Aires, Argentina



# SPONSORSHIP PROSPECTUS

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[www.iserbiennialmeeting2020.org](http://www.iserbiennialmeeting2020.org)

# WELCOME MESSAGE

Dear Interested Party,

It is a pleasure to provide information to you about the International Society for Eye Research (ISER) Biennial Meeting. ISER is a society of basic and clinical researchers that promotes eye research worldwide. The Society's journal, *Experimental Eye Research*, ranks among the top journals that specialize in publishing eye research. The ISER meeting takes place every other year in a different country, rotating between the Americas, Europe, Asia and the Pacific Rim. Every meeting is organized by a local host in conjunction with the ISER meeting liaison who bring together local and international researchers. With this strategy, ISER brings a very high level of research and discovery to countries all over the world and provides a venue for these researchers to interact, form collaborations and greatly enhance our research enterprise.

The scientific quality of the ISER meeting is consistently ranked in questionnaires after the meetings as being outstanding. A reason for that is the unique organizational structure of the meeting. It is based on bringing together researchers on specific topics which are often interdisciplinary in nature and provides a platform for new interactions. Many of the speakers are leaders in their fields and are invited to present at a section designed by the organizers around a research area. There is a wide range of topics from very basic research to translational clinical medicine. This further enhances communication between basic and clinical researchers as new therapeutic approaches are discussed.

Another main goal of ISER is the promotion and support of young investigators. The meeting offers specialized activities to enhance networking between young investigators and creates opportunities for these young investigators to interact with experienced scientists. At every meeting ISER provides about 60 young investigator travel fellowships. These fellowships are available mainly through the support of external sponsors.

Thus the success of ISER's Biennial Meeting offers an attractive platform for sponsorship. Companies that support ISER have high visibility with basic and clinical eye researchers. Sponsorships also provide important support for the development of new ideas which will lead to important therapeutic breakthroughs.

We hope this prospectus shows attractive possibilities for you to sponsor for ISER's biennial meeting and to become part of ISER's success.



*M. Christine McGahan*

President

M. Christine McGahan, PhD

## Why Sponsor ISER 2020?

Help ISER fulfill its mission to provide a unique, international platform for dissemination of cutting-edge knowledge, advances in eye research and treatment of ocular diseases while:

- Ensuring your presence at the leading international congress devoted to eye/vision research
- Reaching a diverse and influential group of scientists, researchers and clinicians from the world's top institutions
- Increasing your company's visibility
- Building your network and ensuring your products and solutions are presented to a global audience of decision makers and key opinion leaders

Your partnership will associate your brand with innovation and a commitment to scientific discoveries, leadership development, and well-informed standardization in the field of eye/vision research!

# CONTACTS / MEETING INTRODUCTION

## About the Meeting

ISER's biennial meeting champions the advancement of international eye research by uniting the leading clinicians and vision researchers from around the world to share their expertise and experience, making this a much-anticipated international event. The scientific program provides a unique platform for presentations and discussions on advancing scientific research, at both clinical and laboratory levels. Plenary lectures delivered by leading experts are balanced with symposia addressing topics of broad, interdisciplinary interest. Poster presentations represent an array of the most pertinent research and results being conducted worldwide and provide a forum for continued and expansive coverage of the topics addressed in symposia. The meeting is organized to encourage and provide opportunities for young scientists to present their work and to network with experienced mentors.

## About ISER

The International Society for Eye Research (ISER) was founded in 1968 to establish an international organization to support eye and vision research. The organization is comprised of eye and vision research scientists from more than 34 countries and holds a biennial meeting in some of the world's most distinctive cities.

Please feel free to check the following website for more information: [www.iserbiennialmeeting2020.org](http://www.iserbiennialmeeting2020.org)

## Key Facts

### Dates:

October 25-29, 2020

### City, Country:

Buenos Aires, Argentina

### Venue:

Hilton Buenos Aires  
Macacha Guemes 351  
C1106BKG Buenos Aires  
Argentina

### Official Language:

English

### Participants:

800 – 1,000

### ISER President:

M. Christine McGahan, PhD  
North Carolina State University  
Raleigh, NC, USA

### ISER Meeting Liaison:

Olaf Strauß, PhD  
Charité Universitätsmedizin Berlin,  
Germany

## Contacts

### Meeting Secretariat

ISER 2020  
c/o K.I.T. Group GmbH  
Kurfürstendamm 71  
10709 Berlin, Germany  
Tel.: +49 30 24 60 3 - 421

### Exhibition/Satellite Symposia/Sponsorship

c/o K.I.T. Group GmbH  
Email:  
[iser2020-industry@kit-group.org](mailto:iser2020-industry@kit-group.org)

### Registration

c/o K.I.T. Group GmbH  
Email:  
[iser2020-registration@kit-group.org](mailto:iser2020-registration@kit-group.org)

# ISER 2020 KEY DATES & MAIN TOPICS

## Key Dates

Session Titles are published in Online Session Planner **November 2019**

Registration and Accommodation Booking opens **January 15, 2020**

Early Registration Fees Deadline **June 7, 2020**

Standard Registration Fees Deadline **September 15, 2020**

Onsite Registration from **October 25, 2020**

## Regular Abstract Submission

Abstract Submission opens **January 15, 2020**

Abstract Submission closes **June 15, 2020**

## Topics

- Glaucoma
- Lens
- Cornea and Ocular Surface
- Ocular Immunology
- Retinal Cell Biology
- Psychophysics RPE-Choroid
- Ophthalmic Genetics/Genomics
- Ocular Pharmacology, Therapeutics & Drug Delivery

*The full list of ISER 2020 Topics will be available on the ISER Website starting from Summer 2019.*

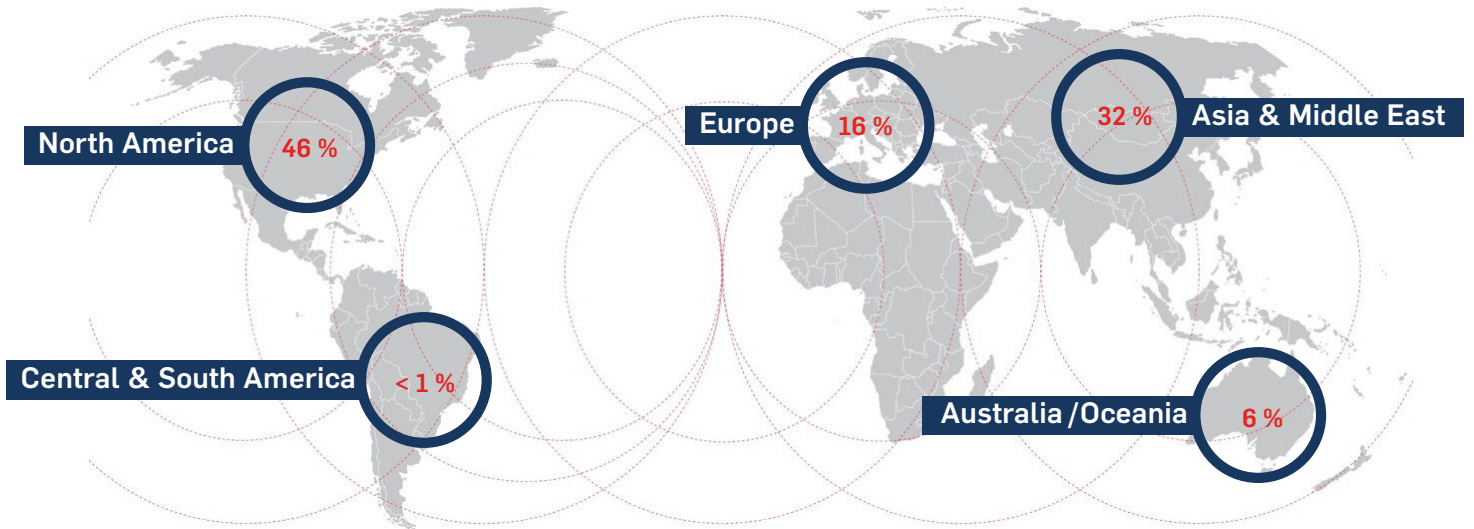
*The Program of ISER 2020 will be available on the ISER Website starting from October 2019.*

## PREVIOUS EXHIBITORS/SPONSORS BETWEEN 2016 AND 2018:

- Arvo
- Bayer
- BrightFocus Foundation
- Cambridge Research Systems
- Diagnosys UK Ltd
- Heidelberg Engineering
- Karger
- Knights Templar Eye Foundation
- Menicon
- NuVision® Biotherapies Limited
- Ocugen
- Ora
- Queen's University Belfast
- Roche
- Santen Pharmaceutical
- Senju Pharmaceutical
- Striatech
- The National Foundation for Eye Research
- Vision Health Research Network
- Wisepress

# FIGURES OF THE 2018 ISER MEETING IN BELFAST - NORTHERN IRELAND

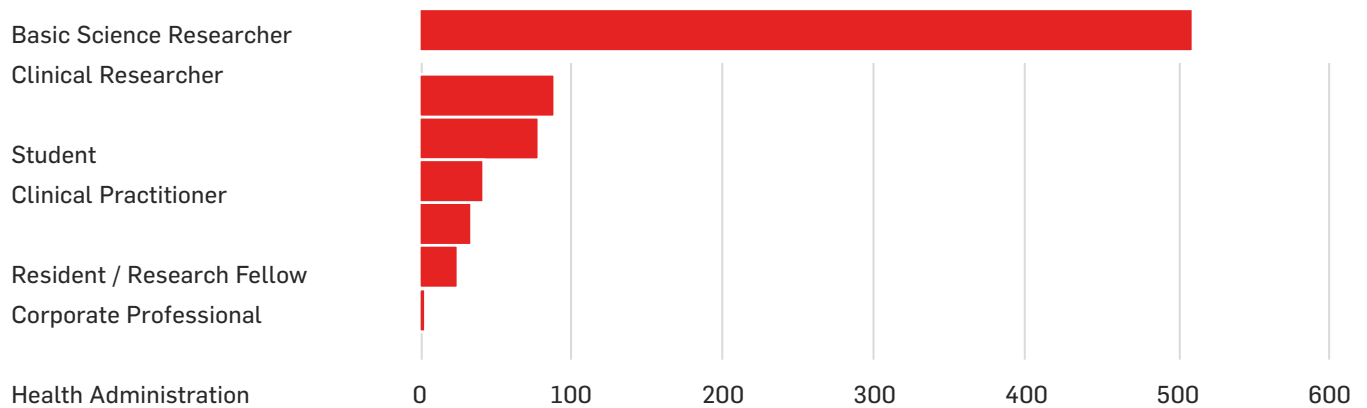
## Participants by Region



## Top 10 Countries

Country	Participants
United States	358
United Kingdom	170
Italy	54
Germany	49
Japan	35
Ireland	34
Canada	6
Spain	2
France	1
Australia	1

## Profession



## PARTICIPATING IN ISER 2020

### Sponsorship Categories

You will be given a sponsorship category status and benefit from outstanding advantages depending upon the total amount of your sponsorship contribution. Status will be allocated as follows:

Category	Minimum Contribution	Deadline for Application
▪ Platinum Sponsor	25,000 USD	February 2, 2020
▪ Gold Sponsor	12,000 USD	February 9, 2020
▪ Silver Sponsor	7,500 USD	February 16, 2020
▪ Bronze Sponsor	4,000 USD	no deadline

### Sponsorship Benefits

For Exhibition Space assignment, all Sponsors will be accommodated according to level of sponsorship.

Benefits will be allocated to sponsors based on the following table:

Sponsorship Category	Platinum	Gold-Sponsor	Silver-Sponsor	Bronze-Sponsor
Complimentary Promotional Insert in Meeting Materials	✓			
One 3x3m exhibit space	✓			
One tabletop exhibit space		✓	✓	
Logo on homepage of ISER Meeting website	✓	✓	✓	✓
Acknowledgment at the Opening Ceremony Day 1	✓	✓	✓	✓
Complimentary registration to the meeting, welcome reception and gala dinner	4	3	2	1

#### All level sponsors shall receive acknowledgement:

- On sponsor page of ISER Meeting website
- On sponsor sign with level indicated
- In program/abstract book with level indicated
- Sponsor ribbons for exhibit staff in color of sponsor level
- Level of support recognition sign at booth

# SPONSORSHIP OPPORTUNITIES

## Sponsored Session

Organizing a Satellite Symposium is a great opportunity to set your topic within the Meeting or to link existing sessions to your company name.

**Midday Lunch Symposium** Price: 10,000 USD

Date: Monday - Thursday (To be confirmed)

Time: 12:00 – 13:00 (60 min)

Exclusive Lunch Symposium, no other Lunch Symposium running parallel. Catering costs are not included.

## Congress Materials

All prices and amounts have been calculated on the basis of 1,000 expected participants.

**Meeting Bags** Price: 9,000 USD

All participants will receive a Meeting Bag. The bag can feature your company's name and logo (in addition to the Meeting Logo and title). Production and delivery to the Meeting Venue will be arranged by the Meeting Secretariat. Design will be approved by the exclusive Meeting Secretariat K.I.T. Group and the sponsor.

**Lanyards** Price: 4,500 USD

Production and delivery to the Meeting Venue will be arranged by the Meeting Secretariat.

- Company's logo, link to your website and profile to be featured on the ISER Meeting website as Support Sponsor
- Sponsor's logo on the lanyard

**Abstracts on USB stick** Price: 6,500 USD

- Company's logo, link to your website and profile to be featured on the website as Support Sponsor
- Sponsor's logo on the USB stick
- USB sticks to be given to all delegates upon registration

**Pocket Program Leaflet** Price: 4,500 USD

- Company's logo and profile to be featured on the website as Support Sponsor
- Reciprocal link to your website from the event website
- Sponsor's logo on the cover
- Pocket Program Leaflet to be given to all delegates upon registration

**Advertisement in Final Program Book** Full Page Inside: 3,500 USD / Half Page Inside: 2,150 USD

The Final Program Book will be the most essential publication for participants guiding them through the Meeting. It includes information on presentations, satellite symposia, the exhibition and other activities. The Program Book will be inserted into all participants' Meeting Bags.

# SPONSORSHIP OPPORTUNITIES

## Meeting Services

### Congress Mobile App

Price: 12,000 USD for exclusive sponsorship

The Meeting App is an interactive version of the Final Program and much more, giving the participant related information of the ISER 2020 Meeting at the tip of their finger.

The sponsorship will include:

- Logo on splash screen and acknowledgement in printed matters about the app
- Exclusive logo and Header in the exhibitors list, 1st mention in exhibitors list
- Banner at the bottom of the exhibitors list
- Banner at the bottom of module maps and floorplans
- Email with sponsor's logo to all pre-registered delegates when app is online

### Electronics Recharge Station

Price: 3,100 USD

To keep participants mobile and connected we would like to provide a charging station with seating area within the exhibition. Sponsor this service and have us place this next to your booth for more delegate traffic flow. Brand the station with your logo. Consider turning this into an Interactive Lounge with mobile tablet devices to be used by all participants as a service during the Meeting. Contact us to elaborate on more ideas and pricing.

## Communication

### Bag Inserts

Price: 1,800 USD

Insert a leaflet, invitation to your Session/Exhibition Booth or information brochure into all Meeting Bags. Layout must be submitted to the Meeting Secretariat K.I.T. Group for approval. Material must be provided and delivered directly by the Sponsor. Delivery details will be provided at a later stage.

### Notepads and Ball Pens in Meeting Bag

Price: 3,000 USD (not incl. production of pads and pens)

The sponsor company will be able to provide its own pads and pens to be placed in the Meeting Bags. The sponsor's logo can be printed on the pen and on the pad. The Ball Pen and Pad are subject to approval from the Meeting Secretariat K.I.T. Group.

## Other Sponsorship Opportunities:

- Poster Session - 7,500 USD
- Networking Lounge (15 m<sup>2</sup>) - 6,500 USD
- Travel Fellowship Grants - 1,000 USD per domestic investigator (Europe); 1,500 USD per international investigator
- Welcome Event for Young Investigators before and during Opening Ceremony - price on request
- Pre-Congress Course - price on request
- Poster Awards - price on request
- Sponsorship of Wisser (Women of ISER) - price on request

## Meeting Facilities

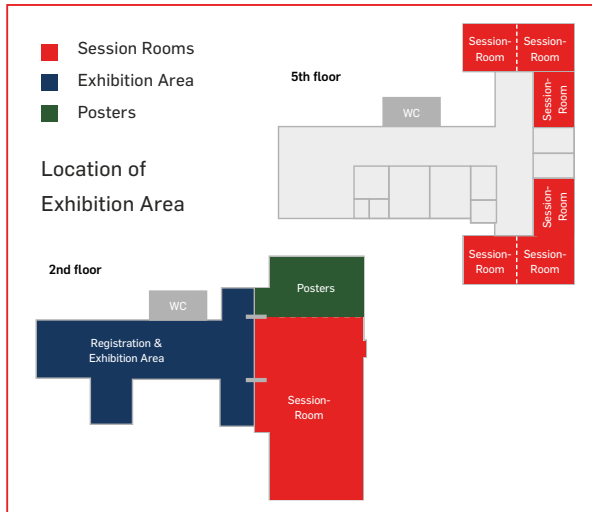
Meeting Rooms can be booked depending on availability for half day or full-day meetings with the room set-up in U-shape, theatre or boardroom layouts. Sponsors organizing an event for 25 or more participants before, during or after the Congress, must first seek approval from the Congress Organizer. The Sponsor may request to hold an event, however, the event must not occur parallel to the official Congress Program or other social/cultural events.

Prices and availability upon request



# EXHIBITION

The exhibition area is located in the foyer of the Hilton Hotel Buenos Aires, surrounded by Session Rooms and Poster Area. Coffee breaks and seating areas will be located in the exhibition area. All exhibitors will be published with their company name and short company description in the Final Program.



## Booth Assignment

Exhibition Space will be assigned on a first-come, first served basis within the respective Sponsorship Levels, according to the date of the Exhibition Space booking and the date of the receipt of the payment.

SET UP AND INSTALLATION	OPENING TIMES	DISMANTLING
Sunday, October 25	Monday, October 26 Tuesday, October 27 Wednesday, October 28 Thursday, October 29	Thursday, October 29
17:00 - 20:00	9:30 - 16:00	16:00 - 19:00

## Exhibition Space Booking

PRICE	EXHIBIT SPACE
2,500 USD	9 m <sup>2</sup> Exhibit Space
1,000 USD	4 m <sup>2</sup> Tabletop Space
500 USD	4 m <sup>2</sup> Tabletop Space/Non-Profit Organization
750 USD	Additional 4 m <sup>2</sup> Tabletop (must be purchased with a booth or 6 m <sup>2</sup> tabletop space)

## The Exhibitor Badge Entitles:

- Full access to the Exhibition Area and your company's own Sponsored Sessions but not the general Scientific Program
- 1 Meeting Bag including Final Program Book
- Coffee & tea during coffee breaks

# SPONSORSHIP BOOKING FORM

Company Name

Address

Postal Code

City

Country

Phone

Email

Contact Person

Please select one of the options below:

## Preferred Sponsorship Level:

Platinum

Gold

Silver

Bronze

<input type="checkbox"/> Exhibition Space		<input type="checkbox"/> Notepads and Ball Pens in Meeting Bag	USD
<input type="checkbox"/> Booth Size in m <sup>2</sup>		<input type="checkbox"/> Poster Session	USD
<input type="checkbox"/> Preferred Dimensions		<input type="checkbox"/> Networking Lounge	USD
<input type="checkbox"/> Midday Lunch Symposium	USD	<input type="checkbox"/> Travel Fellowship Grants	USD
<input type="checkbox"/> Meeting Bags	USD	<input type="checkbox"/> Welcome Event for Young Investigators	
<input type="checkbox"/> Lanyards	USD	before and during Opening Ceremony	USD
<input type="checkbox"/> Abstracts on USB stick	USD	<input type="checkbox"/> Pre-Congress Course	USD
<input type="checkbox"/> Pocket Program Leaflet	USD	<input type="checkbox"/> Poster Awards	USD
<input type="checkbox"/> Advertisement in Final Program Book	USD	<input type="checkbox"/> Poster Awards	USD
<input type="checkbox"/> Congress Mobile App	USD	<input type="checkbox"/> Sponsorship of Wisier (Women of ISER)	USD
<input type="checkbox"/> Electronics Recharge Station	USD	<input type="checkbox"/> Meeting Facilities	USD
<input type="checkbox"/> Bag Inserts	USD		

Total Amount in USD

USD

Please return this form to the ISER 2020 Meeting Secretariat. Kindly note the General Terms & Conditions at the back of this brochure which apply to all exhibition and sponsorship agreements. Also note that your booking form is binding, but that your requested options must be confirmed by the Meeting Secretariat in writing to become effective.

Meeting Secretariat

ISER 2020

c/o K.I.T. Group

Kurfürstendamm 71

D-10709 Berlin, Germany

Tel.: +49 30 24 60 3 -318

\_\_\_\_\_

Date and Place

\_\_\_\_\_

Signature and company stamp

# TERMS & CONDITIONS

## Payment, Changes and Cancellations

1. Payments for exhibition fees are due in full within 30 days of the invoice date. Invoices that remain unpaid after that may result in lost exhibition space. Payments can be made by credit card (American Express, MasterCard and Visa) or bank transfer upon receipt of invoice. Notification of an exhibitor's decision to cancel a tabletop/booth exhibit space must be submitted in writing to the Meeting Secretariat K.I.T. Group.
2. 50% of the total amount will be refunded to the contractor for cancellations received prior to July 2, 2020 100% of the total amount must be paid by the contractor for cancellations received on July 2, 2020 or after.
3. Sub-leasing of exhibit space is NOT permitted. Two companies may not share the same leased space. ISER reserves the right to accept or reject, in its sole discretion, any request to exhibit, and to determine the eligibility of any proposed exhibit.
4. Downgrading your space from a booth to a tabletop, or reducing the number of reserved table tops, may be accommodated permitting availability of space. Notification of an exhibitor's decision to downgrade a tabletop/exhibit space must be submitted in writing to the Meeting Secretariat K.I.T. Group.
5. 50% of the price difference will be refunded to the contractor for space downgrading prior to July 2, 2020 100% of the total amount must be paid by the contractor for space downgrading on July 2, 2020 or after. All exhibits must be set up by show opening time on October 26, 2020.
6. ISER reserves the right to resell the space of any exhibiting company not present by show opening on October 26, 2020 and no refunds will be made.
7. If the numbers of Congress participants should rise, higher costs or a higher number of Congress materials pieces will incur for the Sponsor. The Meeting Secretariat K.I.T. Group will give delivery information for items that are provided by the Sponsor in due time.



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