

# Sponsor Prospectus

Pittsburgh Ophthalmology  
Society

56<sup>th</sup> Annual  
Virtual  
MEETING

MARCH 12, 2021

JOINT PROVIDERSHIP BY



PITTSBURGH OPHTHALMOLOGY SOCIETY

*Physicians Defining Eye Care in Southwestern PA*

ALLEGHENY GENERAL HOSPITAL DEPARTMENT OF CONTINUING MEDICAL EDUCATION



Pittsburgh Ophthalmology Society

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## Invitation to Exhibit

On behalf of the Pittsburgh Ophthalmology Society (POS), I invite your organization to participate as a sponsor at the Society's 56<sup>th</sup> Annual meeting, scheduled for March 12, 2021.

Due to the COVID-19 pandemic and state and local regulations and restrictions, including the requirement to maintain social distancing, we are offering a Virtual conference for 2021. We look forward to welcoming you to the conference and to providing you with an engaging and robust virtual experience.

*If your company's target market focuses on Ophthalmologists, plan on being a part of the conference. Several sponsorships are available offering:*

- Customizable virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.
- Guest Book/ Forum
- Ability for attendees to chat via external link
- Ability for attendees to schedule one-on-one meetings with you.
- Custom Zoom Link integration /Host meetings/connect with attendees.
- Recognition of sponsorship in the virtual event platform.
- Access to the entire course.

Support of this event allows your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers.

Multiple opportunities throughout the 1-day virtual program are provided for maximum return on your investment.

Monetary support of the conference will aid in defraying program costs, including guest speaker honorarium, audio visual services, virtual platform and other expenses, as necessary.

### **To encourage participants to interact with all vendors, we are hosting a gamification component.**

Attendees, who engage and visit with exhibitors will be eligible to enter in a raffle. We hope this component will provide a greater level of engagement for vendors.

The attached 56<sup>th</sup> Annual Meeting Sponsorship Opportunities prospectus will give you more detail about this unique marketing event. For your convenience, the Sponsor Agreement is attached. Space and sponsorships are limited so your action is needed as soon as possible.

We look forward to welcoming you to the 56<sup>th</sup> Annual Meeting and providing you with a successful reconnection and engagement opportunity.

Sincerely,

*David G. Buerger, MD, FACS*

David G. Buerger, MD, FACS  
President  
Pittsburgh Ophthalmology Society



**SPONSOR OPPORTUNITIES**

LEVEL	FEE	BENEFITS
<p><b>Premier Exhibitor</b></p>	<p><b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>• Featured Exhibit Hall Banner Placement – Company logo on Exhibit Hall landing page.</li> <li>• Featured thank you by Course Director during opening and closing remarks.</li> <li>• Thank you slide projected prior to lectures (at various times) throughout the program.</li> <li>• Customizable virtual exhibit booth, which may include: embedded videos/commercials, logo, text description, .pdf documents, links to website.</li> <li>• Customer Zoom Link Integration – Host meetings, connect with attendees.</li> <li>• Guestbook/Forms– Add new customers to your guestbook.</li> <li>• A linked logo on the Conference webpage and recognition of sponsorship in the virtual event platform.</li> <li>• Attendee list from the virtual event</li> <li>• In-booth live video chat /Message Board – live chat conversations with attendees and visitors to your page</li> <li>• In-booth link for attendees to request information from you.</li> <li>• Enrollment in interactive gamification for health care professionals.</li> <li>• Access to the entire course.</li> </ul>



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LEVEL	FEE	BENEFITS
<b>Exhibitor</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>• Customizable virtual exhibit booth, which may include: embedded videos, logo, description, .pdf documents, links to website, subscription to email newsletter</li> <li>• Company logo on Exhibit Hall Landing Page</li> <li>• In-booth live chat /Message Board – live chat conversations with attendees and visitors to your page.</li> <li>• Customer Zoom Link Integration – Host meetings, connect with attendees.</li> <li>• Guestbook/Forms– Add new customers to your guestbook.</li> <li>• In-booth link for attendees to request information from you.</li> <li>• Enrollment in interactive gamification for health care professionals.</li> <li>• Recognition of sponsorship in the virtual event platform (throughout the event)</li> <li>• Access to the entire course.</li> </ul>
<b>Gamification /Raffle Sponsor</b>	<b>\$1,250 and donation of raffle prize*</b> Limited # of sponsorships available (3) *(Tablet - iPad or similar)	<ul style="list-style-type: none"> <li>• Prominent Logo placement on the Raffle /Gamification homepage. All participants can collect points by engaging in various opportunities throughout the conference.</li> <li>• All benefits listed in the Exhibitor section (above).</li> </ul>
<b>Logo-Only Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>• Sponsor Logo</li> <li>• Text – can be sponsor bio, marketing message or thank you</li> <li>• Links and .Pdf – Sponsor website; Uploaded .pdf document available for download by attendee.</li> </ul>




## VIRTUAL BOOTH EXAMPLES

Examples are for display purposes only. Graphic examples were provided by CE21 and not the Pittsburgh Ophthalmology Society (POS). The POS does not promote nor have affiliation with the companies mentioned below.

### EXAMPLE 1: Logo / .pdf / Weblink only Assets

Tier 1



**The Access Group\***

**The Access Group**

The Access Group offers a breadth of services to our pharmaceutical clients, from traditional "block-and-tackle" launch execution tactics to in-depth market assessments. We are a one-stop shop for brand needs along the continuum of the product lifecycle, from prelaunch to loss of exclusivity. In addition, we have unparalleled experience and expertise in aligning pharmaceutical treatments with population health and health system platforms.

Following is a list of our services. See our website for more information: [www.theaccessgp.com](http://www.theaccessgp.com).

- Management Consulting
- Promotional Advertising and Medical Education
- Continuing Medical Education

### EXAMPLE 2: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Forum)

**Horizon Therapeutics**  
[www.horizontherapeutics.com](http://www.horizontherapeutics.com)

Horizon is focused on researching, developing and commercializing medicines that address critical needs for people impacted by rare and rheumatic diseases. Our pipeline is purposeful: we apply scientific expertise and courage to bring clinically meaningful therapies to patients. We believe science and compassion must work together to transform lives.

To learn more about TEPEZZA, visit <http://tepezzahcp.com>


Connect with a Horizon Therapeutics Representative:  
 • 1-855-380-0472


Horizon Patient Services™

- Phone: 1-833-5-TEPEZZA
- Email: [TEPEZZAHPS@horizontherapeutics.com](mailto:TEPEZZAHPS@horizontherapeutics.com)

Medical Information:

- Phone: 1-866-479-6742
- Email: [medicalinformation@horizontherapeutics.com](mailto:medicalinformation@horizontherapeutics.com)









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## VIRTUAL BOOTH EXAMPLES

**EXAMPLE 3: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Featured Exhibit Hall Banner Placement**

DOWNLOAD FLYER  
Tier 3



Learning Solutions for the 21st Century



Designed for Today. Built for Tomorrow.  
[DOWNLOAD our CE21 PRODUCTS BROCHURE](#)

*I look forward to working with you and welcome you as a Virtual Exhibitor! Feel free to contact me should you have any questions, Email: [npopovich@acms.org](mailto:npopovich@acms.org) or Phone: (412) 321-5030.*

*Best,*

*Nadine*

*Nadine Popovich, Conference Coordinator  
Administrator, Pittsburgh Ophthalmology Society*



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## AGENDA (subject to change)

7:00 am to 7:35 am	Visit Vendor & Exhibit Booths (not accepted for CME)
7:35 am to 7:45 am	David G. Buerger, MD, FACS, President – <i>Welcome and Announcements</i>
7:45 am to 8:15 am	Live: Robert Osher, MD – <i>Challenging Cataract Cases</i>
8:15 am to 9:00 am	John Pollack, MD - <i>Why Ask Why: The importance of questioning why we do what we do</i>
9:00 am to 9:45 am	Live: Robert Osher, MD – <i>Management of Complications during Cataract Surgery – Posterior Capsule Tears</i>
9:45 am to 10:00 am	Live Q&A with Robert Osher, MD; John Pollack, MD. Moderator David Buerger, MD, FACS
10:00 am to 10:15 am	Visit with Exhibitors /Networking ( <i>Not accepted for CME</i> )
10:15 am to 10:30 am	Sabrina Mukhtar, MD - <i>Women in Ophthalmology</i>
10:30 am to 11:00 am	Keith Carter, MD, FACS – <i>AAO Update</i>
11:00 am to 11:15 am	Live: Kenneth Cheng - <i>Legislative Update</i>
11:15 am to 12:00 pm	Live Presentation: Robert Osher, MD - <i>Thorpe Lecture Award Winning Videos: teaching through entertainment</i>
12:00 PM to 12:05 pm	LIVE Thorpe Scroll Presentation to Dr. Osher by Dr. Buerger
12:05 pm to 1:00 pm	Lunch and Visit with Exhibitors ( <i>not accepted for CME</i> )
1:00 pm to 1:45 pm	Grand Rounds
1:00 pm to 1:10 pm 1:10 pm to 1:20 pm 1:20 pm to 1:30 pm	Robert Osher, MD Keith Carter, MD, FACS John Pollack, MD
1:30 pm to 1:45 pm	Live Q&A: Robert Osher, John Pollack, MD and Keith Carter, MD. Moderator: David Buerger, MD, FACS
1:45 pm to 2:30 pm	Keith Carter, MD, FACS – <i>The Challenge of Thyroid Eye Disease</i>
2:30 pm to 2:45 pm	Break/Visit with Exhibitors / <i>Networking (not accepted for CME)</i>
2:45 pm to 3:15 pm	John Pollack, MD – <i>The Future of Retina</i>
3:15 pm to 4:00 pm	Daniel Briceland, MD / Hans Bruhn - <i>Duty to Patients: Beginning, Ending and Obligations</i>
4:00 pm to 4:15 pm	Live Q&A: Keith Carter, MD; John Pollack, MD; Daniel Briceland, MD; Hans Bruhn, MHS Moderator: David Buerger, MD
4:15 pm	David Buerger, MD, FACS - <i>Concluding Remarks</i>