Goals and Objectives of the meeting:

The ASCRS Annual Symposium is the only U.S. meeting dedicated exclusively to the needs of the anterior segment specialist. The simultaneous ASOA Annual Congress is the leading practice management program for comprehensive ophthalmology and subspecialties.

The program offers the following features:

- Innovative surgical techniques and ophthalmic pearls
- Scientific discussions and interactive panels
- Unlimited access to the ASOA practice management program, including roundtables, legislative and regulatory updates, one-on-one consultations, and focus groups
- Quality clinical and surgical offerings for technicians and nurses
- Complete cross-over access for ASCRS and ASOA sessions Hands-on skills training (seating limited)
- PROBE (Practice Revenue Optimization and Business Efficiency) track: a core selection of CME-designated courses that provide a comprehensive analysis of your practice to maximize revenue
- Hundreds of ophthalmic industry exhibitors

Number of Attendees:

Professional Attendance: 7662 up 3.44% from 2012 – highest attendance to date

Breakdown in 3 major categories:

Physicians: 4946 up 4.54% from 2012
ASOA: 1139 down 5.48% from 2012
Tech/Nurse: 605 up 3.42% form 2012

Exhibitor Attendance: 4919 down 3.39% from 2012 – due to space limitations

Exhibiting Companies: 259 down 20.30% form 2012
Exhibit Booths: 249 down 21.45% from 2012

Total Combined Attendance: 12,581
Attendance Demographics:

Total Attendance Demographic:
Domestic 62%
International 38%

Physician Demographic:
Domestic 50%
International 50%

Main International Countries:
Canada
Brazil
France
Mexico
Japan
Germany
India
Egypt

Number of Hotel Rooms used and hotel package:

Number of hotels: 34 hotel properties
Peak Night: 6216 on peak
Total Pickup (including audit): 28,066

History: Past cities and rotation:
2006 San Francisco
2007 San Diego
2008 Chicago
2009 San Francisco
2010 Boston
2011 San Diego
2012 Chicago

Future Meeting Sites:
2014 Boston
2015 San Diego
2016 New Orleans
2017 San Francisco- holding dates
2018 Washington, DC
2019 San Diego
2020 Boston

Moscone Center Usage:
Moscone North and South Meeting Rooms
Halls A-C for Exhibits
Hall D- General Session
Hall E - Meeting Rooms
Gateway Ballroom – Meeting Rooms
**Offsite Venue & Events:**
- **ASOA and Nurses and Technicians Program:** San Francisco Marriott Marquis – meeting space
- **EyeWorld Satellite Symposia and Events:** Intercontinental Hotel, Masonic Hall
- **eyePAC Event:** Walt Disney Family Museum
- **ASCRS Board Dinner:** Wine & Wall
- **ASOA Board Dinner:** Epic Roast House
- **ASOA Sunday Night Event:** Regency Center
- **ASCRS Board Functions & President’s Reception:** St. Regis Hotel

**Food and Beverage Issues:**
We worked with Moscone and Savor prior to our meeting to create staff menus. Overall quality of the food service was good, Bernie Livelo with Savor did a fantastic job. Great coordination with the building.

**Airlift and General Transportation:**
We had no issues with either airlift or shuttle transportation in the city. We encouraged attendees and staff to use Uber as often times there are not enough cabs in the area, received good feedback on Uber.

**Vendors:**
- **General Service Contractor:** GES
- **Audio Visual/Production:** Audio Visual Management Group
- **Shuttles:** Event Transportation Systems
- **Registration:** Convention Data Services

**City Report:**
Safety & Security: As with any city, there are concerns with attendees walking late at night, we do our best to address for each city we travel. Our Annual Symposium & Congress began within days of the Boston Marathon Bombing. At that point in time, no one was sure of who was responsible and the Moscone took precautionary steps to have a police presence at the building for our attendees to alleviate any concerns that they might have. This gesture was very much appreciated by the association.

I think the city has made great strides in keeping the area in and around the center clean and well-manicured.

**Highlights of the Meeting:**
- The newly painted areas and the improvements to the North Registration Lobby were great.
- The LED screens were a huge help in directing our attendees and moving away from too much floor supported graphics.
- Having Wi-Fi available in the building was well received by attendees.
- Largest meeting to date.
- The addition of many of the restaurants in the general vicinity to the center was great, much improved from our 2009 meeting.
- Staff with Moscone, Savor and the Bureau very attentive and hands-on, as always a pleasure to work with.

**Areas for Improvement:**
- Working with hotels in securing space for ICW’s is still a huge challenge.
- Hotel rates are extremely high, very few lower price point options
- Moscone North and South offer us the smallest footprints for exhibits in the cities that we host our meeting. This has a direct effect on our bottom line.
- Limited number of venues that can host large events for 1000+
- Union jurisdictions at Moscone caused us additional costs that were not budgeted