

INVITATION TO EXHIBIT



Philadelphia, PA

March 26-27, 2026



78th Annual

Wills Eye Conference

Sponsored by the Wills Eye Alumni Society

- *Build valuable connections*
- *Initiate collaborations*
- *Foster relationships*

WELCOME



78th Annual

Wills Eye Conference

Dear Exhibitor:

The Wills Eye Alumni Society invites you to participate in the **78th Annual Wills Eye Conference** to be held **March 26-27, 2026 in Philadelphia** as we mark a truly special milestone in American history – the **250th anniversary of our nation's independence**.

This highly anticipated conference offers a unique opportunity to showcase your organization to an audience of ophthalmologists, physicians, and allied health personnel. During the conference, influential experts in ophthalmology will provide important, relevant, and current clinical information in a format that combines lectures, symposia, point-counterpoint sessions, case presentations, and Q & A.

The conference will begin on Thursday, March 26, 2026 at Wills Eye Hospital with a Research Symposium in the morning and Free Paper Session in the afternoon. The main conference sessions and exhibits will take place at the Philadelphia Marriott Old City Hotel on Friday, March 27, 2026. In addition to panel discussions in all ophthalmic subspecialties, this year's program will feature distinguished faculty including **special guest Dr. Glaucomflecken**.

We offer exhibitors exclusive time with healthcare professionals, and exhibit areas will be designed to maximize physician-representative interaction. Expected attendance will be 250-300 physicians and 200 allied health personnel and administrators. As an exhibitor, your company representatives are invited to attend all Thursday and Friday sessions, the conference opening reception at the hospital on Thursday, and a cocktail party at the hotel on Friday.

We appreciate your support and commitment to Wills Eye Hospital's educational mission and look forward to seeing you at the conference!

Sincerely,

Zeba A. Syed, MD
Conference Chair





HOW TO PARTICIPATE

The Wills Eye Conference plays an essential role in providing the latest relevant information to the ophthalmic community. It is an opportunity for you to meet, influence, educate, and connect with top physicians in the field of ophthalmology. Don't miss this chance to maximize your exposure and promote your products, services, and solutions.

Exhibit Schedule

- **EXHIBIT HOURS**
Friday, March 27:
7 a.m.–6 p.m.

- **MOVE-IN** 
Thursday, March 26:
6 p.m.–10 p.m.
Friday, March 27:
6 a.m.–7 a.m.

- **MOVE-OUT** 
Friday, March 27
All exhibit material must be removed from the exhibit area by **10 p.m.**

Wills Eye Conference: March 26–27, 2026

Thursday, March 26: Research Symposium, Free Paper Session, Opening Reception

Friday, March 27: Main Conference, Exhibits, Closing Reception

Corporate Representative Badges

Exhibit staff are required to display a registration badge at all times during Exhibit hours. A list of exhibit staff must be submitted by February 27, 2026. Badges will be distributed to exhibit booths or can be obtained at the Registration Desk beginning Thursday, March 26, 2026 at 6 p.m. The Registration Desk is open on Friday 6 a.m. to 5 p.m.

Shipping

To: Wills Eye Conference 3/27/26
c/o Philadelphia Marriott Old City
One Dock Street
Philadelphia, PA 19106
ATTN: Stacey Campbell
Exhibitor name / booth location

**Deliveries accepted after
Wednesday, March 25, 2026**



Terms and Conditions

The Wills Eye Conference is not responsible for any loss or damage to exhibitors' property. Exhibitors must take precautions to protect their material, and it shall be the responsibility of each exhibitor to maintain insurance coverage against injury to person or damage to or loss of property in such amounts as the exhibitor shall deem adequate.

Cancellation Policy

Notification of an exhibitor's decision to cancel assigned exhibit space must be submitted in writing to Susan Umfer, sumfer@willseye.org. No refund will be made if the engaged space is not used nor will any refund be made on space used for only a part or portion of the conference.

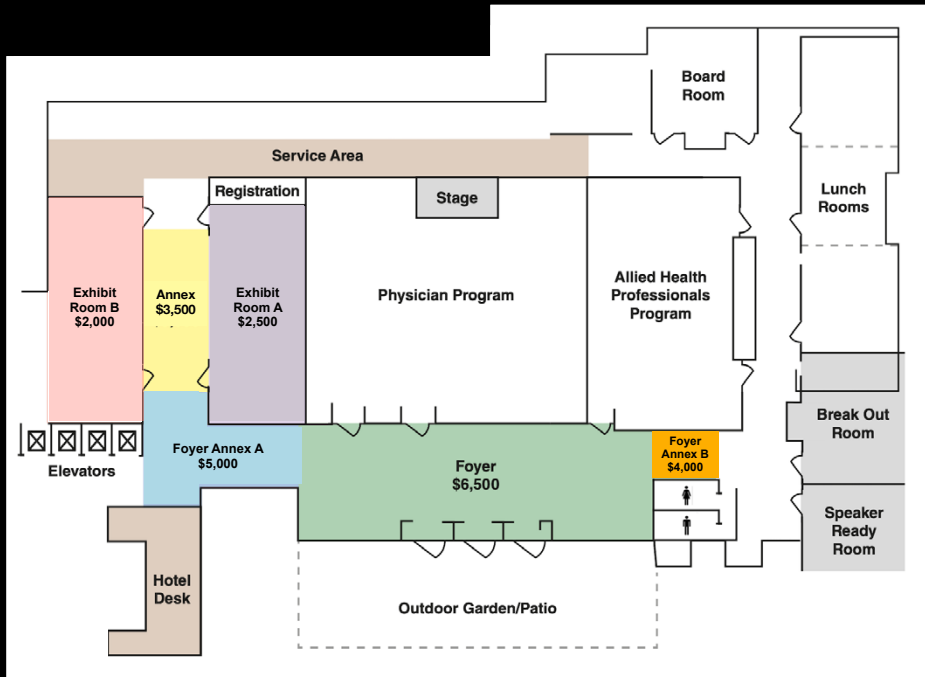
EXHIBIT SPACE and FEES

Booths include:

- 8' x 10' booth space
- 1 draped table, 2 chairs
- Electrical access
- Company representative badges
- Company listing in final program
(for applications paid by January 30, 2026)

Displays must not exceed 42" in height along the sides of the booth in order to prevent obstructing the views of other booths.

Reserve your booth at
willsconference.org



Pricing

■ Foyer	\$6,500	■ Annex	\$3,500
■ Foyer Annex A	\$5,000	■ Exhibit Room A	\$2,500
■ Foyer Annex B	\$4,000	■ Exhibit Room B	\$2,000

- The Foyer and Foyer Annex areas provide great visibility and prominence.
- The Main Exhibit Rooms are high traffic areas since the conference registration desk and break refreshment stands are located there.
- Fees include janitorial service for the exhibit areas and 24-hour security.

Exhibit Space Application

Apply online at willsconference.org or complete the attached Exhibitor Space Application.

The application deadline for exhibiting companies who wish to be listed in the printed program is January 30, 2026. Contracts with full payment must be received no later than February 27, 2026. Fees can be paid by corporate/personal check, credit card (Visa, MasterCard, AmEx), or ACH. Once the Exhibitor application has been submitted, Wills Eye Conference staff will review the information, make an assignment, and generate an email confirmation to the main company contact.

EXHIBIT SPACE APPLICATION

To apply online, visit willsconference.org



EXHIBITOR INFORMATION (please print clearly)

Company name (as it should appear in conference materials):

Company Contact Person: _____

Title: _____

Telephone: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

EXHIBIT SPACE & FEES

Please indicate the location and # of exhibit space(s) requested:

____ Foyer (\$6,500) ____ Foyer Annex A (\$5,000) ____ Foyer Annex B (\$4,000)

____ Annex (\$3,500) ____ Exhibit Room A (\$2,500) ____ Exhibit Room B (\$2,000)

Specify products/services to be displayed: _____

Special requests: _____

Electrical outlet needed: ☐ Yes ☐ No

To reserve multiple exhibit spaces, contact Susan Umfer at sumfer@willseye.org

PAYMENT METHOD

Amount: \$ _____

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx

Account Number: _____

Expiration Date ____/____/____ 3- or 4-digit Security code _____

Cardholder's name as it appears on the credit card:

Credit card billing address:

Street: _____

City: _____ State: _____ Zip Code: _____

Cardholder's signature: _____

☐ Check Payment – check payable to **Wills Eye Alumni Society** (Tax ID #81-0737759)

Mailing address:

Wills Eye Alumni Society

840 Walnut Street, 8th Floor

Philadelphia, PA 19107

SIGNED: _____ /____/____

Official Representative/Exhibiting Company

Month/Day/Year

Cancellation Policy

Notification of an exhibitor's decision to cancel assigned exhibit space must be submitted in writing to Susan Umfer, sumfer@willseye.org. No refund will be made if the engaged space is not used nor will any refund be made on space used for only a part or portion of the conference.

Safety Restrictions

All display materials and contents must conform in all respects to applicable safety, health, and fire codes. All materials used within the display, for decoration, or any displayed products shall be flame retardant. Biohazardous materials are prohibited.

Security

The 78th Annual Wills Eye Conference will provide an on-premises security guard during hours when the Exhibit Areas are closed. The presence of security guards is to aid the exhibiting companies in security, not to guarantee the safety of items. The Wills Eye Conference shall be held harmless for any loss, theft, or damage of items. Companies are responsible for their own exhibition space at all hours.

Accreditation Council for Continuing Medical Education (ACCME) Guidelines

No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or after an educational activity certified for credit takes place. Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

Mail To / Deadline

Please send this completed form with payment for delivery no later than **February 27, 2026** to:

Susan Umfer, Wills Eye Alumni Society
840 Walnut Street, 8th Floor
Philadelphia, PA 19107.

QUESTIONS?

Phone: 610-331-9663

sumfer@willseye.org



Philadelphia, PA

March 26-27, 2026



78th Annual

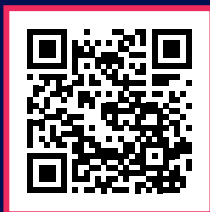


Wills Eye Conference

Sponsored by the Wills Eye Alumni Society

Reserve Your Booth Space Now!

Online: willsconference.org



By Mail:

Wills Eye Conference
c/o Wills Eye Alumni Society
840 Walnut Street, 8th Floor
Philadelphia, PA 19107

Important Deadlines:

January 30: Last day to submit Exhibit Space Application and be listed in printed program

February 27: Last day to submit Exhibit Space Application

March 13: Final payment due (no refunds for cancellation after this date)

March 26: Freight accepted at Philadelphia Marriott Old City; Move-in begins at 6 p.m.

Exhibitor Inquiries:

Susan Umfer
610-331-9663
sumfer@willseye.org



 WillsEye Hospital