



## **Indiana Optometry's Meeting** Embassy Suites Noblesville • April 17-19, 2020

*Perfect Vision for the Future!*

Please join us at Indiana Optometry's Meeting, April 17-19, 2020, at the Embassy Suites by Hilton Noblesville Indianapolis Convention Center, 13700 Conference Center Drive South, Noblesville, IN 46060.

In its 123<sup>rd</sup> year, the Indiana Optometric Association's convention celebrates the best of eye care in Indiana.

**Register by March 20, 2020, to guarantee your name will be included in print materials!**

### **TRADITIONAL TRADE SHOW BOOTHS**

Located in the Waters Conference Center at the Embassy Suites Noblesville, the Exhibit Hall will be open on Friday evening in conjunction with the Welcome Reception and on Saturday afternoon in conjunction with the Trade Show Luncheon.

### **TWELVE PREMIUM EXHIBIT SPACES**

Premium exhibitors have the opportunity to exhibit for two full days, Friday and Saturday, right outside the lecture hall. Breakfast and breaks will take place in this lobby. The traffic will be heavy, and vendors can talk directly with the doctors for two full days! Only 12 premium spaces are available so be sure to reserve your space early! *Save money if you purchase multiple booth spaces or a Premium exhibit table and Trade Show booth combo.*

### **Benefits and Opportunities for Exhibitors**

- Spend time with Indiana Optometry's Meeting attendees who are optometrists, opticians and optometric staff – eye care is their business!
- Designated show hours for the Traditional Trade Show – Friday evening and Saturday lunch in the exhibit hall
- Premium Table Space – Exhibit for two full days outside the lecture hall in a high traffic area
- Company listing in the IOA meeting handbook
- Attendee mailing list provided after the event
- Paraoptometrics and IU Optometry students attending the meeting participate in exhibit functions.
- Discounted hotel room rates - To reserve, go to this link: <http://group.embassysuites.com/IndianaOptometric>

#### **Celebrate 2020, the year of perfect vision, with an IOA sponsorship!**

Optometrists from across the state will be gathering at the IOA Convention for this special year – 2020! Seize the opportunity to bring meaningful exposure to you, your brand and product offerings! For a complete list of sponsorships, turn to page four of this packet. We are happy to work with you to increase your visibility to Indiana's eye care family.

### **A-Classic Expo Design**

Serving your booth related needs at Indiana Optometry's Meeting will be A-Classic Expo Design. Upon receipt of your booth registration at the IOA office, we will instruct A-Classic to forward a booth packet to you. For questions about your booth needs, please contact Angel Egan at A-Classic at 317-716-6981 (Cell) or [angel@aclassicexpo.com](mailto:angel@aclassicexpo.com).

### **Increase Your Visibility!**

We invite you to promote your company through other opportunities:

Corporate Sponsorship • Event Sponsorship • Education Sponsorship • Advertising

*The Indiana Optometric Association (IOA) is dedicated to actively supporting Indiana Doctors of Optometry by positively impacting advocacy, continuing education, clinical practice, and networking interests.*



# Indiana Optometry's Meeting

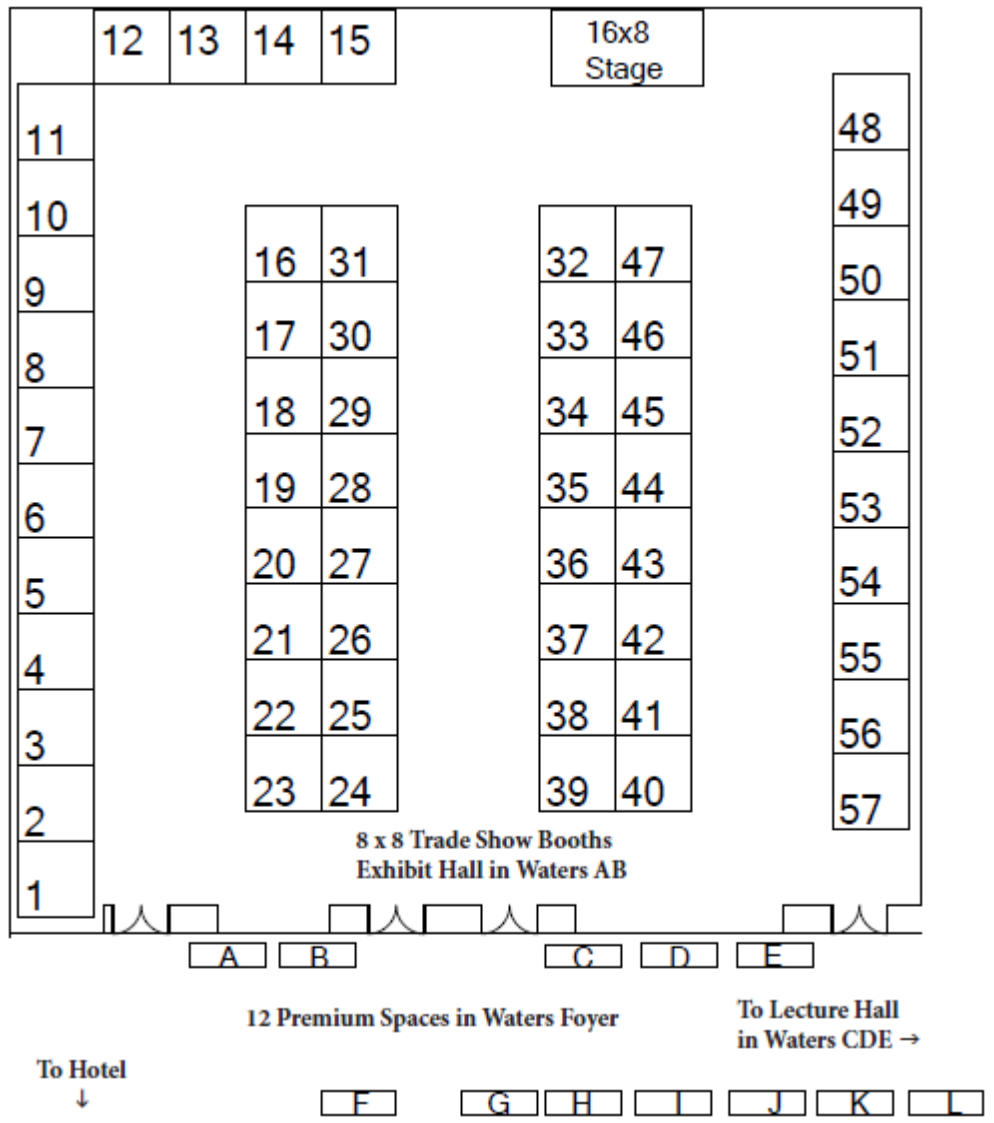
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## WATERS CONFERENCE CENTER

57 – 8x8 Booths AND 12 Premium Tables (A-L)

Please note: Buffet and round tables will be placed throughout the venue. Stage placement subject to change.





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## EXHIBITOR RESERVATION FORM

There are THREE options for exhibitors:

**OPTION 1**  
**Premium Table Space**  
(SPACES A-L on the diagram)

**Premium Exhibit Hours:**  
8:00 am to 7:00 pm on Friday, April 17, 2020  
7:30 am to 5:00 pm on Saturday, April 18, 2020  
*Premium Exhibitors must be set up before 8:00 am or after 9:00 am on Friday.*

**Premium Exhibit Location:** Hallway in front of Waters Conference Center, where lecture and exhibit hall is located.

Premium exhibit tables will be assigned on a first-come, first-served basis. Additional exhibit table space costs are for **same company name only**. You will be able to order electrical access through the exhibiting company, A-Classic Expo Design, at a later date.

**Please make your selection below. The cost includes one table per exhibitor per exhibit space. Each company will be provided with an ID sign, a table and two chairs and waste basket.**

\_\_\_\_\_ \$1800 = 1 **Premium Exhibit** space  
 \_\_\_\_\_ \$3400 = 2 **Premium Exhibit** spaces  
 \_\_\_\_\_ \$5000 = 3 **Premium Exhibit** spaces

Exhibit Table # Choices\*: 1<sup>st</sup> \_\_\_\_\_  
 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**OPTION 2**  
**Traditional Trade Show Booth**  
(SPACES 1-57 on the diagram)

**Traditional Trade Show Hours:**  
5:00 pm to 7:00 pm on Friday, April 17, 2020  
11:00 am to 2:00 pm on Saturday, April 18, 2020

**Traditional Trade Show Location:** Waters Conference Center

8' x 8' Booths (pipe and drape) will be assigned on a first-come, first-served basis. Additional exhibit booth space costs are for **same company name only**. You will be able to order additional tables and chairs and electrical access through the exhibiting company, A-Classic Expo Design, at a later date.

**Please make your selection below. The cost includes one table per exhibitor per booth space. Each company will be provided with an ID sign, a table and two chairs and waste basket. Side rails may NOT be removed on the end aisle. Your display materials must fit in your booth space.**

\_\_\_\_\_ \$1000 = 1 **Booth** space  
 \_\_\_\_\_ \$1900 = 2 **Booth** spaces  
 \_\_\_\_\_ \$2800 = 3 **Booth** spaces  
 \_\_\_\_\_ \$3700 = 4 **Booth** spaces

Booth # Choices\*: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_  
 3<sup>rd</sup> \_\_\_\_\_

*\*Exhibit tables and booths will be assigned in order of receipt of application and payment. If you request a Premium space and the Premium spaces are full, you will be assigned a traditional trade show space. If you request more than one booth space/Premium space and the number of spaces you request is not available, you will be assigned the next lowest number available. Any overpayment will be refunded.*

**Please note: No shared booths or exhibit spaces between companies.**

**OPTION 3**  
**Premium Exhibit Space and Traditional Trade Show Booth Combination**

\_\_\_\_\_ \$ 2700 = One Premium table and one 8 x 8 booth space

Booth and Table # Choices: 1<sup>st</sup> \_\_\_\_\_  
 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_



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### DRIVE TRAFFIC TO YOUR BOOTH AND ENHANCE YOUR VISIBILITY

#### Provide a Raffle Prize

Your company will be recognized in our handout materials as a raffle participant. Our representative will stop at each participating booth, draw names and announce the winner on the speaker system during the Saturday Trade Show Luncheon.

#### Annual Corporate Sponsorships

Become an annual corporate sponsor of the IOA and receive maximum exposure to our members throughout 2020.

<b>Platinum</b>	\$15,000 (includes 3 free booths)
<b>Gold</b>	\$10,000 (includes 2 free booths)
<b>Silver</b>	\$5000 (includes 1 free booth)
<b>Bronze</b>	\$2500 (50% discount on booth space)

Annual sponsors receive free or discounted booth space at our convention, advertising and much more! Sign up in early 2020 to get the most out of this yearlong sponsorship! Find out more at [www.ioa.org/sponsorship-opportunities](http://www.ioa.org/sponsorship-opportunities).

#### Convention Sponsorships

Convention sponsors will be recognized in event marketing materials (if publication deadlines are met) and on-site.

<b>All sponsorships may include a co-sponsor.</b> Exclusive sponsorships available at additional cost.	Cost	Check
Friday Continuing Education Breaks	\$1500	
Saturday Continuing Education Breaks	\$1500	
Saturday Paraoptometric CE Breaks	\$1000	
Sunday Continuing Education Break	\$1000	
Past Presidents' Breakfast	\$1000	
Post Event Board Meeting	\$500	
Speaker Sponsor/Unrestricted Educational Grant*	TBD	
Pens, Highlighters, Notepads*	-----	
Badge Holders/Lanyards*	\$1500	
Room Drop or Handout at Check In*	\$2500	
Hotel Key Cards*	\$2500	
Floor Clings*                      *See next page for details	\$2500	

**The sponsorships listed below include a 5-10 minute speaking opportunity.**

IOA Board of Trustees Dinner	\$1500	
House of Delegates Meeting	\$2500	
Friday Awards Luncheon	\$5000	
Friday Night Welcome Reception	\$5000	
Friday Night Social Event - TBD	\$2500	
Saturday Trade Show Luncheon	\$5000	
Saturday President's Reception	\$5000	
Saturday Night Social Event - TBD	\$2500	



#### Sponsorship Highlights!

**It's 2020!** The IOA would love to work with you on ways to highlight this special year focusing on perfect vision! Sponsor a social outing or reception to show your support of Indiana optometrists!

#### House of Delegates Meeting \$2500

The ultimate authority for the IOA is the House of Delegates, which meets once per year. This meeting will be held at breakfast on Saturday, April 18. Sponsorship includes a 5-10 minute presentation to 50-75 HOD members in attendance.

Contact:

Lisa Sheridan

Director, Marketing & Communications

[ls Sheridan@ioa.org](mailto:ls Sheridan@ioa.org)

317-237-3560



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### **Continuing Education Speaker Sponsor/Educational Grant**

Interested in sponsoring a speaker? We would be happy to discuss this option with you. Our speakers present CE that is accepted by the Indiana Optometry Board for license and legend drug certificate renewal requirements. Sponsors donate funds in the form of an unrestricted educational grant to cover the speaker's hotel, travel and honorarium.

### **Provide Pens, Highlighters and/or Notepads for Attendees**

Increase name recognition by supplying materials to be handed out at the meeting registration table. This is a great way to let attendees know that you support Indiana Optometry! Please donate 350 of each item. You are responsible for the cost, production and shipment of the items. *To be recognized as a sponsor in the handbook and on signage, add \$500.*

### **Provide Badge Holders/Lanyards for Attendees - \$1500**

Put your logo around the necks of all attendees at Indiana Optometry's Meeting! This is a great way to brand your company: a walking banner. Production, design, shipping and labor costs are not included in the price. Sponsor should provide a minimum of 350 lanyards.

### **Room Drop or Hand Out at Check In - \$2500**

Place your logo on chocolates, water bottles, goodie bags or any promotional item of your choosing (excluding alcohol) to be delivered to all attendees in our room block on a specified night. Hotel staff will distribute as directed (on pillow, on mirror, etc.). Or you can have this item distributed at Check In. Production, design, shipping and labor costs are not included in the price.

### **Hotel Key Cards - \$4000**

Your logo along with the IOA logo will be printed on the hotel key cards to be distributed to all attendees in our room block. Deadline to purchase this sponsorship and supply us with your logo is February 14. Elaborate designs will incur additional costs for which you will be billed.

### **Floor Clings - \$2500**

Your message can be printed on up to five peel-off stickers that the IOA will place on the floor near the registration table, convention foyer, exhibit hall and lecture hall. Floor clings must meet hotel requirements. Production, design, shipping and labor costs are not included in the price.

### **Print Advertising**

Place your ad in our continuing education handbook which is distributed to all registered attendees and also available online. This is a great way to boost your visibility, promote a show special or guide attendees to your booth! Reservation and artwork due by Feb. 14, 2020. **Bonus** - *The same ad will appear in the 2020 Fall Seminar handout at no extra charge.*

#### **Rates**

Back Cover (Color):	\$1500
Inside Front Cover (Color):	\$1200
Inside Back Cover (Color):	\$1200
Full Page – no special placement, B&W only	\$700
Half Page – no special placement, B&W only	\$400

#### **Ad Specs**

Full page ad: 7.5" W x 10" H  
Half page ad: 7.5" W x 4.75" H

Please submit ads in high resolution JPEG, EPS or PDF

#### **Note to Print and Eblast Advertisers:**

*Payment for advertising must accompany order. All copy submitted is subject to the acceptance and final approval of the IOA. The IOA will not accept responsibility for the preparation of negatives, artwork or special typesetting. Space and positions will be assigned on a first-come, first-served basis.*

### **E-Blast Advertising**

This E-news blast is sent to all IOA members on an as-needed basis about once per month. Please submit ads as a JPEG. One edition is \$250; two editions, \$450.



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### **TERMS AND CONDITIONS OF EXHIBITOR REGISTRATION AND CONTRACT**

**Contract for Space:** Application for space and its acceptance constitute a contract to use the space assigned. Payment is due with the registration form. Booth space will not be reserved until such time as payment is received. Booth numbers will be assigned based on the date the original reservation and payment are received by the Indiana Optometric Association.

The Indiana Optometric Association reserves the right to screen products and equipment offered for display. The Indiana Optometric Association reserves the right to refuse any application for Exhibitor space, if in the opinion of the Executive Committee, the items or services to be displayed are not in keeping with the overall purposes of Indiana Optometry's Meeting and the Exhibit Hall.

**Registration:** Payment of the booth fee provides two representative registrations per booth. Everyone must be registered and have a name badge to attend Indiana Optometry's Meeting. For your own security, there will be no exceptions. Registration for additional booth personnel should be received by the Indiana Optometric Association on or before March 27, 2020. Additional registrations (more than 2 per booth) are available for \$30 each.

**Cancellation:** If cancellation by the exhibitor is required, notice of cancellation must be in writing and must be received by the Indiana Optometric Association, with verification of receipt, not later than March 20, 2020. No refunds will be issued for notices of cancellation received after March 20, 2020. This amount is considered to be liquidated and agreed upon damages for the injuries the Indiana Optometric Association will suffer as a result of exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty.

In the event of cancellation due to fire, strikes, government regulations, or other causes beyond Indiana Optometric Association control, the Indiana Optometric Association shall not be held liable for failure to hold the annual meeting and exhibit hall as scheduled, and the Indiana Optometric Association shall determine the amount of the exhibit fees, if any, to be refunded.

The Indiana Optometric Association makes no representations or warranties regarding the number of persons who will attend the Trade Show (exhibit hall or premium booth location), such number being impossible to predict accurately at this time. Promotional materials may not be distributed at other IOA convention events.

**Use of Space:** All activities and exhibitor materials must be confined to the limits of the exhibitor booth. No exhibit shall block or interfere with the direct visibility of an adjoining exhibit. No display shall be higher than 8 feet without written permission. No exhibitor shall assign, sublet, or share space without permission of the Indiana Optometric Association. All exhibitors using sound equipment must maintain volume at levels that will not interfere with other exhibitors. Side rails may NOT be removed on the end aisle.

Neither exhibitors nor their agents shall injure or deface the walls or floors of the building or booths. Should such damage occur, the exhibitor is liable to the Indiana Optometric Association, Embassy Suites Noblesville and A-Classic Expo Design for any and all necessary repairs.

**Liability:** The Indiana Optometric Association will not be responsible for the safety of Exhibits from theft, or damage by fire, the elements, civil commotion, or any other cause.

Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by Embassy Suites Noblesville, their owners or managers, which results from any act or omission of Exhibitor or third party representative. Exhibitor or third party representative agrees to defend, indemnify and hold harmless the Indiana Optometric Association and Embassy Suites Noblesville and their respective owners, managers, officers or director, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from their use of the property, including attorney fees and expenses. Exhibitor or third party representative's liability shall include, without limitation, all losses, costs, damages or expenses arising from or out of or by reason of any accident, property damage, bodily injury or other occurrences to any person or persons or property including the Exhibitor or third party representative, its agents, employees, and business invitees which arise from or out of the Exhibitor's or third party representative's occupancy and use of the exhibition premises, Embassy Suites Noblesville or any part thereof.

Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by A Classic Expo Design as required by the agreement between Exhibitor and A Classic Expo Design.

Exhibitor or third party representative acknowledges that the Indiana Optometric Association and Embassy Suites Noblesville do not maintain insurance covering Exhibitor's property or injury to person, and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage, and any other necessary insurance covering such losses by exhibitor.

It is understood and agreed that these terms and conditions are a part of the contract between Exhibitor and the Indiana Optometric Association. Provisions not covered are subject to the decision of the Indiana Optometric Association management.



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### CONTACT INFORMATION AND PAYMENT

Please note that there are two distinct exhibit venues. Twelve exclusive **Premium Exhibit Spaces** will be located outside of the lecture hall. The **Traditional Trade Show** will be in located in the Waters Conference Center. Both locations present unique opportunities to interact with the meeting attendees. **PLEASE INCLUDE YOUR RESERVATION FORM WITH PAYMENT. BOOTH SPACE WILL NOT BE RESERVED UNTIL PAYMENT IS RECEIVED.**

Company Name: \_\_\_\_\_

Name as it should appear on booth sign and program: \_\_\_\_\_

Will you provide a raffle prize during the trade show? Circle:      Yes                  No

Please indicate the nature of your service or business by checking one or more of the boxes below. This will enable us to set up exhibitor space appropriately.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Frame Representative          | <input type="checkbox"/> Lens Case Company        | <input type="checkbox"/> Pharmaceutical Sales      |
| <input type="checkbox"/> Consultants                   | <input type="checkbox"/> Laboratories             | <input type="checkbox"/> Insurance                 |
| <input type="checkbox"/> Instruments                   | <input type="checkbox"/> Contact Lens Distributor | <input type="checkbox"/> Contact Lens Manufacturer |
| <input type="checkbox"/> Practice Marketing/Management | <input type="checkbox"/> Other _____              |  |

Contact Name: \_\_\_\_\_ *(all correspondence, email, etc., will be sent to this person)*

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Website: \_\_\_\_\_

Company Tax ID number: \_\_\_\_\_

Booth Manager: \_\_\_\_\_ Email: \_\_\_\_\_

Local Rep: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_



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**Additional Representatives**

Each Premium exhibit space or Traditional Trade Show booth is entitled to two representatives. Add \$30 for each representative exceeding two. Names of all representatives must be provided to the IOA prior to March 27, 2020.

Additional representatives \_\_\_\_\_ (number) @ \$30 each \$ \_\_\_\_\_  
(Friday night reception and Saturday lunch included for all paid representatives.)

**Additional Support (Please specify)**

**\$ Amount**

Sponsorship \_\_\_\_\_

Advertising \_\_\_\_\_

Other \_\_\_\_\_

**PAYMENT INFORMATION**

I have read and agree to the Terms and Conditions of Exhibitor Registration and Contract of Indiana Optometry's Meeting.

\_\_\_\_\_ **Check is enclosed in the amount of \$ \_\_\_\_\_** (Payable to the Indiana Optometric Association.)

\_\_\_\_\_ **Paying by VISA/MasterCard (We do not accept American Express or Discover.)**

Visa or MC	Account/Card Number	Expires (Month/Year)

Name on Card (PRINT)	\$ Amount

*I hereby authorize the above amount to be charged.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Reminder: Please include your reservation form with contact information and payment.**

**Mail:** Indiana Optometric Association  
10 W. Market St, Suite 2995  
Indianapolis, IN 46204

**Fax:** (317) 237-3564

**Email:** [ls Sheridan@ioa.org](mailto:ls Sheridan@ioa.org)

**THANK YOU FOR SUPPORTING INDIANA OPTOMETRY!**

Questions? Contact Lisa Sheridan at [ls Sheridan@ioa.org](mailto:ls Sheridan@ioa.org) or 317-237-3560.