



**Promoting your Business At the
120th Annual Indiana OPTOMETRY Convention**
Sheraton Indianapolis Hotel at Keystone at the Crossing April 21-23, 2017

We invite you to exhibit at the 120th Annual Convention of Indiana OPTOMETRY (IOA). The convention will be held at the Sheraton Indianapolis Hotel at Keystone at the Crossing, located on the north side of Indianapolis, Indiana. The Sheraton's sky-walk connection to the Fashion Mall, which offers more than 100 upscale stores, makes it an attractive location for convention attendees.

Benefits and Opportunities for Exhibitors

- Spend time with Indiana OPTOMETRY Convention attendees who are optometrists, opticians and optometric staff – eye care is their business.
- Extended show hours for the Traditional Trade Show – Friday evening and Saturday in the exhibit hall
- Premium Show Space – Exhibit for two full days outside of the lecture hall
- Company listing in the IOA Convention seminar handbooks
- Attendee mailing list provided after the event
- Special event sponsorship opportunities
- Discounted hotel room rates - The convention rate is \$142 nightly. To reserve a room, call 1-888-627-7814 and mention Indiana Optometry or visit <https://www.starwoodmeeting.com/Book/IndianaOptometry>.
- Paraoptometrics attending the convention participate in all exhibit functions.

Traditional Trade Show

Located in the Plaza Ballroom on the second floor, the Exhibit Hall will be open on Friday evening in conjunction with the Welcome Reception and on Saturday from 11:00 am to 2:30 pm in conjunction with the Trade Show Luncheon.

Premium Exhibit Space

The OD educational programs will be held in the Clearwater Ballroom, located on the first floor. Outside of the Clearwater Ballroom, there is a generously sized lobby where vendors have the opportunity to exhibit for the entire day on Friday and Saturday. 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! Due to the multi-level space at the 2017's convention venue, premium vendors will be provided with table space outside the lecture hall on the first floor all day Friday and Saturday AND outside the exhibit hall on the second floor during the Friday evening Welcome Reception and the Saturday Trade Show Luncheon to maximize exhibit time. Premium exhibitors will be responsible for moving their items if they choose to exhibit during the Welcome Reception and Trade Show hours. Space is limited so be sure to reserve early!

Save money if you purchase multiple booth spaces or a Premium exhibit table and Trade Show booth combo.

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

Shepard Exposition Services

Serving your booth related needs at the IOA Convention will be Shepard Exposition Services. Upon receipt of your booth registration at the IOA office, we will instruct Shepard to forward a booth packet to you. For questions about your booth needs, please contact Steve Trent at Shepard at 317-677-1239 (O) or 317-353-7306 (C).

Increase Your Visibility!

We invite you to promote your company through other opportunities:

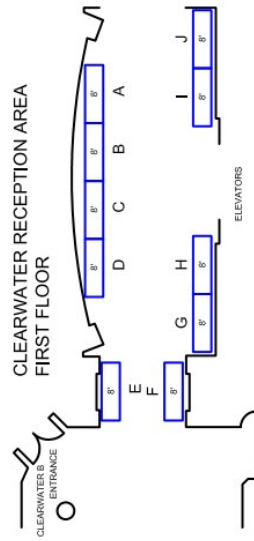
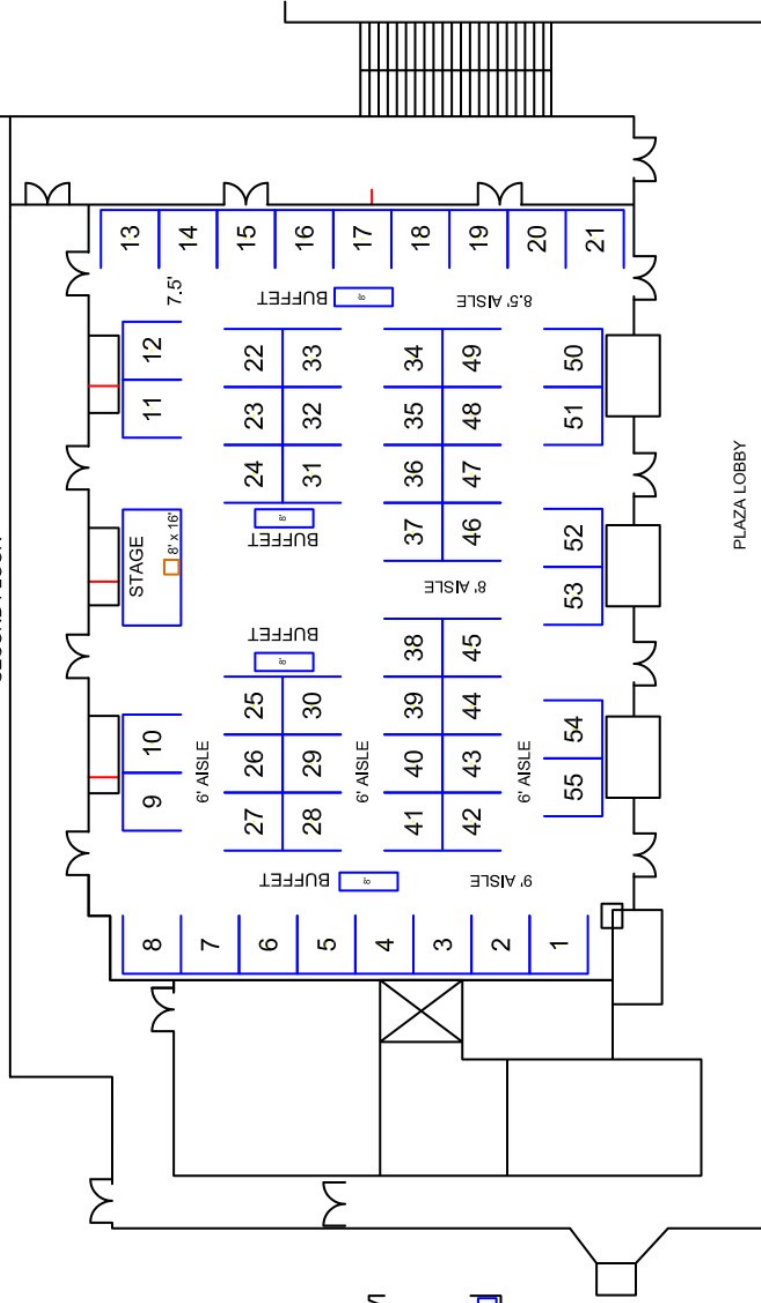
Convention Sponsorship • Event Sponsorship • Education Program Sponsorship • Advertising

The Indiana Optometric Association is Indiana OPTOMETRY. *The Indiana Optometric Association is the professional association representing the interests of Indiana Optometrists and the patients they serve.*



SHERATON IN INDIANAPOLIS, A, B, C, D & E
 APRIL 21 & 23, 2017
 BOOTHS ARE 8' x 8'
 AISLE WIDTHS ARE NOTED

SECOND FLOOR



Indiana Optometry Annual Convention Exhibitor Registration Form and Contract

Sheraton Indianapolis Hotel at Keystone at the Crossing April 21-23, 2017

The IOA offers three *options* for exhibitors:

1. Premium Exhibit Table Space (SPACES A-J on the diagram)

Premium Exhibit Hours:

7:30 am to 7:00 pm on Friday, April 21, 2017

7:30 am to 5:00 pm on Saturday, April 22, 2017

Premium Exhibitors must be set up before 7:30 am or after 8:30 am on Friday. Friday Awards Luncheon is NOT included.

Premium Exhibit Location: Premium exhibitors will be located outside the Clearwater Ballroom where all OD lectures take place. Table space will also be provided outside the Plaza Ballroom during the Welcome Reception and the Trade Show Luncheon. Please see the exhibit site floor plan.

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, Shepard Exposition Services, 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 one 7" by 44" sign, a table and two chairs.*

_____ \$1700 = 1 Premium Exhibit space
_____ \$3200 = 2 Premium Exhibit spaces
_____ \$4700 = 3 Premium Exhibit spaces

Exhibit Table # Choices*: 1st _____ 2nd _____ 3rd _____

**Exhibit tables 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 premium space and the number of spaces you request is not available, you will be assigned the next lowest number of available spaces. Any overpayment will be refunded.*

2. Traditional Trade Show Booth (SPACES 1-55 on the diagram)

Traditional Trade Show Hours:

5:00 pm to 7:00 pm on Friday, April 21, 2017

11:00 am to 2:30 pm on Saturday, April 22, 2017

Traditional Trade Show Location: Trade Show exhibitors will be located in the Plaza Ballroom exhibit hall.

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, Shepard Exposition Services, 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 one 7" by 44" sign, a table and two chairs.*

_____ \$ 900 = 1 Booth space _____ \$1700 = 2 Booth spaces
_____ \$2400 = 3 Booth spaces _____ \$3300 = 4 Booth spaces

Booth # Choices*: 1st _____ 2nd _____ 3rd _____

**Booths will be assigned in order of receipt of application and payment. If you request more than one booth space and the number of booths you request is not available, you will be assigned the next lowest number of available booths. Overpayment will be refunded.*

3. Premium Exhibit Space and Traditional Trade Show Booth Combination

_____ \$ 2400 = One Premium table and one 8 x 8 booth space

Booth and Table # Choices: 1st _____ 2nd _____ 3rd _____

Company Information

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 _____ | |

Please check here if you plan to provide a door prize to be given out during the weekend: _____

Each Premium exhibit space or Traditional Trade Show booth is entitled to two representatives. Add \$30 for each representative exceeding two.

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

Please note that there will be two distinct exhibit venues. Ten exclusive **Premium Exhibit Spaces** will be located outside of the lecture hall. The **Traditional Trade Show** will be in located in the Plaza Ballroom. Both locations present unique opportunities to interact with the convention attendees. **Booth space will not be reserved until payment is received.**

Please print or type all information.

Company Name: _____

Name as it should appear on booth sign and program: _____

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

Email: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: () _____ Fax: () _____

Web site: _____

Company Tax ID number: _____

Booth Manager: _____ Email: _____

Local Rep: _____ Email: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: () _____ Fax: () _____



Sponsorship Application

120th Annual Indiana OPTOMETRY Convention
Sheraton Indianapolis Hotel at Keystone at the Crossing - April 21 - 23, 2017

Your company can select any of the sponsorship options listed below or suggest another way to support Indiana OPTOMETRY's Annual Convention. Convention sponsorship enhances your visibility and allows you to reach interested professionals in Optometry. All sponsors will be recognized on the IOA website (www.ioa.org), in handouts (if publication deadlines are met) and on-site. Check the box next to each event at the amount you wish to sponsor. Thank you for your support!

Convention Sponsorships	Standard Rate <i>May include a co-sponsor</i>	Check Box	Exclusive Rate	Check Box
IOA Board of Trustees Dinner	\$1500		\$3000	
Friday Continuing Education Breaks	\$1500		\$2500	
Saturday Continuing Education Breaks	\$1500		\$2500	
Saturday Paraoptometric CE Breaks	\$1000		\$1500	
Sunday Continuing Education Break	\$1000		\$1500	
Past Presidents' Breakfast	\$1000		\$2000	
Post Convention Board Meeting	\$500		\$1500	
Provide Badge Holders (Naming Rights)	\$1000		\$1500	

Convention Sponsorships <i>Including a 5 minute speaking opportunity</i>				
House of Delegates Breakfast	\$2500		\$5000	
Friday Awards Luncheon	\$5000		\$10,000	
Friday Night Welcome Reception	\$5000		\$10,000	
Saturday Trade Show Luncheon	\$3000		\$15,000	
Saturday President's Reception	\$2500		\$5000	
Lecture Hall Wi-Fi Sponsor (3 days) <i>Sponsor's name is the password; opening page is the sponsor's webpage</i>	N/A		\$9,500	

Interested in sponsoring a speaker? We would be happy to discuss this option with you. Please note: COPE rules require that all sponsorships be provided in the form of an unrestricted educational grant and that sponsors be referred to as supporters in promotional materials.

Sponsors who do not want to sponsor a function where food is served are encouraged to provide general support or an unrestricted educational grant.



Advertising Application

**120th Annual Indiana OPTOMETRY Convention
Sheraton Indianapolis Hotel at Keystone at the Crossing - April 21 - 23, 2017**

Convention Handbook (Paper and/or electronic) The convention program is given to all registered attendees*	E-blast E-news blasts to all IOA members
Reservation and Payment Due By: February 17, 2017 Artwork Due By: February 24, 2017 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	One edition placement: \$200 Two edition placement: \$350 <i>E-blasts are sent on an as-needed basis about once per month. Please submit ads as a JPEG.</i>
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.	

*Bonus - The same ad will appear in the 2017 Fall Seminar handout at no extra charge.

Advertising Insertion Order

The Indiana Optometric Association is hereby requested and authorized to insert our advertisement as specified below. Enclosed is full payment. (Payment for full amount must accompany order.) We understand and agree that all copy submitted is subject to the acceptance and final approval of the IOA. The publisher 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. No commissions will be allowed.

Publication: Convention Handbook E-blast

Ad Page or Size: _____



2017 Indiana Optometry Annual Convention 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 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 the Convention 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 the Indiana Optometry convention. 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 April 7, 2017. 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 Indiana Optometric Association, with verification of receipt, not later than March 31, 2017. No refunds will be issued for notices of cancellation received after March 31, 2017. This amount is considered to be liquidated and agreed upon damages for the injuries 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 convention and exhibit hall as scheduled, and the Indiana Optometric Association shall determine the amount of the exhibit fees, if any, to be refunded.

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.

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.

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, Sheraton Indianapolis Hotel at Keystone at the Crossing and Shepard Exposition Services 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 the Sheraton Indianapolis Hotel at Keystone at the Crossing, 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 Indiana Optometric Association and the Sheraton Indianapolis Hotel at Keystone at the Crossing 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, the Sheraton Indianapolis Hotel at Keystone at the Crossing or any part thereof.

Exhibitor or third party representative acknowledges that Indiana Optometric Association and the Sheraton Indianapolis Hotel at Keystone at the Crossing 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 Indiana Optometric Association. Provisions not covered are subject to the decision of the Indiana Optometric Association management.



Indiana Optometry Annual Convention Exhibitor, Sponsorship and Advertising Payment

PLEASE NOTE THAT BOOTH SPACE WILL NOT BE RESERVED UNTIL PAYMENT IS RECEIVED.

Company Information

Company Name: _____

Contact Name/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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

____ Check is enclosed in the amount of \$ _____ (Please make checks payable to the Indiana Optometric Association.)

CREDIT CARD INFORMATION

Credit Card	Type (Visa, MC)	Account/Card Number	Expires (Month/Year)
Name on Card (PRINT)			Amount \$

Check here to indicate that you have read and agree to the Terms and Conditions of Exhibitor Registration and Contract of the 2017 Indiana Optometry Annual Convention.

I hereby authorize the above amount to be charged.

Signature: _____ Date: _____

Mail: Indiana Optometric Association
10 W. Market St, Suite 2995
Indianapolis, IN 46204
Fax: (317) 237-3564

**If you prefer to receive an invoice, please let us know.
Questions? Contact Lisa Sheridan at lsheridan@ioa.org or 317-237-3560.**