



Indiana Optometry's Meeting

The Westin Indianapolis • April 13-15, 2018

Connecting Industry with Eye Care Professionals

Please join us at Indiana Optometry's Meeting, April 13-15, 2018, at The Westin Indianapolis, a premier hotel located in the heart of the city with easy access to many local attractions. With a 121 year history, this meeting of the Indiana Optometric Association celebrates the best in eye care in Indiana.

TRADITIONAL TRADE SHOW BOOTHS

Located in the Grand Ballroom at The Westin Indianapolis, 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.

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 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 - \$165/night. To reserve, call 800-228-3000 and mention Indiana Optometry or visit <https://www.starwoodmeeting.com/Book/indianaoptometry2018>.

New format offers greater opportunity for exhibitors to connect with attendees! This year we are offering a free event designed to bring even more eye care professionals together with industry. Our **New Technology Summit** will debut on Friday evening from 5-6 pm leading into the Welcome Reception and Exhibit Hall from 5:30-7:30 pm. These events will be free and open to all optometrists statewide. This opportunity will bring meaningful exposure to you, your brand and product offerings to significantly more of 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.

Increase Your Visibility!

We invite you to promote your company through other opportunities:

Corporate Sponsorship • Event Sponsorship • Education 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.

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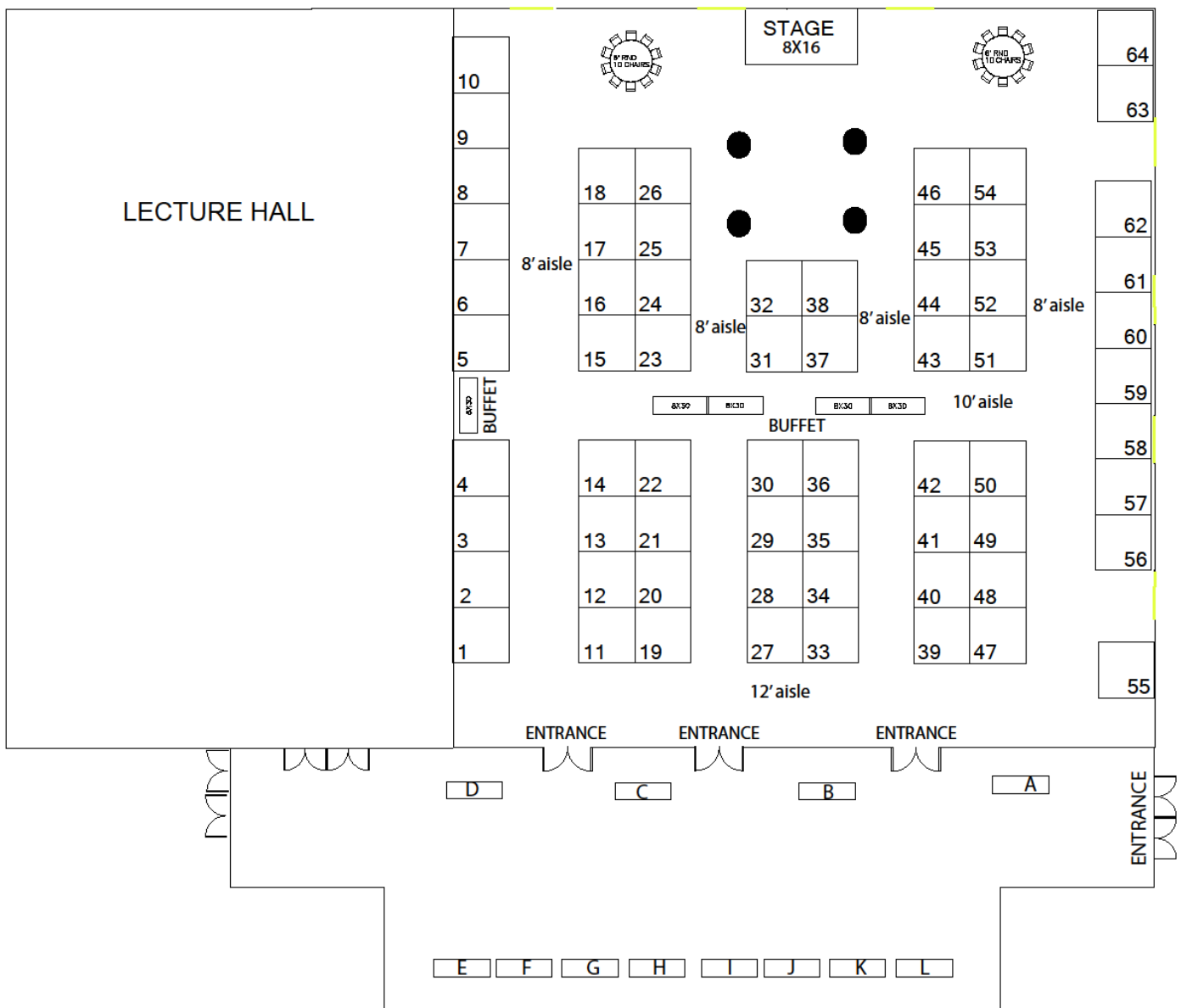
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GRAND BALLROOM 1-4

64 – 8x8 Booths AND 12 Premium Tables (A-L)

Please note: Buffet and round table 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:
7:30 am to 7:30 pm on Friday, April 13, 2018
7:30 am to 5:00 pm on Saturday, April 14, 2018
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: Grand Foyer, outside the Grand Ballroom where all OD lectures take place.

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*: 1st _____
2nd _____ 3rd _____

OPTION 2
Traditional Trade Show Booth
(SPACES 1-64 on the diagram)

Traditional Trade Show Hours:
5:30 pm to 7:30 pm on Friday, April 13, 2018
11:00 am to 2:30 pm on Saturday, April 14, 2018

Traditional Trade Show Location: Grand Ballroom

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.

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

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

**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 of 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: 1st _____
2nd _____ 3rd _____



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DRIVE TRAFFIC TO YOUR BOOTH AND ENHANCE YOUR VISIBILITY

Provide a Raffle Prize

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

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.

Promote a Show Special

Are you interested in promoting a Show Special? Circle: Yes No

Your company will be recognized in our handout materials as a booth offering a trade show special. Additional advertising may also be purchased.

Sponsorships

Sponsors will be recognized in event marketing materials (if publication deadlines are met) and on-site. Your company can select any of the options listed below or suggest another way to support Indiana Optometry's Meeting.

SPONSORSHIPS <i>All sponsorships may include a co-sponsor. Sponsors receive special acknowledgment throughout the event.</i>	Cost	Check Box
New Technology Summit	\$2500	
IOA Board of Trustees Dinner	\$1500	
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	
<i>The sponsorships listed below include a five minute speaking opportunity at the event.</i>		
House of Delegates Breakfast Meeting	\$2500	
Saturday Trade Show Luncheon	\$5000	
Friday Awards Luncheon	\$5000	
Friday Night Welcome Reception	\$5000	
Saturday President's Reception	\$5000	
Lecture Hall Wi-Fi Sponsor (3 days) <i>Sponsor's name is the password; opening page is the sponsor's webpage</i>	\$9500	

New Technology Summit **\$2500 + Exhibit Cost**

This year we have added an exciting new event to our schedule. Five companies will be featured in our New Technology Summit with a 10 minute testimonial presentation given by the OD of your choice. Moderated by Dr. Damon Dierker, this event will take place on Friday, April 13, from 5-6 pm and leads right into the Welcome Reception and Trade Show from 5:30 – 7:30 pm. Only FIVE slots available--first come, first served.

House of Delegates Meeting **\$2500**

The ultimate authority for the IOA is the House of Delegates, which meets once per year. This breakfast meeting will be held on Saturday, April 14. Sponsorship includes a 5-10 minute presentation to the 50-75 HOD members in attendance.



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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 COPE approved courses. Sponsors typically donate funds in the form of an unrestricted educational grant to cover the speaker's hotel, travel and honorarium.

Provide Badge Holders/Lanyards for Attendees

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. *Note: Add \$500 for sponsor recognition in CE handbook and on signage.*

Provide Bags for Attendees

Your bags will be available to all attendees at the registration table at the start of Indiana Optometry's Meeting. Attendees will be carrying your logo around with them for three days! Production, design, shipping and labor costs are not included in the price. Sponsor should provide a minimum of 350 bags. *Note: Add \$500 for sponsor recognition in CE handbook and on signage.*

Provide Pens and Notepads for Attendees

Gain exposure and increase name recognition by supplying materials for Indiana Optometry's Meeting. This is a great way to let attendees know that you support optometry in Indiana! Please donate a minimum of 350 of each item. *Note: Add \$500 for sponsor recognition in CE handbook and on signage.*

Print Advertising

Place your ad in our Continuing Education Handbook which is distributed to all registered attendees and also available online. Reservation and artwork due by February 16, 2018. Bonus - The same ad will appear in the 2018 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

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.

Note to Print and Eblast Advertisers: *Payment for full amount of 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.*



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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 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 30, 2018. 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 23, 2018. No refunds will be issued for notices of cancellation received after March 23, 2018. 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 meeting 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. 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, The Westin Indianapolis 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 The Westin Indianapolis, 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 Westin Indianapolis 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, it 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 Westin Indianapolis 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 Indiana Optometric Association and The Westin Indianapolis 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.



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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 Grand Ballroom. 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: _____

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.

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

<u>Additional Support (Please specify)</u>	\$ 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

THANK YOU FOR SUPPORTING INDIANA OPTOMETRY!

Questions? Contact Lisa Sheridan at ls Sheridan@ioa.org or 317-237-3560.