

**EXHIBITOR
REGISTRATION PACKET**



Utah Optometric Association

**2012
ANNUAL
CONGRESS**

**June 7-10, 2012
Zermatt Resort
Midway, Utah**

Online Credit Card Registration at:

https://www.formstack.com/forms/UOA-exhibitor_registration

Utah Optometric Association
Clive E. Watson, Executive Director
230 West 200 South, Suite 2110
Salt Lake City, Utah 84101
(801) 364-9103
FAX (801) 364-9613
E-mail: uoa@xmission.com



Utah Optometric Association

Clive E. Watson
Executive Director

Dear Exhibitor:

As June approaches it is once again my pleasure to invite you to participate in the Utah Optometric Association's Annual Congress. The 2012 event is being held at the incredible Zermatt Resort in Midway Utah adjoining Park City and the beautiful Heber Valley. The Zermatt offers many changes that will contribute to a great convention; Visit the Zermatt at www.zermattresort.com.

- √ A fully dedicated exhibition center complete with air conditioning, carpet and lighting.
- √ A casual atmosphere in a beautiful resort setting.
- √ A great exhibit hall configuration with superb "flow" and easy access.
- √ A two-day exhibit hall.
- √ A morning session with snacks.
- √ An afternoon session with prizes.
- √ Early registration discount (a better location, a lower price.)
- √ Online credit card registration.
- √ In excess of 300 attendees from Utah and surrounding states.
- √ Seventy exhibit spaces to choose from.
- √ Sponsorships available for added "exposure" (see details on page 9)
- √ Register early, 2010 sold out.

We hope you will accept our invitation and join us for this great 2012 event.

Sincerely,

A handwritten signature in black ink that reads 'Clive E. Watson'.

Clive E. Watson

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Thank you

for supporting the



Utah Optometric Association

*Visit our Web Site at:
www.utaheyedoc.org*

EXHIBITOR REGISTRATION GUIDE

Rules & Regulations

1. BOOTH ASSIGNMENTS & DISCLAIMER

To the fullest extent possible, assignment of space will be made in the order signed contracts are received at the Utah Optometric Association office. Dimensions and locations are believed to be accurate, but are not guaranteed and may be re-designed to accommodate the event. The exhibit space will be on one level. ***The Utah Optometric Association reserves the right to reassign exhibits or cancel exhibitor(s) deemed not to be in the best interest of the conference.***

2. RATES AND PAYMENTS

Checks should be made payable to the Utah Optometric Association. Cancellation of exhibit space must be submitted to the Utah Optometric Association office in writing. A full refund will be given if cancellation is received, in writing, by May 1, 2012. Refunds cannot be guaranteed unless the space is resold by the Utah Optometric Association when cancellations are received after May 1, 2012. Telephone cancellations will not be accepted.

The price of each "Standard" 8' x 10' booth space is \$850.00 if purchased prior to May 15, 2012, registration increases \$100.00 after May 15th.

***No booth assignments will be made without Full payment.
Confirmation will be e-mailed on receipt of payment.***

NOTE

Online registration only:

https://www.formstack.com/forms/UOA-exhibitor_registration

3. REGISTRATION

Exhibitor packets will be available Friday morning in the exhibit hall. Badges will be required for entry into the exhibit area. This rule applies to all exhibitors during the set up and tear down periods. Security personnel will be posted at the doors for security purposes and will be checking to see that all persons entering the exhibit area are wearing name badges during set up and tear down.

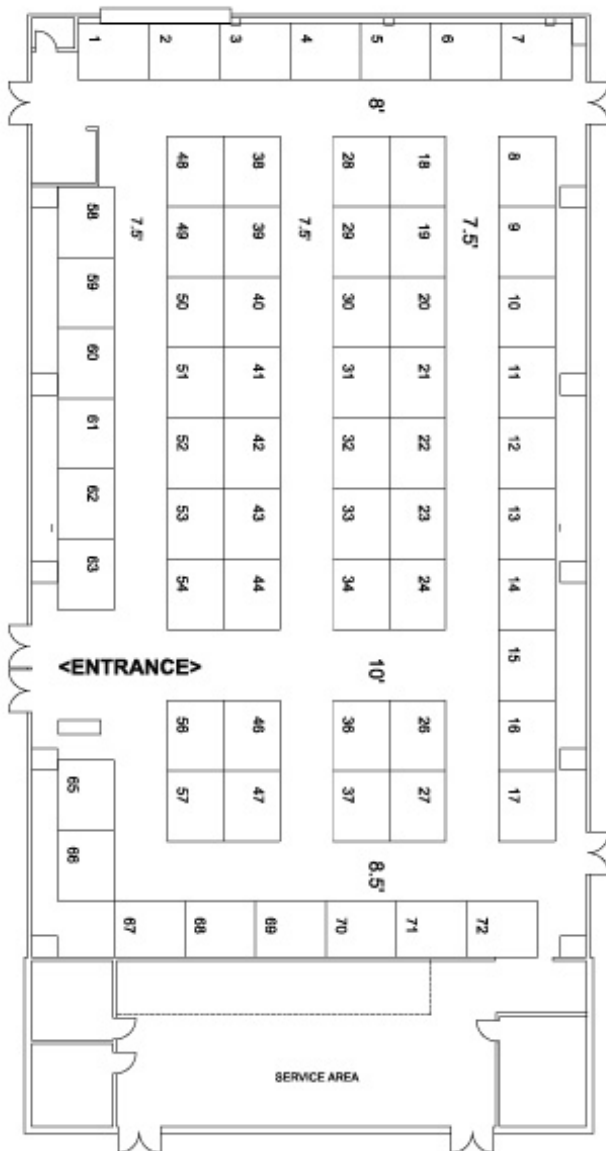
4. EXHIBITOR REPRESENTATIVE

The Exhibitor will name one individual as duly authorized representative, to have charge of the exhibit, and hereby accepts and assumes the responsibility for representatives or alternates being in attendance at the exhibit throughout all exhibit periods. This individual will receive all official correspondence from the Utah Optometric Association.

5. NAME BADGES

Name badges requested on the registration form will be provided at no charge. Additional badges, requested on-site, will be available with proper company identification for \$10.00 ea.

EXHIBIT HALL
 Floor Plan
 All booths are 8' x 10'



Assignments made on "first come, first served" basis.

6. INSTALLATION OF EXHIBITS

Installation of exhibits will begin on Friday, June 8th at 7:00 a.m. and must be completed no later than 12 Noon on the same day. Other than the above hours and those posted for exhibit hall opening, the hall will be evacuated and closed to all but show management and security personnel.

7. FAILURE TO OCCUPY SPACE

Any space not occupied by 11:00 a.m. on Friday, June 8, 2012 will be forfeited by the exhibitor and this space may be resold, reassigned or reused by the Utah Optometric Association without refund, unless arrangements for delayed occupancy have received prior approval by the Utah Optometric Association.

8. DISMANTLING EXHIBIT

No displays may be dismantled before 1:30 p.m. on Saturday, June 9th without permission of show management. Exhibitors must see that all hand-carried materials and items for shipping are removed from the exhibit hall no later than 8:00 p.m. Saturday, June 9, 2012 . ***Violators of these terms will not be invited back.***

9. LIMITATION OF LIABILITY

Exhibit management will provide security service during the official period of installation, showing and dismantling, and exercise reasonable care in the protection of the exhibit material and display. The Utah Optometric Association, or any officer or staff member thereof, will not be liable for the safety of the exhibitors' property, or the exhibitors' agents or employees from theft, damage from fire, accident, or any other cause. The Utah Optometric Association, its representatives, employees or agents will be exempted from or indemnified by any claims for injury, damage, destruction or loss caused by the exhibitor to the person or property of others than the exhibitor, and further will be exempted from or indemnified for any claims for injury to any of the exhibitors, representatives, agents, or employees.

10. PURPOSE OF EXPOSITION

The exposition is for educational information purposes only.

11. BOOTH, FURNITURE AND LABOR

Exhibitor registration includes one 8'x 10' draped booth with carpet, one I.D sign, two chairs, one waste basket, and one 8' draped table. Electrical outlets, additional furniture, equipment and setup services can be purchased from the convention contract display company. Order forms will be mailed to you after receipt of registration by:

Modern Exposition Services

424 South 700 East - Salt Lake City, UT 84102

For information by phone; (801) 983-8160 or FAX (801) 521-3040

Dave Jackman email: d.jackman@moderndisplay.com

12. ELECTRICAL

Order forms for lighting and electrical outlets will be supplied by the official contractor. Be sure to check electrical limitations before shipping your exhibit.

13. EXHIBIT DIMENSION

Exhibit booths are 8' x 10'(unless otherwise noted on floor plan.) Booth back-drapes are 8' high and divider rails are 3' high. In the rear two feet of the booth, display materials or equipment may be placed up to a height not exceeding 8' from the building floor. In the remainder of the booth display material or equipment shall not exceed the height of side rails (3') nor impair the visibility of adjoining exhibits.

14. ADVANCED SHIPMENT & INSTRUCTIONS

DO NOT SHIP TO ZERMATT RESORT

Information on shipping methods and rates will be sent to you by the display contractor. All shipments are at the sole risk & expense of the exhibiting company.

15. SPECIAL RESTRICTIONS

A. Exhibitors are prohibited from using amplifying equipment of any nature without permission from the Utah Optometric Association. If permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other activities.

B. Exhibitors must confine their activities to the space for which they have contracted.

C. Fire hose cabinets must be left accessible and in full view at all times.

D. Decorations and displays must either be of nonflammable material or must be treated for fire proof prevention by an approved method. All display material must be flame proof and subject to inspection by the Fire Marshal. No flammable fluids or substances may be shown in booths. Advice on methods and materials may be obtained from the official decorating service contractor.

E. All activities, side trips, hospitality suites, etc., sponsored by the exhibitors must be approved by and coordinated with the UOA head office. No activities will be approved that conflict with UOA scheduled events, courses, or exhibit hours. Hospitality suites may operate during non-programmed or exhibit hours. (See article #21)

16. CANCELLATION

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

17. ADMISSION

The Utah Optometric Association shall have sole control over admission policies at all times. All persons visiting the exhibits or attending any function of the convention will be required to register in accordance with the provisions of item #3 and to wear an appropriate badge while in attendance.

18. EXHIBIT HOURS

Friday, June 8: 1:30 P.M. - 4:30 P.M. - Saturday, June 9: 10:00 A.M.-1:00 P.M.

19. No other functions or educational programs will be conducted while the exhibit area is open. Special incentive programs will be conducted to insure that every exhibitor has an opportunity to meet every optometrist in attendance.

20. EXHIBIT PRIZE DRAWING

One of the methods used to entice attendees to visit every exhibitor's booth, is a special prize drawing program designed for that purpose. Every registered O. D. and Optometric Assistant must have each exhibitor's signature or initials on the drawing application, adjacent to the exhibitor's company name, in order to be eligible for valuable prizes (Limit: one card per person). The drawing will be conducted during exhibit hours and at the awards banquet on Saturday evening.

21. HOSPITALITY SUITES

No supplier will be allowed to operate a hospitality suite if they are not registered and exhibiting in the exhibit area. Violators will be published in bulletins which are distributed to registered optometrist, encouraging them not to attend.

22. SLEEPING ROOM ACCOMMODATIONS

Reservations for sleeping accommodations can be made by calling The Zermatt Resort: 1-877-498-3232. When calling refer to the Utah Optometric Association Conference. Room Requests will be honored from the Utah Optometric Association Room block, if received prior to May 3, 2010.

Room Rates:

Sleeping Rooms (1-2 people) Range between \$99.00 - \$219.00

Plus lodging Tax 12.55%

Hotel reservations personnel will explain the available configurations

Visit the Zermatt at: www.zermattresort.com

2010 EXHIBITORS

ABB Concise
ABS Smart Mirror
Alcon Laboratories, Inc.
Allergan
Aspex Eyewear Group
Bausch & Lomb
Briot USA
Cal Coast Ophthalmic Instr.
Carl Zeiss Meditec
Carl Zeiss Meditec
CIBA Vision / Novartis
CooperVision, Inc.
Creative Ophthalmics
Davis Vision Center
Essilor Laboratories Of America
Essilorof America - Varilux
EyeCOR By Nteon
Heidelberg Engineering
Hoopes Vision
Inspire
Jungle Eyewear
Komatsu Ophthalmics, Inc
LBI - Atlantic
Legacie
Luxottica Group
Marco Technologies
Morel Eyewear
Nidek, Inc.
Oakley
Oasis Medical, Inc.
Officemate / Eyefinity
Optometric Nutrition Society
Optos North America
Pech Optical Corp
Premier Vision Group
Pro Design Eyewear
Prudential
Rocky Mountain Retina
Safilo Group
Salt Lake Optical
Santinelli International
Shamir
Signet Armorlite
Silhouette Optical, Ltd.
Smith Optics
Sunstar Optical
Telscreen
The Eye Institute Of Utah
TLC Laser Eye Centers
Transitions Optical, Inc
Tura Inc.
United Optical
UOA - AOA PAC
Vistakon
Viva International Group
Wasatch Ophthalmic Instruments
Younger Optics

Our thanks to these fine companies

AVAILABLE SPONSORSHIPS

"Sponsorships are a great way to increase your company's visibility"

| | |
|------------------------------------------------------------|------------------|
| Educational Grants | Please Call |
| Golf Tournament Lunch | \$700.00 |
| Thursday Evening Kick-Off Reception..... | Sold |
| Installation Luncheon..... | Sold |
| Golf Tournament Hole Sponsorship..... | \$200.00 |
| Saturday Awards Welcome Reception | \$1500.00 |
| Saturday Awards Banquet | \$5000.00 |
| Continental Breakfast (3)..... | \$600.00 |
| Coffee Break (5) | \$400.00 |
| Prize Contributions for Exhibit Drawing..... | Your discretion |
| Co-sponsorships may be available for large functions | Please Call |
| Registration Packet Stuffer..... | \$1.00 per sheet |
| Advertising in Prospectus..... | Please Call |

**** Please list your sponsorship on the enclosed registration form ****

22" X 28" signs will be placed adjacent to all sponsored functions announcing the sponsoring company and receive 2 weeks of logo advertising on the UOA Website (New this year).

?? ANY QUESTIONS ??

**CALL
CLIVE WATSON
(801) 364-9103
uoa@xmission.com**



The Utah Optometric Association Presents

10th Annual
Loyal H. Seeholzer

MEMORIAL CLASSIC

Golf Tournament

*Thursday, June 7th - 7:30 a.m.
Homestead Golf Club, Midway, UT*



Fees

\$80 .00 per golfer

Fee Includes

Greens fee with cart

"T" Prizes - Lunch

Format

Scramble

Name: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____

Requested Pairing: _____

If paying by credit card:

MasterCard [] Visa [] AMX []

Card No. _____

Expires: _____ Signature: _____ Zip: _____

Return registration with payment to:

UOA GOLF
230 WEST 200 SOUTH, SUITE 2110
SALT LAKE CITY, UTAH 84101

Golf Registration Not Accepted After May 1, 2012





Utah Optometric Association
230 West 200 South, Suite 2110
Salt Lake City, Utah 84101

Address Service Requested

PRSRRT STD
U.S. Postage
PAID
PERMIT
#3280
SLC, UT