

W I S C O N S I N
O P T M E T R I C
A S S O C I A T I O N

**Wisconsin Optometric Association
2010 Spring Seminar
Exhibitor Registration**

April 14 & 15, 2010
Hotel Sierra
(Formerly Regency Suites)
Green Bay, WI

W I S C O N S I N
OPTOMETRIC
A S S O C I A T I O N
6510 Grand Teton Plaza Suite 312
Madison, WI 53719
www.woa-eyes.org
800-678-5357

January 21, 2010

TO: WOA Exhibitors

FROM: Peter Theo, Executive Vice President

RE: WOA Spring Seminar, April 14-15, 2009

The 2010 WOA Spring Seminar is scheduled for April 14-15 at the Hotel Sierra (Formerly Regency Suites) in Green Bay, Wis. (800-236-3330). You may recall the Spring Seminar and the Convention (Sept 23-26) are the only two WOA seminars that feature exhibitors. The Spring Seminar is our second largest seminar of the year. With 30 percent of our total membership attending, this event attracts approximately 40 exhibitors each year.

Registration Information:

Enclosed are registration materials for the exhibit hall. Space will be provided on a first come (paid), first served basis, using post mark dates as the determinants. There is a diagram of the exhibit hall following the schedule so you can see the layout. We DO NOT accept requests for specific booth spaces. We do accommodate requests to the best of our ability regarding placement close to or far away from another vendor. To secure booth space, payment must accompany your registration. There is limited space available at this venue so early registration is strongly recommended.

Exhibitors may pick up materials at the seminar registration desk Tuesday evening from 6:00 p.m. – 9:00 p.m., or Wednesday morning starting at 6:30 a.m. The exhibit hall fee includes 8X10 booth, 110 volt outlet if requested, one table, two chairs, registration for two representatives, and 10 refreshment tickets.

Exhibit Hall Schedule:

The exhibit hall will open at 9:45 a.m. on Wednesday morning. The exhibit hall will be available for setup between 6:00 p.m. and 9:00 p.m. on Tuesday, April 13, and again between 6:30 a.m. and 9:30 a.m. Wednesday, April 14. We ask that all booths be up and ready to go in time for the first break at 9:45 a.m. on Wednesday. The booths should not be closed or removed until 10:45 a.m. on Thursday morning, following the final exhibit hall break. All breaks during the day on Wednesday and Thursday morning will be located in the exhibit hall, including the open house on Wednesday evening.

As is our custom, there will be an exhibit hall open house on Wednesday evening from 5:30 p.m. – 7:00 p.m. with hot and cold hors d'oeuvres and a cash/ticket bar for beverages. Each exhibitor will be supplied ten drink tickets as part of their registration to distribute to doctors and friends. WOA will again be conducting a drawing for door prizes at each participating booth in the exhibit hall Wednesday evening. If your company wishes to participate in the drawing by offering door prizes, please be sure to inform us early so we may announce the prize and the winner before the end of the seminar. We will encourage the doctors to visit every booth to enter the drawings, thus improving traffic among the exhibits. It is also acceptable for you to conduct your own drawing during exhibit hall hours if you wish.

Speakers:

- **Mark E. Wilkinson, OD, FAAO**, Clinical Professor of Ophthalmology and Director of the Vision Rehabilitation Service in the Department of Ophthalmology and Visual Sciences at the University of Iowa's Carver College of Medicine
- **Larry Alexander, O.D.**, Currently consultant to the digital imaging and ocular pharmaceutical industry. Formerly private practice and referral center and professor at UAB School of Optometry
- **Maynard Pohl, O.D.**, Clinical Director at Pacific Cataract & Laser Institute in Bellevue, Wash.

Hotel Information:

Call the Hotel Sierra - Green Bay, Wis. at 800-236-3330 to make your sleeping room reservations prior to March 10, 2010, as the room block will be released at that time. The contracted room rates are as follows: standard double suite = \$109, king suite = \$119, executive suite = \$147, king corner suite = \$119, economy room = \$85, plus sales tax.

Thank you very much for your support of the WOA Spring Seminar. We look forward to receiving your registration and seeing you in Green Bay. If you have any questions please call 608-824-2200.

Event Schedule

Tue 13

Page 3

6:00 p.m.—9:00 p.m.

Exhibitor Setup

No setup prior to 6:00 p.m. The exhibit company will be setting up the booths from 2:00 p.m.—6:00 p.m. and cannot complete their work if exhibitors are trying to set up at the same time.

Wed 14

6:30 a.m.—9:30 a.m.

Exhibitor Setup

All Exhibits must be in place by 9:30 a.m.

7:00 a.m.—5:00 p.m.

Registration

Grand Ballroom Foyer

8:00 a.m. - 9:40 a.m.

"Reducing the Risk of Age-Related Vision Loss" - Part 1

Dr. Mark Wilkinson

Presented by AOA VRS with sponsorship from Kemin Health

COPE #: 27159-PS - 3 hours PS

Ballroom B1&B2

The AOA VRS has developed a three-hour COPE approved course, entitled Preventing Age-Related Vision Loss, to educate optometrists on current treatment of diseases that cause vision loss. The course includes education regarding the science of ocular nutrition and case-based examples of current comprehensive treatments (nutritional, medical and vision rehabilitative) highlighting age-related macular degeneration, cataracts, glaucoma and diabetic retinopathy.

The first hour will focus on ocular nutrition/nutraceuticals including 5 essential nutrients (Vitamin C and E, Zinc, Essential Fatty Acids, Lutein/Zeaxanthin) and macular pigment optical density (MPOD)

Second and third hours will use a case-based format to address current medical and rehabilitative treatments for the most common causes of vision loss including age-related macular degeneration, cataracts, glaucoma and diabetic retinopathy.

9:40 a.m. -10:15 a.m.

Break

Exhibit Hall

10:15 a.m. -11:05 a.m.

"Reducing the Risk of Age-Related Vision Loss" - Part 2

11:05 a.m.—11:15 a.m.

Stand Up Break

11:15 a.m.— 12:05 p.m.

"Normal Tension Glaucoma"

Dr. Larry Alexander

COPE #: 22476-GL - 1 hour GL

Ballroom B1&B2

Up to 30 percent of glaucoma patients show no IOP abnormalities, yet their optic nerves collapse and deteriorate like patients with high IOP. This discussion addresses the complexity of those patients and relationship to systemic disorders.

12:05 p.m. - 1:30 p.m.

Lunch

Exhibit Hall

1:30 p.m.— 2:20 p.m.

"Neurodegeneration/Neuroprotection in Glaucoma and Potential New Therapies"

Dr. Larry Alexander

COPE #: 22475-GL - 1 hour GL

Ballroom B1&B2

This discussion is intended to bring the concept of the etiopathogenesis of glaucoma and neuroprotection to the forefront of the clinical thought process and to stimulate interest in the possibilities of clinical application.

2:20 p.m. – 3:10 p.m.

"Clinical Tips You Can Take Home"

Part 1

Dr. Larry Alexander

COPE #: 21483-AS

3 hours AS

Ballroom B1&B2

This course stresses timely issues primarily in the area of pharmacological management of anterior and posterior disorders as related to systemic disease. Also included are case examples that stress the most logical differential diagnostic procedures.

3:10 p.m.—3:45 p.m.

Break

Exhibit Hall

3:45 p.m.—5:30 p.m.

"Clinical Tips You Can Take Home"

Part 2

Ballroom B1&B2

5:30 p.m. – 7:00 p.m.

Exhibit Hall Open House

Expo Hall

Thur 15

Event Schedule

7:00 a.m. - 2:00 p.m.
Registration
 Grand Ballroom Foyer

7:00 a.m. – 8:00 a.m.
Continental Breakfast for Doctors
 NO Exhibit Hall

8:00 a.m. - 9:40 a.m.
“Corneal Surgery Co-Management”
 Dr. Maynard Pohl
 COPE #: 18258-PS - 2 hour PS
 Ballroom B1&B2

Indications for pterygium and corneal transplant surgery are discussed, followed by a video of each procedure to acquaint the practitioner with the intraoperative details. Postoperative patient care guidelines are provided to enable optometrists to effectively co-manage the corneal surgery patient with tertiary care providers.

9:40 a.m. - 10:40 a.m.
Exhibit Hall Break
Final Session
Expo Hall

10:45 a.m.—12:00 noon
Exhibitor Teardown
Must be completed by Noon

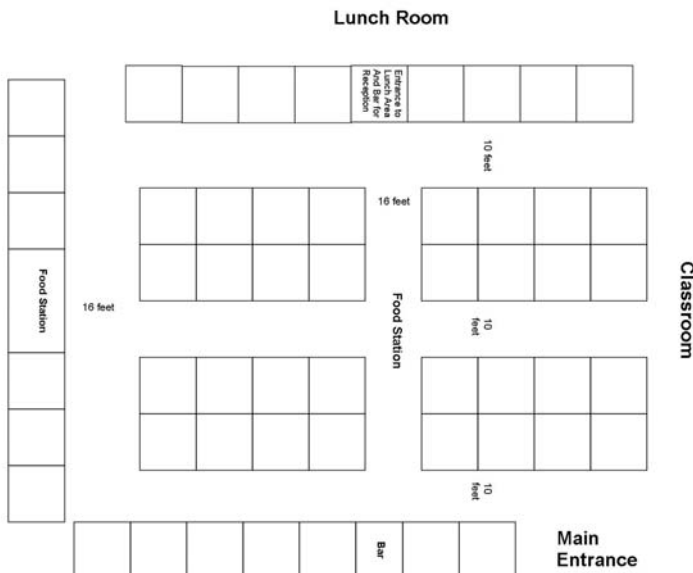
10:45 a.m. -12:20 p.m.
“Managing Retinal Manifestations of Vascular Disease”
 Dr. Maynard Pohl
 COPE: 18914-PS - 2 hours PS
 Ballroom B1&B2

This course will provide a review of the retinal manifestations of vascular disease including diagnosis, treatment and risks factors.

12:20 p.m. – 1:20 p.m.
Lunch for Doctors
 Ballroom A

1:20 p.m. – 3:00 p.m.
“Anterior Segment Interactive”
 Dr. Maynard Pohl
 COPE #: 18259-AS - 2 hours AS
 Ballroom B1&B2

Practical discussion of a variety of interesting, yet not so uncommon, disorders from lid to lens is featured. Subjective and objective information is presented followed by audience interaction to determine the assessment and appropriate management plan for each patient.



2010 WOA Spring Seminar Exhibit Hall

The tentative layout of the 2010 Exhibit Hall is shown to the left. For lecture breaks, doctors will be exiting the lecture hall through the door on the right hand side of the diagram. The layout should be similar to what is shown depending on how many exhibitors register for the event. The WOA does not accept requests for specific booth spaces, but will, to the best of our ability, honor requests to be placed near or far from another vendor.

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**Wisconsin Optometric Association
2010 Spring Seminar
Hotel Sierra (Formerly Regency Suites), Green Bay, WI
April 14-15, 2010**

"Ground Rules"

Set Up Information

Exhibitors may set up Tuesday, April 13 from 6:00 p.m. to 9:00 p.m. or Wednesday April 14 from 6:30 a.m. – 9:30 a.m. Teardown is set for Thursday, April 15 at 10:45 a.m. and must be completed by Noon. **No one will be allowed in the exhibit hall prior to 6:00 p.m. on Tuesday evening.** All exhibits must be in place by 9:40 a.m. on Wednesday, April 14. The first exhibit hall period of the event will begin at 9:40 a.m. on Wednesday. **There will be no exhibit time during continental breakfasts (7:00 a.m. – 8:00 a.m.) on Wednesday or Thursday.**

What's Included in Registration Fee

Included with your registration fee: Registration for two representatives, an 8x10 exhibit booth with full-backed drapery and half-side drapery, exhibitor sign, one draped table (6 or 8 foot), two chairs, one 110 volt outlet if requested, and 10 beverage tickets for the Wednesday evening exhibit hall open house. The exhibit hall will have carpeting. Additional packets of 10 drink tickets may be purchased for \$50.00 from the WOA on-site. **Tickets for the lunch on Wednesday with the doctors are not included in the registration fee, but may be purchased separately on the registration form. If you want the lunch, you MUST order in advance on the registration form and provide the names of those attending the lunch.** Exhibitors who are registered for lunch will receive a personalized ticket. No exhibitor lunches can be added on site due to restrictions by the hotel on meal counts. The lunch will be held in the exhibit hall.

Additional tables and electricity should be ordered on your registration form. **Tables and electricity ordered on site will cost substantially more.**

Booth Assignments and Confirmation Materials

Booth assignments are conducted on a first come (paid) first served basis with payment required at the time of registration. We do not accept requests for specific booth locations, but will honor, to the best of our ability, requests to be placed close to or far from another vendor. Booth assignments will be available Thursday, April 1 and will be emailed to the contact person and on-site representative listed on the registration form.

Hospitality and Sleeping Rooms

Hospitality rooms and sleeping rooms must be reserved directly through the Hotel Sierra – Green Bay at 800-236-3330. Availability may be limited, so early registration is advised. Hospitality rooms may not be open during education seminars, exhibit hall hours or scheduled meal functions. **No exhibitor may have an exhibit, hospitality suite or be on premises unless they have a registered booth with the WOA.**

Schedule of Events

The tentative schedule of events is included on pages 3 and 4 of this packet. Events which affect the exhibitors are in **red ink**.

Take Down Information

Exhibitors will begin dismantling their booths at 10:45 a.m. on Thursday, April 15 and must be done by Noon. No exhibitors may tear down early as it is a huge disruption to the event and other exhibitors. If you have packages to ship, you must make those arrangements directly with the exhibit company. The WOA assumes no responsibility for packages left in your booth without prior arrangements.

Exhibit Hall Directory

An exhibit hall directory will be created for the doctors packets. Please provide a one-paragraph description of your company, products or services to be included in this directory. They may be sent with your registration, faxed to 608-824-2205 or emailed to Joleenwoaoffice@tds.net. Your description must be received **no later than March 25, 2010** if you want to be included in the directory and cannot exceed 100 words.

Shipping Instructions

Shipping instructions are included on page 10 of this packet.

Wisconsin Optometric Association
2010 WOA SPRING SEMINAR
Wednesday and Thursday, April 14-15, 2010
Hotel Sierra (Formerly Regency Suites) – Green Bay, WI - 800-236-3330

Exhibitor Registration Form
Deadline for Exhibitor Registration is March 1, 2010

Company Name: _____

Contact Person: _____ Email Address: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Name of Representative who will be contact person on site: _____

Home Mailing Address of on-site Representative: _____

City: _____ **State:** _____ **Zip:** _____ **Phone #:** _____

Email of On-Site Representative: _____

Name of Representatives Attending (name tags will be provided, please print or type):

Optional Request for Placement (all requests will be considered, but not guaranteed):

We prefer to be placed close to the following exhibitors: _____

We prefer to be placed far from the following exhibitors: _____

Space is granted on a first come (paid) first served basis. Space will only be reserved once a registration form **and check** have been received. **No space will be held without payment.**

Please list the type of products or services you sell: _____

_____ We would be interested in placing an advertisement in a seminar publication or the WOA newsletter.

*******Please include a one paragraph description of your company including products and services you provide for a handout that will be distributed to attendees along with the exhibit hall map.*******

PLEASE COMPLETE PAGE 2 OF REGISTRATION

Wisconsin Optometric Association - 2010 WOA Spring Seminar Exhibitor Registration Form – Page 2

Please carefully read the list below and check off the appropriate items:

Registration includes two representatives, an 8X10 exhibit booth with full backed and half-side drapery, exhibitor sign, one draped table, two chairs and 10 beverage tickets for the Wednesday evening reception. There is carpet in the exhibit hall. If you are purchasing more than one booth, the second is 10 percent off, and the third is 20 percent off. **Discount does not apply to electrical, additional tables, additional drink tickets or lunches.** Please contact Joleen at 800-678-5357 for more information. **Lunches are not included in the booth registration package, but exhibitors are invited to purchase tickets with their registration to attend lunch with the doctors. The lunch will be held in the exhibit hall on Wednesday.**

_____ \$620 Regular Registration paid via Mastercard or VISA only

_____ \$600 Cash Registration paid via check

_____ Additional Booths (10 percent discount on booth #2, 20 percent discount on booth #3)

_____ One 110 Volt outlet (no charge)-**You must mark this line in order to have electrical service in your booth.**

_____ \$25 for a second 110 volt outlet, or \$125.00 for a 220 volt outlet

_____ Please select the length of table you would like for your booth: _____ 6 foot _____ 8 foot

_____ \$30 per additional table (**Please note additional tables ordered after initial registration will cost substantially more**)

Length: _____ 6 foot _____ 8 foot

_____ \$50 ten extra drink tickets (10 are included in registration fee)

_____ \$10 registration fee per representative beyond the two per booth included in the registration fee

_____ \$25 per representative for Wednesday lunch (no lunches can be purchased on site)

\$_____ **Total of items checked above – please include check with registration or complete attached credit card authorization form.**

Lunch Tickets: Please list below the names of the representatives who will be purchasing tickets to join the doctors for lunch. You must reserve each lunch with a name and payment in advance. Lunches may **not** be added on site. Exhibitors will receive tickets in their packets **only if they pre-register and pre-pay** for lunch.

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

Please return this form and a check to:

***Wisconsin Optometric Association, 6510 Grand Teton Plaza Ste 312, Madison, WI 53719
Call 608-824-2200 with questions. Fax: 608-824-2205 Tax ID 39-0840526***

**Wisconsin Optometric Association
Credit Card Authorization Form
6510 Grand Teton Plaza Suite 312
Madison, WI 53719
Phone: 608-824-2200
Fax: 608-824-2205**

Purchasing Company Name: _____

Purchasing Company Address: _____

Purchasing Company City, State, Zip: _____

Amount of Purchase: \$ _____

What purchase is for: 2010 Spring Seminar Exhibitor Fee

Type of Card: (Circle One) Mastercard VISA

Card Holder Name: _____

Credit Card Number: _____

Expiration Date: _____

3 Digit Security Code: _____

Address where CC statement is received: _____

Billing Zip Code: _____

Authorized Signature: _____

By completing this form, you agree to pay the Wisconsin Optometric Association the above list payment via credit card.

Please call 608-824-2200 with any questions.

W I S C O N S I N
O P T O M E T R I C
A S S O C I A T I O N

6510 Grand Teton Plaza Suite 312
Madison, WI 53719
608-824-2200

January, 2010

TO: WOA Exhibitors

FROM: Joleen Breunig, Director of Member Services

RE: Seminar Exhibitor Registration Forms

Good Morning! The Wisconsin Optometric Association is always looking for ways to improve how we distribute registration materials to potential exhibitors. In this electronic age, it seems that email, fax and the Web are the most time saving and cost effective ways to communicate. We would like to send registration materials out to you in a more timely fashion and believe using an electronic means would be the best way to do this. Registration materials sent via email will be in pdf format and can be opened with Adobe Reader, which can be downloaded for free. Below you will find the different options available for you to receive your registration information. Please select which format will work best for you and return this form by fax (608-824-2205) or regular mail (6510 Grand Teton Plaza Suite 312, Madison, WI 53719). **We must receive this form back from you in order for you to remain on our exhibitor list. If there is more than one person who should be receiving these materials, please include their information as well.**

Company Name: _____

Contact Person Name: _____

Phone Number: _____

_____ Please send all registration materials regarding WOA events via email in pdf format.

My email address is: _____

_____ Please send me an email letting me know the registration materials for WOA events are available for download from the Wisconsin Optometric Association Web site (www.woa-eyes.org).

My email address is: _____

_____ Please fax registration materials regarding WOA events.

My fax number is: _____

You must return this form to continue receiving exhibitor materials from the WOA.

Thank you very much for taking the time to complete this survey. Please return to the registration desk or by faxing to (608-824-2205) or mailing to WOA, 6510 Grand Teton Plaza Suite, Madison, WI 53719.

Shipping Information
2010 WOA Spring Seminar
Hotel Sierra (Formerly Regency Suites), Green Bay, WI
April 14-15, 2010

All exhibition materials (boxes, display cases, etc) under 100 pounds will be received without charge. All packages weighing more than 100 pounds will be charged an incoming material handling fee of \$90.00 (\$45.00 /100lbs. Minimum charge of \$90.00). Exhibitor kits with detailed information regarding material handling information and ordering additional materials for your booth can be found on the WOA Web site www.woa-eyes.org or can be emailed to you upon request.

Green Bay Exposition services will accept crated, boxed or skidded materials beginning March 19, 2010 at the warehouse address. To avoid additional after deadline charges, materials must arrive by Monday, April 12. If materials are sent to the warehouse location after April 12 an additional \$25.00 handling fee will apply.

The Hotel Sierra will not accept any exhibition materials prior to Monday, April 12. Any items sent to the hotel will be charged an additional \$25.00 over and above the \$90.00 minimum material handling charge.

Any inbound exhibit materials received by GBES without payment will not be delivered to your booth until payment is made.

Any outbound exhibit materials left in your booth without contracting of material handling through GBES will be held at their warehouse until payment is made.

Warehouse Shipping Address: (March 19-April 12, 2010)

Wisconsin Optometric Association

Exhibiting Company Name and Phone Number

Booth # _____

C/O Green Bay Exposition Services, Inc.

790 Borvan Street

Green Bay, WI 54304

Warehouse receiving hours: 8:00 a.m. – 4:00 p.m., Monday – Friday

Showsite Shipping Address: (April 13 –15, 2010)

Wisconsin Optometric Association

Exhibiting Company Name and Phone Number

Booth # _____

Hotel Sierra

C/O Green Bay Exposition Services, Inc.

333 Main Street

Green Bay, WI 54301

Please call the Exhibitor Service Department at 920-434-0815 for further assistance.