



2011

**Wisconsin Optometric Association
Convention and Annual Meeting
Exhibitor Registration**

**September 22 - 25
Radisson Paper Valley
Appleton, WI**



6510 Grand Teton Plaza Suite 312
Madison, WI 53719
800-678-5357

May 31, 2011

TO: WOA Exhibitors

FROM: Peter Theo, Executive Vice President

RE: WOA Convention and Annual Meeting, September 22-25, 2011

The 2011 WOA Convention and Annual meeting is scheduled for September 22-25 at the Radisson Paper Valley Hotel in Appleton, WI (1-800-242-3499). The convention is our largest meeting of the year, and we expect over 300 doctors and optometric assistants to be in attendance. This is the second of two meetings held each year by the WOA where we offer an exhibit hall. There will be 50 exhibit booths available this year, therefore, early registration is highly recommended.

Speakers:

- ◆ Jeffry Gerson, O.D., WestGlen Eye Care, Shawnee, KS
- ◆ Danica Marrelli, O.D., Clinical Professor, University of Houston College of Optometry
- ◆ Anthony Cavallerano, O.D., Director of the VHA Office of Telehealth Services Store and Forward Boston Training Center, Professor of Optometry at the New England College of Optometry (NECO)
- ◆ Gary Oliver, O.D., Associate Clinical Professor for the SUNY State College of Optometry, Director of Eye Care Services at Woodhull Medical Center in Brooklyn, NY and a private practitioner
- ◆ Jim Thimons, O.D., Center Director for Ophthalmic Consultants of Connecticut

Registration:

To register for the event as an exhibitor, please complete the registration form on pages 6-7 of this document. Space will be provided on a first come (paid), first served basis, using postmark dates as the determining factor. We DO NOT accept requests for specific booth spaces; however, 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. Early registration is strongly recommended, as booth assignments are based on the date a paid, completed application is received. The earlier it is received, the more desirable of a booth space you are eligible to receive.

• **What is Included in the Registration Fee:**

Registration for two representatives, an 8x10 exhibit booth with full-backed drapery and half-side drapery, sign, one draped table (6 or 8 foot), two chairs, one 110 volt outlet (if requested) and 10 beverage tickets to be used during the Exhibit Hall Open Houses on both Thursday and Friday night. Additional packets of 10 beverage tickets may be purchased for \$55.00 from the WOA on-site. The exhibit hall does have carpeting. Additional tables and electricity should be ordered on your registration form. **Tables and electricity ordered on-site will cost substantially more.**

◆ **Separate Fee for Lunches:**

Tickets for the lunch on Friday 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 it in advance on the registration form and provide names of those attending. Exhibitors who are registered for Friday's lunch will receive a personalized ticket listing their name. No exhibitor lunches can be added on-site due to restrictions by the hotel on meal counts.

◆ **Beverage Tickets:**

Each paid booth will receive 10 beverage tickets to be used during the open houses on Thursday and Friday evening. You can use the tickets yourself, or give them out to doctors during the open houses. They have a value of \$5.50 each.

Sleeping and Hospitality Rooms:

There is a room block set aside at the Radisson Paper Valley with a rate of \$112 for single or double occupancy. The room block will be released on August 24, 2011, after which the group rate will not be honored. Call the hotel directly 800-242-3499 between the hours of 9 a.m. and 4 p.m. daily or the national reservation line at 800-333-3333 any time for reservations.

Schedule of Events:

The tentative schedule of events is included on pages 4 and 5 of this packet. Events which affect the exhibitors are in **red ink**. As is our custom, there will be an Exhibit Hall Reception on Thursday evening from 5:15 p.m. – 7:00 p.m., and again on Friday evening from 5:45 p.m.- 7:15 p.m. with hot and cold hors d'oeuvres and a cash/ticket bar for beverages. Each paid exhibitor will be supplied 10 drink tickets as part of their registration to distribute to doctors and friends.

◆ Set Up Information

Exhibitors may set up Thursday, September 22 from 9:00 a.m. - 2:45 p.m. Tear down will take place on Friday evening after 7:00 p.m. and must be completed by 9:00 p.m. **No one will be allowed in the exhibit hall prior to 9:00 a.m. on Thursday morning, as the exhibition company will be setting up.** All exhibits must be in place by 2:45 p.m. on Thursday, Sept. 22. The first exhibit hall period for Thursday will begin at that time. **There will be no exhibit time during the continental breakfast for the doctors (7:00 a.m. – 8:00 a.m.) on Friday.**

◆ Take Down Information

Exhibitors can begin dismantling their booths at 7:00 p.m. on Friday, September 23 and must be done by 9:00 p.m. Absolutely no exhibitor may tear down their booth early, as it is a huge disruption to the event and other exhibitors. The paraoptometric members arrive on Friday afternoon and will want to see all exhibitors during the evening session. If you have packages to ship, you must make those arrangements directly with the exhibition company. The WOA assumes no responsibility for packages left in your booth without prior arrangements.

◆ Friday Evening Party after Exhibit Hall Reception:

Please join the WOA for a post exhibit hall party featuring the all OD band *Three Degree Shed*. The party will run from 7:00 p.m. – 10:00 p.m., and all exhibitors are invited to attend. Sponsorship opportunities are available for this event. Please contact the WOA if your company would like to purchase drink tickets for the event (these are different tickets than those used in the Exhibit Hall), or if you are interested in helping to sponsor the food.

Prize Drawing at Exhibit Hall Receptions:

WOA will again be conducting a drawing for door prizes at each participating booth in the Exhibit Hall Thursday and Friday evening. If your company wishes to participate in the drawing and provide door prizes, please be sure to inform us early, so we can 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.

Exhibit Hall Directory:

An Exhibit Hall Directory will be created for the doctors' packets. Please provide a one paragraph description (150 words max) of your company and the products or services you provide, to be included in this directory. You may send the descriptions with your registration, fax to 608-824-2205, or email Joleenwoaoffice@tds.net. Your description must be received **no later than August 15, 2011**, if you want it to be included in the directory.

Doctor Attendee List:

A list of doctors attending the convention can be obtained by emailing joleenwoaoffice@tds.net after September 1st. The doctor's early bird registration deadline is September 1st, and the most complete list will be available after that date.

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 after September 1, 2011** and will be emailed to the contact person and on-site representative listed on the registration form.

Shipping Instructions:

Shipping instructions are included on page 10 of this packet.

Meeting & Course Schedule

Wed 21

8:00 p.m. - 10:00 p.m.
Executive Committee Meeting
Lawrence Room

Thu 22

8:00 a.m. - 1:00 p.m.
WOA Board of Directors Meeting
Lawrence Room

9:00 a.m. - 5:00 p.m.
Registration
Mahler Board Room

9:00 a.m.- 2:45 p.m.
EXHIBIT HALL SET UP
Salons B, C & D

1:00 p.m. - 2:45 p.m.
“Treatments for Retinal Vascular Occlusions”
Jeffry Gerson, O.D. –1 hour
COPE#: 21645-PS (Pending)
Salon A

AND
“Retinal Grand Rounds”
Jeffry Gerson, O.D. – 1 hour
COPE#: 27649-PS (Pending)
Salon A

2:45 p.m. - 3:30 p.m.
EXHIBIT HALL BREAK
Salons B, C & D

3:30 p.m. - 5:15 p.m.
“Antioxidants and Human Vision”
Jeffry Gerson, O.D. - 1 hour
COPE#: 27469-OP (Pending)
Salon A

AND
“Contemporary Care of Patients with Diabetes”
Jeffry Gerson, O.D. - 1 hour
COPE#: 22977-SD (Pending)
Salon A

5:15 p.m. - 7:00 p.m.
EXHIBIT HALL OPEN HOUSE Reception
Salons B, C & D

5:30 p.m. - 6:00 p.m.
New Member Orientation
Rosewood

Fri 23

7:00 a.m. - 5:00 p.m.
Registration
Mahler Board Room

7:15 a.m. - 8:00 a.m.
Continental Breakfast
Salon A

8:00 a.m. - 9:45 a.m.
“Evaluation of Optical Nerve & Retinal Nerve Fiber Layer in Glaucoma”
Danica Marrelli, O.D.
1 hour GL
Salon A

AND
“Making Heads or Tails of Visual Fields”
Danica Marrelli, O.D.
1 hour GL
COPE#: 29021-GL (Pending)
Salon A

9:45 a.m. - 10:30 a.m.
EXHIBIT HALL BREAK
Salons B, C & D

10:30 a.m. - 12:10 p.m.
“What Do We Really Know About Normal Tension Glaucoma?”
Danica Marrelli, O.D.
1 hour
COPE#: 24004-GL (Pending)
Salon A

AND
“Angle Closure Glaucoma”
Danica Marrelli, O.D.
1 hour
COPE#: 29029-GL (Pending)
Salon A

12:15 p.m. - 1:30 p.m.
Membership Awards Luncheon
Empire Room

1:45 p.m. - 3:30 p.m.
“Peripheral Retinal Disorders: When to Hold'em and When to Fold'em”
Anthony Cavallerano, O.D.
2 hours PS
COPE#: 28466-PS (Pending)
Salon A

3:30 p.m. - 4:00 p.m.
EXHIBIT HALL BREAK
Salons B, C & D

4:00 p.m. - 5:45 p.m.

“The OD’s Role in Diabetes Management Goes Beyond the Eye Exam”

Anthony Cavallerano, O.D.

2 hours SD

COPE#: 24825-SD (Pending)

Salon A

5:45 p.m. - 7:15 p.m.

EXHIBIT HALL OPEN HOUSE

Final Session

Salons B, C & D

6:00 p.m. - 6:30 p.m.

New Member Orientation

Rosewood

7:15 p.m.- 10:00 p.m.

WOA Party with O.D. Band 3 Degree Shed Empire Room

7:15 p.m.- 9:00 p.m.

EXHIBITOR TEAR DOWN

Salons B, C & D

Sat 24

7:00 a.m. - 4:00 p.m.

Registration

Mahler Board Room

7:00 a.m. - 8:00 a.m.

Continental Breakfast

Salon A

8:00 a.m. - 9:45 a.m.

“Diagnosis & Treatment of Secondary Glaucoma”

Anthony Cavallerano, O.D.

2 hours GL

COPE#: 20599-GL (Pending)

Salon A

9:45 a.m. - 11:30 a.m.

WOA Business Meeting

All WOA Members

Salon A

11:45 a.m. - 1:15 p.m.

President’s Luncheon

Salon B

1:30 p.m. - 3:15 p.m.

“Ocular Disease Management”

Gary Oliver, O.D.

1 hour SD

COPE#: Pending

Salon A

AND

“Advances in Corneal Disease Management”

Gary Oliver, O.D.

1 hour AS

COPE#: Pending

Salon A

3:15 p.m. - 3:30 p.m.

Break

Salon A

3:30 p.m. - 5:15 p.m.

“Clinical Ocular Pharmacology”

Gary Oliver, O.D.

2 hours PH

COPE#: 29338-PH (Pending)

Salon A

Sun 25

7:30 a.m. - 11:00 a.m.

Registration

Mahler Board Room

7:30 a.m. - 8:00 a.m.

Continental Breakfast

Salon A

8:00 a.m. - 9:45 a.m.

“Advances in Glaucoma Therapy”

Jim Thimons, O.D.

1 hour GL

COPE #: Pending

Salon A

AND

“Diagnosis & Treatment of Posterior Segment Disease”

Jim Thimons, O.D.

1 hour PS

COPE#: Pending

Salon A

9:45 a.m. - 10:00 a.m.

Break

Salon A

10:00 a.m. - 11:45 a.m.

“Complex Anterior Segment Cases”

Jim Thimons, O.D.

2 hours AS

COPE#: 24924-AS (Pending)

Salon A

Wisconsin Optometric Association
2011 WOA CONVENTION & ANNUAL MEETING
Thursday and Friday, September 22-23, 2011
The Radisson Paper Valley – Appleton, WI

Exhibitor Registration Form
Deadline for Exhibitor Registration is August 1, 2011

Company Name: _____

Contact Person: _____ Email Address: _____

Company Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Ext: _____ Fax Number: _____

Name of representative contact person on-site: _____

Home mailing address of on-site representative: _____

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

Email of on-site representative: _____ **Fax #:** _____

Name(s) of representatives attending (including on-site contact) - Name tags will be provided and must be worn for admission to Exhibit Hall. Those without name badges will be asked to leave immediately.

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 (WOA will send additional information).

_____ We plan to have a hospitality room (Exhibitors must make arrangements directly with hotel).

*******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 - 2011 WOA Convention and Annual Meeting 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, sign, one draped table and two chairs, and 10 beverage tickets for the Thursday and Friday evening receptions. There is carpet in the Exhibit Hall. If you are purchasing more than one booth, the second is 10% off and the third booth is 20% off. **This discount does not apply to electrical equipment, 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 your registration to attend lunch with the doctors.**

Base Registration:

\$_____ \$700 Regular Registration (paid via **Mastercard** or **VISA** only)

\$_____ \$680 Cash Discount Registration paid via check

\$_____ **\$800 Registration August 1—August 25—No registrations after August 25th**

\$_____ Additional Booths (10% discount on booth #2, 20% discount on booth #3)

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

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

\$_____ Base Registration Total

Booth Extras:

\$_____ Additional outlet: _____ \$25 for a 110 volt outlet or _____ \$50.00 for a 220 volt outlet (check one)

\$_____ \$25 per additional table (**Please note additional tables ordered after initial registration will cost substantially more**)

Length: _____ 6 foot _____ 8 foot (check one)

\$_____ \$55 - Ten extra drink tickets (10 are included in the registration fee)

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

\$_____ \$25 per representative for Friday lunch — Please list the names of the representatives who will be purchasing tickets to join the doctors for lunch, and include the total for lunches ordered on the line. 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. _____

\$_____ Booth Extras - Total

\$_____ Total amount due (Base Registration Total plus Booth Extras Total) - Please include check with registration or complete credit card authorization form on page 8.

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: 2011 WOA Convention 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 amount listed above via credit card. Please call 608-824-2200 with any questions.

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
608-824-2200

May 2011

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 internet 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 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. We are more than happy to send information to both corporate offices and individual sales representatives.**

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 website (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 information. Please return this document by faxing it to 608-824-2205, or mailing to WOA at 6510 Grand Teton Plaza Suite 312, Madison, WI 53719.

Shipping Information

2011 WOA Convention & Annual Meeting
Radisson Paper Valley Hotel, Appleton, WI
September 22-23, 2011

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 website www.woa-eyes.org, or can be emailed to you upon request.

Green Bay Exposition Services (GBES) will accept crated, boxed or skidded materials beginning September 1, 2011 at the warehouse address. All materials must be received at the warehouse address no later than Wednesday, September 21. **Materials received at the warehouse after this date will incur an extra handling fee to be determined by GBES.**

The Radisson Paper Valley will *not* accept any exhibition materials prior to Tuesday, September 20. Any items sent to the hotel will be charged an additional \$25.00 over and above the \$90.00 minimum material handling fee.

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: (September 1 - September 21, 2011)

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

Show Site Shipping Address: (September 22-23, 2011)

Wisconsin Optometric Association

Exhibiting Company Name and Phone Number

Booth # _____

Radisson Paper Valley Hotel

C/O Green Bay Exposition Services, Inc.

333 W. College Avenue

Appleton, WI 54911

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