



**Wisconsin Optometric Association  
2012 Spring Seminar  
Exhibitor Registration**

April 11 & 12, 2012  
Country Springs Hotel  
Waukesha, WI

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  
www.woa-eyes.org  
800-678-5357

January 18, 2012

TO: WOA Exhibitors

FROM: Peter Theo, Executive Vice President

RE: WOA Spring Seminar, April 11-12, 2012

The 2012 WOA Spring Seminar is scheduled for April 11-12 at the Country Springs Hotel in Waukesha, WI (800-247-6640). You may recall the Spring Seminar and the Convention (Sept 27-30) 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 determining factor. 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 (April 10) from 6:00 p.m. – 9:00 p.m., or Wednesday morning starting at 7:00 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:**

Our first exhibit hall break will be held 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 10, and again between 7:00 a.m. and 9:30 a.m. Wednesday, April 11. 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 10:40 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 5:40 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 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 Dunbar, O.D.**, Director of Optometric Services and the Optometry Residency Supervisor at Bascom Palmer Eye Institute, Miami, FL
- **Inder Paul Singh, M.D.**, The Eyecare Centers for Racine & Kenosha, Wisconsin
- **Christina Sindt, O.D.**, Associate Professor of Clinical Ophthalmology and Director of the Contact Lens Service at the University of Iowa Department of Ophthalmology and Visual Sciences

**Hotel Information:**

Call the Country Springs Hotel - Waukesha, WI at 800-247-6640 to make your sleeping room reservations prior to March 13, 2011, as the room block will be released at that time. The contracted room rates are as follows: standard deluxe room = \$119 plus tax, or executive suite = \$139 plus tax.

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

# Event Schedule

## Tue 10

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 11

**7:00 a.m.—9:30 a.m.**

**Exhibitor Setup**

**Grand Ballroom**

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.**

**“Advances In OCT Imaging: The Swiss Army Pocket Knife For Eye Care”**

Mark Dunbar, O.D., F.A.A.O

1 hour PS

COPE: 32879-PS (Pending)

Grand Salon

Optical Coherence Tomography has revolutionized our understanding of macular disease and has emerged as an important tool in the management of glaucoma. This lecture will provide a nuts and bolts approach using cases to understand and interpret the OCT as well as provide an update on what's new with this indispensable imaging technology.

AND

**“Diagnosis Of Conditions Invisible To Ophthalmoscopy”**

Mark Dunbar, O.D., F.A.A.O

1 hour PD

COPE: 31565-PD (Pending)

Grand Salon

This course will discuss the importance of imaging in the diagnosis of conditions that are difficult to make by clinical examination alone. Conditions discussed include macular hole and VMT, macular telangiectasis, ICSC and other occult retinal conditions.

**9:40 a.m. –10:30 a.m.**

**Break**

**Exhibit Hall**

**Grand Ballroom**

**10:30 a.m. -12:10 p.m.**

**“Glaucoma Update and Grand Rounds”**

Mark Dunbar, O.D., F.A.A.O

2 hours GL

COPE: 24327-GL (Pending)

Grand Salon

This course will highlight the most contemporary views on practical glaucoma management for the primary care optometrist. A series of grand round style cases will be presented to highlight current concepts and encourage participant interaction.

**12:10 p.m. - 1:30 p.m.**

**Lunch**

**Exhibit Hall & Foyer**

**1:30 p.m.— 3:15 p.m.**

**“Clinical Decisions in Retina”**

Mark Dunbar, O.D., F.A.A.O

2 hours PS

COPE: 27428-PS (Pending)

Grand Salon

Interesting cases with important questions when examining the retina will be presented. From the macula to the peripheral retina, a potpourri of conditions that we routinely see in our clinical practices will be discussed with the answers to the questions that we all ask ourselves.

**3:15 p.m.—4:00 p.m.**

**Break**

**Exhibit Hall**

**Grand Ballroom**

**4:00 p.m.—5:40 p.m.**

**“Can We Keep Our Glaucoma Patients Happy?”**

I. Paul Singh, M.D.

1 hour GL

Grand Salon

One of the most important issues we face in the medical management of glaucoma is patient compliance. Due to the asymptomatic nature of glaucoma, maintaining patients on a drug regimen for an extended period of time is challenging and a large part of the art of managing glaucoma patients. It is also difficult to maintain adequate patient follow up and patient satisfaction. We will discuss the various barriers to compliance i.e. education, cost, co-morbidities, drug regimen, and drug side effects, and will describe studies, clinical tools and techniques to improve long term compliance.

AND

# Wed 11 cont.

## **"24 Hour IOP Control - Not Just An Office Hours Disease"**

I. Paul Singh, M.D.  
1 hour GL  
Grand Salon

Maintaining good IOP control has been the mainstay of our glaucoma treatment. Our office IOP measurements only measure IOP during the diurnal period. Recent studies have demonstrated a large number of patient exhibit fluctuation in IOP during non office hours i.e. over the nocturnal period. We will discuss studies demonstrating the importance of controlling IOP during non office hours and clinical options currently available to control IOP over a 24 hour period. We will also focus on new technologies and devices on the horizon to measure IOP 24 hours a day and allow patients to record these measurements at home. This information will better allow clinicians to understand why certain patients may progress despite adequate IOP control in the office.

**5:40 p.m. – 7:15 p.m.**  
**Exhibit Hall Open House**  
Grand Ballroom and Foyer

## Thur 12

**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 Disorders Epi to Endo"**  
Christina Sindt, O.D.  
1 hour AS  
24615-AS (COPE Pending)  
Grand Salon

The cornea is the window to our world. This course discusses acquired versus congenital, dystrophies versus degenerations and the appropriate treatment options. Participants will develop a clinically based concept of corneal physiology.

**AND**

## **"Maximizing Safety and Success With Silicone Hydrogel Continuous Wear Lenses"**

Christina Sindt, O.D.  
1 hour CL  
26009-CL (COPE Pending)  
Grand Salon

We now have the benefit of over 10 years of clinical experience and research on continuous wear of silicone hydrogel lenses. This presentation will review what we have learned in the past decade about the relative safety of CW, put it into perspective with other vision correction options, and review risk factors and general precautions associated with CW.

**9:40 a.m. - 10:40 a.m.**  
**Exhibit Hall Break**  
**Final Session**  
**Grand Ballroom and Foyer**

**10:40 a.m.—12:00 noon**  
**Exhibitor Teardown**  
**Must be completed by Noon**

**10:40 a.m. -12:15 p.m.**  
**"Diagnosis and Management of Contact Lens Complications"**

Christina Sindt, O.D.  
2 hour AS  
24248- AS (COPE Pending)  
Grand Salon

This course explores the pathology associated with contact lens wear. Differential diagnosis and management will be discussed. This course is a comprehensive guide to risk management in a case based presentation.

**12:15 p.m. – 1:20 p.m.**  
**Lunch for Doctors**  
North Ballroom

**1:20 p.m. – 3:00 p.m.**  
**"Scleral Lenses For Contemporary Practice"**  
Christina Sindt, O.D.  
2 hour CL  
22242-CL (COPE Pending)  
Grand Salon

This course is designed to cover scleral lens design and application for the novice to the most advanced contact lens practitioner. Selecting lens designs, topography considerations, and unique properties of scleral lenses will be discussed. Scleral lenses are not as difficult as they may seem, but have endless possibilities. Once you fit a scleral lens, you'll be hooked.

**Wisconsin Optometric Association**  
**2012 Spring Seminar**  
**Country Springs Hotel, Waukesha, WI**  
**April 11-12, 2012**

**"Ground Rules"**

**Set Up Information**

Exhibitors may set up Tuesday, April 10 from 6:00 p.m. to 9:00 p.m. or Wednesday, April 11 from 7:00 a.m. – 9:30 a.m. Teardown is set for Thursday, April 12 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 11. The first exhibit hall period of the event will begin at 9:45 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 Wednesday, March 21, 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 Country Springs Hotel – Waukesha at 800-247-6640. 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. **Per WOA policy no exhibitor may have an exhibit, hospitality suite or be on premises unless they have a registered booth with the WOA.**

**Competing Events**

Exhibitors are not allowed to hold meetings or events outside of the exhibit hall or at other locations which include doctors between the hours of 7 a.m. and 7:00 p.m. on Wednesday and 7 a.m. and 3:00 p.m. on Thursday.

**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 12 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](mailto:Joleenwoaoffice@tds.net). Your description must be received **no later than March 23, 2012**, if you want to be included in the directory (cannot exceed 100 words).

**Shipping Instructions**

Shipping instructions are included on page 10 of this packet.

Wisconsin Optometric Association  
2012 WOA SPRING SEMINAR  
Wednesday and Thursday, April 11-12, 2012  
Country Springs Hotel – Waukesha, WI - 800-247-6640

**Exhibitor Registration Form**  
**Deadline for Exhibitor Registration is March 1, 2012**

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 - 2012 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, 110 volt outlet, 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, each additional booth is 10 percent off. **Discount does not apply to electrical, additional tables, and additional drink tickets or lunches.** Please contact Joleen at 800-678-5357 for more information. **Wednesday lunch is 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 per booth)

\_\_\_\_\_ 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  
6510 Grand Teton Plaza Suite 312  
Madison, WI 53719  
Phone: 608-824-2200  
Fax: 608-824-2205**

**Credit Card Authorization Form**

Purchasing Company Name: \_\_\_\_\_

Purchasing Company Address: \_\_\_\_\_

Purchasing Company City, State, Zip: \_\_\_\_\_

Amount of Purchase: \$ \_\_\_\_\_

What purchase is for: 2012 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 and signing this form, you agree to authorize payment to pay the Wisconsin Optometric Association for the above amount 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, 2012

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 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). **If you already receive registration materials electronically or by fax no action is needed. If you receive materials by regular mail, you must select either fax or email for receipt of future registration materials. If there is more than one person who should be receiving these materials or if sales representatives would like to be included, 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 website ([www.woa-eyes.org](http://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 (608-824-2205) or mailing to WOA, 6510 Grand Teton Plaza Suite 312, Madison, WI 53719.

**Shipping Information**  
**2012 WOA Spring Seminar**  
**Country Springs Hotel, Waukesha, WI**  
**April 11-12, 2012**

**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). Please contact the exhibition company for more information regarding handling of materials over 100 pounds.**

Green Bay Exposition Services (GBES) will accept crated, boxed or skidded materials beginning March 19, 2012 at the warehouse address. All materials must be received at the warehouse address no later than Monday, April 9. **Materials received at the warehouse after this date will incur an extra handling fee to be determined by GBES.**

The Country Springs Hotel will *not* accept any exhibition materials prior to Monday, April 9. 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 9, 2012)**

**Wisconsin Optometric Association**

Exhibiting Company Name and Phone Number

Booth # \_\_\_\_\_

C/O Green Bay Exposition Services, Inc.

598 Borvan Street

Green Bay, WI 54304

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

**Showsite Shipping Address: (April 10 –12, 2012)**

**Wisconsin Optometric Association**

Exhibiting Company Name and Phone Number

Booth # \_\_\_\_\_

Country Springs Hotel

C/O Green Bay Exposition Services, Inc.

2810 Golf Road

P.O. Box 2269

Waukesha, WI 53187

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