

W I S C O N S I N
OPTOMETRIC
A S S O C I A T I O N

2010

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

September 23 - 26
Marriott Madison West
Middleton, WI



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

May 26, 2010

TO: WOA Exhibitors

FROM: Peter Theo, Executive Vice President

RE: WOA Convention and Annual Meeting, September 23-26, 2010

The 2010 WOA Convention and Annual meeting is scheduled for September 23-26 at the Marriott Madison West in Middleton, WI (608-831-2000). 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 that offers an exhibit hall. There will be 50 exhibit booths available and early registration is highly recommended.

Speakers:

- ◆ Joseph Sowka, O.D., FAAO, professor of optometry at Nova Southeastern University College of Optometry. Dr. Sowka serves as chief of the Advanced Care Service and director of the Glaucoma Service at the College's Eye Institute
- ◆ Jim Thimons, O.D. center director for Ophthalmic Consultants of Connecticut
- ◆ Joseph Pizzimenti, O.D., FAAO, associate professor at Nova Southeastern University (NSU) College of Optometry
- ◆ Carlo Pelino, O.D., FAAO, full time assistant professor at the Pennsylvania College of Optometry and director of the Optometric Retina Service at The Eye Institute

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 determinants. 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 made based on the date a completed application is received. The earlier it is received, the more desirable 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 \$50.00 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 them in advance on the registration form and provide names of those attending the lunch. Exhibitors who are registered for lunch will receive a personalized ticket with their name on it. 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 \$5.00 each. Please do not leave these unattended in your booth as they have been known to disappear.

Sleeping and Hospitality Rooms:

There is a room block set aside at the Marriott Madison West with a rate of \$112 for a standard room, or \$169 for a Plaza or Board Suite. The room block will be released on August 23, 2010 after which the group rate will not be honored. Call 608-831-2000 today 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 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 23, from 9:00 a.m. - 2:45 p.m. Tear down will take place on Friday evening after 7:15 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 hotel will be setting up.** All exhibits must be in place by 2:45 p.m. on Thursday, Sept 23. The first exhibit hall period for Thursday will begin at 2:45 p.m. **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 7:15 p.m. on Friday, September 24 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. Future booth assignments will be impacted by early tear downs. The para optometric members arrive on Friday afternoon and expect to see all exhibitors during the evening session. If you have packages to ship, you must make those arrangements directly with the hotel. 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 an all OD band Three Degree Shed. The party will run from 7:15 p.m. – 10:00 p.m. and is sponsored by Essilor Laboratories, Soderberg, Theo Consulting and Management and The Vision Therapy Center. All exhibitors are invited to attend and sponsorship opportunities for this event are available. Please contact the WOA if your company would like to purchase drink tickets for this event (these are different tickets than used in the exhibit hall) or if you are interested in helping to sponsor the food for this great event.

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 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 to Joleenwoaoffice@tds.net. Your description must be received **no later than August 15, 2010** if you want it to be included in the directory. Descriptions should not exceed 100 words.

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 September 1, 2010** 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 22

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

Thu 23

8:00 a.m. - 1:00 p.m.
WOA Board of Directors Meeting
Green Bay/Milwaukee/LaCrosse

9:00 a.m. - 5:00 p.m.
Registration
Convention Center Lobby

9:00 a.m.—2:45 p.m.
EXHIBIT HALL SET UP
Michigan and Wisconsin Rooms

1:00 p.m. - 2:45 p.m.
“Neurogenic Diplopia”
Joseph Sowka, O.D. · 2 hours NO
COPE# 25935-NO
Superior Room

2:45 p.m. - 3:30 p.m.
EXHIBIT HALL BREAK
Michigan and Wisconsin Rooms

3:30 p.m. - 5:15 p.m.
“Contemporary Glaucoma Management” and “Managing Glaucoma in Atypical Patients”
Joseph Sowka, O.D. · 2 hours GL
COPE# 22200-GL and 20843-GL
Superior Room

5:15 p.m. - 7:00 p.m.
EXHIBIT HALL OPEN HOUSE Reception
Michigan and Wisconsin Rooms

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

Fri 24

7:00 a.m. - 5:00 p.m.
Registration
Convention Center Lobby

7:15 a.m. - 8:00 a.m.
Continental Breakfast
Superior Room

8:00 a.m. - 9:45 a.m.
“Neuro Grand Rounds”
Joseph Sowka, O.D.
2.0 hours NO
COPE#: 24898-NO
Superior Room

9:45 a.m. - 10:30 a.m.
EXHIBIT HALL BREAK
Michigan and Wisconsin Rooms

10:30 a.m. - 12:10 p.m.
“Go The Distance With Anterior Segment”
Jim Thimons, O.D.
2.0 hours AS
COPE#: 20510-AS
Superior Room

12:15 p.m. - 1:30 p.m.
Membership Awards Luncheon
Geneva/Mendota Rooms

1:45 p.m. - 3:30 p.m.
“Management of Ocular Pain”
Jim Thimons, O.D.
2.0 hours OP
COPE#: 20510-AS
Superior Room

3:30 p.m. - 4:00 p.m.
EXHIBIT HALL BREAK
Michigan/Wisconsin Rooms

4:00 p.m. - 5:45 p.m.
“Diagnosis and Treatment of Posterior Segment Disease” and “Advances in Glaucoma Therapy”
Jim Thimons, O.D.
1.0 hour PS and 1.0 hour GL
COPE#: 22366-PS and 22558-GL
Superior Room

5:45 p.m. - 7:15 p.m.
EXHIBIT HALL OPEN HOUSE Final Session
Michigan/Wisconsin Rooms

6:00 p.m. - 6:30 p.m.
New Member Orientation
Middleton Room

7:15 p.m.—10:00 p.m.
WOA Party with O.D. Band
3 Degree Shed
Sponsored by Essilor Laboratories,
Soderberg, Theo Consulting and
Management, and The Vision Therapy
Center

7:15 P.M.—9:00 P.M.
EXHIBITOR TEAR DOWN
Michigan/Wisconsin Rooms

Sat 25

7:00 a.m. - 4:00 p.m.
Registration
Convention Center Lobby

7:00 a.m. - 8:00 a.m.
Continental Breakfast
Superior Room

8:00 a.m. - 9:45 a.m.
“Conversations in the Glaucomas”
Joseph Pizzimenti, O.D. and
Carol Pelino, O.D.
2.0 hours GL
(COPE Pending)
Superior Room

9:45 a.m. - 11:30 a.m.
WOA Business Meeting
All WOA Members
Superior Room

11:45 a.m. - 1:15 p.m.
President’s Luncheon
Geneva/Mendota

1:30 p.m. - 3:15 p.m.
“Masquerades in Ophthalmic Disease”
Carlo Pelino, O.D.
2.0 hours GO
COPE#: 25607-GO
Superior Room

1:30 p.m. - 3:15 p.m.
“Teamwork Basics”
Lynn Lawrence
A Wisconsin Para Optometric Association
Event

A joint class for doctors and paras—please
contact the WPA for registration information
or visit the WOA website

1:30 p.m. - 2:30 p.m.
WFVA Annual Business Meeting
LaCrosse Room

3:15 p.m. - 3:30 p.m.
Break
Superior Room

3:30 p.m. - 5:15 p.m.
“Case Challenges in Posterior Segment
Disease”
Joseph Pizzimenti, O.D.
2.0 hours PS
COPE#: 20872-PS
Superior Room

Sun 26

7:30 a.m. - 11:00 a.m.
Registration
Convention Center Lobby

7:30 a.m. - 8:00 a.m.
Continental Breakfast
Geneva/Mendota Room

8:00 a.m. - 9:45 a.m.
“Ouch That’s Gotta Hurt.... Understanding
Ocular Trauma”
Joseph Pizzimenti, O.D. and Carlo Pelino, O.D.
2.0 hours PS
COPE #: 25918-PS
Geneva/Mendota Room

9:45 a.m. - 10:00 a.m.
Break
Geneva/Mendota Room

10:00 a.m. - 11:45 a.m.
“Pharmacotherapy of Ocular Disease: My
Dozen”
Joseph Pizzimenti, O.D. and Carlo Pelino , O.D.
2.0 hours PH
(COPE#: 23203-PH)
Geneva/Mendota Room

Wisconsin Optometric Association
2010 WOA CONVENTION & ANNUAL MEETING

Thursday and Friday, September 23-24, 2010
The Marriot Madison West – Middleton, WI

Exhibitor Registration Form

Deadline for Exhibitor Registration is August 25, 2010

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 - 2010 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 percent off, and the third booth 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 your registration to attend lunch with the doctors.**

Base Registration:

\$_____ \$800 Regular Registration (paid via **Mastercard** or **VISA** only) (August 1—25, 2010)

\$_____ \$780 Cash Discount Registration Fee (August 1 - 25, 2010)

\$_____ 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.**

_____ 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)

\$_____ \$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 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: 2010 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 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

May 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. 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 by faxing to (608-824-2205) or mailing to WOA, 6510 Grand Teton Plaza Suite, Madison, WI 53719.

Wisconsin Optometric Association 2010 Convention Shipping Instructions

Name of Show: _____ Booth Number: _____

Exhibitor Name: _____

MATERIAL HANDLING POLICIES AND PROCEDURES

Handling fees may be applied to all shipments based on the fee structure below. All items over 100 lbs will be charged a handling fee. If an item less than 100 lbs is too heavy or awkward to be moved by one person a fee may be charged.

Storage fees will be waived for all shipments received within 3 days of show set-up day. All shipments received from 3-14 days prior to show set up day will be charged storage fees based on the fee structure below.

Due to space limitations, the Madison Marriott West cannot accept any shipments earlier than 14 days prior to show set-up day. No items will be received by the Marriott prior to September 9, 2010.

Please label all items as follows:

Wisconsin Optometric Association Convention
 Exhibitor Company Name and phone number
 Event Date: September 23-24, 2010
 Booth # _____
 Marriott Madison West
 1313 John Q. Hammons Drive
 Middleton, WI 53562

For items that require special handling or care, please forward detailed handling instructions prior to shipping.

Madison Marriott West agrees to handle all shipments with normal reasonable care and is not responsible for ordinary wear and tear, damage due to fire, theft, vandalism, acts of god, or other causes beyond its control, or requiring exercise of more than reasonable care.

Marriott Madison West will not be responsible for any damage to shipments either visible or concealed. After shipments are delivered to booth, Marriott will not be responsible for condition, count or content: nor be responsible for missing material prior to repackaging at the conclusion of the show.

For your protection please ensure that your exhibit materials are properly insured against fire, theft, and all other hazards, while in transit to and from your booth and during the show.

MATERIAL HANDLING & STORAGE FEES

INBOUND – All parcels may be subject to handling fees. Parcels received within three days of event not subject to storage fees.

* minimum fee = \$30

*Handling Fee	\$30 per 100 lbs	Estimated Weight _____ lbs	Amount \$ _____
Storage Fee	\$30 per day	Number of Days _____	Amount \$ _____
ForkLift Fee (Min 1 hour)	\$25 per hour	Number of Hours _____	Amount \$ _____

SUBTOTAL	
TAX 5.5%	
TOTAL	

In order to qualify for discounted rate listed above, all orders must be received 10 days prior to start of show.

Questions: Please contact: **Madison Marriott West, Phone: 608-831-2000 or Fax: 608-831-1376**

OUTBOUND – Parcels left on property for more than one day after event are subject to handling & storage fees.