Wisconsin Optometric Association
2020 Spring Seminar
Exhibitor Registration

April 23 & 24, 2020
Marriott Madison West
Middleton, WI
January 20, 2020

TO: WOA Exhibitors

FROM: Peter Theo, Executive Vice President

RE: WOA Spring Seminar, April 23-24, 2020

The 2020 Wisconsin Optometric Association Spring Seminar is scheduled for April 23-24 at the Marriott Madison West in Middleton, WI. We have a great line up of speakers and expect a great turn out of doctors as Madison is always a popular location. The Spring Seminar and the WOA Convention (Sept. 24-27) are the two annual WOA seminars to feature exhibit halls. Spring Seminar is our second largest event of the year, with over 150 doctors attending and approximately 45 vendors exhibiting.

Registration Information:
Enclosed are registration materials for the exhibit hall. There are two options available for registration: mailing or faxing the registration form on pages 6-8 of this packet to the WOA office, or using the WOA website at https://www.woa-eyes.org/event_vendor_registration?id=50 to complete your registration online with a credit card payment (MasterCard, Visa, Discover, AMEX). If paying with credit card, we strongly encourage you to use the online portal. The exhibit hall fee includes an 8X10 booth, 110 volt outlet if requested, one table, two chairs, registration for two representatives, and 10 refreshment tickets. The hall will have carpeting. Complimentary Wi-Fi is available in the conference center.

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. We do, however, 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.

Exhibit Hall Schedule:
Exhibitors may pick up their registration packets at the seminar registration desk and set up displays between 6:00 p.m. and 9:00 p.m. on Wednesday, April 22, and again between 7:00 a.m. and 9:30 a.m. on Thursday, April 23. We ask that all booths be up and ready to go in time for the first break at 9:40 a.m. on Thursday. The booths should not be closed or removed until 10:40 a.m. on Friday morning, following the final exhibit hall break. All breaks during the day on Thursday and Friday will be located in the exhibit hall. As is our custom, there will be an exhibit hall open house on Thursday evening from 5:25 p.m. – 7:00 p.m., with hot and cold hors d’oeuvres and a cash/ticket bar for beverages. Each paid exhibitor will be supplied ten drink tickets as part of their registration to distribute to attendees. WOA will again be conducting a drawing for door prizes at each participating booth in the exhibit hall Thursday evening. If your company wishes to participate in the drawing by offering door prizes, please be sure to inform us early so that we may announce the prize and the winner before the end of the evening reception. 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:
- Stuart Richer, O.D., PhD, FAAO, Chief of Optometry at DVA Medical Center, North Chicago, IL
- Greg Caldwell, O.D., FAAO, Ocular Disease Consultant, Duncansville, PA
- Gerald Clarke, M.D., OptiVision Eye Care, Oshkosh, WI

Hotel Information:
The WOA has a block of rooms reserved for Wednesday and Thursday evening. The group rate is $133 plus taxes per night for a standard room. You may make your reservation by calling the Marriott at 1-608-831-2000 or using the online portal: ONLINE RESERVATIONS. The room block is open until April 1, 2020, but once the block sells out the contracted rate is not guaranteed. Early reservations are strongly suggested.

Thank you very much for your support of the WOA Spring Seminar. We look forward to receiving your registration and seeing you in Madison. If you have any questions, please call 608-824-2200 or email joleen@woa-eyes.org.
increase in the number of patients with this condition. HOUR 1 Ocular preventive medicine and functional medicine extend well beyond the few NEI Age-related Eye Disease Study I and II nutrients, important as they are. Epigenetic expression is also a way of modifying disease and promoting health. HOUR 2 Explore the most promising current pharmaceutical and medical technologies beyond inhibiting growth factors. Explore neuro-protection, anti-inflammation, drusen removal, anti-calcification, pro circulation enhancement, stem cell therapy and radiation treatment of AMD.

12:10 p.m. - 1:10 p.m. 
Lunch 
Geneva/Mendota Rooms

1:10 p.m. - 2:50 p.m. “Alzheimers Disease: The Eye-Brain Nexus” 
Stuart Richer, O.D., PhD, FAAO 
1 hour 
COPE: pending 
Superior Room 

We discuss the 6th leading cause of death in America which is rare in India, and how the medical professions distinguish AD from a myriad of other causes of dementia. We review the pathophysiology, anatomy and commonalities of AD brains including the association with aging, inflammation, microglial priming activation and mitochondrial collapse. Many of these processes have visual consequences and overlap with ocular pathology occurring in the lens, optic nerve and retina, that can be diagnosed with new instrumentation. A clean environment avoiding synergistic toxicity, along with nutritional micronutrient modulation, appear to offer hope for addressing the AD eye brain nexus.

AND “The Intersection of Eye Care and Sleep Apnea” 
Stuart Richer, O.D., PhD, FAAO 
1 hour SD 
COPE: pending 
Superior Room 

Unaddressed obstructive sleep apnea syndrome (OSAS) plays a pivotal and under-appreciated role in a range of eye conditions. These include the familiar floppy eyelid syndrome, but also pseudotumor cerebri and NAION. Several new studies now link OSAS with glaucoma, recalcitrant diabetic retinopathy and macular degeneration.

2:50 p.m. - 3:45 p.m. 
Break 
Exhibit Hall 
Michigan/Wisconsin Rooms
### Visualize the Individual Layers of the Retina Vasculature

This course will introduce you to this new OCT-A technology. It will show how OCT-A will be fundamental in diagnosing, following, and treating the patient with diabetes, glaucoma, and patients with endothelial diseases.

### Fri 24 cont.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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</table>
| 3:45 p.m. - 5:25 p.m. | “Opioid Choices and Issues for Patient and Practitioner”  
Greg Caldwell, O.D., FAAO  
2 hours PH  
COPE: 66088-PH  
Superior Room  
This is an oral pharmacology course that describes the appropriate use of opioid medications, with an emphasis on pain management within the scope of optometry and general pain management. Case anecdotes will include management of ocular pain, with specific emphasis on oral systemic medications. Opioid medications will be evaluated in terms of risk versus benefit, with an emphasis on appropriate use of pain medications, evaluation of potential addiction, and a description on how to protect both patient and practitioner. |
| 5:25 p.m. – 7:00 p.m. | Exhibit Hall Open House  
Michigan/Wisconsin Rooms |
| 7:00 a.m. - 2:00 p.m. | Registration  
Conference Center Registration |
| 8:00 a.m. - 9:40 a.m. | “Feel Comfortable with Amniotic Membranes in One Hour”  
Greg Caldwell, O.D., FAAO  
1 hour AS  
COPE: 65464-AS - pending  
Superior Room  
In-office and sutureless amniotic membrane (AM) is an exceptional treatment due to excellent clinical, effective, and rapid outcomes to treat a variety of ocular surface conditions and contact lens complications. This course will examine what is an amniotic membrane, the various types of AMs, clinical applications, patient experience, insertion, and removal. |
| AND | “OCT—Angiography: What You Need to Know With This New Technology”  
Greg Caldwell, O.D., FAAO  
1 hour PD  
COPE: 63920-PD  
Superior Room  
OCT Angiography (OCT-A) is a non-invasive in-office procedure using an OCT instrument to visualize the individual layers of the retina vasculature. This course will introduce you to this new OCT-A technology. It will show how OCT-A will be fundamental in diagnosing, following, and treating the patient with diabetes, glaucoma, and patients with endothelial diseases. |
| 9:40 a.m. - 10:40 a.m. | Exhibit Hall Break  
Final Session  
Michigan/Wisconsin Rooms |
| 10:40 a.m. - 12:00 Noon | Exhibitor Teardown  
Michigan/Wisconsin Rooms  
Must be completed by Noon |
| 10:40 a.m. - 12:20 p.m. | “Anterior and Posterior Segment Case Presentations”  
Greg Caldwell, O.D., FAAO  
2 hours AS  
COPE: pending  
Superior Room  
This course reviews common to complex anomalies of the anterior and posterior segment in case format. This course will include numerous pathologies pertinent to primary care optometric practice and provide clinicians with pearls, therapeutic options and guidance around pitfalls. |
| 12:20 p.m. – 1:20 p.m. | Lunch for Doctors  
Geneva/Mendota Rooms |
| 1:20 p.m. – 3:00 p.m. | “Laser Floater Treatment - Vitreolysis”  
Gerald Clarke, M.D.  
1 hour AS  
Superior Room  
Yag vitreolysis is becoming an increasingly popular method for the treatment of floaters. A deeper look into this method will be discussed. |
| AND | “How AI is Changing EyeCare”  
Gerald Clarke, M.D.  
1 hour AS  
Superior Room  
Technology is causing changes to many different fields. Innovations in eye care, including artificial intelligence will be discussed, as well as its impact on the way we practice. |
Wisconsin Optometric Association  
2020 Spring Seminar  
Marriott Madison West - Middleton, WI  
April 23-24, 2020

Set Up Information  
Exhibitors may set up Wednesday, April 22 from 6:00 p.m. to 9:00 p.m. or Thursday, April 23 from 7:00 a.m. – 9:30 a.m. **No one will be allowed in the exhibit hall prior to 6:00 p.m. on Wednesday evening.** All exhibits must be in place by 9:30 a.m. on Thursday, April 23. The first exhibit hall period of the event will begin at 9:40 a.m. on Thursday. Teardown is set for Friday, April 24 at 10:40 a.m. and must be completed by Noon.

Included in the 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 Thursday evening exhibit hall open house. The exhibit hall will have carpeting. **Tickets for the lunch on Thursday 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. 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 after April 13th and will be emailed to the contact person and on-site representative listed on the registration form.

Hospitality and Sleeping Rooms  
Sleeping rooms must be reserved directly through the Marriott Madison West, Middleton, WI, at 608-831-2000. Reservations can also be online [HERE](#). Availability may be limited, so early registration is advised. Contact the Marriott directly to make arrangements for hospitality rooms. Hospitality rooms may not be open during education seminars, exhibit hall hours, or scheduled meal functions. The hotel room block will be released on **April 1, 2020.** **Per WOA policy, no exhibitor may have an exhibit, hospitality suite, or be on the 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. to 7 p.m. on Thursday and 7 a.m. to 3 p.m. on Friday.

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.**

Take Down Information  
Exhibitors will begin dismantling their booths at 10:40 a.m. on Friday, April 24, 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 follow the instructions on the shipping information in order to ensure your packages are properly shipped. The WOA assumes no responsibility for packages left in your booth.

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 joleen@woa-eyes.org. Your description must be received **no later than April 1, 2020,** if you want to be included in the directory (kindly limit submissions to approximately 100 words).

Shipping Instructions  
Shipping instructions and forms are included on page 10 of this packet.

Exhibitor Cancellation Refunds  
Registration cancellations will be accepted until the early bird registration deadline for a full refund. Cancellations received between the early bird registration deadline and registration deadline stated in this registration packet will receive a refund less a $75 processing fee. There will be no refunds for cancellations received after the registration deadline of March 31st. All refund checks will be issued after the conclusion of the event.
Wisconsin Optometric Association
2020 SPRING SEMINAR
Thursday and Friday, April 23-24, 2020
Marriott Madison West—Middleton, WI

Exhibitor Registration Form
Early Bird Registration Deadline is February 29, 2020
Deadline for Regular Registration is March 31, 2020
If paying with credit card, please register online at:
https://www.woa-eyes.org/event_vendor_registration?id=50

Company Name: ___________________________________________________________________

Contact Person: ____________________________ Email Address: ____________________________

Company Address: __________________________________________________________________

City: ____________________________ State: _________ Zip: __________________

Phone Number: ____________________________

Name of Representative who will be the contact person on-site: ____________________________

Mailing Address of on-site Representative: __________________________________________________________________

City: ____________________________ State: _________ Zip: _________ Phone #: __________________

Email of On-Site Representative: __________________________________________________________________

Names of all Representatives Attending (name tags will be provided; please print or type):

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Optional Request for Placement (all requests will be considered, but are 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
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 discounted 10 percent. This discount does not apply to electrical, additional tables, and additional drink tickets or lunches. Please contact Joleen at 608-824-2200 for more information. Thursday lunch is not included in the booth registration package, but exhibitors are invited to purchase tickets with their registration to participate in lunch with the doctors.

<table>
<thead>
<tr>
<th>Option</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>_____ $660 Early Bird Registration</td>
<td>(Must be RECEIVED in WOA office before February 29, 2020)</td>
</tr>
<tr>
<td>_____ $710 Regular Registration</td>
<td>(Must be RECEIVED in WOA office from Feb. 29 - March 31, 2020)</td>
</tr>
<tr>
<td>_____ $800 Late Registration (ANY registration/payment received after March 31, 2020—please note: booths will be assigned following the March 31st deadline, any registrations after this date will not be guaranteed listing in printed materials)</td>
<td></td>
</tr>
<tr>
<td>_____ Additional Booths (10 percent discount per booth)</td>
<td></td>
</tr>
<tr>
<td>_____ One 110 Volt outlet (no charge) - You must mark this line, in order to have electrical service in your booth.</td>
<td></td>
</tr>
<tr>
<td>_____ $50 for a second 110 volt outlet</td>
<td></td>
</tr>
<tr>
<td>_____ Please select the length of table you would like for your booth: 6 foot 8 foot</td>
<td></td>
</tr>
</tbody>
</table>
| _____ Additional tables - see pricing below per table (please note - additional tables ordered after initial registration will cost substantially more):
  - Length: 6 foot = $35 each 8 foot = $35 each Tall cocktail = $35 each
  - $65.00 for ten extra drink tickets (10 are included in registration fee)
| _____ $10 registration fee per additional representative beyond the two per booth included in the registration fee |
| _____ $28 per representative for Thursday 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 the names of the representatives who will be purchasing tickets to join the doctors for lunch below. 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
Credit Card Authorization Form

If you are paying with credit card, please use our online registration system, which can be accessed at:

https://www.woa-eyes.org/event_vendor_registration?id=50

Purchasing Company Name: _______________________________________________
Purchasing Company Address: _____________________________________________
Purchasing Company City, State, Zip: _______________________________________

Amount of Purchase: $ _______________
What purchase is for: 2020 Spring Seminar Exhibitor Fee

Type of Card: (Circle One)       MasterCard       VISA       DISCOVER       AMEX

Card Holder Name: ________________________________________________________
Credit Card Number: ______________________________________________________
Expiration Date: __________________________________________________________
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 the Wisconsin Optometric Association for the above amount via credit card. Please call 608-824-2200 with any questions.
The Wisconsin Optometric Association is always looking to update our distribution lists for event information. We are happy to send information electronically to anyone who is interested. Materials will be in .PDF format and can be opened with Adobe Reader.

**If you are currently receiving the registration materials via email, and don’t have a change to your email address, it is not necessary to return this form.**

If additional reps or corporate office personnel should be receiving the materials, please complete the information below, or simply send an email to joleen@woa-eyes.org with the person’s name, company name, and email address. We are happy to send the materials to multiple people within each company.

- **Company Name:** _____________________________________________
- **Contact Person Name:** ________________________________________
- **Email Address:** _____________________________________________
- **Phone Number:** _____________________________________________

Thank you very much for taking the time to complete this form.
Shipping Information
2020 WOA Spring Seminar
Marriott Madison West, Middleton, WI
April 23-24, 2020

The Marriott Madison West will be handling the exposition services at this event. No packages should arrive more than 72 hours prior to the start of setup on Wednesday, April 22, 2020. Packages arriving early are subject to extra handling fees to be determined by the hotel and payable before packages will be released.

Please use the following address to ship all packages:

Madison Marriott West
1313 John Q Hammons Drive
Middleton, WI 53562

Hold for WISCONSIN OPTOMETRIC ASSOCIATION, April 23-24
BOOTH NAME, BOOTH NUMBER
BOX 1 OF 4 (BOX 2 OF 4, ETC.)

• All packages should be scheduled to arrive no more than 72 hours prior to show date. Packages that arrive prior to that will incur a storage fee in addition to the handling fee.

• FedEx Air/Ground and UPS Air/UPS Ground have to be scheduled for pickup by the client wishing to ship. This service IS NOT PROVIDED by the hotel. We do have FedEx/UPS forms on property for your convenience.

• FedEx Home Delivery is also a ground service and needs to be scheduled by the client in advance for pick up.

• Form of Payment is a valid FedEx account number or a UPS account number. If no form of payment is applied, the packages will not be shipped.

• When packages are ready to be shipped out, please have all of the necessary paperwork on all packages (FedEx, UPS Labels) and leave them in the booths for the banquet department to pick up. You are also welcome to call the banquet staff by using any house phone located on the walls of the trade center. Do NOT label them as Marriott being the sender; this is not accurate. Your company and/or name should be listed as the sender.

• The Marriott staff will pick up the packages and deliver them to the appropriate pickup area for outgoing shipping.

• Should you have questions regarding the Marriott shipping procedures, please contact Jason Hiestand at 608-831-2000 x 1061 or jason.hiestand@atriumhospitality.com.
Please submit via fax no later than 14 days prior to Show. Orders received less than 14 days prior to Show are subject to equipment availability and will be charged the Late Price.

Please email completed form to Marriott Madison West at eric.borchert@marriott.com. After this form is received, you will receive a secure link via email for your credit card payment.

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price***, each</th>
<th>Late Price***, each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Stack Chair</td>
<td></td>
<td>$10.00</td>
<td>$17.50</td>
</tr>
<tr>
<td>DVD Player with 27&quot; screen on a cart</td>
<td></td>
<td>$160.00</td>
<td>$280.00</td>
</tr>
<tr>
<td>27&quot; Flat Screen, on a cart</td>
<td></td>
<td>$110.00</td>
<td>$195.00</td>
</tr>
<tr>
<td>A/V Cart</td>
<td></td>
<td>$15.00</td>
<td>$26.00</td>
</tr>
<tr>
<td>Easel</td>
<td></td>
<td>$10.00</td>
<td>$17.50</td>
</tr>
<tr>
<td>Wired High Speed Internet</td>
<td></td>
<td>$75.00</td>
<td>$131.00</td>
</tr>
<tr>
<td>Box Handling under 40 lbs</td>
<td></td>
<td>$5.00</td>
<td>$5.00</td>
</tr>
<tr>
<td>Box Handling over 40 lbs or Display Cases</td>
<td></td>
<td>$20.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>Pallet Handling</td>
<td></td>
<td>$50.00</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

***Prices are subject to Wisconsin Sales Tax of 5.5%

Please email completed form to Marriott Madison West at eric.borchert@marriott.com. After this form is received, you will receive a secure link via email for your credit card payment.