123rd Convention and Annual Meeting

Vendor Exhibit and Sponsorship
Registration Materials

September 28 - October 1, 2023
Marriott Madison West
Middleton, WI
July 10, 2023

TO: WOA Industry Supporters

FROM: Ryan Ames, OD WOA President, Tessa Sokol, OD Industry Support Chair/Immediate Past President and Christine Renner, OD WOA Education Chair

RE: WOA Convention Vendor Exhibit and Sponsorship Opportunities

WOA is pleased to announce the 2023 Convention and Annual Meeting (September 28 - Oct 1) at the Marriott Madison West, Middleton. The event will feature an Exhibit Hall on Thursday afternoon and throughout the day on Friday. The doctors are really looking forward to connecting with vendors! We very much appreciate the support you show for Optometry by attending events like our Annual Meeting and Convention. For the doctors, the education will begin at 1:00 p.m. on Thursday, September 28nd and will run until 11:45 a.m. on Sunday, October 1st.

The Wisconsin Paraoptometric Association (WPA) will also be holding their fall Convention in conjunction with the WOA Convention, with great education for optometric assistants available Friday and Saturday.

**Speakers:**
- Anthony DeWilde O.D., Director, Tele-Eye Imaging Program, VA Kansas City Health Care and Adjunct Instructor for the University of Missouri College of Optometry.
- Jay Haynie, O.D., Sound Retina, Tacoma, Washington, Adjunct Assistant Clinical Professor—Pacific University College of Optometry.
- Kelly Malloy, O.D., Director, Neuro-Ophthalmic Disease Service and Professor, Pennsylvania College of Optometry at Salus University.

**Schedule of Events:**
The tentative schedule of events is included on pages 5 - 7. Events which affect the exhibitors are in red font. There will be breaks Thursday afternoon/evening and Friday throughout the day. The evening receptions on Thursday and Friday will include 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 use themselves or to share with doctors and friends.

- **Set Up Information**
  Exhibitors may set up Thursday, September 28 from 9:00 a.m. - 2:30 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 2:30 p.m. on Thursday, Sept. 28. The first exhibit hall period for Thursday will begin at 2:45 p.m.

- **Take Down Information**
  Exhibitors may begin dismantling their booths at 7:00 p.m. on Friday, September 29 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 will be there all day on Friday as well and look forward to seeing all the exhibitors. If you have packages to ship, please see information on page 18. **The WOA assumes no responsibility for packages left in your booth without prior arrangements.**
**Exhibit Booth:**
Reserve your booth space in the exhibit hall for the opportunity to have valuable facetime with doctors and staff.

⇒ *What is Included with an Exhibit Booth:*
- An 8x10 exhibit booth with full-backed drapery and half-side drapery.
- One draped table (6 or 8 foot).
- Two Chairs.
- One 110 volt outlet (IF REQUESTED).
- Registration for two representatives.
- Sign with company name.
- 10 beverage tickets to be used during the Exhibit Hall Open Houses on Thursday and Friday night.
- The exhibit hall does have carpeting.
- Additional packets of 10 beverage tickets may be purchased for $70.00 with your registration or from the WOA on-site.
- Additional tables and electricity should be ordered on your registration form. Note: tables and electricity ordered on-site will cost substantially more.

⇒ *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, give them out to doctors during the open houses, or any combination of the two. They have a maximum value of $7.00 each. Additional sets of 10 can be purchased for $70 with registration or on site.

⇒ *Separate Fee for Friday Lunch:*
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.

**Additional Sponsorship Opportunities!**
The WOA Industry Support Task Force has developed a wide variety of options for vendors to gain additional exposure with Doctors of Optometry. Our A La Carte List is designed to be flexible so companies can choose the level of exposure that best suits their needs, goals and budget. Please take a few moments to review all the available opportunities on the pages 9–12 of this packet. If you have any questions regarding any of the offerings or an idea that isn’t listed, please don’t hesitate to reach out to WOA Assistant Executive Vice President, Joleen Breunig (joleen@woa-eyes.org) to discuss.

**How to Register:**
⇒ *Exhibit Booth Registration:* If you are registering for a booth only, please use this link to register. You may also print out pages 11–13 and fax, email or mail them to the WOA. Thank you for your support!
⇒ *Additional Sponsorship Items from A La Carte List:* If you are interested in purchasing items from the a la carte list either with your booth purchase or are already a Bronze sponsor and looking to add items, please complete pages 9–12 to indicate your selections and page 13 from this packet and email (joleen@woa-eyes.org) or fax (608-824-2205). If you have any questions, please email joleen@woa-eyes.org.
⇒ *Companies that have already purchased Sponsorship:* If your company registered this spring as a Corporate Sponsor (Gold, Silver, Bronze level), your booth is already reserved! You will be sent a separate communication from WOA to confirm the names of the representatives attending the September Convention and what items you need in your booth (table size, electrical etc) —no need to complete these registration materials. Thank you for sponsorship. If you are unsure if your company is a sponsor, please click here to visit our sponsors’ webpage to see a current list.
**Sleeping Rooms:**

There is a room block set aside at the Marriott Madison West with rate of $131 plus tax per night. The room block will be released on Thursday, September 7, 2023, after which the group rates will not be honored. The hotel encourages everyone to use the online system to book their rooms to ensure a more efficient experience. See link below. Please note there are a finite number of rooms available in the block and those rooms could sell out before the room block expires. We strongly advise making your reservations right away as the group rate is only available for rooms in the block.

[Click here to reserve your room.]

**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 evenings. If your company wishes to participate in the drawings and provide door prizes, please be sure to inform WOA staff early so that 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. New for this event WOA will be sponsoring some cool prizes including technology and gift cards in addition to the prizes already provided by vendors and for every 10 vendor signatures a doctor attendee gets, they will get an entry in a separate drawing for these prizes.

**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 can also include the names, titles, email and phone numbers for representatives. Send the descriptions with your registration by fax to 608-824-2205 or via email to woa@woa-eyes.org. Your description must be received no later than August 25, 2023, 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 woa@woa-eyes.org after September 5th.

**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 11, 2023 and will be emailed to the contact person and on-site representative listed on the registration form.

**Shipping Instructions:**

Information regarding shipping fees and any package handling fees can be found on page 17.

**Exhibit Cancellation Refund Policy:**

Booth registration cancellations will be accepted until the early bird registration deadline (August 11, 2023) 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, September 5, 2023. All refund checks will be issued after the conclusion of the event.

**Vendor Attendance Policy:**

No exhibitor may have an exhibit, hospitality suite, or be on the premises unless they have a registered booth with the WOA. If you notice an unregistered individual, please notify WOA staff. Unregistered exhibitors will be asked to leave immediately.
**Wed Sept. 27**

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

**Thurs Sept. 28**

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

9:00 a.m. - 5:00 p.m.
Registration
Conference Center Coat Room

9:00 a.m.—2:30 p.m.
**EXHIBIT HALL SET UP**
Michigan/Wisconsin

1:00 p.m. - 2:45 p.m.
“Autoimmune Disease and the Eye”
Anthony DeWilde, O.D.
2 hours SD
COPE#: 80030-SD (Pending)
Superior Room

Autoimmune disease can affect every part of the eye. This course will highlight how certain autoimmune diseases such as Graves’ Disease, Myasthenia Gravis, Multiple Sclerosis, and Sarcoidosis affect the eye. It is important for optometrists to recognize what ocular complications can manifest from these autoimmune diseases for appropriate treatment, testing, and referral.

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

3:30 p.m. - 5:15 p.m.
“OCT Grand Rounds”
Anthony DeWilde, O.D.
1 hour TD
COPE#: 79939-TD (Pending)
Superior Room

This course will highlight the interesting ways OCT can improve diagnosis and management of patients with retinal disease. Case presentations will highlight the utility of OCT including managing macular holes, retinal traction, macular edema, and macular degeneration.

AND

“VA Grand Rounds”
Anthony DeWilde, O.D.
1 hour TD
COPE#: 76376-TD (Pending)
Superior Room

This course highlights the interesting, often challenging, patients encountered at a VA Medical Center. Various conditions will be presented with an emphasis on posterior segment and systemic disease. Audience participation is encouraged.

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

**Fri Sept. 29**

7:00 a.m. - 5:00 p.m.
Registration
Conference Center Coat Room

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

8:00 a.m. - 9:45 a.m.
Anthony DeWilde, O.D.
1 hour PH
COPE#: 79884-PH (Pending)
Superior Room

Plaquenil maculopathy is a rare, but visually debilitating complication of using hydroxychloroquine medication. This course details utilizing special testing including Visual Fields and OCT for diagnosis. The 2011 and 2016 American Academy of Ophthalmology management recommendations including treatment and follow-up will be discussed, including what height, weight, and dosage constitutes high risk. New information about risk modification will help the optometrist manage patients on Plaquenil.

AND

“Optometrists Guide to Glaucoma Surgery”
Anthony DeWilde, O.D.
1 hour GL
COPE#: 72156-GL (Pending)
Superior Room

Glaucoma surgery is a complex procedure that has evolved dramatically since its introduction. You will learn traditional glaucoma surgery techniques to improve your knowledge of management for patients with glaucoma. Newer surgical modalities, including Micro Invasive Glaucoma Surgery MIGS, will be discussed in depth. You will gain knowledge of how to refer for glaucoma surgery, what outcomes to expect, and how to co-manage patients.

9:45 a.m. - 10:30 a.m.
**EXHIBIT HALL BREAK**
Michigan/Wisconsin Rooms
10:30 a.m. - 12:10 p.m.
“Anti-VEGF and the Eye: Past, Present, and Future”
Anthony DeWilde, O.D.
1 hour TD
COPE: 79832-TD (Pending)
Superior Room

Anti-VEGF medication has caused a paradigm shift in the maintenance of retinal vein occlusions, diabetic retinopathy, and wet age-related macular degeneration. This course highlights the diagnosis, treatment, and referral of these conditions now that Anti-VEGF is the standard treatment

AND

“Guide to Headaches for the Optometrist”
Anthony DeWilde, O.D.
1 hour NO
COPE: 79881-NO (Pending)
Superior Room

Many patients come to the eye doctor concerned that headaches are related to their eyes. This course is designed to highlight important diagnostic strategies for optometrists to diagnose and manage patients with headaches: to help determine which headaches originate from ocular conditions and which headaches can have ocular manifestations.

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

1:30 p.m. - 3:20 p.m.
“New Therapeutics for the Treatment of Retinal Disease”
Jay Haynie, O.D.
1 hour TD
COPE: 84982-TD (Pending)
Superior Room

This course will update the attendees on the current concepts and treatment of retinal disease based on recent clinical trials and approval of new therapeutic options for AMD, DME, etc.

AND

“Retinal After Dark: A Compilation of Clinical Cases”
Jay Haynie, O.D.
1 hour TD
COPE: 84986-TD (Pending)
Superior Room

This course is a compilation of cases that are commonly seen in clinical practice.

3:20 p.m. - 4:00 p.m.
EXHIBIT HALL BREAK & OD/Student Poster Session
Michigan/Wisconsin Rooms

4:00 p.m. - 5:45 p.m.
“Diabetic Retinopathy: An Era of Change”
Jay Haynie, O.D.
2 hours TD
COPE#: 84983-TD (Pending)
Superior Room

This course will update you on the current concepts and the era of change regarding the management of diabetic retinopathy. You will fully understand the standard classification of non-proliferative and proliferative diabetic retinopathy. You will be updated on the current treatment for diabetic macular edema and proliferative retinopathy based on current trends guided by numerous clinical trials.

5:45 p.m. - 7:00 p.m.
EXHIBIT HALL OPEN HOUSE
Final Session
Michigan/Wisconsin Rooms

5:45 p.m. - 6:15 p.m.
OD/Student Poster Session in Exhibit Hall
Michigan/Wisconsin Rooms

6:15 p.m. - 6:45 p.m.
New Member/Student Orientation
Aralia Room

7:00 p.m. - 8:30 p.m.
WOA Next Networking Social (All attendees welcome; vendors by invitation only.)
Geneva Room

7:00 p.m. - 9:00 p.m.
EXHIBITOR BOOTHS TAKE-DOWN
Michigan/Wisconsin Rooms

SAT SEPT. 30

7:00 a.m. - 4:00 p.m.
Registration
Conference Center Coat Room

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

8:00 a.m. - 9:45 a.m.
“Age Related Macular Degeneration and Masquerading Maculopathies”
Jay Haynie, O.D.
2 hours TD
COPE#: 83169-TD (Pending)
Superior Room

Age Related macular Degeneration is the leading cause of legal blindness worldwide. The landscape for guidance on use of micronutrient supplements, treatment of neovascular AMD and the future of prospective options for our patients with non neovascular geographic AMD are evolving and we must stay up to date for our patients.
This presentation will give you the most recent update on management of the patient with AMD. In addition, there are many macular diseases that may mimic AMD when it comes to symptoms and clinical findings. Differentiating masquerading maculopathies of AMD is crucial when discussing treatment and prognosis with your patient.

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
Michigan Room

1:30 p.m. - 3:15 p.m.
“Enhance Your Understanding of Neuro-Imaging”
Kelly Malloy, O.D.
1 hour NO
COPE#: 80034-NO (Pending)
Superior Room

Gain understanding of neuro-imaging studies ordered in neuro-ophthalmic practice.

AND

“Papilledema”
Kelly Malloy, O.D.
1 hour NO
COPE#: 81447-NO (Pending)
Superior Room

This course reviews the clinical presentation of papilledema, and why it should be considered a medical emergency, even in subtle cases. This case-based presentation will demonstrate various etiologies of papilledema and discuss treatment of the underlying cause in both adults and children.

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

3:30 p.m. - 5:15 p.m.
“Neuro-Ophthalmic Presentations in Older Adults”
Kelly Malloy, O.D.
2 hours NO
COPE#: 81589-NO (Pending)
Superior Room

A case-base approach is used to discuss neurologic and systemic conditions that commonly demonstrate neuro-ophthalmic manifestations in the older population. Many of these conditions seen in the elderly need urgent or emergent evaluation in order to prevent morbidity and mortality.

This case-based course demonstrates several patient scenarios and reminds participants of tools at their disposal to help determine best patient management and need for referral to a specialist, for outpatient work-up, or to the ER.

9:45 a.m. - 10:00 a.m.
Break
Superior Room

10:00 a.m. - 11:45 a.m.
“Getting to the Heart of the Matter: Ocular Signs and Symptoms”
Kelly Malloy, O.D.
1 hour SD
COPE#: 85172-SD (Pending)
Superior Room

This case-based lecture highlights visual and ocular signs and symptoms which lead to the diagnosis of heart-related abnormalities. Optometrists have the skill set to suspect and recognize potential cardiac and vascular issues if they take the time to listen to their patients, routinely monitor blood pressure and pulse, and carefully assess visual function and ocular health. Timely referral to the emergency department and/or cardiology can save vision, prevent stroke, and ultimately save a life.

AND

“Glaucoma Cross Examination”
Kelly Malloy, O.D.
1 hour GL
COPE#: 85173-GL (Pending)
Superior Room

Through a case-based presentation, learn to differentiate an optic neuropathy from another mimicking condition and gain insight into the clinical features and presentations more likely associated with glaucomatous vs non-glaucomatous optic neuropathy, or perhaps a combination of both.
Funds received through the WOA Corporate Sponsorship Program enable us to enhance services to our members and support initiatives that protect and promote Optometry in Wisconsin.

DIAMOND SPONSORS

CHERRY OPTICAL LAB

See the difference.

EssilorLuxottica

GOLD SPONSOR

CooperVision
Live Brightly.

SILVER SPONSORS

AssureAbility

neurolens
Relief is in Sight

VSP VISION

WALMAN OPTICAL

BRONZE SPONSORS

- Alcon Pharma
- Alcon Vision Care
- Allergan
- Eye-Kraft Optical
- Fait Distribution
- Lombart Instrument
- MacuHealth
- Marshfield Clinic Health System
- Nanodropper
- Optos, Inc.
- Ovitsky Vision Care
- Oyster Point Pharma, Inc.
- Premier Ophthalmic Services, Inc.
- Shopko Optical
- Walman Instruments
WOA 2023 Corporate Sponsorship

Ala Carte Pricing for Additional Exposure

The following is the individual pricing for items listed in the packages, plus available add-on opportunities. We are happy to work with individual sponsors to tailor a package that includes items that are of most value to you. It’s not too late to build your own package to be a Silver, Gold, Platinum or Diamond Sponsor! See page 15 to see what the standard packages include. We have many ways to customize a package for your company to focus on what’s important to YOU!

Please contact WOA Assistant Executive Vice President, Joleen Breunig at Joleen@woa-eyes.org to discuss options.

**Sponsorship Levels:**

- **Diamond Level** = $20,000
- **Platinum Level** = $15,000
- **Gold Level** = $10,000
- **Silver Level** = $5,000

**Opportunities Available**

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<th>Opportunities Available</th>
<th>Pricing</th>
<th>Please check items you wish to purchase</th>
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**In Person Connections at CE Events**

- **September Convention Exhibit Hall Booth (8X10)—Single**
  - Early Bird - Payment must be received by August 11, 2023
  - $850

- **September Convention Exhibit Hall Booth (8X10)—Single**
  - Regular Rate - Payment must be received by August 12 - September 5, 2023
  - $950

- **September Convention Exhibit Hall Booth (8X10)—Double**
  - Early Bird - Payment must be received by August 11, 2023
  - $1,700

- **September Convention Exhibit Hall Booth (8X10)—Double**
  - Regular Rate - Payment must be received by August 12 - September 5, 2023
  - $1,900

**Exhibit Booth Extras - September Convention**

- Additional Representatives (2 included per booth): Additional: _____
- Additional Rectangular Table - 6 foot or 8 foot (circle which size)
- Round Hightop Table - Please indicate how many: _____
- Additional Beverage Tickets: Receptions - How many sets: _____
- Tickets for Luncheon Friday: How many: _____

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<tr>
<th>Pricing</th>
<th>Add Reps</th>
<th>6 ft</th>
<th>8 ft</th>
<th>Hightop Tables</th>
<th>Add Drink Tix</th>
<th>Rep Lunches</th>
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**Exhibit Hall Door Prizes:** Participation in this affordable opportunity is a great way to drive foot traffic to your booth! Attendees enter at your booth for your prize and drawings are held during evening receptions.

**Sponsors purchase prizes to raffle at their booth.**

Continued on Page 9:
## Opportunities Available

### Branding

<table>
<thead>
<tr>
<th>Item</th>
<th>Pricing</th>
<th>Please check items you wish to purchase</th>
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<tbody>
<tr>
<td><strong>Lanyards</strong></td>
<td><strong>$350 per event</strong></td>
<td><em>April Spring Seminar</em></td>
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<td><em>Sept. Convention</em></td>
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<td><em>Nov. Primary Care</em></td>
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<tr>
<td><strong>Attendee Bags</strong></td>
<td><strong>$350 per event</strong></td>
<td><em>April Spring Seminar</em></td>
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<td><em>Sept. Convention</em></td>
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<td><em>Nov. Primary Care</em></td>
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<td><strong>Pens for Doctor Packets</strong></td>
<td><strong>$250 per event</strong></td>
<td><em>April Spring Seminar</em></td>
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<td><em>Nov. Primary Care</em></td>
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<tr>
<td><strong>Branded Item</strong></td>
<td>Value up to $2500***</td>
<td><em>Included with Diamond and Platinum Packages</em></td>
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*We understand that our Pharmaceuticals Partners are required to adhere to their compliance guidelines, therefore other a la carte items may be substituted.*

### Breakfast/Break

Say "Good Morning" and keep attendees fueled through this sponsorship opportunity. Coffee is essential and the doctors will thank you! Benefits include: logo placed on placards through the breakfast/break buffets and recognition near the area; acknowledgement in printed materials; (1) company representative may also be stationed at the buffets to greet attendees.

Full sponsorship includes **1.5 min pre lecture video and exclusive recognition of your company for 1 break/breakfast**; partial sponsorship includes a **30 second pre lecture video and shared recognition of your company for 1 break/breakfast**.

- **Convention**: Breakfast Friday, Saturday or Sunday Breaks Thursday pm/Friday
- **Primary Care Symposium**: Breakfast Saturday, Breaks Friday pm/Saturday am
- **Northwoods**: Breakfast Friday or Saturday, Evening Break Friday

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<th>Type</th>
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<tr>
<td></td>
<td>$4,000 / $2,000</td>
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<td>$2,000 / $1,000</td>
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<td>$800 / $400</td>
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### Education Grant Sponsorship

Educational Grants are utilized as a means to help offset the cost of featuring top notch education speakers at our state events. These grants are used to cover the reasonable honorarium and expenses for the speakers. Grant providers will be recognized in email communications, the on-site program guide, hallway signage and general announcements during the event. Per COPE rules, sponsors are not able to influence the content of lectures provided. Please contact WOA Assistant EVP, Joleen Breunig to discuss details.

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Continued on Page 10:
### WOA 2023 Corporate Sponsorship

**A La Carte Pricing (Continued)**

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<thead>
<tr>
<th>Opportunities Available</th>
<th>Pricing</th>
<th>Please check items you wish to purchase</th>
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<tbody>
<tr>
<td><strong>Advertising Advantages</strong></td>
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<tr>
<td>WOA Convention Annual Report Book for Members:</td>
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<td><em>(Full Color - Slick stock paper)</em></td>
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<tr>
<td>♦ Full Color, Full Page, Outside Back Cover of Book—<strong>Sold Out</strong></td>
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<tr>
<td>♦ Full Color, Full Page, Inside Front or Back Cover of Book—<strong>Sold Out</strong></td>
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<tr>
<td>♦ Full Color, Inside Page (only available after covers are sold)</td>
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<tr>
<td>WOA Convention Schedule Booklet/Exhibit Hall Directory:</td>
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<td>♦ Full Color, Full Page, Outside Back Cover of Book—<strong>Sold Out</strong></td>
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<td>♦ Full Color, Full Page, Inside Front or Back Cover of Book—<strong>Sold Out</strong></td>
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</tr>
<tr>
<td>♦ Full Color, Inside Page (only available after covers are sold)</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>WOA Member Monthly Newsletter Advertising:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>♦ Full Page Advertisement/Informational Article—One Month</td>
<td>$250 per ad</td>
<td># months</td>
</tr>
<tr>
<td>♦ Half Page Advertisement/Informational Article—One Month</td>
<td>$125 per ad</td>
<td># months</td>
</tr>
<tr>
<td>♦ Quarter Page Advertisement/Informational Article—One Month</td>
<td>$75 per ad</td>
<td># months</td>
</tr>
<tr>
<td>Event Packet Stuffer One Sheet per attendee packet. Can be one page or pamphlet. Limit 1 stuffer per event per company.</td>
<td>$500 per stuffer</td>
<td># stuffers</td>
</tr>
<tr>
<td>Individual Vendor Email Sent by WOA to full membership with content provided by vendor. Price is per email.</td>
<td>$500</td>
<td># emails</td>
</tr>
<tr>
<td>3 Minute Post Lecture Pre-Recorded Presentation Includes posting on Facebook. Max 1 per event; price is per video.</td>
<td>$2,000</td>
<td># videos</td>
</tr>
<tr>
<td>1.5 Minute Post Lecture Pre-Recorded Presentation Includes posting on Facebook. Max 1 per event; price is per video.</td>
<td>$1,000</td>
<td># videos</td>
</tr>
<tr>
<td>Facebook Event: 3-5 minute event - Live or Pre-Recorded</td>
<td>$500</td>
<td># events</td>
</tr>
<tr>
<td>Facebook Posting: Static posting on WOA Facebook Page</td>
<td>$250</td>
<td># events</td>
</tr>
<tr>
<td>Weekly VantagePoint Sponsor Website Link Only available as part of package Silver level and up</td>
<td>$100 per month</td>
<td># events</td>
</tr>
<tr>
<td>♦ Silver Level - 1 week per month</td>
<td>$200 per month</td>
<td></td>
</tr>
<tr>
<td>♦ Gold Level - 2 weeks per month</td>
<td>$300 per month</td>
<td></td>
</tr>
<tr>
<td>♦ Platinum Level - 3 weeks per month</td>
<td>$400 per month</td>
<td></td>
</tr>
<tr>
<td>♦ Diamond Level - 4 weeks per month</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Continued on Page 11:**
# WOA 2023 Corporate Sponsorship
## A La Carte Pricing (Continued)

<table>
<thead>
<tr>
<th>Opportunities Available</th>
<th>Pricing</th>
<th>Please check items you wish to purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coveted Face-To-Face Time</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch Presentation Friday or Saturday at Convention</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Limited Availability</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 20 minutes</td>
<td>$8,000</td>
<td>_____</td>
</tr>
<tr>
<td>• 15 minutes</td>
<td>$6,500</td>
<td>_____</td>
</tr>
<tr>
<td>• 10 minutes <em>(Must be a registered exhibitor to purchase this opportunity)</em></td>
<td>$4,000</td>
<td>_____</td>
</tr>
<tr>
<td>• 5 minutes <em>(Must be a registered exhibitor to purchase this opportunity)</em></td>
<td>$2,500</td>
<td>_____</td>
</tr>
<tr>
<td>Presentation to WOA Leadership at Board of Directors Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(Must be a registered exhibitor at a minimum of one event to purchase this opportunity.)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 20 minutes</td>
<td>$2,000</td>
<td>_____</td>
</tr>
<tr>
<td>• 15 minutes</td>
<td>$1,500</td>
<td>_____</td>
</tr>
<tr>
<td>• 10 minutes</td>
<td>$1,000</td>
<td>_____</td>
</tr>
<tr>
<td>• 5 minutes</td>
<td>$500</td>
<td>_____</td>
</tr>
<tr>
<td>Student Program Presentation at Convention or Zoom Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This sponsorship helps WOA fund travel grants for students to attend Convention.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 30 Minute Presentation</td>
<td>$1,500</td>
<td>_____</td>
</tr>
<tr>
<td>• 15 Minute Presentation</td>
<td>$750</td>
<td>_____</td>
</tr>
<tr>
<td>• 10 Minute Presentation</td>
<td>$500</td>
<td>_____</td>
</tr>
<tr>
<td>• 5 Minute Presentation</td>
<td>$250</td>
<td>_____</td>
</tr>
<tr>
<td>Young OD/Student Program Sponsorship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This opportunity includes 15 minutes to speak at either a WOA CE event or a stand alone event coordinated with the WOA Young OD Committee.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In person meeting sponsorship (plus cost of drinks/food)</td>
<td>$1,000</td>
<td>_____</td>
</tr>
<tr>
<td>Virtual meeting sponsorship</td>
<td>$500</td>
<td>_____</td>
</tr>
<tr>
<td>Northwoods Education Event Sponsorship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 13-14 in Eagle River, WI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be part of this unique education event in a relaxed setting. No typical exhibit hall, but access to doctors in a non traditional way for one on one connections.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Lake Sturgeon</td>
<td>$1,000</td>
<td>_____</td>
</tr>
<tr>
<td>• Musky</td>
<td>$750</td>
<td>_____</td>
</tr>
<tr>
<td>• Northern Pike</td>
<td>$500</td>
<td>_____</td>
</tr>
<tr>
<td>• Blue Gill</td>
<td>$250</td>
<td>_____</td>
</tr>
</tbody>
</table>

**Total Value of All Items Purchased:**
If you are registering to exhibit ONLY, please click [here](#) to complete the registration online through our secure website.

<table>
<thead>
<tr>
<th>Selection</th>
<th>Available Items</th>
<th>Price</th>
<th>Final Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth - Early Bird Rate</td>
<td>Until August 11, 2023</td>
<td>$850.00</td>
<td></td>
</tr>
<tr>
<td>Booth - Regular Rate</td>
<td>August 12 - Sept 5, 2023</td>
<td>$950.00</td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth Extras</td>
<td>From page 8 (tables, extra reps), etc</td>
<td></td>
<td>See pricing on page 8</td>
</tr>
<tr>
<td>A La Carte Item(s)</td>
<td>(Must include pages 8, 9, 10 and 11 with desired items checked)</td>
<td></td>
<td>Total from Pages 8, 9, 10 &amp; 11</td>
</tr>
</tbody>
</table>

**Total Amount Due:**

Method of Payment: _____ Check _____ Credit Card

Type of Card: (Circle One) Mastercard VISA Discover American Express

Company Name: ________________________________________________________________

Card Holder Name: ____________________________________________________________

Credit Card Number: ___________________________________ Exp. Date: ______ CVV: ______

Street Address where you receive your CC Statement:

________________________________________________________

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 note a 1.5% convenience fee will be included for all credit card payments.**

If paying by check please mail payment and completed registration pages (8-14) to:
Wisconsin Optometric Association
6510 Grand Teton Plaza, Suite 312
Madison, WI 53719

If paying by check, please note the check **must be received by August 11** to qualify for early bird pricing. Sorry no exceptions.

If you have any questions regarding submission of payment please contact Joleen Breunig, WOA Assistant Executive Vice President at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org).
2023 Wisconsin Optometric Association
Convention Exhibitor/Sponsorship Registration

Please make sure to complete page 13 in addition to this page.

Company Name: ________________________________________________________________

Corporate Contact Person Name: __________________________________________________

Corporate Contact Email Address: ________________________________________________

Company Street Address: _________________________________________________________

City: __________________________ State: _______ Zip: _____________________________

Phone Number: ______________________ Fax Number: ____________________________

Name of lead representative contact person attending event: ________________________

Email of lead on-site representative: _____________________________________________

Cell phone number of lead on-site representative: ________________________________

Names of additional representatives attending meeting: (All representatives must have WOA a issued
name badge - $10 per rep fee for more than 2 reps per booth)

1. __________________________________________ 2. _________________________________

3. __________________________________________ 4. _________________________________

5. __________________________________________ 6. _________________________________

Will you require an electrical outlet in your booth? _____ Yes _____ No

What size table would you like with your booth (1 included): ___ 6 ft ___ 8 ft ___ High Top

Product/and or service to be exhibited: ____________________________________________

Optional Request for Placement near or far from other exhibitors. All requests will be considered, but not
guaranteed. We do not take requests for specific booth placements in the exhibit hall.

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 payment have been received. Priority placement will be given to package sponsors and vendors
who purchase the premium booths from the a la carte list. No space will be held without payment and we
do not take requests for specific booth placements in exhibit halls.
# 2023 Wisconsin Optometric Association
## Corporate Sponsorship Package Information

### Limited Availability:
- 2 Diamond Packages
- 2 Platinum Packages
- 4 Gold & 8 Silver Packages

### Package Prices:
- **Diamond Package**: $20,000
- **Platinum Package**: $15,000
- **Gold Package**: $10,000
- **Silver Package**: $5,000
- **Bronze Package**: $1,600 (plus booth extras)

### Best Values!

<table>
<thead>
<tr>
<th>Package</th>
<th>Exhibit Hall Booth For Both April Spring Seminar and September Convention (1 per event)</th>
<th>Print Advertisements</th>
<th>Facebook Events - Live/Pre-recorded or Static Posting</th>
<th>Featured Eblast to WOA Membership Content Provided by Vendor</th>
<th>Friday Night Party/Band Night Sponsor</th>
<th>Student Program Presenter - September 30</th>
<th>Exclusive Presentation to WOA Board at Board Meeting - Date TBD (In person or virtual)</th>
<th>Weblink to Partner Website in Weekly VantagePoint Emails</th>
<th>Pre-Recorded Post Lecture minute presentation (1.5 or 3 minutes)</th>
<th>Presentation to Doctors at a Luncheon at either April/September/Nov events</th>
<th>Logo Placement on WOA website homepage with link to vendor website for all of 2023.</th>
<th>Branded Item (other than lanyards, pens, bags) handed out to attendees — Max $2,500 value</th>
<th>Total Minimum Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>✓ Premium Placement and larger booth</td>
<td>✓ $3,000 Max Value</td>
<td>✓ 4 Events</td>
<td>✓ 6 emails</td>
<td>✓ Headliner</td>
<td>✓ 30 Minutes</td>
<td>✓ 20 Minutes</td>
<td>✓ 4 per month</td>
<td>✓ 3 min April &amp; Sept</td>
<td>✓ 20 Minutes</td>
<td>✓ Logo Placement</td>
<td>✓ 1 Event</td>
<td>$34,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>✓ Premium Placement and larger booth</td>
<td>✓ $2,000 Max Value</td>
<td>✓ 2 Events</td>
<td>✓ 4 emails</td>
<td>✓ Opening Act</td>
<td>✓ 15 Minutes</td>
<td>✓ 15 Minutes</td>
<td>✓ 3 per month</td>
<td>✓ 3 min Sept</td>
<td>✓ 15 Minutes</td>
<td>✓ Branded Item</td>
<td>✓ 1 Event</td>
<td>$25,350</td>
</tr>
<tr>
<td>Gold</td>
<td>✓ Premium Placement and larger booth</td>
<td>✓ $1,000 Max Value</td>
<td>✓ 1 Event</td>
<td>✓ 2 emails</td>
<td>✓ Stage Manager</td>
<td>✓ 10 Minutes</td>
<td>✓ 10 Minutes</td>
<td>✓ 2 per month</td>
<td>✓ 3 min Sept</td>
<td>✓ 10 Minutes</td>
<td>✓</td>
<td>✓ 1 Event</td>
<td>$15,400</td>
</tr>
<tr>
<td>Silver</td>
<td>✓ Premium Placement and larger booth</td>
<td>✓ $500 Max Value</td>
<td>✓ 1 Event</td>
<td>✓ 1 email</td>
<td>✓ Road Crew</td>
<td>✓ 5 Minutes</td>
<td>✓ 5 Minutes</td>
<td>✓ 1 per month</td>
<td>✓ 1.5 min in April</td>
<td>✓</td>
<td>✓</td>
<td>✓ 1 Event</td>
<td>$6,650</td>
</tr>
<tr>
<td>Bronze</td>
<td>✓ Premium Placement and larger booth</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Total Minimum Value:
- **Diamond Package**: $34,000
- **Platinum Package**: $25,350
- **Gold Package**: $15,400
- **Silver Package**: $10,350
- **Bronze Package**: $6,650

---

*Act fast!*

---

2023 Wisconsin Optometric Association
EVENTS 2023-24

UPCOMING

OCT 13-14
NORTHWOODS RETREAT
Wild Eagle Lodge
Eagle River, WI

NOV 3-4
PRIMARY CARE
Kalahari Resort
Wisconsin Dells, WI

APRIL 18-19
SPRING SEMINAR
Marriott Madison West
Middleton, WI

APRIL 18-21
ADVANCED PROCEDURES
Marriott Madison West
Middleton, WI

SEPT 26-29
CONVENTION
Kalahari Resort
Wisconsin Dells, WI

FOR MORE INFORMATION VISIT
WWW.WOA-EYES.ORG
Shipping Information

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 Thursday, September 28.** Packages arriving early are subject to extra handling fees to be determined by the hotel and payable before packages will be released. Please note there is a handling fee for each package over 40 lbs delivered to the hotel - see pricing table on next page for more information.

**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, SEPTEMBER 28-29  
EXHIBITING COMPANY NAME (Must match company name submitted on event registration)  
NAME OF REPRESENTATIVE ATTENDING EVENT (Booth number if available)  
BOX 1 OF 4 (BOX 2 OF 4, ETC.)

All packages should be scheduled to arrive **no more than 72 hours prior to September 28.** 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 or to pay for your shipping, please contact Jason Hiestand at 608-831-2000 x 1061 or jason.hiestand@atriumphospitality.com.

---

**Exhibitor Services Form**

Please submit form via email to eric.borchert@marriott.com, by: 9/15/2023

Orders received less than 10 days prior to the show are subject to equipment availability and will be charged the late price.

<table>
<thead>
<tr>
<th>Name of Show:</th>
<th>Wisconsin Optometric Association 2023</th>
<th>Date of Show:</th>
<th>9/28-29/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Company Name:</td>
<td></td>
<td>Booth Number:</td>
<td></td>
</tr>
<tr>
<td>Contact Name:</td>
<td>Phone Number:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QTY</th>
<th>Price</th>
<th>Late QTY</th>
<th>Late Price</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easel</td>
<td></td>
<td>$10.00</td>
<td>$17.50</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>32” Flat Screen HD TV on Stand</td>
<td></td>
<td>$110.00</td>
<td>$192.50</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Wireless High-Speed Internet (for 1 user)</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Wired High-Speed Internet</td>
<td></td>
<td>$75.00</td>
<td>$131.25</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>10 AMP Circuit w/Extension Cord (Laptop, Low AMP, and Booth Lights)</td>
<td></td>
<td>$50.00</td>
<td>$87.50</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>20 AMP Circuit (Medical Equipment, Food Service Equipment)</td>
<td></td>
<td>$75.00</td>
<td>$131.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Box Handling Under 40 lbs</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Box Handling Over 40 lbs or Display Cases</td>
<td></td>
<td>$20.00</td>
<td>$20.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pallet Handling</td>
<td></td>
<td>$50.00</td>
<td>$50.00</td>
<td>$0.00</td>
<td></td>
</tr>
</tbody>
</table>

**TAX**  
5.50%  
Total Amount: $0.00  
$0.00  
Final Amount: $0.00

Please provide an email address for secure credit card link:  
After this form is received, a secure link for your credit card payment will be emailed to you.
July 2023

TO: WOA Exhibitors
FROM: Joleen Breunig, Assistant Executive Vice President
RE: Distribution of Seminar Exhibitor Registration Forms

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 your email remains the same, 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: ___________________________________________________________

Cell Phone: ____________________________

Email Address: ____________________________

**Thank you for taking the time to complete this form.**