West Virginia Association of Optometric Physician's

2020 ANNUAL CONGRESS

EXHIBITOR & SPONSORSHIP PROSPECTUS

JOIN US!

THE ROARING '20s

NOVEMBER 12, 13, 14, & 15, 2020

The Embassy Suites
300 Court Street, Charleston, WV 25301

WWW.WVAOP.ORG

QUESTIONS? CONTACT HANNAH AT THE WVAOP OFFICE:
PH: 304.720.8262 hannah@wvaop.org
WHY EXHIBIT?

So, you may be asking, "Why should my company exhibit?"
Your exhibit booth rental fee provides your company's representatives with exclusive admission to the exhibit hall and exhibit functions, as well as all convention education sessions. In addition, it includes:

**Attendee Contact List**
Exhibitors receive a list of all registered attendees with contact information as part of their booth fee. Two weeks prior to the convention, the WVAOP will email an electronic Excel file to all you to conduct promotional mailings to those who have pre-registered. On-site, you will receive a copy of the updated Excel file for your post-convention mailings.

**Free Food and Beverage Service**
The WVAOP provides free food and beverage service throughout all exhibit hall functions to encourage attendees to stay in the exhibit hall and visit each booth. Exhibitors often ask whether they are welcome to this break service as well. Yes, you are more than welcome - Please enjoy!

**Listing in WVAOP Newsline**
Your company will be highlighted in a special section of the September 2020 WVAOP Newsline. Please note that you must submit your exhibit application by July 1, 2020 for inclusion in this newsletter.

**Listing on the WVAOP Website**
Your company will be included in our exhibitor listing on the WVAOP website, including a link to your company's website.

**Registration for Exhibitor Representatives**
Your company will receive (2) complimentary registrations per exhibit booth purchased. Registrations include admission to the exhibit hall and all conference functions.

**Exhibit Booth Assignments**
The WVAOP assigns exhibit booths by the date each exhibitor application is received. Our goal is to separate competing companies to the best of our ability. The WVAOP will have the final say in all exhibit booth placements.
Exhibit Booth Applications and Assignments:
Applications for exhibit booths must be completed entirely and include the full payment for the exhibit booth fee. No applications will be accepted without full payment. Exhibit booth assignments will be made based on the date each exhibitor application is received. Exhibit booth assignments may be changed by the WVAOP only with prior approval by the exhibitor. The WVAOP will have the final say in all exhibit booth placements.

Location of The Embassy Suites:
The Embassy Suites is located at 300 Court Street in downtown Charleston, WV.

Nearby Airports:
- Charleston, WV (CRW) - 5 minutes
- Beckley, WV (BKW) - 1 hour
- Huntington, WV (HTS) - 1 hour
- Columbus, OH (CMH) - 2.5 hours

Hotel Reservations at The Embassy Suites:
- Regular Guest Rooms - $134.00 per night + taxes and fees

The discounted room rate ends on October 28, 2020. After this date, the room rate returns to the normal price and will not be available after this date.

To make a hotel room reservation, please call The Embassy Suites at 304.347.8700 or online at www.hilton.com/en/embassy.
### Exhibit Booth Space Application & Contract:

Exhibiting Company Name

Mailing Address

Phone

Email Address

Main Contact for Exhibit Company

<table>
<thead>
<tr>
<th>Person Responsible for Making Exhibit Booth Selection &amp; Exhibit Contact</th>
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<tr>
<td>The following person will serve as the authorized representative of the company listed above regarding the 2020 WVAOP Annual Congress. This person will receive all exhibit-related material and emails regarding exhibitors.</td>
</tr>
</tbody>
</table>

Name of Authorized Representative

Email Address

Phone

Signature of Authorized Representative

### Exhibit Booth Fees

Exhibit Booth application is to be accompanied by non-refundable exhibit fee. All exhibit booth assignments are assigned by the date each exhibitor application is received.

- # of 6 foot table exhibit booths: _____ x $1,000 each = $_______
- # of Electric Outlets: _____ x $75.00 each = $_______
- Total cost of Exhibit Space: $____________

### Payment Information

- _____ Check (Made payable to WVAOP)
- _____ Visa   _____ MasterCard   _____ Discover   _____ AMEX

Please Note: If paying by credit card, there is an additional 3% convenience fee.

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<th>Exp. Date</th>
<th>CV Code</th>
<th>Billing Zip Code</th>
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<th>Name on Credit Card</th>
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<th>Email Address for Receipt</th>
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### FOR WVAOP OFFICE USE ONLY:

Date Received: _____________  Payment Received: _____________  Booth Number Assigned: _____________
Exhibit Hall Specifications:
This exhibitor prospectus is part of the exhibit booth space application and contract for the 2020 WVAOP Annual Congress. Each exhibitor agrees to meet any applicable requirements of the federal, state and municipal governments, police and fire departments of the city and the management of the building, and to obtain and pay for all necessary permits and licenses, should any be required for the display of your exhibit. Each exhibitor shall be responsible for collecting and/or paying all applicable local, state and federal taxes.

LOCATION: The Exhibit Hall is located in Ballrooms ABC at The Embassy Suites, 300 Court Street, Charleston, WV 25301. All general sessions and food functions will be held in the exhibit hall.

DISMANTLING: All exhibits must be removed from the exhibit hall by the exhibiting company at its own expense no later than 7:00 AM on Saturday, November 14, 2020. If an exhibitor fails to remove its exhibit on this day, the WVAOP and The Embassy Suites is not responsible for any damage, shipping, or storage of said exhibit.

SHIPPING INSTRUCTIONS: No exhibitor material will be accepted by The Embassy Suites or by the WVAOP, nor will the WVAOP assume responsibility for loss of or damage to goods consigned or shipped to it. All goods must be plainly marked with the exhibitor's name and assigned booth number. Under no circumstances will goods be accepted on which there are charges due.

TRAVEL AND ACCOMMODATIONS: Our host hotel is The Embassy Suites. The WVAOP has obtained a discounted room rate of $134 per night plus taxes for conference attendees and exhibitors. To reserve your hotel room, please contact The Embassy Suites at 304.347.8700. A first night non-refundable deposit will be charged at the time of booking. The cut-off date for making hotel room reservations at The Embassy Suites is October 28, 2020. Please make your hotel room reservations early to avoid the room block to sell out or not be available. Please remember to identify yourself as a WVAOP attendee to obtain the discounted room rate.

To Submit Exhibit Registration:

PLEASE MAIL THIS FORM WITH PAYMENT TO:
West Virginia Association of Optometric Physicians
18 California Avenue, Charleston, WV 25311

OR FAX FORM TO: 304.343.4251

OR SCAN AND EMAIL FORM TO: Hannah Bryant at hannah@wvaop.org

QUESTIONS?
PLEASE CALL HANNAH BRYANT AT 304.720.8262.
RULES OF THE EXHIBIT HALL

Necessary regulations for the proper conduct of the exhibits as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct this exposition. Such timely regulations and decisions, as shall be necessary in addition to the following, shall be at the discretion and judgment of the WVAOP. Such regulations and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the space application, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations as well as the decision of the convention management and the WVAOP Executive Director in interpreting the same.

ACTS OF GOD: The performance of this agreement by either the WVAOP or the exhibitor is subject to acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impractical to provide the facilities or to hold the Annual Congress. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability.

EXHIBIT BOOTH GUIDELINES: If an exhibitor is using its rental space in a manner that is detrimental to the WVAOP, customer comfort or the safety of the space by other exhibitors or if an exhibitor's display is not in keeping with the character and purpose of the show, the WVAOP, through the Executive Director, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the WVAOP reserves the right to cancel the use for that exhibit space, or bar from the exhibit hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the exhibit hall. In the event that such action is necessary, the exhibitor shall forfeit all money paid or due the WVAOP for rental of the exhibit booth space.

CHILDREN: Children (minors under the age of 18) are not allowed on the exhibit floor during setup or teardown of exhibit booths.

CANCELLATION OF EXHIBIT BOOTH SPACE: The exhibitor shall give the WVAOP written notice of intention to cancel or withdraw from the Annual Congress. In the event that notice is received by September 1, 2020, the exhibitor will receive a refund, minus a $50 service fee. In the event that notice is received after September 1, 2020, no refund will be given. The exhibitor shall be liable for the entire rental exhibit fee in the event that the WVAOP is unable to resell the space.

CANCELLATION, INTERRUPTION, OR POSTPONEMENT OF THE MID-YEAR MEETING: In the event that the Annual Congress is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the WVAOP, whether such occurrence be, but not limited to, an act of God, or the result of war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the WVAOP to perform any or all of its obligations hereunder, then the WVAOP may make a good faith effort to adjust the rental fee for exhibit space based on the period of time the exhibit space was or could have been occupied by such exhibitor, and the exhibitor will be liable for any and all claims for damages which may arise in consequence thereof.

CARE OF BUILDING: No exhibitors shall allow any article to be brought into or on any act done on the premises that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done upon the premises by which the premises shall in any manner be damaged, marred or defaced.

EXHIBITOR REPRESENTATIVES: Each exhibitor company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor.

All business between the WVAOP and the exhibitor will be conducted only through the latter's designated representative and no other person. Exhibitors desiring to change representatives must notify the WVAOP in writing. Two complimentary registrations are provided with each exhibit booth.

Exhibitors will be provided name badges in accordance with exhibitor conference registration policy. Name badges are not transferable and will be required for admittance to the exhibit hall. To be permitted entrance to the exhibit hall, an organization or person(s) supplying goods and services to the optometric industry must have contracted for exhibit booth space. Persons requiring name badges to be re-printed for whatever reason will be responsible to pay $20.00 reprint fee prior to entering the exhibit hall. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exhibit hall. Anyone violating this policy will be escorted from the exhibit hall and their registration and credentials may be revoked.

FIRE REGULATIONS: Exhibitors agree to adhere to all exhibit hall fire regulations in designing, setting up and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exhibit hall. In no case shall gasoline or other flammables be stored in the halls.

FOOD AND BEVERAGES: The WVAOP will provide food and beverage service at all exhibit hours. Exhibitors who wish to provide food and beverage within their booth may do so through contacting The Embassy Suites, Catering Department at 504.547.8700. Any outside food and beverages are not permitted within the exhibit hall.

FORCE MAJEURE: If any part of the WVAOP is destroyed or damaged by any cause, that renders the holding of this Annual Congress impractical, the performance of this agreement is excused. However, exhibitors shall be liable for all fees due under this agreement which have accrued as of the time of termination. However, if such lack of performance is caused by the acts or default of any exhibitor, then the party responsible for such acts or omissions shall be liable for the full amount hereunder in addition to charges for related claims or damage. The exhibitor hereby waives any claim for damages or compensation from the WVAOP or The Embassy Suites on account of such termination.

HANGING SIGNS AND OTHER MATERIAL: Exhibitors wishing to hang signs or other materials over their exhibit booth(s) must submit a written request to the WVAOP for approval thirty (30) days prior to the Annual Congress.

INSTALLATION AND DISMANTLING EXHIBIT BOOTHs: Exhibitors will be permitted to begin assembling their exhibits at 7:00 AM on Friday, November 13. In all cases, exhibit booths must be setup no later than 10:00 PM on Friday. All exhibit booths must be removed from the exhibit hall at its own expense no later than 7:00 AM on Saturday, November 14. If an exhibitor fails to remove its exhibit booth on this day, the WVAOP is not responsible for removal or damages/fees of items left at the exhibit booth.

INSURANCE: Neither the WVAOP nor the management of the exhibit hall shall be responsible for any injury which may occur to an exhibitor or its representatives or agents, or for the safety of any exhibit booth or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the WVAOP harmless and free from all damages or liabilities of any kind.

LIABILITY: The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify and save the WVAOP, The Embassy Suites, their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by exhibitor installation and removal, occupancy of the exhibit hall premises or part thereof, excluding any such liability caused by the sole negligence of the WVAOP, The Embassy Suites, their employees and agents. In addition, the exhibitor acknowledges that the WVAOP and The Greenbrier Resort do not maintain insurance covering exhibitors' property and that is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage.

OUTSIDE EXHIBIT HALL AND ACTIVITIES: During scheduled conference activities, the exhibitor agrees the WVAOP will exhibit its products or services to directly promote or otherwise exploit its company, products or services outside the exhibit hall. Exhibitor also agrees not to entertain conference attendees during exhibit hall hours or any time in a rental function room, hospitality suite or other conference program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the exhibit hall or scheduled conference events.

PROTECTION OF EMPLOYEES AND PROPERTY: Exhibitors agree to release and protect, and hold harmless the WVAOP and its officers, employees and staff from and against any and all claims for damages, suits, etc., for injuries to themselves, their representatives or employees; and for damage to property in their custody, owned or controlled by them, which claims for damages, suits, etc., may be incident to, arise from, grow out of or be connected with their use of occupation of exhibit space.

PROTECTION OF THE PUBLIC: Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees, staff or any other person or property. Exhibitors agree to protect and hold harmless the WVAOP and its officers, employees and staff for any and all claims which may result on account of injury, loss or damage sustained upon the exhibit space or any part thereof, the cost of which shall be paid by the exhibitor. Exhibitors agree to hold the WVAOP harmless and free from all damages or liabilities of any kind.

SmoKING POLICY: The Embassy Suites is a smoke-free facility and smoking is not allowed in the exhibit hall.

UNOCCUPIED SPACE: The WVAOP reserves the right to sell to any other exhibitor previously rented but unoccupied space after 12:00 PM on Friday, November 13. This clause shall not relieve the exhibitor who contracted for the exhibit space of the obligation to defend and save the WVAOP for breach of a contract, for any reason, of said exhibit rental fee, in the event that the WVAOP is unable to sell the exhibit space at the same rental rate as agreed to by the entity originally assigned the exhibit space.

USE OF EXHIBITOR'S BOOTH SPACE: Exhibitors agree that all products to be displayed are suitable to the optometric industry.
SPONSORSHIP OPPORTUNITIES

Elite Meeting Sponsorship Opportunities Include:

- **The Great Gatsby- $5,000**
  Company logo on attendee registration bags, company logo on conference website, full page color advertisement in on-site conference program, (1) full page color flyer distributed to all attendees and (2) complimentary exhibitor attendees + (1) exhibit booth in prime location in exhibit hall. In-room advertising for attendees available. Exhibitor must provide all promotional materials.

- **The Charleston- $3,000**
  Company logo on conference website, full page color advertisement in on-site conference program, (1) full page color flyer distributed to all attendees and (2) complimentary exhibitor attendees + (1) exhibit booth. In-room advertising for attendees available. Exhibitor must provide all promotional materials.

- **The Fox Trot- $2,500**
  Company logo on conference website, full page color advertisement in on-site conference program and (2) complimentary exhibitor attendees + (1) exhibit booth. In-room advertising for attendees available. Exhibitor must provide all promotional materials.

- **The Lindy Hop - $1,000**
  Company logo on conference website and full page color advertisement in on-site conference program. Exhibit booth is an additional fee.

- **The Bees Knees- $500**
  Company logo on conference website and half page black and white advertisement in on-site conference program. Exhibit booth is an additional fee.

Single Meeting Sponsorship Opportunities Include:

- **Coffee Break Sponsor:** One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the weekend.
  Six sponsors available - $1,000 each (full day) or $500 each (half-day)

- **Lunch Sponsor:** Have your company recognized by all attendees during the Membership Meeting luncheon.
  Limited to one sponsor - $2,500

- **Reception Sponsor:** Have your company recognized by all attendees during the Exhibitor Reception.
  Limited to one sponsor - $4,000

- **Charging Station Sponsor:** Have your company recognized by all attendees for sponsoring the charging station available over the four day weekend.
  Four sponsors available - $500 each

- **Full Page Program Ad:** Have your company recognized by all attendees by having a full page color advertisement in the on-site program.
  Full Page Color Ad - $600 each

- **Half Page Program Ad:** Have your company recognized by all attendees by having a half page color advertisement in the on-site program.
  Half Page Color Ad - $300 each
SPONSORSHIP APPLICATION

Sponsorship Application & Contract: Deadline for Sponsorships: April 1, 2020

Exhibiting Company Name

Mailing Address

Phone Email Address

Main Contact for Sponsorship

Person Responsible for Sponsorship Contract
The following person will serve as the authorized representative of the company listed above regarding the 2020 WVAOP Mid-Year Meeting. This person will receive all sponsorship-related material and emails regarding sponsorships.

Name of Authorized Representative

Email Address Phone

Signature of Authorized Representative

Sponsorship Fee:
Please choose the applicable sponsorship fee that your company wishes to sponsor.

__Elite Sponsor: ___The Great Gatsby __The Charleston __The Fox Trot __The Lindy Hop __The Bees Knees
__Individual Sponsor: ___Registration Bag Sponsor ___Coffee Break Sponsor ___Lunch Sponsor
___Reception Sponsor ___Charging Station Sponsor ___Full Page Program Ad Sponsor ___Half Page Program Ad Sponsor

Payment Information

____ Check (Made payable to WVAOP) ______ Visa ______ MasterCard ______ Discover ______ AMEX

Please Note: If paying by credit card, there is an additional 3% convenience fee.

Credit Card Number Exp. Date CV Code Billing Zip Code

Name on Credit Card

Email Address for Receipt

FOR WVAOP OFFICE USE ONLY:
Date Received: _____________ Payment Received: _____________ Booth Number Assigned: __________