

Kentucky Optometric Association
Exhibitor Packet

116th Spring Conference

April 27-28, 2018 ~ Lexington, KY

Hyatt Hotel & Lexington Conference Center



EXHIBIT HALL POLICIES

Registration

Please complete the enclosed registration form and return all copies making sure to sign the form at the bottom. A signature is required before booth space can be assigned. ***No reservations for booth space will be taken by telephone.***

Booth Selections

Please select four booth choices in order of preference. All booths will be assigned when there is receipt of registration. Please return all copies of your registration form. A copy of the registration, with your confirmed booth number will be returned to you for your records. 50% of the registration fee is nonrefundable if there is a cancellation before March 1st. If booth space is canceled after March 1st, no refund will be made.

Name Badges

No one will be allowed in the Exhibit Hall without a KOA Badge. Three badges are included in the price of the booth registration fee. All representatives of a company must be registered. If more badges are required, you may register other representatives on site for a fee of \$35 each.

Security

24 Hour security will be provided during set-up hours and after official exhibit hours. *Note: Each exhibitor will be responsible for his/her booth and its contents during official exhibit hours. Please be sure your booth is occupied at all times during these hours.*

Installation of Exhibits

Exhibitors may begin installation after 12:00 pm on Friday, April 27th. This will give all exhibitors ample time to set up all types of exhibits. There is no drive-on access available in the exhibit hall. All exhibits must be set up by 5:00 pm on Friday (opening of Exhibit Hall). Any booth not occupied by this time will be dismantled.

Exhibitors Meeting

An exhibitors meeting outlining all schedules, activities and regulations of Exhibit Hall will be held on Friday, April 27, at 4:00 pm, in the Exhibit Hall (by the front doors). Please have at least one representative from your company attend this meeting.

Exhibit Hours

Exhibits will open:	Friday, April 27th	5:00pm - 7:30pm (Reception)
	Saturday, April 28th	11:00am - 1:30pm (Lunch)

Hospitality Suites

Only registered companies may host hospitality suites in the hotel. All suites must be obtained through the KOA Office by calling (502) 875-3516. No suite will be reserved until registration is received.

Furnishings

The Kentucky Optometric Association provides each registered company with one exhibit booth as well as one skirted 6 foot table, two chairs and a company sign. The Lexington Ballroom is carpeted. Other furnishings, such as extra chairs, extra tables, etc. may be ordered through Excel Decorators. A packet will be emailed once registration is received. Call Excel Decorators at 502-962-1119.

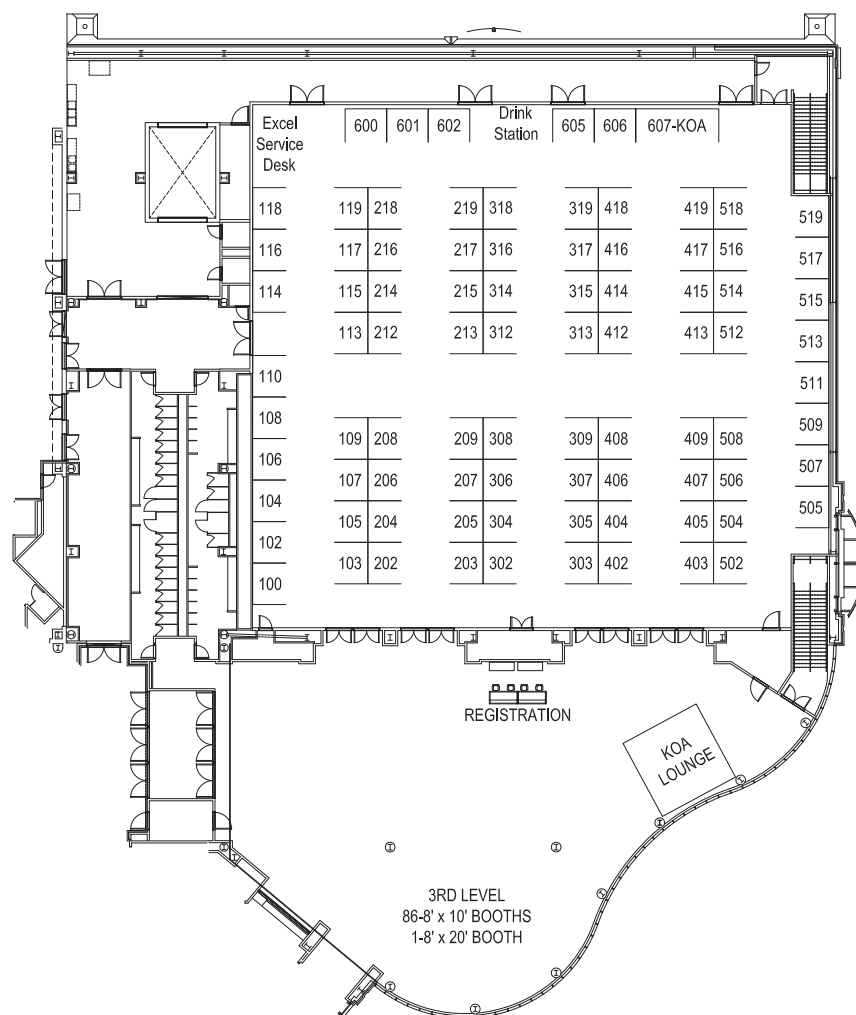
EXHIBIT HALL LAYOUT

Join us at the 116th Annual Kentucky Optometric Association Spring Congress. By exhibiting at the 2018 Spring Congress, you will gain exposure to the Kentucky Optometric decision makers, increase sales in Kentucky and get the best value for your marketing dollars. **The conference is in Lexington, KY at the Hyatt Hotel & Lexington Conference Center.**

2018 Exhibit Hall Highlights

- **Exhibit Hall Hours This Year** Friday, April 27 5:00PM - 7:30PM
Saturday, April 28 11:00AM - 1:30PM.
- Five (5) hours of no-compete exhibit time, with a large 8' x 10' booth area
Booth includes skirted table, 2 chairs, and sign with company name.
Exhibit hall is carpeted.
- Food functions held both Friday and Saturday in exhibit hall
- Close to 1/2 of KOA Members attend the Spring Congress
- In 2017, over 400 Optometrists, Paraoptometrics and Opticians visited the KOA exhibit hall.

Don't miss your chance to increase your company's visibility by exhibiting at the 116th KOA Spring Congress. All guidelines and forms are enclosed.



3rd Level of the Lexington Conference Center - Bluegrass Ballroom

***Thank you to the
following 2017
KOA Partner Members***

**Gold Members
\$10,000 Level**

Alcon
Bausch & Lomb
Commonwealth Eye Surgery
Huffman & Huffman PSC
**Johnson & Johnson
Vision**

**Silver Members
\$5,000 Level**

Allergan
**Bennett and Bloom
Eye Centers**
**Bluegrass Retina
Consultants**
David E. Cowen, M.D., FACS
Essilor Laboratories
John Kenyon
Phil Brown Insurance Agency
Retina Associates of Kentucky

Singer Optical Co Inc

**Bronze Members
\$2,500 Level**

Avesis
Coopervision
Costco
Diopsys Inc
HOYA Vision Care
MARCO
**Norman Radtke, M.D.
Retina Vitreous Resource Center**
Optovue
Professional Insurance Plans
Shire Ophthalmics
Superior Vision
TelScreen
Zeiss Meditec

2017 KOA Spring Congress Exhibitors

ABB Optical Group	Kenmark Group
Alcon Laboratories, Inc.	Kentucky College of Optometry
Allergan	Kentucky Eye Institute
Anthem Medicaid	Kentucky Health Information Exchange
Avesis	Kentucky Office for the Blind
Bausch & Lomb	Lombart Instrument
Bennett & Bloom Eye Centers	Luxottica
BioD Optix	Luzerne Optical Labs
Bio-Tissue	MARCO Ophthalmic Inc
Bluegrass Council of the Blind	MaximEyes E.H.R.
Bluegrass Retina Consultants	Menicon America Inc
Bruder Healthcare Compnay	Norman D. Radtke, M.D. Retina Vitreous Resource Center
Capital Ophthalmic Instrument Service	Oasis Medical Inc
Cardinal Pointe Financial Group	OcuSoft Inc
Care Credit	Optos Inc
Carl Zeiss Meditec	Optovue, Inc
Carl Zeiss Vision	Phil Brown Insurance Agency
ClearVision Optical Company	Professional Insurance Plans
Commonwealth Eye Surgery	Radio Eye
Compliancy Group	Retina Associates of Kentucky
CooperVision	Revolution EHR
Diopsys, Inc	Rodan + Fields Skincare
Eastern Ophthalmic Supply & Repair	Santinelli International
Ellman, A Cynosure Co	Sanofi Genzyme Rare Diseases
Essilor Laboratories of America	Science Based Health
Eye Care Leaders	Shamir
EyeMed Vision Care	Shire Ophthalmics
EyeCare Partners, LLC	Singer Optical Co, Inc.
Glaukos Corporation	Singlecare
eSee Acuity	Superior Vision
HEINEUSA Ltd	Suppleyes, Inc
HOYA Vision Care	TearLab Corp
Huffman and Huffman, PSC	TelScreen
iMatrix	Visually Impaired Preschool Services
Interstate Optical Co Inc	UK - Advanced EyeCare
John Kenyon	Walman Optical
Johnson & Johnson Vision	Walman Instruments
Katena	



Affiliated with the
American Optometric Association

EXHIBIT BOOTH APPLICATION
116th Kentucky Optometric Association Congress
April 27th & 28th, 2018
Lexington Conference Center in Lexington, Kentucky

Please type or print

Company _____
Contact _____ Title _____
Phone # _____ FAX # _____
Address _____ City/State/Zip _____
Web Site _____ Email Address _____
Product to be displayed _____

Booth Selection

Use the exhibit hall floor plan to determine booth size and location. Please indicate four booth selections, so we may process your application as close to your request as possible. **No booth space will be reserved unless accompanied by payment. Booth reservations will not be taken by phone.**

Selection 1: Booth # _____ Selection 2: Booth # _____ Selection 3: Booth # _____ Selection 4: Booth # _____

Please list any companies you do not wish to be placed next to: _____

Booth Identification Sign (2 lines only)

ONLY ONE COMPANY NAME PER BOOTH WILL BE LISTED ON THE BOOTH SIGNS. If more than one company name is submitted, only the first name will be used.

Company _____
City/State _____

Badges

Three badges are distributed to each exhibiting company. Additional badges may be purchased for a registration fee of \$35. Please list names for badges.

1. _____ 2. _____
3. _____ Additional Badges _____

Payment

Registration includes three name badges (per exhibitor), your company name in the program and all the meal functions in the exhibit hall. Please make your check payable to the **Kentucky Optometric Association, P.O. Box 572, Frankfort, KY 40602.**

Registration (Booth Space)

\$850 X () = \$ _____

Additional Badges

\$ 35 X () = \$ _____

TOTAL \$ _____

In accordance with the Contract Regulations governing the exhibits to be held at the Lexington Conference Center, April 27th-28th, 2018, the undersigned accepts and agrees to all terms and hereby makes application to exhibit. Upon application, this document constitutes a formal contract.

Application for exhibit space made by (please print name) _____

Authorized Signature for Company _____

Payment Method:

Check ☐

Master Card ☐

Visa ☐

Discover ☐

Credit Card number: _____ **Expiration Date:** _____

Print name as it appears on card: _____

Sign name as it appears on card: _____

PLEASE RETURN ALL COPIES

CONTRACT REGULATIONS

1. Application

This application for space, along with at least 50% non-refundable deposit and formal notice of assignment, constitutes a contract for the right to use the exhibit space. After March 1st, booth applications must be paid in full when registering & will be accepted up until the week before the conference. All exhibits and exhibitors are subject to the following regulations:

1. Applications are processed and assignments made in the order received, after Partner Member booths are assigned.
2. Booths rent for price stipulated on Exhibitors registration form.
3. At least Fifty-percent (50%) of booth rental price must accompany this application to be processed before March 1st. After March 1st booths must be paid in full when applications are sent in to KOA.
4. Booth space will be forfeited if remainder of payment is not received by **March 1, 2018** from those companies who have only paid 50% of the booth rental price.
5. If booth space is canceled after **March 1, 2018** no refund will be made. **Cancellations must be made in writing to the KOA Office and post-marked no later than March 1, 2018.**

NOTE: NO BOOTH ASSIGNMENTS WILL BE TAKEN OVER THE PHONE. NO EXCEPTIONS WILL BE MADE.

2. Arrangements

Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided the exhibitor by the Kentucky Optometric Association will consist of a cloth backwall 8 feet and side dividers 36 inches high. No construction or built-up exhibit, including signs, shall exceed the overall height of the backwall. Exceptions to the limitation may be made by the Kentucky Optometric Association for multiple booths. Display boards and other equipment more than 36 inches in height must not extend more than 36 inches from booth backwall in regular aisle locations. **Each exhibitor will be provided a sign listing the company name, city, state and booth number, and one 6 foot skirted table with two chairs.** The Lexington Center is carpeted.

3. Installation and Dismantle

Installation of Exhibits: Friday, April 27, 2018 12:00pm -5:00 pm

**Exhibit Hall Hours: Friday, April 27, 2018 5:00pm-7:30 pm
Saturday, April 28, 2018 11:00am-1:30 pm**

Show management reserves the right to fix time for installation of booth space prior to show opening and for removal after conclusion of show. Installation of all exhibits must be fully completed by show opening. There is no drive-on access available in the exhibit hall. The exhibitor agrees not to dismantle, pack or remove any part of this exhibit until the close of the exhibit hall Saturday, April 28, 2018, 1:30 p.m. The exhibit hall must be completely cleared by 4:00 p.m. All deliveries should be coordinated through the Excel Decorators.

4. Building and Equipment

Exhibitors or their agents shall not abuse or deface the walls or floors of the building, booths, equipment or furnishings in the booth. The exhibitor will be held liable for any and all damages.

5. Conditions

No exhibitor shall assign, sublet or share the whole or any part of the space allotted. No exhibitor is permitted to show goods or services other than those manufactured or provided by his firm in the regular course of business. Only employees of registered companies may be permitted to work in that company's booth. No displays are allowed outside of space allotted, such as on food tables, etc. No firm, organization or individual not assigned booth space in the exhibit hall will be permitted to solicit business in any manner within the exhibit hall. Admission is not available to firms qualified to exhibit but not registered. Should the KOA fail to hold the exhibit as herein provided, or to furnish to exhibitor the space herein described, it shall promptly refund to exhibitor all sums paid hereunder, and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

6. Safety Codes

The exhibitor assumes full responsibility for complying with city and hotel regulations concerning fire, safety, and health. It is understood that all exhibit material shall be flameproof and bottled gas or any other type flame will not be permitted. All electrical displays and equipment must be wired in accordance with requirements. **No balloons are allowed in the exhibit hall. No outside food or drink can be served in the booths.**

7. Solicitation

All demonstrations and interviews must be conducted within assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within assigned booth space. Absolutely no exhibitor will be allowed distribution of printed materials, souvenirs or other articles in or around the registration area, educational sessions or exhibit hall entrance(s) without the KOA's approval. Giveaways and other promotional techniques may be utilized with prior authorization from the Kentucky Optometric Association. A copy of all surveys to be distributed during the KOA Congress must be submitted to the Kentucky Optometric Association prior to April 1, 2018, for approval. Violation of that regulation may result in the eviction of an exhibitor.

8. Restrictions

The Kentucky Optometric Association reserves the right to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable. Exhibits which in the opinion of the Kentucky Optometric Association detract from the general character of the exhibit as a whole will be prohibited. In the event of an eviction, the Kentucky Optometric Association is not liable for any refunds.

9. Liability

Management will employ guards to take reasonable precautions for safe guarding the exhibitor's property. Neither the KOA nor the Lexington Conference Center will be liable for loss or damage to property of the exhibitor or his representatives from theft, fire, accident, loss in transit or other causes. Injury to persons, loss or damage to property shall be the KOA's or the Lexington Conference Center's liability only in cases of negligence. Exhibitor shall assume all liability for damage to exposition facility by reason of his exhibit and shall indemnify the KOA and the Lexington Conference Center of all liability which might ensue by reason of his exhibit or presence at the convention.

10. Admission

Exhibit hall admission is by official badge only. Exhibitors are expected to wear the official badge at all times. Exhibitors not wearing and unable to produce the official badge immediately upon request, will be ejected from the exhibit hall. Three free registration badges are furnished to each exhibitor for each booth space rented. Additional badges must be purchased in advance or on site for a registration fee. Only employees of exhibiting companies are permitted to wear exhibitors badges.

11. Regulations

These regulations are a part of the contract between the exhibitor and the Kentucky Optometric Association formulated in the best interest of the exhibitor for each booth space rented. Points not covered in this contract are subject to the decision of the Kentucky Optometric Association.

12. Rights of Termination for Cause

This contract is subject to termination for cause without liability to the terminating party, under any of the following conditions: The parties' performance under this contract is subject to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the parties control, making it inadvisable, illegal or which materially affects a party's ability to perform its obligations under this contract. Either party may terminate this contract for any one or more of such reasons upon written notice to the other party within (3) days of such occurrence or receipt of notice of any of the above occurrences. The KOA will determine the amount of exhibit fee to be refunded, if any.