eastwest eye conference

october 3–6 • 2013

cleveland medical mart

state-of-the-art facility

world-class education

innovative exhibits

premier eye conference

experience cleveland

optometric networking

allied eye professionals

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An Invitation

Your company is invited to exhibit at the annual EastWest Eye Conference, October 3-6, 2013 at the brand-new Cleveland Medical Mart and Convention Center in downtown Cleveland, Ohio. This state-of-the-art facility, designed to provide an exhilarating, high-tech environment, is guaranteed to provide you with an unparalleled exhibit experience. EastWest Eye Conference, sponsored by the Ohio Optometric Association, continues to be the leading optometric conference in the Midwest.

EastWest attendees are optometrists, opticians, optometric and ophthalmic staff — all the people who make up the eye care industry. Attendees come from across the United States and Canada. Attendees want to learn about, try out, discuss and ultimately purchase the latest in equipment, products, services and technology. The EastWest Exhibit Hall offers an innovative setting for these activities.

***Your company is invited to sponsor** EastWest activities, education and support materials. Sponsorship opportunities are listed on page 6.*

***Your company is invited to advertise** in EastWest media — the Registration Booklet, Conference Program, and Web Site. See page 7.*

The Exhibit Hall is just one of the reasons people attend EastWest. Other highlights are:

- ***Faculty** — the top speakers in vision and eye care — who will present over 200 hours of exceptional continuing education.*
- ***Exclusive Friday Night Party** at the Rock and Roll Hall of Fame as well as countless opportunities to discover Cleveland.*

*If you have any questions, please call us at **(800) 999-4939** or e-mail us at info@ooa.org. We look forward to seeing you at the 2013 EastWest Eye Conference.*

Exhibit Hall Application

EastWest Eye Conference

October 3 - 6, 2013 • Cleveland Medical Mart and Convention Center

The EastWest Eye Conference is hereby authorized to reserve exhibit space for use during the 2013 EastWest Eye Conference, October 3-6, 2013 at the Cleveland Medical Mart and Convention Center in downtown Cleveland, Ohio. It is understood and agreed that all exhibit space will be assigned on a first-come, first-served basis, and that the EastWest Eye Conference reserves the right to decline any application or disallow any exhibit which is not in keeping with the character of the exhibition, to assign exhibitors to the best alternate space in the event that their first two choices are already reserved, and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition. Choices are indicated below. Booths will not be assigned until payment is received. **A $1,000 deposit is required to reserve a booth.**

booth costs

One Booth:

$1,700 *(if paid in full by March 1, 2013)*

$1,900 *(after March 1, 2013)*

Premium Booth Fee:

Add $50 for all end cap (aisle) booths sold individually.

First Booth Choice: _____ Second Booth Choice: _____

No. of Booths:_____ Total Cost: $ _____

If purchasing additional booths, please indicate first choice for each additional booth: _____

****A 50 word description about your company or product is required.**

Please attach the description to the Exhibit Hall Application. Company descriptions are listed in the Conference Program and distributed to all EastWest attendees.

company information

Company Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone #: _____

Fax #: _____

E-mail: _____

Web site/Company Toll-Free: _____

method of payment

Payable to: Ohio Optometric Association (**check one**)

❑ Check ❑ Visa ❑ MC ❑ Discover ❑ AX

Credit Card #: _____

Exp. Date: _____

Amount: $ _____

I have read and agree to the Exhibit Hall Agreement as stated on Page 4:

Signature: _____

Title: _____ Date: _____

*****Return Completed Form and Company/Product Description to:***

MAIL: EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085 • **FAX:** (614) 781-6521 • **E-MAIL:** info@ooa.org

Exhibit Hall Agreement

Apply today for your booth(s) at the 2013 EastWest Eye Conference!

Booth Specifications and Equipment: Each booth is 10' x 10' and includes curtain side rails and backdrop and a sign identifying your company.

Cancellation Policy: For a good cause, exhibit space applications may be cancelled if written notification is received by the Ohio Optometric Association on or before August 1, 2013. In such event, full refunds of exhibit space fees shall be made, minus deposit. There shall be no refunds for space cancellations received after August 1, 2013.

Exhibit Policy: All exhibitors are responsible for being aware of and adhering to the following policies:

- Payment by check, money order or credit card must accompany this application.
- Exhibit booths will be reserved upon receipt of the completed "Exhibit Hall Application" and fee.
- Exhibitors may not sublet or assign any portion of their exhibit space.
- Exhibitors must keep their exhibit space open and staffed during exhibit hall hours. A penalty will be assessed for early closing without written approval of Conference Manager.
- OOA will arrange for security overnight and during show hours. However, liability for all equipment and materials remains with the individual exhibitor.
- Exhibitors agree to comply with all decisions of the Conference Manager.
- OOA shall deny, within its sole discretion and for whatever reason, participation at the Conference of any exhibitor which OOA deems to be inappropriate for the Conference or which OOA believes would be disruptive to the activities of the Conference.
- Exhibitors shall not schedule or promote competitive activities during the time of the Conference except upon the pre-approval of OOA.
- Exhibitors acknowledge that the term "EastWest Eye"sm and any associated logos are servicemarks of OOA. These servicemarks, or any other servicemark owned or controlled by OOA, may not be used by exhibitors except as prescribed by OOA. Exhibitors may not use any OOA servicemark as a basis for scheduling or promoting any events that would be competitive to the activities of the Conference.

Exhibitor Service Kit: The EastWest Decorator will send you an exhibitor service kit within 60 days of the Conference.

Indemnity and Limitation of Liability: Neither the Conference nor the OOA, nor any of their officers, agents, employees, affiliates or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also indemnify and hold harmless OOA from demands, suits, liability, damages, loss, costs for attorneys' fees and expenses of whatever kind or nature, including but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, claims of property or personal injury caused by or attributable in whole or in part to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its officers, agents, employees or other representatives, and claims of damage or loss to any third party resulting from an infringement of a copyright or patent or the unauthorized use of a registered trademark.

Insurance: Exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date at the Conference and terminating on the last move-out date, a policy of insurance acceptable to OOA. The policy of insurance shall name OOA as loss-insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the Conference. The policy shall provide coverage of at least $1,000,000 for each separate occurrence. At the request of OOA, the exhibitor shall provide OOA with a copy of such policy.

Music and Amplification: Due to ASCAP and BMI licensing requirements and U.S. copyright laws, no copyrighted music, live or recorded, will be permitted in the Exhibit Hall unless the exhibitor using the material has purchased the appropriate license. This rule includes background music on audio-visual presentation. The use of amplification, recordings, videos, slides or other audio-visual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

Shipping Instructions: We strongly recommend that all shipments of equipment and supplies be arranged through The EastWest Decorator. They will transport your shipment to the Conference, deliver it to your booth, remove it at the conclusion of the Conference, and ship it back to the company. All your representatives have to do is set up your exhibit and dismantle it. Confirmed exhibitors will receive shipping information along with a complete kit from The EastWest Decorator approximately 60 days prior to the Conference.

Your Booth Package: Booth packages include side rails and backdrop, a sign identifying your company, and badges for all your representatives. Each booth is piped and draped. In addition, exhibitors may request a list of attendees.

EastWest Eye Conference

October 3 - 6, 2013

Cleveland Medical Mart and Convention Center

EastWest Eye Conference

Ohio Optometric Association
October 3-6, 2013
Cleveland Medical Mart
and Convention Center

Exhibit Setup

Wednesday, October 2
12:00 p.m. – 5:00 p.m.

Thursday, October 3
8:00 a.m. – 1:00 p.m.

Exhibit Hall Hours

Thursday, October 3
4:00 p.m. – 7:00 p.m.
Opening Reception

Friday, October 4
10:00 a.m. – 6:00 p.m.

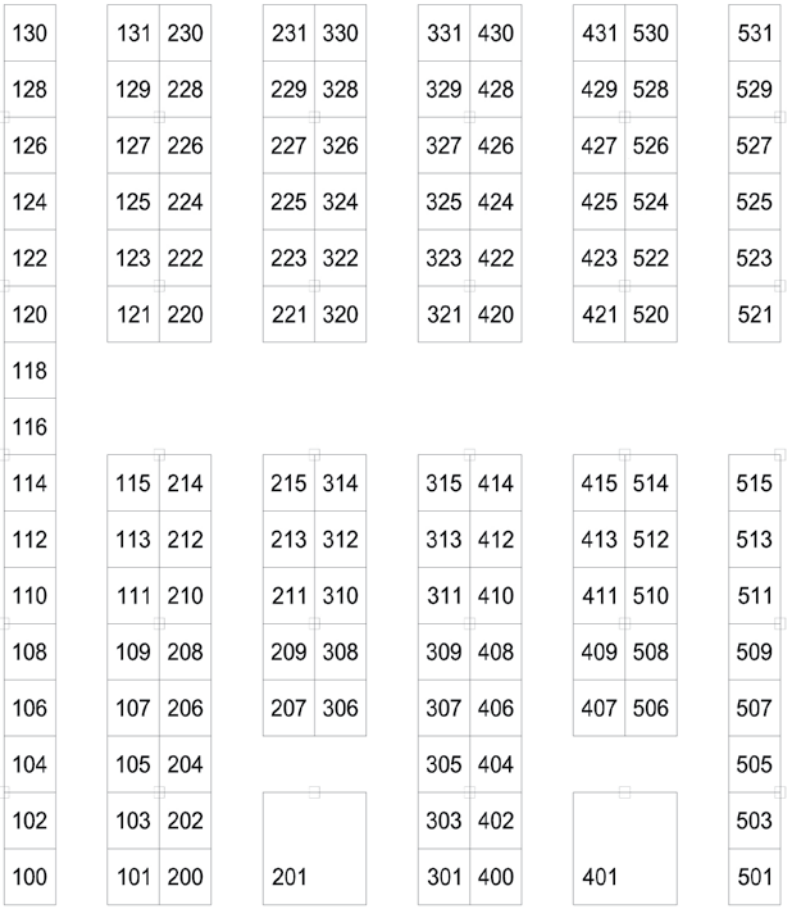
Saturday, October 5
9:00 a.m. – 2:00 p.m.

Exhibit Teardown

Saturday, October 5
2:30 p.m. – 5:00 p.m.

EAST WEST EYE CONFERENCE

Exhibit Hall Booth Map



For an updated exhibit hall map, please visit www.eastwesteye.org.

Sponsorship Opportunities

EastWest Eye Conference

October 3 - 6, 2013 • Cleveland Medical Mart and Convention Center

Your company can select one of the sponsor options listed below or suggest another way to support the EastWest Eye Conference. 5-Star, 4-Star, 3-Star, 2-Star and 1-Star Sponsors will be recognized in EastWest publicity. General sponsorships are also encouraged.

company information

Company Name: _____

Contact Name/Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

Method of Payment: Payable to: Ohio Optometric Association (check one) ❑ Check ❑ Visa ❑ MC ❑ Discover ❑ AX

Credit Card #: _____ Exp. Date: _____ Amount: $ _____

(Company Name) will sponsor as follows:

❑ **5-Star Sponsor** *($20,000 and above)*
Options include:
Co-Sponsor of Friday Night Party
Audio-Visual
Education *(at least 20 hours)*

❑ **4-Star Sponsor** *($15,000 - $19,999)*
Options include:
Education *(at least 15 hours)*
Byline on each page of Registration Booklet

❑ **3-Star Sponsor** *($8,001 - $14,999)*
Options include:
Registration Area Banners
Exhibit Hall Banners
Education *(at least 10 hours)*
Breakfast Seminar *(you provide the speaker; we provide the food)*
Lunch Seminars *(you provide the speaker; we provide the food)*
Speaker Handout Web site

❑ **2-Star Sponsor** *($6,000 - $8,000)*
Options include:
Shuttle Bus
Contact Lens Roundtable and Ocular Disease Roundtable
Education *(at least 6 hours)*

❑ **1-Star Sponsor** *($2,000 - $5,999)*
Options include:
Refreshments *(at your booth or outside classrooms)*
Education *(at least 2 hours)*
Student Scholarships

Sponsor agrees to:

Remit payment for amount due within 30 days of receipt of invoice. Provide any and all requested materials, artwork or copy by specified deadlines. Use the name "EastWest Eye Conference" and Conference logo to promote sponsor's presence or sponsorship of activities at the Conference. All other uses for commercial purposes must obtain written permission from the EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085-6036

Signature: _____ Title: _____ Date: _____

MAIL: EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085-6036 • **FAX:** *(include credit card information):* (614) 781-6521

Advertising Opportunities

EastWest Eye Conference

October 3 - 6, 2013 • Cleveland Medical Mart and Convention Center

Choose one or more of these advertising opportunities to deliver your company's message. Complete the form below or call (800) 999-4939 to reserve your space.

Registration Booklet		*Conference Program*		*Web Site*	
The Registration Booklet is mailed in June to 35,000 optometrists, opticians and allied eye professionals.		The Conference Program is given to all EastWest attendees and serves as a guide to all EastWest events.		*www.eastwesteye.org*	
Reservation Due:	March 15	Reservation Due:	June 1	Reservation Due:	Continuous
Artwork Due:	April 1	Artwork Due:	July 1	Artwork Due:	Continuous
Rates – Black & White Only:		Rates – Black & White Only:		Rates:	
Rear Cover	$1,300	Rear Cover	$900	One Week Placement:	$200
Inside Covers (full pg.)	$1,000	Inside Covers (full pg.)	$700	Four Week Placement:	$750
Center Spread	$1,800	Center Spread	$1,200		
Full Page	$800	Full Page	$600		
Half Page	$600	Half Page	$400		
Quarter Page	$400				

Please contact EastWest Eye Conference to obtain advertising specifications for the Registration Booklet, Conference Program, and Web site.

advertising insertion order

The EastWest Eye Conference is hereby requested and authorized to insert our advertisement as specified below. Enclosed is full payment. (Payment for full amount must accompany order). We understand and agree that all copy submitted is subject to the acceptance and final approval of the EastWest Eye Conference; an advertising code is available upon request. The publisher will not accept responsibility for the preparation of negatives, artwork or special typesetting. All such charges will be billed extra at cost plus 20% for handling. Space and positions will be assigned on a first-come, first-served basis. No commissions will be allowed.

Ad Size/Publication:_____

Rate: _____

Company Name: _____

Contact Name/Title:_____

Address: _____

City/State/Zip:_____

Phone:_____ Fax: _____

E-mail:_____

Web site: _____

Method of Payment: Payable to: Ohio Optometric Association (check one)

❑ Check ❑ Visa ❑ MC ❑ Discover ❑ AX

Credit Card #:_____ Exp. Date:_____

Amount: $ _____

Mail: EastWest Eye Conference, P.O. Box 6036
Worthington, OH 43085 • **Fax:** (614) 781-6521

EastWest Eye Conference
P.O. Box 6036
Worthington, OH 43085
www.eastwesteye.org

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U.S. POSTAGE
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2012 EastWest Eye Conference Exhibitors

Thank you to the 2012 EastWest Eye Conference Exhibitors.

Abbott Medical Optics
ABS Smart Mirror
AIT Industries
Alcon
Allergan
Altair
American Solutions for Business
Art Optical Contact Lens, Inc.
Bausch & Lomb
CareCredit
Carl Zeiss Meditec
Classic Optical Laboratories
ClearVision Optical
Cleveland Sight Center
Codex Techworks
Compulink Business Systems
CooperVision, Inc.
COVD
Dave Proy Agency
Den Char Medical
DGH Technology, Inc.
Diopsys, Inc.
Diversified Ophthalmics, Inc.
Epsilon Psi Epsilon
Essilor Instruments USA
Essilor Laboratories
Essilor of America
Eye Designs, LLC
Eye Solutions, Inc.
Eyes of Faith Optical
EyeScience Labs
Fera Pharmaceuticals
Focus Laboratories Inc.
FoxFire Systems Group
Frank Gates Service Company
Hoya Vision Care
Hydrogel Vision Corp.
i-Dealoptics
IDOC, LLC
Interstate Optical Co., Inc.
Konan, Inc./Kowa
Latham & Phillips Ophthalmic Products
Luxottica Wholesale North America
Marchon
Marco
MaximEyes by First Insight
Merck, Inc.
Oculus, Inc.
Ocusoft
OD Mobility
Ohio Amblyope Registry
Ophthonix, Inc.
Optical Distributor Group
Optical One, Inc.
Optics, Inc.
Optovue, Inc.
OSU College of Optometry
PECAA
Practice Director
Precision Instruments, Inc.
Qspex Technologies, Inc.
Realeyes Classroom Initiative
Reichert
RevolutionEHR
Rooney Optical
Safigel/xR
Safilo USA
Santinelli International
Select Optical
Singer Optical
Soderberg Ophthalmic Services
Solutionreach
Synemed, Inc.
Synergeyes, Inc.
The Alliance
TLC Laser Eye Centers
Toledo Optical Laboratory, Inc.
Transitions Optical, Inc.
TuneAmp
Tura, Inc.
U.S. Bank
Vision Care Newsletters
Vision One Credit Union
Vistakon - Johnson & Johnson Vision Care, Inc.
VSP Global
VSP Optics Group
VSP Vision Care
Walmart
X-Cel Contacts
ZeaVision