



Illinois Optometric Association

304 West Washington Street • Springfield, Illinois 62701
217-525-8012 • FAX 217-525-8018

Dear Exhibitor,

We welcome your participation in this year's Illinois Optometric Association Annual Convention – ***“OPTOMETRIC DIRECTIONS 2010!”***

Included in this packet is all necessary information, registration forms, shipping instructions, etc. If you have questions, please feel free to contact me at any time. I hope to see you in October for another great show!

Sincerely,

Charlene Marsh
IOA Assistant Executive Director

Optometric Directions 2010

The 2010 Annual Meeting and Convention of the Illinois Optometric Association September 17-18, 2010 Crowne Plaza - Springfield, IL

Be sure to join us for this year's convention in Springfield. We're excited to offer our members a convention filled with quality continuing education, a Friday evening party and, of course, a top notch exhibit hall. In order to do that, however, we need YOU!!

As always, there will be no competing meetings or educational offerings during the exhibit hall hours. We'll also offer food, refreshments, a drawing, and games to attract as many doctors - your potential customers - as possible.

2010 IOA CONVENTION EXHIBIT HALL INFORMATION:

Exhibit Hall Hours: Friday, September 17, 11:00 a.m. - 2:00 p.m.
Saturday, September 18, 10:00 a.m. - 1:30 p.m.

Booth Fee: \$825/\$775 for Associate Members
IOA Associate Members will receive priority in selecting booth space.

Set Up: Exhibitor set-up begins at 8:30 a.m. on Friday, September 17, 2010.

Peoria Flag and Decorating will set-up and tear-down the exhibit hall. The company will provide the 8'x10' booth, draped back and side rails, a two-line sign for your booth, two tables, two chairs & a waste basket. Additional items may be ordered from Peoria Flag and Decorating. (See enclosed materials)

We hope to include you as a very important part of our 2010 convention. It will be an excellent opportunity to make new contacts, increase sales and spend time with friends and clients.

Everything you need to sign up, a contract, electrical form and exhibit hall map, is enclosed. Please review the materials carefully and return them to the IOA as soon as possible. Reservations are made on a first-come, first-served basis.

For more information, contact Charlene Marsh, Assistant Executive Director by phone at 217.525.8012 or e-mail ioabb@ioaweb.org.

We look forward to seeing you in September!

Illinois Optometric Association
304 W. Washington St.
Springfield, IL 62701
217.525.8012

**2010 ILLINOIS
OPTOMETRIC ASSOCIATION CONVENTION**
September 17-18, 2010 ~ Crowne Plaza, 3000 S Dirksen Pkwy, Springfield IL 62703
EXHIBITOR APPLICATION AND CONTRACT

COMPANY NAME: _____ CONTACT PERSON PHONE: _____
(print or type)

CONTRACT PERSON: _____ CONTACT PERSON E-MAIL: _____

ADDRESS: _____ CITY/ZIP: _____

EXHIBIT INFORMATION PACKETS:

Mailed to address listed above. If Original Packet or Duplicate Packet is to be mailed or e-mailed to a local representative, please list name and address or e-mail below:

NAME(S) AND PHONE OF REPRESENTATIVE(S) ATTENDING:

Two (2) representatives per booth allowed. Additional representatives -\$20 per person

BOOTH SELECTION: (BOOTH SIZE 8' x 10' with draped back and side rails – 1 (2 line) sign & one table and two chairs)
Use **Exhibit Hall Floor Diagram** to select booth space. Indicate 3 selections:
Booths are assigned upon **Full Payment and Completed Application and Signed Contract**. IOA Associate Members will receive first priority.

*No booth will be assigned until **Payment and Contract** is received.*

1st Choice

2nd Choice

3rd Choice

BOOTH IDENTIFICATION SIGN:

(Associate Members will have specially designated sign with Logo)

Line One: _____

Line Two: _____

Line Three: _____

(associate member only)

PAYMENT:

_____ Number of Booths selected at \$825 each = \$_____. (IOA Associate Member fee is \$775)

100% of Total Booth Fee must be received within 30 days of submission of this APPLICATION in order to be processed. Contracts received **WITHOUT PAYMENT** within 30 days will be returned.

Make check payable to: *Illinois Optometric Association, 304 W Washington, Springfield IL, 62701*
(217) 525-8012
(800) 933-7289

Credit Card # _____ Exp Date _____ CVV # _____

In accordance with contract regulations (on reverse side) governing exhibits to be held at the *Crowne Plaza Hotel* by the *Illinois Optometric Association*, **September 17-18, 2010**, the undersigned accepts and agrees to all terms and hereby makes application to exhibit.

Upon acceptance of this application and **FULL PAYMENT** this document constitutes a formal contract.

Application for Exhibit Space made by

Accepted by

Date

Date

(Exhibitor signature)

(IOA signature)

Payment Due _____ Booth Assignment _____

Return this contract to the IOA. An executed copy of the contract will be returned to you.

2010 IOA CONVENTION EXHIBITOR CONTRACT

APPLICATION: This application for space, along with payment in full and formal notice of assignment, constitutes a contract for the right to use the exhibit space. All exhibits/exhibitors are subject to the following regulations. The word "**Management**" herein refers to the Exhibit Management, acting through its agents. Applications are processed and assignments made in order received. All booths (corner & in-line) rent for **\$825. PAYMENT IN FULL MUST BE RECEIVED WITHIN 30 DAYS FOLLOWING SUBMISSION OF THIS APPLICATION OR THE APPLICATION WILL BE RETURNED.** If booth space is cancelled prior to **August 1, 2010 a 25% administrative fee will be charged based on the number of booths reserved.** After August 1, 2010, no refund will be made.

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 Management will consist of a cloth back wall eight feet high and side dividers 36 inches high. No construction or build-up exhibit, including signs, shall exceed the overall height of the back wall. Exceptions to this limitation may be made by Management for multiple booth or island exhibits. Display boards and other equipment more than 36 inches in height must not extend more than 36 inches from the booth back wall in regular aisle locations. Exceptions to this limitation may be made by Management for individual pieces of equipment. Each exhibitor will be provided a sign listing company name and booth number. Exhibitors will receive information about costs for Electrical and Other Accessories, i.e., furniture, drayage, etc. (contact Peoria Flag Decorating directly).

INSTALLATION AND DISMANTLE: Exhibit hall hours: **Friday, September 17, 2010, 11 a.m.- 2 p.m; Saturday, September 18, 2010, 10 a.m. - 1:30 p.m. Materials must be crated and packed for shipment by the exhibitor immediately following the close of exhibits.**

All deliveries must be coordinated through Peoria Flag Decorating Co., 2914 N. Wisconsin, Peoria, Illinois 61603. The Crowne Plaza Hotel **WILL NOT** accept any shipments.

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 damage.

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. Exhibits related to employment or practice opportunities for non-profit organizations, governmental entities or educational institutions may be accepted. No firm, organization nor individual not assigned booths space in the exhibit hall will be permitted to solicit business within the exhibit hall. Admission is not available to firms qualified to exhibit but not assigned space. Should management fail to hold the exhibit as herein provided, or 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.

SAFETY CODES: Exhibitors assume full responsibility for complying with city and hotel regulations concerning fire, safety and health. It is understood that tall exhibit material shall be flameproof and bottled gas, or any other type of flame, will not be permitted. All electrical displays and equipment must be wired in accordance with requirements.

SOLICITATION: All exhibitor printed material must be distributed within assigned booth space. No exhibitor will be allowed to distribute above mentioned articles in or around the registration area, educational sessions, or exhibit hall entrance. Food, beverages and other promotions may be utilized with prior authorization from Management.

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

LIABILITY: Management assumes no liability for loss or damage to property of the exhibitor or his representatives from theft, fire, accident, loss in transit or other causes. Exhibitors should check with management regarding special security for extremely valuable items. Injury to persons, loss or damage to property shall be Management's or the Hotel's liability only in cases of proven negligence. Exhibitors shall assume all liability for damage to exposition facility by reason of his exhibit, and shall indemnify Management and Hotel for all liability which might ensue by reason of his exhibit or presence at the convention.

ADMISSION: Exhibit hall admission is by official badge only. Exhibitors are expected to wear the official badge at all times. Registration badges are furnished to each exhibitor for each booth space rented. Additional badges may be purchased.

ENFORCEMENT OF RIGHTS: The court and authorities of the state of Illinois and the Federal District Court of the state of Illinois shall have jurisdiction over all controversies which may arise with respect to the enforcement of all rights under this agreement. The parties hereby expressly waive any other venue to which they may be entitled by virtue of residence or otherwise. The parties hereby agree and consent to be subject to the jurisdiction of such courts and any order that may be ordered by such courts in reference to this agreement. The parties understand and agree that this provision is a material provision of this agreement, that is part of the consideration involved in entering into this agreement and that the party would not have entered into this agreement except of inclusion of this provision herein.

REGULATIONS: These regulations are a part of the contract between the exhibitor and Management and are formulated in the best interest of the exhibitor. Management respectfully asks for full cooperation of the exhibitor in observing these regulations. Points not covered in this contract are subject to the decision of Management.

Electrical Request Form

Optometric Directions 2010

September 17-18, 2010

Company _____ Phone # _____

Address _____

City _____ State/Zip _____

Rep Name _____ Booth # _____

Quantity

Total Charge

_____ Single Outlet (\$20.00) _____

_____ Double Outlet (\$40.00) _____

IMPORTANT

Please check here if electricity is **NOT** required.

For our records, please return this form to the IOA whether electricity is requested or not!

Return this form by August 1, 2010 along with payment (made payable to the Illinois Optometric Association) to:



Illinois Optometric Association
304 W. Washington Street
Springfield, IL 62701

REMINDER!

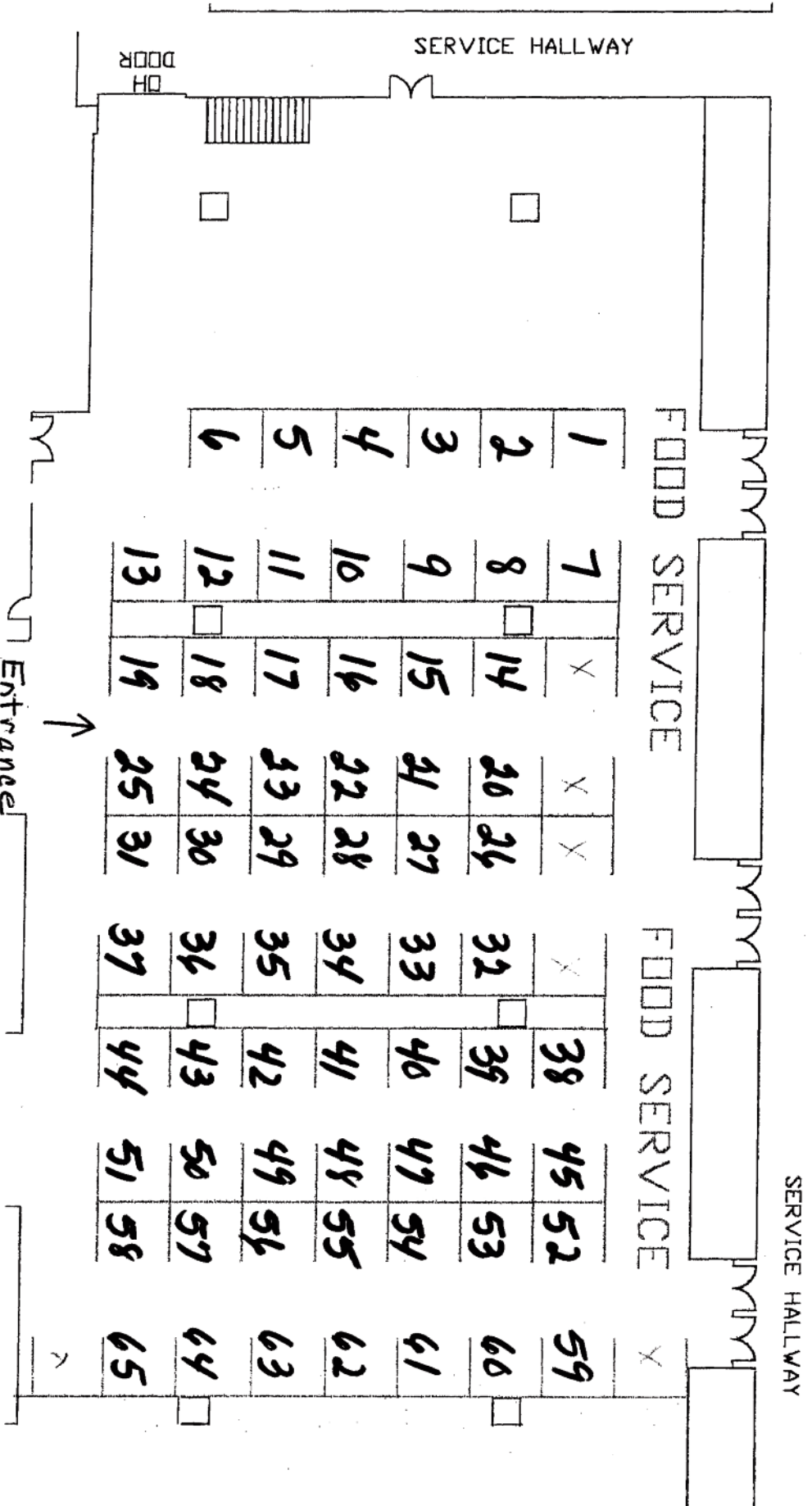
Booth space is reserved on a first-come, first-served basis! Please send in your contracts early in order to guarantee your choice of space! Booths fill up quickly, so don't wait.

Illinois Optometric Association Convention

September 17-18, 2010

CROWNE PLAZA

PLAZA LEVEL (FIRST FLOOR)



HOTEL ROOM INFORMATION

Call the Crowne Plaza Hotel
at 217-529-7777 to make room
reservations. Our special IOA rate is
\$124 single and double. This rate
is good until 8/25/10 only!

2010 IOA GOLF EXTRAVAGANZA



The Rail Golf Course
Thursday, September 16th
11:30 am Registration
12:30 pm Shotgun Start
5:30 pm Dinner & Awards



In conjunction with the 2010 IOA Convention in Springfield, we're teeing it up at the Rail. The Rail is a great course, minutes away from the Crowne Plaza, convention headquarters. It's a great combination of fairness and challenge, always in superb condition with a staff that's always ready to help.

Our golf outing is a great way to interact with our members in an informal setting, whether it's warming up on the range or the putting green before, exchanging advice out on the course during, embellishing your great shots, or fine-tuning your excuses afterwards.

We have several ways for you to participate. There are four Hole-In-One Sponsorships available. Our \$600 cost covers two golfers and two on-course representatives, a closest-to-the-pin proximity prize and a \$10,000 hole-in-one policy for each ace scored on the sponsored hole during our outing. Higher prizes can be arranged, up to \$1,000,000. Your golfers get greens fees, cart and dinner, and your on-course reps get to be out on the course during the outing and attend dinner afterwards. Additional golfers cost \$95 and additional dinners cost \$30.

There are fourteen individual Hole Sponsorships available for \$300 each. This covers one golfer and one on-course representative plus a proximity prize on the covered hole, such as long drive, long putt, straightest drive, etc. Additional golfers cost \$95 and additional dinners \$25.

IOA Associate Members get a \$50 discount on either sponsorship package.

Space is limited so act quickly. The sooner you sign up the sooner we can use your sponsorship to promote our event to the IOA membership. After the September 10th deadline, the golf and dinner fee is \$125.

If you have any questions, please contact me. We look forward to seeing you at the Rail Golf Course in September.

Gary G. Gray, Jr. OD, IOA Golf Chair
2490 North Water, Suite 16
Decatur, IL 62526
217-875-4646, (fax) 217-875-2870
gggod1@aol.com

In conjunction with the 2010 IOA Convention

IOA Golf Extravaganza

The Rail

Thursday, September 16th

11:30 am Registration

12:30 pm Shotgun Start

5:30 pm Dinner & Awards



Contact Name		Company		
Address	Street	City	State	Zip
Phone	Fax	Email		

Hole-In-One Sponsor: (\$10,000 Prize / includes 2 golfers, 2 reps)
 \$600 IOA Associate Member \$750 Non-IOA Member


Golfer 1 _____ Rep 1 _____
Golfer 2 _____ Rep 2 _____

Individual Hole Sponsor: (includes one golfer, one rep)
 \$300 IOA Associate Member \$400 Non-IOA Member

Golfer 1 _____ Rep 1 _____

Additional golfers & dinners: \$95 ea. x _____ Additional dinners only: \$25 ea. x _____ (include additional names below)

~After September 10th, golf and dinner \$125~



METHOD OF PAYMENT	Card Number	Exp. Date
	_____	_____
Total \$ _____	Cardholder's Name (please print)	Cardholder's Signature
<input type="checkbox"/> Check enclosed Make Payable to IOA	_____	_____
<input type="checkbox"/> Credit Card Visa, MasterCard, Discover, American Express	_____	_____

Mail to: IOA, 304 W Washington, Springfield, IL 62701 or Fax to: 217-525-8018

Questions? Contact Gary Gray, OD: 217-875-4646 or gggod1@aol.com

Optometric Directions 2010

The 2010 Annual Meeting and Convention of the
Illinois Optometric Association
September 16-19, 2010
Crowne Plaza - Springfield, IL

Gain exposure and increase name recognition!!

Convention booklet advertising

Convention participants rely on the convention booklet to make their plans for the weekend's activities. You can be part of that booklet and keep your name in their line of sight!

Display your support of Illinois optometrists and the IOA by being part of the convention booklet. Please indicate your advertising selection and return this form to the IOA Executive Office. The book will again be in the popular 4" x 9" format.

YES! Please reserve space for our company!

_____ Outside Back cover (\$500) _____ Inside front cover (\$400) _____ Inside back cover (\$400)

_____ Full page (\$300); dimension of ad is 3 ½" x 8"

_____ Half page (\$160); dimension of ad is 3 ½" x 4 ¼"

_____ Quarter page (\$90); dimension of ad is 3 ½" x 2 1/8"

Name _____ Email _____

Company _____

Address _____

Phone _____ Fax _____

Payment type: Check made payable to Illinois Optometric Association, or
Credit card number _____ exp _____

Please submit ad and payment by August 1, 2010. Typesetting services available.
For more information about convention booklet advertising, contact Charlene Marsh
217.525.8012.

Optometric Directions 2010

IOA 2010 Annual Meeting and Convention
September 16-19, 2010
Crowne Plaza - Springfield, IL

Sponsorship opportunities – WE NEED YOUR SUPPORT!

Gain exposure and increase name recognition by sponsoring an activity or by supplying materials for the convention. This is a great way to let convention attendees know that you support optometry in Illinois! Please take advantage of the following sponsorship opportunities, or call Charlene Marsh for other ideas!

Company Name _____ Phone _____

Contact Person _____ Email _____

Supplies

(Simply provide these to be handed out at convention - send to IOA office by Sept. 1, 2010)

_____pens/pencils - 500 _____note pads - 500

OD Breakfast

_____ Friday, Sept. 17 - Amount Pledged _____

_____ Saturday, Sept. 18 - Amount Pledged _____

Coffee Break

_____ Sunday, Sept. 19 - Amount Pledged _____

Other

Attention sponsors: You will receive recognition for sponsoring each and every item and/or event that you check! We appreciate your support!

For more information about other sponsorship opportunities
at the Optometric Directions 2010 IOA Convention,
contact Charlene Marsh at 217.525.8012.

Thank you for your support!

Optometric Directions 2010

The 2010 IOA Convention theme is **Optometric Directions 2010**.

As an exhibitor, this is your opportunity to show our attendees how your most innovative products and services can make their eyecare practice cutting edge!

Maximize your traffic!

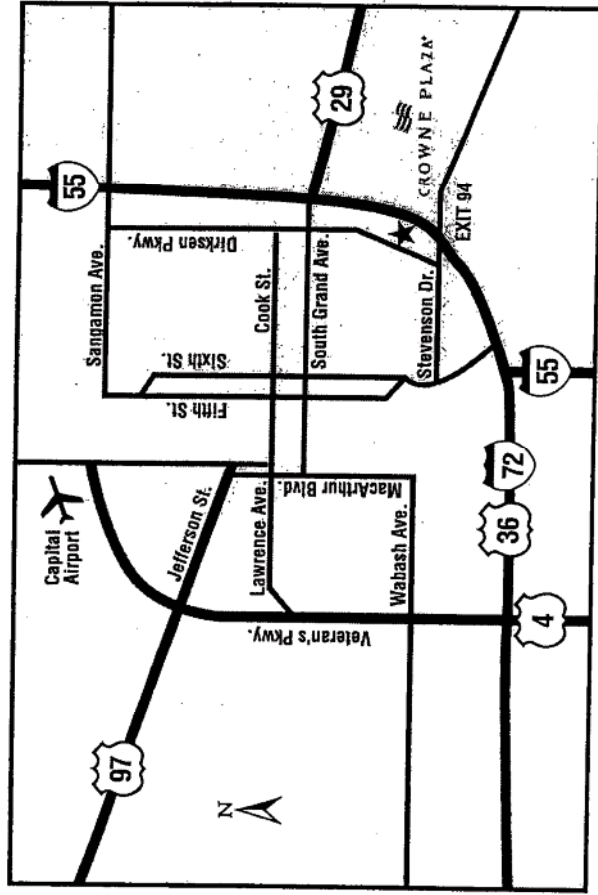
We are encouraging each exhibitor to hold a drawing at your booth. Invite the ODs and paras to stop by and register for a daily giveaway.

While the registrants are filling out their drawing slips, you have a prime opportunity to make new contacts and renew old connections.

Make plans now to increase your booth traffic and bottom line!

Illinois Optometric Association
304 W. Washington St.
Springfield, IL 62701
217.525.8012

LOCATION

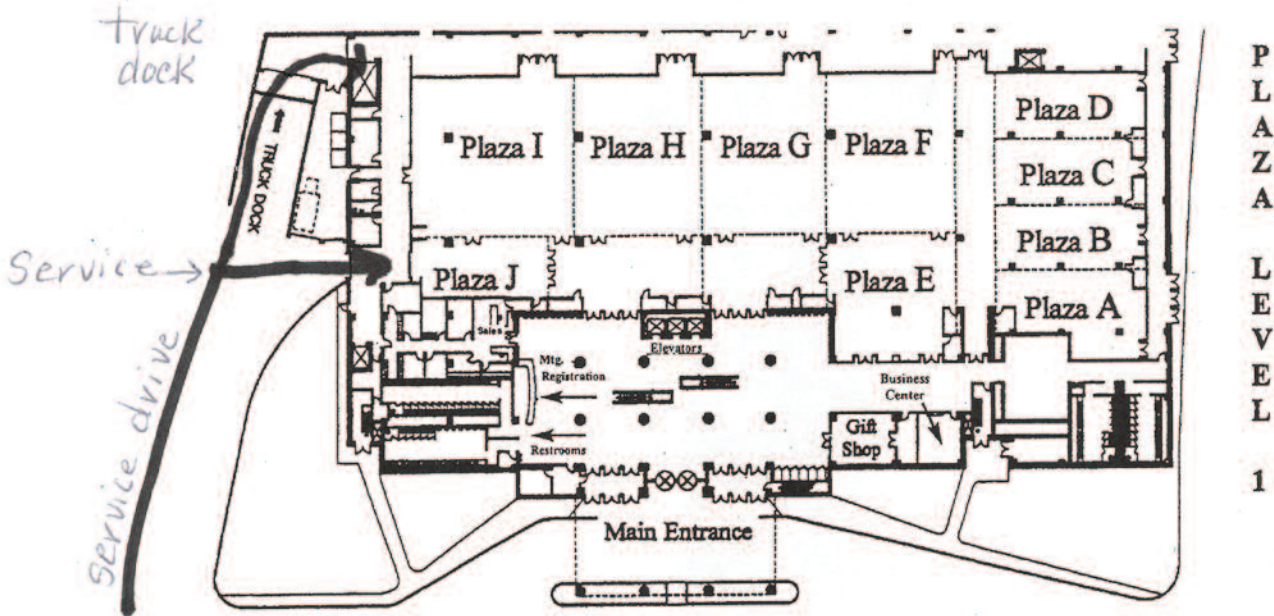


From I-55, take exit 94 to Stevenson Drive.
Head west one block and go north on
Dirksen Parkway one block. Hotel is on the right.

- Conveniently situated off I-55
- One mile from golf, the University of Illinois - Springfield & Lake Springfield
- Within 3 miles of Lincoln historic sites, state government complex & convention center
- Just 8 miles to Capital Airport
- Walking distance to shopping, movie theater & dining options

The IOA special room rate is \$124.00. Call reservations at 217-529-7777.
Mention the IOA. Do NOT call worldwide reservations' 800#!


CROWNE PLAZA®
SPRINGFIELD
THE CONVENTION HOTEL



Illinois Optometric Association

Sept. 17th 18, 2010

Springfield, IL