

Optometry *at your* **Service** **2011**

The 2011 Annual Meeting and
Convention of the
Illinois Optometric Association
September 16-17, 2011
Westin Chicago Northwest Hotel - Itasca, IL

Be sure to join us for this year's convention in Itasca. 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.

2011 IOA CONVENTION EXHIBIT HALL INFORMATION:

Exhibit Hall Hours: Friday, September 16, 11:00 a.m. - 2:00 p.m.
Saturday, September 17, 10:00 a.m. - 1:30 p.m.

Booth Fee: \$900/\$850 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 16, 2011.

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 2011 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

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.

Ballroom 5

service

service

service

Food Service

Food Service

loading

Ballroom 3

closet

Ballroom 4

1	2	3	4	5	6
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7	13
8	14
9	15
10	16
11	17
12	18

19	25
20	26
21	27
22	28
23	29
24	30

31	37
32	38
33	39
34	40
35	41
36	42

43	49
44	50
45	51
46	52
47	53
48	54

55	56	57	58	59	60
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Ballroom 1

service

Ballroom 2

Entrance



2011 ILLINOIS OPTOMETRIC ASSOCIATION CONVENTION

September 16-17, 2011 ~ Westin Chicago Northwest Hotel, 400 Park Blvd, Itasca IL 60143

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 \$900 each = \$_____. (IOA Associate Member fee is \$850)

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 *Westin Hotel* by the *Illinois Optometric Association*, **September 16-17, 2011**, 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.

2011 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 \$900. **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, 2011** a **25% administrative fee will be charged based on the number of booths reserved.** After August 1, 2011, 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 16, 2011, 11 a.m.- 2 p.m.; Saturday, September 17, 2011, 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 Westin 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 all 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

Optometry
at your
Service
2011

September 16-17, 2011

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, 2011 along with payment (made payable to the Illinois Optometric Association) to:



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

ATTENTION EXHIBITORS

Due to rising costs, we will only be able to include 1(one) table with your booth rental fee this year. If you need an additional table, you **MUST** order it from Peoria Flag and Decorating in advance of the show. Order information is included in this mailing. Thanks!

HOTEL ROOM INFORMATION

Call the Westin Chicago Northwest Hotel
at 630-773-4000 to make room
reservations. Our special IOA rate is
\$119 single and \$129 double. This rate
is good until 8/18/11 only!

2011 IOA GOLF CLASSIC



Bloomingtondale Golf Club
Thursday, September 15th

11:30 am Registration
12:30 pm Shotgun Start
5:30 pm Dinner & Awards



In conjunction with the 2011 IOA Convention in Itasca, we're teeing it up at Bloomingtondale Golf Club, a challenging par 71 course minutes from our convention site.

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 or 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 \$30.

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 1st deadline, the golf and dinner fee is \$120.

If you have any questions, please contact me. We look forward to seeing you at Bloomingtondale Golf Club in October.

Dennis M. Brtva OD, IOA Golf Chair
2109 N Veterans Pkwy, Ste 2
Bloomington IL 61704
309-663-2211, (fax) 309-664-2971
brtva@aol.com

In conjunction with the 2011 IOA Convention

2011 IOA Golf Classic

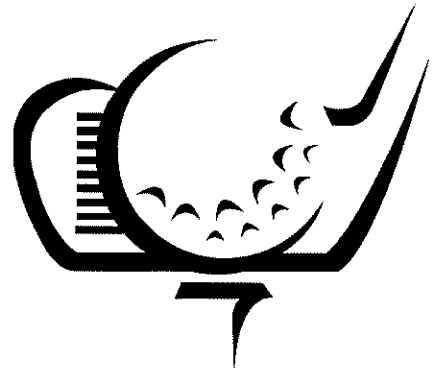
Bloomingtondale Golf Club

Thursday, September 15th

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 <small>Make Payable to IOA</small>	_____	_____
<input type="checkbox"/> Credit Card <small>Visa, MasterCard, Discover, American Express</small>		

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

Questions? Contact Dennis Brtva, OD: 309-663-2211 or brtva@aol.com

Optometry *at your* **Service** **2011**

The 2011 IOA Convention theme is **Optometry at your Service 2011**. 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

Optometry *at your* **Service** **2011**

The 2011 Annual Meeting and
Convention of the Illinois
Optometric Association
September 15-18, 2011
Westin Chicago Northwest -
Itasca, 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, 2011. Ad creation services available.
For more information about convention booklet advertising, contact Charlene Marsh
217.525.8012.

Optometry *at your* **Service** **2011**

IOA 2011 Annual Meeting and
Convention
September 15-18, 2011
Westin Chicago Northwest
Hotel - Itasca, 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. 3, 2011)

_____ pens/pencils - 500 _____ note pads - 500

OD Breakfast

_____ Friday, Sept. 16 - Amount Pledged _____

_____ Saturday, Sept. 17 - Amount Pledged _____

Coffee Break

_____ Sunday, Sept. 18 - Amount Pledged _____

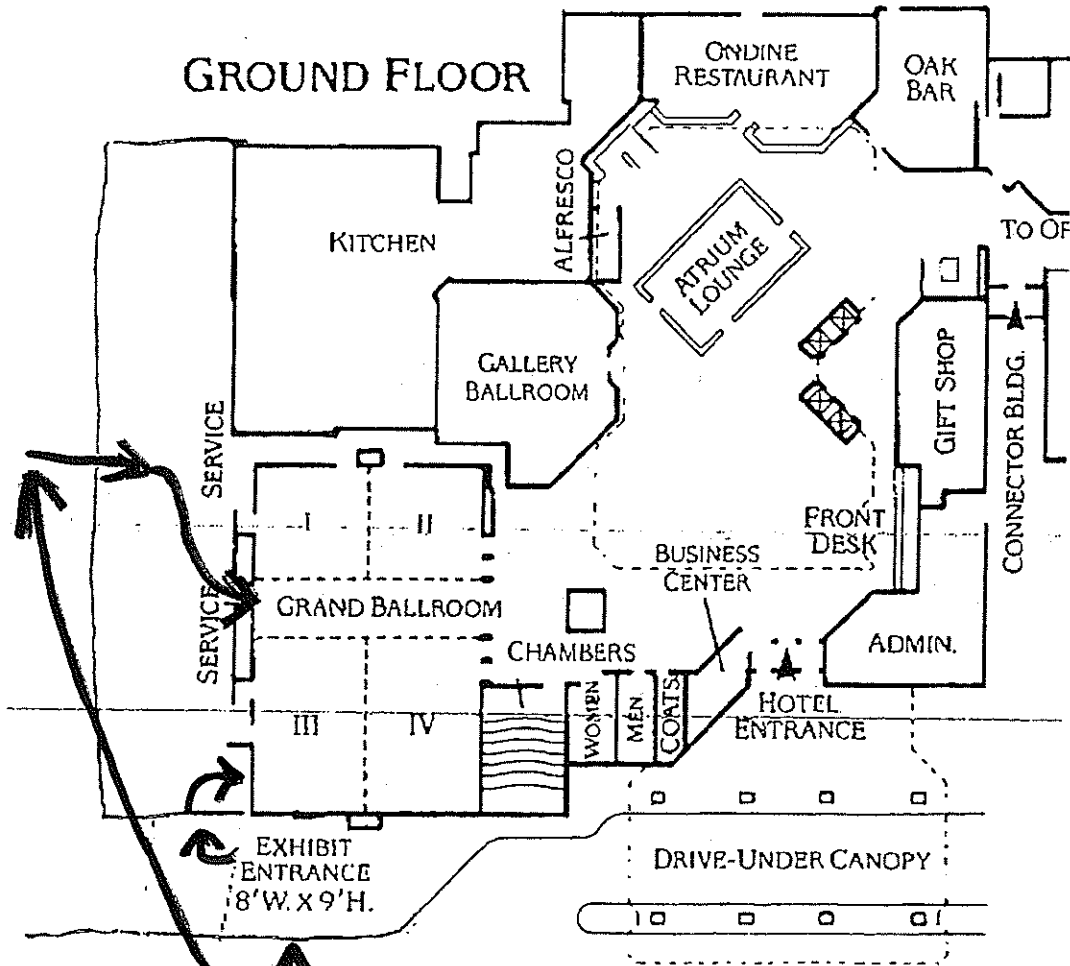
Other

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 2011 IOA Convention,
contact Charlene Marsh at 217.525.8012.

Thank you for your support!

Westin Chicago Northwest
400 Park Blvd.
Itasca, IL



Use exhibit entrance to
unload.



PEORIA FLAG
&
DECORATING CO.
-EXHIBITION DECORATORS-

920 E. GLEN AVENUE
PEORIA HEIGHTS, ILLINOIS 61616-5377
(309) 685-8989 * (800) 322-3946
FAX (309) 685-8537
CENTRAL ILLINOIS FLAG HEADQUARTERS
Service we're proud of !

2011
ILLINOIS OPTOMETRIC ASSOCIATION
WESTIN HOTEL
ITASCA, IL
SEPTEMBER 16th - 17th, 2011

Dear Exhibitor,

Welcome to Itasca, Illinois and the Westin Hotel. Peoria Flag & Decorating Co., Inc., has been named the official show decorator. This packet contains information and forms for ordering additional equipment and services. Please look over, and fill out the forms needed and return early with payment.

Each 10' Draped Booth Space will be **BURGUNDY/WHITE** in color. The back wall will be 8' tall and the side divider walls will be 3' in height. Each booth will contain One 8' x 30" Tall Skirted Table, One Wastebasket, Two Padded Side Chairs, and an 7" x 44" ID Sign. The entire exhibit floor is carpeted!!

To qualify for the discount rate, your order must be **PREPAID** by either check or credit card authorization. Please fill out the Payment Form with all orders. **THE CUTOFF DATE TO RECEIVE THE DISCOUNT RATE IS MONDAY SEPTEMBER 12th, 2011, AFTER THAT DATE ALL ORDERS RECEIVED WILL BE CHARGED AT THE FULL FLOOR ORDER RATE!!**

If you are sending in freight, **PLEASE SHIP IT PREPAID. WE REFUSE ALL COLLECT SHIPMENTS!!** PLEASE SHIP YOUR FREIGHT TO PEORIA FLAG & DECORATING. ALL FREIGHT MUST ARRIVE NO LATER THAN WEDNESDAY SEPTEMBER 14th, 2011, NO EXCEPTIONS!! When sending in freight, please fill out the Freight Form prior to shipping.

If you have any questions, please call us **TOLL FREE** at (800)322-3946. You may also fax us your credit card orders at (309)685-8537. Please review all forms carefully, fill-out the proper forms, and mail early to ensure you receive the additional services you require. Thank You, and have a **GREAT SHOW!!**



PEORIA FLAG
&
DECORATING CO.
-EXHIBITION DECORATORS-

920 E. GLEN AVE.
PEORIA HEIGHTS, ILLINOIS 61616-5377
(309) 685-8989 8 (800) 322-3946 * FAX (309) 685-8537
Website: www.peoriaflag.com

DEADLINE FOR THIS FORM IS:
SEPTEMBER 12TH, 2011
RETURN EITHER BY FAX OR MAIL

TOTAL: \$ _____

RENTALS ARE NON-TAXABLE

PLEASE PRINT OR TYPE

RENTAL FURNITURE AND EQUIPMENT ORDER FORM

PAYMENT POLICY: Payment in full of rental charges, must accompany your **ADVANCE ORDER** to qualify for **DISCOUNT RATES**. See enclosed **PAYMENT POLICY AND BILLING AUTHORIZATION FORM** which must be signed and accompany this order form.

CANCELLATION POLICY: Items cancelled after move-in begins will be charged at 50% of original price - Carpeting and draped table(s) at 100% of price.

COLOR/SIZE SELECTIONS: Circle color and/or size where applicable. Choices not indicated will be selected by Peoria Flag to coordinate with show colors.

ORDERS WILL BE ENTERED AS CHECKED BELOW. CHARGES INCLUDE PLACING IN BOOTH READY FOR USE. EQUIPMENT IS ON A RENTAL BASIS ONLY. ORDERS CONFIRMED ONLY UPON REQUEST. ALL MATERIALS REMAIN THE PROPERTY OF PEORIA FLAG & DECORATING CO.

CHAIRS	DISCOUNT RATE	STANDARD RATE	QUANTITY
FOLDING CHAIR	\$7.00	\$10.00	
PADDED SIDE CHAIR	13.00	\$18.00	
PADDED ARM CHAIR	15.00	\$20.00	
PADDED STOOL W/BACK	25.00	\$30.00	
CARPETING		SHOW LOCATION IS: <u>CARPETED</u>	
10' x 10'	\$70.00	\$85.00	
10' x 20'	\$140.00	\$160.00	
10' x 30'	\$210.00	\$235.00	
CARPET PADDING ...PER SQ./FT.	\$0.70	\$0.85	
<input type="checkbox"/> BLACK <input type="checkbox"/> GRAY <input type="checkbox"/> RED <input type="checkbox"/> BLUE <input type="checkbox"/> GREEN		CARPET IS SHOW READY WHEN DELIVERED TO YOUR BOOTH. SEE CLEANING FORM FOR ADDITIONAL VACUUMING.	
ADDITIONAL DRAPE			
8' HIGH	\$4.00	\$5.00	
3' HIGH	\$3.00	\$4.00	
PRICES PER LINEAL FOOT	COLOR:		
TABLETOP RISERS			
4' L x 12" W x 10" H	\$21.00	\$26.00	
6' L x 12" W x 10" H	\$24.00	\$29.00	
ALL RISERS ARE COVERED & SKIRTED IN WHITE ONLY			
MISCELLANEOUS EQUIPMENT			
WASTEBASKET	\$8.00	\$10.00	
25' (16 GA.) EXTENSION CORD	\$8.00	\$10.00	
EASEL	\$12.50	\$15.00	
QUARTZ LIGHT ON 8' POLE	\$40.00	\$55.00	
ROUND PEDESTAL TABLE SKIRTED (24" W x 30" H)	\$40.00	\$50.00	
ROUND PEDESTAL TABLE SKIRTED (24" W x 40")	\$50.00	\$60.00	

TABLES 30" H x 2' W	DISCOUNT RATE	STANDARD RATE	QUANTITY
4' LONG TABLE, SKIRTED 3 SIDES	\$50.00	\$60.00	
6' LONG TABLE, SKIRTED 3 SIDES	\$60.00	\$70.00	
8' LONG TABLE, SKIRTED 3 SIDES	\$65.00	\$75.00	
4' LONG TABLE, NOT SKIRTED	\$24.00	\$29.00	
6' LONG TABLE, NOT SKIRTED	\$29.00	\$34.00	
8' LONG TABLE, NOT SKIRTED	\$33.00	\$38.00	
COUNTER TABLES 40" H x 2' W			
4' LONG COUNTER, SKIRTED 3 SIDES	\$60.00	\$70.00	
6' LONG COUNTER, SKIRTED 3 SIDES	\$70.00	\$80.00	
8' LONG COUNTER, SKIRTED 3 SIDES	\$75.00	\$85.00	
4' LONG COUNTER, NOT SKIRTED	\$29.00	\$34.00	
6' LONG COUNTER, NOT SKIRTED	\$35.00	\$40.00	
8' LONG COUNTER, NOT SKIRTED	\$39.00	\$44.00	

SKIRT 4th SIDE OF TABLE			
SKIRT 4th SIDE of 30" TABLE (S)	\$15.00	\$20.00	
SKIRT 4th SIDE of 40" TABLE(S)	\$20.00	\$25.00	
SKIRT COLOR DESIRED: (INCLUDES WHITE VINYL TOP COVER)			
<input type="checkbox"/> RED	<input type="checkbox"/> SILVER	<input type="checkbox"/> BURGUNDY	<input type="checkbox"/> LIGHT GREEN
<input type="checkbox"/> WHITE	<input type="checkbox"/> TEAL	<input type="checkbox"/> HUNTER GREEN	<input type="checkbox"/> BEIGE
<input type="checkbox"/> BLUE	<input type="checkbox"/> BLACK	<input type="checkbox"/> GOLD	

EACH 10' BOOTH SPACE WILL CONTAIN THE FOLLOWING:

- ONE 8'X24" WIDE X 30" TALL SKIRTED TABLE
- TWO PADDED SIDE CHAIRS / ONE WASTEBASKET
- AN 7" X 44" ID SIGN
- THE ENTIRE EXHIBIT FLOOR IS CARPETED

NAME OF EVENT: 2011 ILLINOIS OPTOMETRIC ASSN. - WESTIN HOTEL - ITASCA, ILLINOIS

COMPANY: _____ BOOTH # _____

ORDERED BY: _____ PHONE #: (_____) _____



PEORIA FLAG
&
DECORATING CO.
-EXHIBITION DECORATORS-

920 E. GLEN AVE.
PEORIA HEIGHTS, ILLINOIS 61616-5377
(309) 685-8989 8 (800) 322-3946 * FAX (309) 685-8537
Website: www.peoriaflag.com

DEADLINE FOR THIS FORM
SEPTEMBER 12TH, 2011
RETURN EITHER BY FAX OR
MAIL

TOTAL: \$ _____

PLEASE PRINT OR TYPE

PROVIDED TABLE ORDER FORM

RENTALS ARE NON-TAXABLE

WE WOULD LIKE THE PROVIDED TABLE(S) IN OUR BOOTH(S) TO BE:
30" TALL x 24" WIDE TABLE(S)

4' LONG _____ NUMBER OF PROVIDED TABLES

6' LONG _____ NUMBER OF PROVIDED TABLES

8' LONG _____ NUMBER OF PROVIDED TABLES

DO NOT NEED TABLES IN OUR BOOTH

PLEASE UPGRADE THE PROVIDED TABLE(S) TO 40" TALL.
THE COST IS \$20.00 PER PROVIDED TABLE.

4' LONG _____ x \$20.00 = \$ _____

6' LONG _____ x \$20.00 = \$ _____

8' LONG _____ x \$20.00 = \$ _____

**CHANGES MADE AT SHOW SITE
WILL BE CHARGED AT REGULAR PRICE!**

NAME OF EVENT: 2011 ILLINOIS OPTOMETRIC ASSN. – WESTIN HOTEL – ITASCA, ILLINOIS

COMPANY: _____ BOOTH # _____

ORDERED BY: _____ PHONE #: (_____) _____



PEORIA FLAG
&
DECORATING CO.
-EXHIBITION DECORATORS-

920 E. GLEN AVE.
PEORIA HEIGHTS, ILLINOIS 61616-5377
(309) 685-8989 8 (800) 322-3946 * FAX (309) 685-8537
Website: www.peoriaflag.com

DEADLINE FOR THIS FORM IS:
SEPTEMBER 6TH, 2011
RETURN EITHER BY FAX OR MAIL

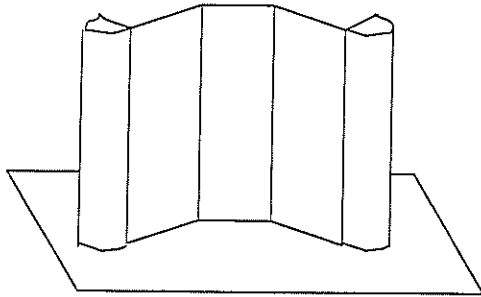
TOTAL: \$ _____

DISPLAY RENTALS ARE NON-TAXABLE

PLEASE PRINT OR TYPE

DISPLAY RENTAL ORDER FORM

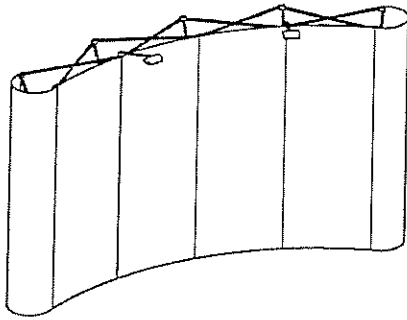
**PRICES ARE FOR THE DURATION OF ENTIRE SHOW
PRICES ALSO INCLUDE INSTALLATION & DISMANTLE**



6' TABLETOP DISPLAY
BLACK VELCRO COMPATIBLE FABRIC FINISH
48" TALL

RENTAL \$150.00: _____ (QTY.)

OPTIONAL LIGHTS @ 20.00: _____ (QTY.)



10' FLOOR DISPLAY
BLACK VELCRO COMPATIBLE FABRIC FINISH
8' TALL WITH TWO LIGHTS.

RENTAL \$425.00: _____ (QTY.)



Literature Rack
SILVER FINISH
6 POCKET

RENTAL \$35.00: _____ (QTY.)



Bag Rack

Silver Finish

RENTAL \$35.00: _____ (QTY.)

DISPLAY RENTALS MUST BE PREPAID BY CHECK OR CREDIT CARD. TO GUARANTEE RENTAL, THIS FORM MUST BE RETURNED BY THE ABOVE DATE!

NAME OF EVENT: 2011 ILLINOIS OPTOMETRIC ASSN. - WESTIN HOTEL - ITASCA, IL

BOOTH # _____

COMPANY: _____

ORDERED BY: _____ PHONE #: (____) _____



**PEORIA FLAG
&
DECORATING CO.**
-EXHIBITION DECORATORS-

920 E. GLEN AVE.
PEORIA HEIGHTS, ILLINOIS 61616-5377
(309) 685-8989 8 (800) 322-3946 * FAX (309) 685-8537
Website: www.peoriaflag.com

**DEADLINE FOR THIS FORM IS:
SEPTEMBER 14TH, 2011**
RETURN EITHER BY FAX OR MAIL

TOTAL: \$ _____

PLEASE PRINT OR TYPE

FREIGHT HANDLING ORDER FORM

FREIGHT IS NON-TAXABLE

PEORIA FLAG & DECORATING CO., INC. HAS BEEN SELECTED AS DRAYAGE CONTRACTOR FOR THIS SHOW

1. Mail or fax this form and your advance payment to the order processing address or fax number noted above as soon as possible. SEE BELOW FOR WAREHOUSE AND DIRECT TO SHOW SITE SHIPPING ADDRESSES.
2. All shipments must be sent pre-paid. COLLECT SHIPMENTS WILL BE REFUSED!

Up to 30-Days Prior - ADVANCE SHIPPING WAREHOUSE ADDRESS

To: (NAME OF EXHIBITOR and BOOTH NUMBER)
For: NAME OF SHOW
C/O PEORIA FLAG & DECORATING CO., INC.
920 E. GLEN AVENUE.
PEORIA HEIGHTS, IL 61616-5377

ADVANCE TO WAREHOUSE MUST BE RECEIVED BEFORE
(3PM WEDNESDAY SEPTEMBER 14TH, 2011)

INBOUND SHIPPING INFO - PRIOR TO EXHIBIT: (CHECK ONE) _____ TO WAREHOUSE

SHIPPED VIA: _____ PRO# _____

DATE SHIPPED: _____ ESTIMATED ARRIVAL DATE: _____

DESCRIPTION OF SHIPMENT: _____
of CRATES: _____ # of DISPLAY CASES: _____ # of CARTONS: _____ # of SKIDS: _____
TOTAL # PIECES: _____ TOTAL WEIGHT: _____

OUTBOUND SHIPPING INSTRUCTIONS - AT CLOSE OF EXHIBIT

SHIP TO: _____
ATTENTION: _____
ADDRESS: _____
CITY/STATE/ZIP: _____ PHONE: (_____) _____

SELECT OUTBOUND CARRIER (CHECK ONE THAT APPLIES)

- MOTOR FREIGHT (name) _____ VAN LINE (name) _____
- UPS: GROUND BLUE LABEL (2nd DAY AIR) RED LABEL (NEXT DAY AIR) - UPS ACCOUNT #: _____
- FED EX - ACCOUNT #: _____
- OTHER AIR CARRIER (name) _____ OTHER AIR CARRIER ACCOUNT #: _____

If you have not designated a motor freight company, Peoria Flag & Decorating Co., Inc. will select a carrier. Peoria Flag will load out your shipments when your carrier arrives. Peoria Flag cannot be held responsible for unattended or non-prearranged freights left on the show floor. ALL SHIPMENTS WILL BE SHIPPED COLLECT UNLESS OTHERWISE SPECIFIED. PEORIA FLAG & DECORATING CO., INC. WILL NOT BE RESPONSIBLE FOR ANY FREIGHT CHARGES!

THIRD PARTY BILLING - IF FREIGHT CHARGES ARE TO BE BILLED TO A THIRD PARTY, THE FOLLOWING INFORMATION MUST BE FILLED OUT.

NOTE: YOUR COMPANY MUST HAVE AN ESTABLISHED ACCOUNT WITH DESIRED CARRIER OR SHIPMENTS WILL ARRIVE COLLECT

COMPANY NAME: _____
BILLING ADDRESS: _____
CITY/STATE/ZIP: _____ PHONE: (_____) _____
PAYMENT GUARANTEED BY: (print) _____

SIGNATURE: _____ DATE: _____

*****SEE REVERSE SIDE FOR RATES AND ADDITIONAL INFORMATION*****

NAME OF EVENT: 2011 ILLINOIS OPTOMETRIC ASSN. — WESTIN HOTEL — ITASCA, ILLINOIS

COMPANY NAME: _____ BOOTH # _____

ORDERED BY: _____ PHONE (_____) _____

PLEASE PRINT OR TYPE

MATERIAL HANDLING RATE SCHEDULES

ROUND TRIP IN AND OUT (200 lb MINIMUM)
***PER SHIPMENT

AT WAREHOUSE (3PM WEDNESDAY SEPTEMBER 14TH, 2011)

SHIPMENTS RECEIVED AND STORED 30 DAYS IN ADVANCE AND DELIVERED TO BOOTH, REMOVAL AND RETURN OF EMPTY CRATES, HANDLING OF OUTBOUND SHIPMENT TO CARRIER, PER SHIPMENT**:

\$35.00
PER
CWT
(200 lb Minimum)

SMALL PACKAGES

A \$25.00 FLAT FEE WILL BE APPLIED TO THE RECEIVING AND DELIVERING OF SINGLE SMALL PACKAGES (under 20 lbs).

\$25.00
each

PER CWT = PER 100 LBS.; 200 LB. MINIMUM

GENERAL INFORMATION & LIMITS OF LIABILITY

Rates quoted above apply on each shipment received, based on inbound weight and are based on a 200 lb. minimum charge per shipment whether received at the warehouse or at the show sit. No allowance will be made for attrition during the event. Shipments must be consigned to Peoria Flag & Decorating Co., Inc., as the convention site does not have the facilities to receive such shipments and will refuse them.

Peoria Flag & Decorating Co., Inc. will not be responsible for damage to uncrated and/or unskidded exhibit material, nor will Peoria Flag & Decorating be responsible for concealed damage to exhibit material. Peoria Flag & Decorating's limit of liability will be \$0.30 per lb. per article with a maximum of \$50.00 per article.

It is the Exhibitor's sole responsibility to label each piece of outbound shipment and submit to Peoria Flag & Decorating Co., Inc. a completed bill of lading.

Exhibitor routings on outbound shipments will be honored when possible, however the right is reserved to reroute any outbound shipment not picked up within allotted move-out period by Exhibitor's specified carrier. Exhibitor must arrange for special carrier. Exhibitor material remaining after the move-out period without forwarding instructions will be forwarded to the permanent address of the Exhibitor or his agent, freight collect, and no liability of any nature shall attach to Exhibit Management or to Peoria Flag & Decorating Co., Inc. In any event, Peoria Flag & Decorating will not be liable for exhibit materials abandoned at the exhibit site.

Be sure to empty all materials from crates or boxes before labeling them with an empty sticker. Empty labels will available at the Peoria Flag & Decorating service center.

INSURANCE

Peoria Flag & Decorating Co., Inc. and its agents, will not be responsible for the count or content of material after it has been placed in the exhibit area, before or during installation time, or at the conclusion of the event, nor prior to taking physical count and possession in preparation to moving such material. Therefore, please make certain all your material is properly insured against "ALL RISKS" while in transit to and from your point of origin, to and from your booth and for the duration of the exhibition.

**ADVANCE TO
WAREHOUSE**

EXHIBITOR NAME: _____

BOOTH #: _____

Ship To: 2011 IL OPTOMETRIC ASSN.

**C/O: Peoria Flag & Decorating Co.
920 E. Glen Ave.
Peoria Heights, IL 61616**

Advanced shipments may be shipped up to 30 Days in advance,
But must arrive by 3:00 pm on SEPTEMBER 14TH, 2011.

**ADVANCE TO
WAREHOUSE**

EXHIBITOR NAME: _____

BOOTH #: _____

Ship To: 2011 IL OPTOMETRIC ASSN.

**C/O: Peoria Flag & Decorating Co.
920 E. Glen Ave.
Peoria Heights, IL 61616**

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WAREHOUSE**

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920 E. Glen Ave.
Peoria Heights, IL 61616**

Advanced shipments may be shipped up to 30 Days in advance,
But must arrive by 3:00 pm on SEPTEMBER 14TH, 2011.



920 E. GLEN AVE.
 PEORIA HEIGHTS, ILLINOIS 61616-5377
 (309) 685-8989 8 (800) 322-3946 * FAX (309) 685-8537
 Website: www.peoriaflag.com

DEADLINE FOR THIS FORM IS:
SEPTEMBER 12TH, 2011
 RETURN EITHER BY FAX OR MAIL

TOTAL: \$ _____

PLEASE PRINT OR TYPE

DISPLAY INSTALLATION ORDER FORM

LABOR IS NON-TAXABLE

RATES:

STRAIGHT TIME...\$50.00 per man hour
 8:00 a.m. to 5:00 p.m.
 MONDAY through FRIDAY

OVERTIME...\$70.00 per man hour
 5:00 p.m. to 8:00 a.m.
 ALL DAY SATURDAY and SUNDAY

ONE HOUR MINIMUM PER PERSON

	NO. of PEOPLE	DATE	TIME*	APPROX. HOURS	TOTAL HOURS	HOURLY RATE	ESTIMATED COST
LABOR TO SET UP DISPLAY							
LABOR TO DISMANTLE							

PLEASE INDICATE SERVICE DESIRED (CHECK ONE)

PEORIA FLAG & DECORATING CO., INC. SUPERVISION:
 Peoria Flag & Decorating Co., Inc. personnel can supervise the installation and dismantling of your display. This will be in all cases when you will not have the personnel present to supervise. The charge for this service shall be 25% of the total labor bill, with a \$25.00 minimum.
IN ORDER TO COMPLETE THE INSTALLATION/DISMANTLING OF YOUR DISPLAY WITHOUT YOUR REPRESENTATIVE PRESENT, WE MUST HAVE THE INFORMATION LISTED BELOW COMPLETED: (CHECK ALL THAT APPLY)

SELF-CONTAINED UNIT

SET-UP PLANS ATTACHED

NO. OF CRATES: _____

SET-UP PLANS IN CRATE # _____

PHOTO ATTACHED

SPECIAL INSTRUCTIONS ATTACHED

EXHIBITOR SUPERVISION:

* Start time will be guaranteed only where labor is ordered for the start of the work day (8:00 a.m. unless official set-up time begins later), since the time for completion of earlier jobs is approximate.

It is important that the Exhibitor's show site representative checks in at the service desk to pick up the laborers. Upon completion of the work, it is important for the Exhibitor to sign the laborers out at the service desk.

NOTE: IF THE EXHIBITOR FAILS TO PICK UP THE LABORERS AT THE TIME ORDERED, A ONE HOUR PER MAN NO-SHOW WILL BE APPLIED.

ALL WORK IS DONE UNDER THE SUPERVISION OF THE EXHIBITOR!

*PLEASE FILL OUT THIS FORM IN ADVANCE FOR THE MOST EFFICIENT PROCESSING OF YOUR LABOR ORDER!
 THERE ARE NO LABOR RESTRICTIONS, THIS IS JUST AN ADDITIONAL SERVICE OFFERED IF NEEDED.*

NAME OF EVENT: 2011 ILLINOIS OPTOMETRIC ASSN. – WESTIN HOTEL – ITASCA, ILLINOIS

COMPANY NAME: _____ BOOTH # _____

ORDERED BY: _____ PHONE (_____) _____