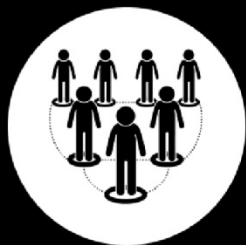


MONTEREY SYMPOSIUM



NEW AND IMPROVED!



November 17-19, 2017

EXHIBIT ADVERTISE SPONSOR

19 hours of CE in one weekend

BRAND NEW MEETING SPACE

WiFi in all classrooms

HUGE EXHIBIT HALL

brand
NEW
exhibit hall



Do you want to expand your brand, establish new customer relationships and meet people who can affect the future of your business? If so, Monterey Symposium is the event in which to you need to invest.

The California Optometric Association invites you to participate in our popular Monterey Symposium; November 17-19, 2017 in beautiful Monterey, California.

Connect with hundreds of doctors of optometry and future doctors. Meet face-to-face with ODs who buy the products and services your company delivers. Over 600 ODs annually converge in Monterey to take part in world-class education, networking with colleagues, and an exhibit hall filled with optometry's latest products and services! Monterey Symposium 2017 is the place to share new tools and techniques and market your products and services directly to doctors of optometry.

Benefits of Exhibiting

- Face time with ODs the purchasing decision makers
- Exclusive opportunity to introduce new products and services
- Unopposed exhibit time
- Visibility and brand exposure
- E-blast to existing and potential customers reaching over 7,000 showcasing one-stop at the exhibit hall
- Complimentary exhibit hall passes - receive free passes to distribute to your customers or potential clients to visit your booth
- Exhibit hall traffic activities: refreshments, raffles, passport program prize drawings to drive traffic to your booth, and more!

The Booth Includes:

- Standard 8' high draped back wall and 3' draped side rails
- 7" x 44" ID sign listing company name and booth number
- Company name listed on the conference website

Please note: booth furnishings, flooring and decorations are at the exhibitor's expense.

Sponsorship Opportunities - Maximize Your Visibility

Event sponsorship packages include year-round opportunities to maximize your exhibit experience. We offer multiple levels of participation to choose from and the ability to tailor each package to meet your marketing objectives. Sponsorships begin at \$5,000 and include exhibit space!

All sponsorship levels include the following benefits:

- Guaranteed exhibit booth to showcase your product/service and company
- Participation in exhibitor passport program to drive traffic to your booth
- Inclusion of your company-provided printed brochure, flyer or small item in attendee registration bags
- Website recognition with logo & link to your company website
- Inclusion in all pre-event advertising (printed and digital) to highlight your company's participation and support
- Your company logo on all event signage showing support and increasing visibility
- Pre & post attendee lists with full contact information to promote your company's products & Services
- Announcements during exhibit hall to raise awareness of your support

Advertise

Drive traffic to your booth and get the attention of conference attendees with conference print and digital vehicles. Contact us today to build an advertising package that will maximize your visibility and leave a lasting impression on those with the power to purchase.

Exhibit at Monterey Symposium

Brenda Stewart, Education & Events Coordinator
916-266-5035 | brendas@coavision.org

COA Event Sponsorships and Advertising

Jodi Haas, Development Manager
916-266-5038 | jhaas@coavision.org

Registration Brochure Advertising

Full Page - \$1,200 Half Page - \$750

The registration brochure arrives six months before the conference and provides attendees with all of the information they need to plan their conference experience. Mailed to thousands of state optometric association members and past attendees, the brochure has a long shelf life and serves as a reference guide leading up to the conference. Benefit by advertising your company's products and services to thousands of optometrists and professional staff.

Onsite-Guide Advertising

Full Page - \$1,000 Half Page - \$650

The on-site event guide is a valuable resource to all conference attendees. It contains the conference and education program's "schedule at a glance," exhibitor directory, exhibit hall floor plan, and general conference information and highlights. Make your company stand out and drive traffic to your booth!

Email Blast Advertising (Limited Availability) — 450x203 pixels

1x - \$150 3x - \$375.00 6x - \$600.00

E -blast advertisements are a great way to expand the reach of your marketing efforts. Targeted emails promoting your company, products and services to thousands of potential attendees. Content includes the latest news on events, continuing education and exhibit hall highlights.

Attendee Bag Insert — \$250.00

Maximize a unique opportunity to position your company's services and products by inviting everyone who attends the Monterey Symposium to your booth. Provide 800 printed brochures, flyers or small items and they will be distributed to all attendees at registration.

Exhibit Hall Raffle (Limited to 12) — Donation of item value at \$250 or more

The Exhibit Hall Raffle is a fantastic and inexpensive way to gather leads on a large scale while generating increased booth traffic! We are only accepting 12 raffle prizes valued at \$250 or above. Six prizes will be raffled off each day the exhibit hall is open. The raffle donors and the prizes will be included on the conference website, in the onsite guide and attendee packets.

Passport Program (Limited Availability) — \$150.00

The passport program is a great way to drive traffic to your booth and increase brand awareness. The passport will include participating sponsors' company name, logo & booth number. As attendees walk the show floor, they will stop by participating passport sponsor booths and receive a stamp from you on their exhibitor passport. Once all stamps have been received (in the corresponding boxes), the passports can then be deposited into a drop-box located COA booth in order to be eligible for the prize drawing.

Exhibit Hall Pass — Free

Thank your special clients and attract promising prospects now by sending them a voucher for free admission to see you at the Monterey Symposium Exhibit Hall, open on November 17-19, 2017 at the Monterey Conference Center. These passes offer you increased exposure and a chance to turn prospects into customer

Exhibit at Monterey Symposium

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916-266-5035 | brendas@coavision.org

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EXHIBIT SPACE CONTRACT

California Optometric Association (COA)

Monterey Symposium 2017

Exhibits: November 17-18, 2017

Conference: November 16-19, 2017

Monterey Conference Center - Monterey, CA



Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Booth Manager: _____ Email: _____

Exhibit Hall Dates & Show Hours: November 17-18 11:30 AM- 3:30 PM

Exhibit Booth Selection

Multiple booths are available and booth configurations can be changed to accommodate special needs or requirements. Booth space is assigned using an established priority system.

***Annual COA sponsors and sponsors of Monterey Symposium 2017 will receive first priority.

Exhibit Space Fees

Standard 8'x10' space \$1,650 x _____ (Number Requested) = \$ _____

Premium 8'x10' space \$1,750 x _____ (Number Requested) = \$ _____

A non-refundable deposit of 50% per booth is required confirmed space. If payment is not received 30 days after contract is signed, your booth is no longer "confirmed." Full payment must be received by close of business on **August 4, 2017** If final payment is not received by that date, your booth will be released. **To reserve booth space after August 4, 2017 full payment must accompany the contract.**

Booth assignment will occur on a continuous, first-contracted and paid basis. Monterey Symposium show management reserves the right to re-assign booths to settle any location irregularities without prejudice.

Standard Booth Equipment

8' Backdrop—Single row pipe-and-drape 3' Side Rails—Single row pipe-and-drape 7" x 44" Identification sign

IMPORTANT: Submit an electronic copy of your company logo for inclusion in the Conference and Exhibitor Guide: Send to brendas@coavision.org The logo may be sent in any of the following high resolution (300 dpi or more) formats: EPS, TIF, JPG, PDF. All logos will be reproduced in black and white or two-color in the Conference and Exhibitor Guide. **DEADLINE: August 4, 2017.**

E-mail a company description of 50-words or less for publication in the Conference and Exhibitor Guide. COA reserves the right to edit this information. If you want Show Management to use your company description from the prior year, please indicate so in your e-mail.

EXHIBITOR PRODUCTS & SERVICES



2.0

- | | | |
|--|--|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Eyeglass Cleaners & Cloth | <input type="checkbox"/> Mirrors |
| <input type="checkbox"/> Accessories – Non-Optical | <input type="checkbox"/> Eyewear Retainers | <input type="checkbox"/> Nutraceuticals |
| <input type="checkbox"/> Binoculars & Telescopes | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Office & Dispensing Furniture |
| <input type="checkbox"/> Banks/Credit Unions | <input type="checkbox"/> Finishing | <input type="checkbox"/> Office Supplies/Packaging |
| <input type="checkbox"/> Business Forms & Filing Systems | <input type="checkbox"/> Frame Display & Design Frames | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Business Solutions | <input type="checkbox"/> General Business Services & Instruments | <input type="checkbox"/> Point-of-Purchase Displays |
| <input type="checkbox"/> Buying Groups | <input type="checkbox"/> Insurance | <input type="checkbox"/> Practice Management |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Laboratories/Laboratory | <input type="checkbox"/> Software Promotional Items |
| <input type="checkbox"/> Coatings | <input type="checkbox"/> Supplies Lens Processing Equipment | <input type="checkbox"/> Protective Goggles |
| <input type="checkbox"/> Colleges/Universities | <input type="checkbox"/> Machinery Lenses | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Computer Systems & Software | <input type="checkbox"/> Lighting, Modular & Wall Displays | <input type="checkbox"/> Raw Materials |
| <input type="checkbox"/> Contact Lenses; Solutions | <input type="checkbox"/> Low Vision Aids & Visual Aids | <input type="checkbox"/> Reading Glasses Repair, |
| <input type="checkbox"/> Display & Design Services | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Replacement Parts & Tools |
| <input type="checkbox"/> Dry Eye Products | <input type="checkbox"/> Managed Vision Care | <input type="checkbox"/> Sport Glasses Sunglasses |
| <input type="checkbox"/> Electronic Health Records (EHR) | <input type="checkbox"/> Medical Care | <input type="checkbox"/> Vision Training |
| | | <input type="checkbox"/> Other: _____ |

Company Name : _____

Payment Method: Credit Card Check

Payment for: All Fees 50% Deposit Only

Traffic Builders: \$250.00 Bag Insert \$150.00 Passport Program
 Raffle (Donation of item valued at \$250+)

Advertising: \$1200.00 Full Page Registration Brochure \$750.00 Half Page Registration Brochure
 \$150.00 1x E-blast \$375.00 3x E-blast \$600.00 6x E-blast
 \$100.00 Full Page On-site Guide \$650.00 Half Page On-site Guide

Make check or money order payable to:

California Optometric Association, Monterey Symposium Exhibitor, 2415 K Street, Sacramento, CA 95816

Credit Card: VISA MASTERCARD AMEX CCV# _____ (3 or 4 digit code)

Credit Card: _____ Expiration Date _____

The deposit is required to confirm space. Space can be held with the contract, but will not be confirmed without payment. **Return this signed contract with payment to:** Monterey Symposium Exhibitor, 2415 K . Street, Sacramento, CA 95816 or fax to (916) 469-2896. This fax number is a secured fax number for contracts with payments.

By signing below, the Exhibitor agrees to the Terms and Conditions of this agreement and hereby purchases exhibit space at the Monterey Symposium in Monterey, CA. The person signing this document expressly represents and warrants that he/she is authorized by the Exhibiting Company to bind it to the terms and conditions hereof.

Signature _____ Date _____

Exhibits at California Optometric Association (COA)'s Monterey Symposium ("Show") are under the control and management of the California Optometric Association. These terms and conditions are part of the contract between the exhibiting firm and COA and it is the responsibility of the exhibiting company to read these carefully and adhere to them, as well as any provisions contained in the exhibitor service kit that will be forwarded after receipt of the deposit and contract.

Acceptability of Exhibits

All products and services exhibited shall serve the interests of the show attendees, and shall be operated in a manner that will not detract from other exhibits. COA reserves the right to determine the eligibility of any organization or product for inclusion in the exhibit and reserves the right to require withdrawal of any exhibit with just cause. No exhibitor shall reassign, sublet or share space allotted without the written consent of COA. Demonstrations, interviews and other activities must be confined within the exhibit space and must not impede traffic through the aisles.

Americans with Disabilities Act

Please advise COA if you or any of your exhibiting staff may require assistance or accommodations to fully participate in this event.

Cancellation Provisions

All deposits are nonrefundable. All cancellation notices must be received in writing, with receipt verified, by COA and refunds are handled on the following scale:

Before or on June 9, 2017 Deposit Forfeited

After June 9, 2017, All Exhibit Fees Forfeited

This amount is considered to be liquidated and agreed upon damages for the injuries COA will suffer as a result of exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty.

Conflicts

Exhibitor shall not make any promotional efforts, nor supply any transportation that have the effect of drawing attention away from the Show to a local showroom, hospitality suite or any non-show exhibit area. Exhibitor may not participate in any way in any other trade show conducted during any part of the hours of the Show. Exhibitor may not promote in any way any other trade show without the written consent of COA.

No photographs of the exhibit area, other than that of the exhibitors own booth space, shall be taken without written authorization of COA. The Exhibitor agrees that COA may take photographs of the exhibitor's booth space, exhibit and exhibit personnel for any promotional use by COA.

Event Cancellation

COA, its agents and/or employees will not be held liable for failure to hold the exhibit as scheduled. Payments for booth space will be returned in the event of cancellation. However, any expenses incurred in connection with the exhibit will be deducted if the exhibit is cancelled on or after **September 1, 2017** because of fire, or any act of God, or the public enemy, or strike, or epidemic, or act of war or terrorism, or any law or regulations of public authority, which makes it impossible or impractical to hold the exhibits. COA makes no representations or warranties regarding the number of persons who will attend the Show, such number being impossible to predict actually at this time. COA reserves the right to change the name of the Show, the venue of the Show and official show suppliers.

Exhibit Equipment and Construction

All exhibit spaces are 8 x 10 booths. Exhibit booths may not exceed 10' in back wall height, including a sign. Exhibits **must** be constructed so that they do not obstruct the view or interfere with the displays

of neighboring exhibitors. No hard wall exhibits, or parts of exhibits will be permitted to exceed 42" in height in the front 3' of the booth. Exhibitors shall not deface, injure, or make attachments to the walls, ceilings, columns, floors, booth furnishings, drape and property located in the exhibit hall. The exhibitor will be held liable for any property damage caused by the acts or omissions of the exhibitor and its employees or agents. No display materials or signs may be placed on the outside walls of the exhibit booths or on posts, pillars in or adjacent to a booth. All exhibits must be contained in the 8'x10' space – including tables and video displays. COA reserves the right to alter an exhibit to comply with these regulations. Any exhibitor not in compliance with the rules and regulations may forfeit their right to exhibit.

Exhibit Space Assignment

Exhibit space is assigned on a priority basis. COA reserves the right to change space assignments after the contract is signed and the confirmation is sent, if it is determined to be in the best interest of the conference.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with and shall abide by all federal, state and local laws, ordinances, rules and regulations, all rules of the Venue, and all union regulations, covering fire, electrical wiring, safety and health. Cloth decorations must be flameproof. Aisles and fire exits must not be blocked at any time by exhibit display materials, crates and/or boxes, etc. No combustible decoration, such as crepe paper, cardboard or corrugated paper shall be used at any time.

Installation and Dismantling

All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information. No exhibit may be erected after the exhibition opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all his/her materials are delivered to the exhibit area and removed from the exhibit area by the specified deadline. If the exhibit staff must leave before the exhibit hall closes, prior arrangements must be made for the dismantling of the exhibit booth and approved by COA.

Liability, Insurance, Indemnification

The exhibitor is responsible for all damages to the exhibit facilities, and for any and all claims and demands on account of any injury or damage to property done or occurring in or about the premises used by any exhibitor, his/her employees, agents, licensees or contractors occasioned by their negligence. The exhibitor agrees to indemnify and hold harmless California Optometric Association, the Monterey Conference Center, and TriCord Monterey Convention & GES Exhibit Services and their employees or agents. In the event that any part of the exhibit facility is damaged by fire, the elements, civil commotion or by any other cause, or if circumstances shall warrant it impossible for COA to permit exhibits to occupy the space assigned during any part of the period covered, then the exhibitor will be charged for the space only for the period that the space was or could have been occupied. During such circumstances, neither COA nor the facility will be liable for the fulfillment of this contract as to the

delivery of space. The exhibitor is required to present evidence of adequate insurance to cover indemnification upon request. In the exhibit area until the time that they are removed. The exhibitor agrees that the California Optometric Association, the Monterey Conference Center, and TriCord Monterey Convention & Exhibit Services and all of their agents and/or employees will not be held responsible for a) any damage to or for any loss or destruction of the exhibitor's

Payment Provisions

Exhibitor agrees that exhibit fees must be paid to COA prior to move-in of exhibitor's display into the venue. In the event that the exhibitor fails to pay any or all fees in a timely manner, at its sole and exclusive discretion, COA may reassign the exhibit space, specified herein, to another exhibitor and assign alternative space to the Exhibitor. In all cases, Exhibitor remains liable for the payment of all fees set forth in this agreement, subject only to the applicable cancellation schedule herein. Exhibitor agrees to pay interest at the rate of 1.5% per month (18% per annum) on all past due fees. Exhibitor also agrees to pay all collection costs of COA, including reasonable attorney's fees of not less than 33.3% of the unpaid balance of fees, together with costs of court incurred by COA in enforcing its rights hereunder.

Restrictions in Operations

Live performance of music is not allowed. Exhibitors playing any recorded music are required to have the necessary licensing agreements with ASCAP, BMI or SESAC and are fully responsible for paying any fees arising from such agreements. No balloons or other helium-inflated items are allowed in the exhibit area.

Security

COA will provide general exhibit area security during show hours and at move-in and move-out. COA is not responsible for the security of the exhibits or the materials contained within, and the presence of security does not imply such. The exhibit hall is never secure – do not leave valuable items within easy reach at any time. Exhibitor personnel, even those licensed to carry firearms, shall not be permitted to enter the Show with firearms.

Union Rules and Regulations

California is a right-to-work state and therefore exhibitors may hand carry and set-up their own displays. Please refer to the Exhibitor Service Kit from GES Exhibit Services for specifics on any union jurisdiction regulations which must be adhered to.

This agreement is deemed to be entered into the State of CA governed by the laws of the State of CA. The exhibitor consents to the jurisdiction of the courts of CA for the resolution of any and all disputes, and claims arising out of and/or relating to this agreement. The exhibitor waives any claims it may assert as to lack of personal or subject matter jurisdiction, and agrees that such jurisdiction exists in CA.

This writing contains the entire agreement between the parties and may not be changed verbally, but only by an agreement in writing, signed by a duly authorized representative of the party, against whom enforcement of any waiver, change, modification or discharge is sought. If any term or provision of this agreement shall be declared invalid or unenforceable, the remainder shall continue in full force and effect.

WHO'S EXHIBITING?



2.0

ABB OPTICAL GROUP

Marco

Abeo Solutions/ Crystal Practice Management

Mercer

Alcon Sponsorship Contact

Modern Optical International

Allergan

Morel

Bausch + Lomb

Nordic Naturals

Cal Coast Ophthalmic Instruments, Inc.

NVISION Eye Centers

California Eye Instruments

OBC Insurance Billing & Credentialing Specialists

Carl Zeiss Meditec

OCULUS, Inc.

Carl Zeiss Vision

Ophthalmic Instruments, Inc.

ClearVision Optical Company

Opto Multimedia

CooperVision, Inc.

Optometry Giving Sight

Costa Sunglasses

OPTOS Inc.

Derma Sciences

Practice Concepts

Essilor of America

Practice Consultants

Europa International

Primary Eyecare Network

EyeMed Vision Care

Revolution EHR

Fashion Optical Displays

Santinelli International Inc.

Hoya Vision Care

ScienceBased Health

IMatrix

Shamir Insight Inc.

Innexus By Innereactive Media

Vision One Credit Union

Johnson & Johnson Vision Care, Inc.

Vision West, Inc.

Kenmark Optical Group

VSP Global

Lombart Instrument

Zenith

MacuHealth

**THANK YOU FOR YOUR
CONTINUED SUPPORT!**



MONTEREY SYMPOSIUM



2.0

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