

***Thank you to the  
following 2008  
KOA Partner Members***

**Visionary Members**

**\$15,000 Level**

Carl Zeiss Vision

**Gold Members**

**\$10,000 Level**

Alcon Laboratories

Commonwealth Eye Surgery

Vistakon

**Silver Members**

**\$5,000 Level**

Oculoplastic & Orbital Consultants

John Kenyon American Eye Inst.

Norman Radtke, M.D.

Phil Brown Insurance Agency

Essilor Labs of America

Singer Optical Company

**Bronze Members**

**\$2,500 Level**

Allergan

Advanced Medical Optics

ARGI Financial Group

Bausch & Lomb

Bennett & Bloom Eye Centers

Block Vision

Bluegrass Retina Consultants

CIBA Vision

Diversified Ophthalmics

Hoya Vision Care

Professional Insurance Plans

Signet Armorlite

**2008 KOA Spring Congress Exhibitors**

7 Eye by Panoptx

A-Look Optical, Inc

A & A Optical Co.

ABB Con-Cise

A.I.T. Industries

ARGI Financial Group

Advanced Medical Optics Inc.

Alcon Laboratories, Inc.

Allergan

Aspex Eyewear Group

Avalon Eyewear

Bausch & Lomb

Bennett & Bloom Eye Centers

Block Vision, Inc.

Carl Zeiss Meditec

Carl Zeiss Vision

Central Optical

Charmant USA

Chemalux AR

CIBA Vision

Commonwealth Eye Surgery

Cooper Vision, Inc.

Diversified Ophthalmics, Inc.

EDS

ePayment Consultants, Inc

Eagle Vision, Inc

Eastern Ophthalmic Supply & Repair

Essilor Labs of America

Essilor of America

Eye Med Vision Care / Luxottica Group

Frame Riders

Genzyme Therapeutics

Hart Specialities, Inc

Heidelberg Engineering

Hoya Vision Care

Humanware

Inspire Pharmaceuticals

Interstate Optical Co.

John Kenyon American Eye Institute

Jungle Eyewear

Kenmark Optical

Kentucky Office for the Blind

Kentucky Women's Health Registry

Kentucky Diabetes Network

Latham & Phillips Ophthalmic

Lombart Instrument Co.

Marchon Eyewear

MARCO

Marcolin USA

MedTech Advisors, LLC/  
PreOwnedEyes.com

Medical Video Concepts

Metro Optics

Mid-South Premier Ophthalmics

Modern Optical International

MSS-Customized Ophthalmic Services  
& Equipment

Nidek, Inc

Norman Radtke, M.D.

Oculoplastic & Orbital Consultants  
David E. Cowen, M.D.

OfficeMate Software Solutions

OPT Marketing

Optical Dynamics

Optos Inc

Phil Brown Insurance Agency

Pro Design Denmark

Professional Insurance Plans

Safilo USA

Santinelli International

Shamir Insight, Inc.

Signet Armorlite, Inc.

Singer Optical Co, Inc.

Taustine Eye Center

Telscreen

Tura, L.P.

Vistakon

Viva International

VOSH KY

VSP Vision Care

Walman Optical

ZeaVision

# Kentucky Optometric Association

## 107th Annual Spring Congress

### Exhibitor Packet

**April 24-25, 2009**

**Louisville, KY**

**Hyatt Regency Hotel**

**Kentucky International Convention Center**

# EXHIBIT HALL LAYOUT

Join us at the 107th Annual Kentucky Optometric Association Spring Congress. By exhibiting at the 2009 Spring Congress, you will gain exposure to the Kentucky Optometric decision makers, increase sales in Kentucky in 2009 and get the best value for your marketing dollars.

## 2009 Exhibit Hall Highlights

- **Exhibit Hall Hours.** Friday, April 24 5:00PM - 7:30PM  
Saturday, April 25 11:00AM - 1:30PM.
- Five (5) hours of no-compete exhibit time, with a large 8' x 10' booth area  
*Booth includes skirted table, 2 chairs, and sign with company name.*
- Food functions held both Friday and Saturday in exhibit hall
- 2/3 of KOA Members attend the Spring Congress
- In 2008, over 400 Optometrists, Paraoptometrics and Opticians visited the KOA exhibit hall.

**Don't miss your chance** to increase your company's visibility by exhibiting at the 107th KOA Spring Congress. All guidelines and forms are enclosed.



# EXHIBIT HALL POLICIES

## Registration

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

## Booth Selections

Please select four booth choices in order of preference. All booths will be assigned in order of receipt of registration and 50% nonrefundable deposit. Please return all copies of your registration. A copy of the registration, with your confirmed booth number will be returned to you for your records.

## Name Badges

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

## Security

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

## Installation of Exhibits

Exhibitors may begin installation after 12:00 pm Friday, April 24th. This will give all exhibitors ample time to set up all types of exhibits. There is no drive-on access available in the exhibit hall. All exhibits must be set up by 5:00 pm on Friday (opening of Exhibit Hall). Any booth not occupied by this time will be dismantled.

## Exhibitors Meeting

An Exhibitors meeting outlining all schedules, activities and regulations of Exhibit Hall will be held on Friday, April 24, at 4:00 pm, in the Exhibit Hall (by the front doors). Please have at least one representative from your company attend this meeting.

## Exhibit Hours

Exhibits will open:	Friday, April 24th	5:00pm - 7:30pm (Reception)
	Saturday, April 25th	11:00am - 1:30pm (Lunch)

## Hospitality Suites

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

## Furnishings

**The Kentucky Optometric Association provides each registered company with one exhibit booth as well as one skirted 6 foot table, two chairs and a company sign.** Other furnishings, such as carpet, chairs, lighting electrical supply, extra tables, etc. may be ordered through George E. Fern Company. A packet will be mailed once registration is received. To reach the Fern Co., you may call (502) 367-0254 or email: [info@geofern.com](mailto:info@geofern.com)



Affiliated with the American Optometric Association

**EXHIBIT BOOTH APPLICATION**  
**106th Kentucky Optometric Association Annual Congress**  
**April 24th & 25th, 2009**  
**Kentucky International Convention Center, Louisville, Kentucky**

**Please type or print**

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

**Booth Selection**

Use the exhibit hall floor plan to determine booth size and location. Please indicate four selections so that we may process your application. Applications will be processed in the order received. **No booth space will be reserved unless accompanied by 50% non-refundable deposit. Balance to be received by March 1, 2009. BOOTH RESERVATIONS WILL NOT BE TAKEN BY PHONE.**

Selection 1: Booth # \_\_\_\_\_ Selection 2: Booth # \_\_\_\_\_ Selection 3: Booth # \_\_\_\_\_ Selection 4: Booth # \_\_\_\_\_

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

**Booth Identification Sign (2 lines only)**

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

Company \_\_\_\_\_  
City/State \_\_\_\_\_

**Badges**

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

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ Additional Badges \_\_\_\_\_

**Payment**

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

**Registration (Booth Space)** \$695 X ( ) = \$ \_\_\_\_\_  
Additional Badges \$ 35 X ( ) = \$ \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_

In accordance with the Contract Regulations governing the exhibits to be held at the Kentucky International Convention Center, April 24th-25th, 2009, the undersigned accepts and agrees to all terms and hereby makes application to exhibit. Upon application, this document constitutes a formal contract.

Application for exhibit space made by (please print name) \_\_\_\_\_  
Authorized Signature for Company \_\_\_\_\_

Payment Method: Check  Master Card  Visa  Discover

Credit Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_

Sign name as it appears on card: \_\_\_\_\_

**PLEASE RETURN ALL COPIES**

# CONTRACT REGULATIONS

## 1. Application

This application for space, along with 50% non-refundable deposit and formal notice of assignment, constitutes a contract for the right to use the exhibit space. All exhibits and exhibitors are subject to the following regulations:

1. Applications are processed and assignments made in the order received.
2. Booths rent for price stipulated on Exhibitors registration form.
3. Fifty-percent (50%) of booth rental price must accompany this application to be processed.
4. Booth space will be forfeited if remainder of payment is not received by **March 1, 2009**.
5. If booth space is cancelled after **March 15, 2009**, no refund will be made. **Cancellations must be made in writing to the KOA Office and post-marked no later than March 15, 2009.**

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

## 2. Arrangements

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

## 3. Installation and Dismantle

*Installation of Exhibits: Friday, April 24, 2009 12:00pm -5:00 pm*

*Exhibit Hall Hours: Friday, April 24, 2009 5:00pm-7:30 pm  
Saturday, April 25, 2009 11:00am-1:30 pm*

Show management reserves the right to fix time for installation of booth space prior to show opening and for removal after conclusion of show. Installation of all exhibits must be fully completed by show opening. There is no drive-on access available in the exhibit hall. The exhibitor agrees not to dismantle, pack or remove any part of this exhibit until the close of the exhibit hall Saturday, April 25, 2009, 1:30 p.m. The exhibit hall must be completely cleared by 4:00 p.m. All deliveries should be coordinated through the George E. Fern Co.

## 4. Building and Equipment

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

## 5. Conditions

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

## 6. Safety Codes

The exhibitor assumes full responsibility for complying with city and hotel regulations concerning fire, safety, and health. It is understood that all exhibit material shall be flameproof and bottled gas or any other type flame will not be permitted. All electrical displays and equipment must be wired in accordance with requirements.

## 7. Solicitation

All demonstrations and interviews must be conducted within assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within assigned booth space. Absolutely no exhibitor will be allowed distribution of printed materials, souvenirs or other articles in or around the registration area, educational sessions or exhibit hall entrance(s) without the KOA's approval. Food and beverages, giveaways and other promotional techniques may be utilized with prior authorization from the Kentucky Optometric Association. A copy of all surveys to be distributed during the KOA Congress must be submitted to the Kentucky Optometric Association prior to April 1, 2009, for approval. Violation of that regulation may result in the eviction of an exhibitor.

## 8. Restrictions

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

## 9. Liability

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

## 10. Admission

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

## 11. Regulations

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

## 12. Rights of Termination for Cause

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

