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# EXHIBITOR PROSPECTUS & MARKETING SUPPORT OPPORTUNITIES

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THE RITZ-CARLTON ORLANDO, GRANDE LAKES  
ORLANDO, FL • JUNE 22-23, 2012

## Benefits of Exhibiting

- Meet the most influential and powerful ophthalmologists, ophthalmic assistants and office administrators
- Largest conference focused specifically on ophthalmology in Florida
- No less than 10 hours to meet with attendees
- Meet face-to-face with decision makers
- Opportunity to generate new leads
- Identify new and emerging trends

Sponsored by the Florida Society of Ophthalmology



[www.ophmasters.com](http://www.ophmasters.com)

# BOOTH FEES AND EQUIPMENT

**Early Bird Exhibit Fee - \$2,500 (Before April 1) | Exhibit Fee (after April 1) - \$2,700**

Your exhibit booth will include the following:

- 8' x 10' booth with pipe-and-drape
- (1) 6' Draped Table
- (2) Chairs
- (1) Wastebasket
- (1) Identification Sign
- (2) Representative Name Badges
- Carpeting for Booth
- Company Listing in promotional materials and on meeting website through a virtual exhibit hall

Two booth representatives are included in your booth fee. There is a \$100 fee for each additional representative.

**EXHIBIT HALL HOURS** *(Times are subject to change)*

**Friday, June 22**

Exhibitors Move In: 9:00 AM–5:00 PM  
 Reception: 6:00 PM–8:00 PM

**Saturday, June 23**

Hall Open: 7:00 AM–3:00 PM  
 Exhibitors Move Out: 3:00 PM

**OFFICIAL EXHIBIT HALL CONTRACTORS**

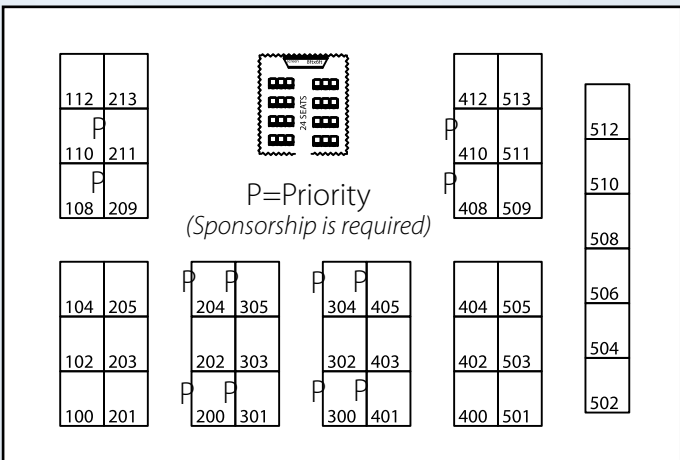
Gilbert Exposition Management Services: GEMS  
 Attn: Jill Zinkus  
 P: 407-438-5002 • F: 407-852-0286  
 jill@gemsevents.com

**BOOTH ASSIGNMENTS**

All booths will be assigned **two weeks prior** to the meeting dates to provide maximum separation of competitors with consideration given to past exhibit participation and order in which application and full payments are received.

**CONTACT INFORMATION**

If you are interested in becoming an Exhibitor, please contact:  
 Meredith Falero  
 Exhibit Coordinator  
 Masters in Ophthalmology Meeting  
 Phone: 904.309.6206  
 Fax: 904.998.0855  
 Email: mfalero@mdeye.org



# PROMOTIONAL ACTIVITIES

FSO offers opportunities for promotional activities to be held in conjunction with **Masters in Ophthalmology** program. These opportunities are not CME- or CE-certified and available to supporters interested in offering presentations, posters, cases, and equipment demonstrations in an informal, non-educational environment.

## **DINE WITH THE DOCS FEE: \$500\***

Plan to Dine with your Docs at the **Masters in Ophthalmology** meeting. Let us help market your dinner—for a small fee we will promote your dinner on our meeting website, promote it in our onsite program, and provide you with a sign-up sheet at the meeting registration desk. Take advantage of this opportunity early to start promoting your dinner today!

### **Available Time Slot:**

**Friday, June 22**

8:00 PM

## **EXHIBITOR THEATER FEE: \$5,000**

The FSO has created special space on the exhibit floor for supporters to present data and highlight their products and services during prime time exhibit hours. This is an excellent promotional opportunity to reach thought-leaders and members while they are on the show floor evaluating products.

Exhibitor Theaters are offered in 20-minute timeslots during exhibit hall breaks and will consist of an area of 30 chairs within the Exhibit Hall in a theater formation, as well as standing room for viewing. In addition, basic AV will be provided to include a flat screen, riser, podium, microphone, and projector.

### **Your company will receive ONE complimentary 8x10 booth in the Exhibit Hall plus:**

- FSO contact to help with planning and operate as liaison for event
- Possibility to reach more than 200 registered attendees
- Option to purchase a second Exhibit Theater slot for a reduced cost (\$2,500) pending availability 30 days out from the meeting.
- A one-time use mailing list of all pre-registered attendees
- Promotion of your Exhibitor Theater in the Onsite Program provided to all attendees
- Promotion of your Exhibitor Theater and exhibit Booth in our Virtual Exhibit Hall on our meeting website with a link to your company's home page.

### **Available Time Slots:**

**Friday, June 22**

6:20–6:40 PM (Reception Slot)

6:45–7:05 PM (Reception Slot)

**Saturday, June 23**

7:00–7:20 AM (Breakfast Slot)

7:30–7:50 AM (Breakfast Slot)

10:20–10:40 AM (Morning Break Slot)

1:05–1:25 PM (Dessert Reception Slot)

## **INNOVATION LAB FEE: \$7,500\***

Do you have a new product or innovative service that you would like to discuss or demonstrate at our meeting? An Innovation Lab or Promotional Symposium is an ideal opportunity for your company. These non-certified promotional activity slots allow you to accommodate a larger audience for a devoted amount of time (up to 1-hour) to present your data or product information.

### **Your company will receive ONE complimentary 8x10 booth plus:**

- Meeting room to accommodate up to 50 people theater style at the Ritz Carlton Orlando, Grande Lakes hotel
- 1-hour of uninterrupted program time
- Posting on meeting website ([www.ophmasters.com](http://www.ophmasters.com)) and listing in onsite materials and in e-blast
- FSO contact to help with planning and operate as liaison between hotel and organizer
- FSO registration list for one-time use and one meeting bag insert advertising event (Production of the marketing piece responsibility of event organizer. Additional event marketing opportunities available.)
- Basic audio-visual set included: tripod screen, podium, microphone, and projector
- Draw from a multidisciplinary audience of 200+ registered attendees

### **Available Time Slots:**

**Friday, June 22**

8:00–9:00 PM

**Saturday, June 23**

7:00–8:00 AM

**\* YOUR COMPANY IS RESPONSIBLE FOR ANY FOOD AND BEVERAGE ARRANGEMENTS AND COSTS THAT YOU WISH TO PROVIDE DURING YOUR EVENT.**

**If you would like more information or have questions regarding any of the above listed opportunities, please contact Colleen Filbert at 904-309-6209 or via email at [cfilbert@mdeye.org](mailto:cfilbert@mdeye.org).**

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*FSO will approve all applications and will assign timeslots and room locations but the content presented is under the control of the supporter.*

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# CREATE YOUR OWN PACKAGE

To meet your needs, the Masters in Ophthalmology meeting offers a variety of options for your company to customize your exhibit experience. Please select from the options below to create your own exhibit package.

**Room Door Drop..... add \$2,000**

Reach attendees where they are staying. Your company's door drop will allow your company to access to each attendee staying at the meeting hotel. Encourage the physicians to stop by your booth with a special invitation sent directly to their room. You coordinate the marketing piece and we will take care of the rest.

**Bag Stuffer ..... add \$1,000**

A meeting bag will be distributed onsite for attendees to hold program materials. Supporters have an opportunity to reach all professional attendees by placing a special marketing piece inside their bag.

**Half-page Ad in Annual Membership Directory ..... add \$750**

Reach out to the attendees even before you get to the meeting by placing a half-page black and white ad in the FSO annual membership directory that is distributed just weeks before the meeting.

**Full-page Ad in Onsite Guide ..... add \$500**

Place a full-page ad in the onsite guide that all attendees receive upon arrival at the meeting. Supporters can reference their exhibit booth number and even include information on your products and/or services.

**Half-page Ad in *The FL Ophthalmologist* Newsletter ..... add \$500**

Reach out to the attendees before the meeting, by placing a half-page black and white ad in the FSO newsletter-*The FL Ophthalmologist*. This quarterly newsletter will be distributed just weeks before the meeting.

**Extra Representative Badge ..... add \$100**

Interested in having more than two company representatives attend the meeting? Purchase additional badges for just \$100 each. Representatives have full access to the exhibit hall as well as the attendee lists.

## Company Memento

Consider providing attendees with a special memento with your company logo in their annual meeting bag. If you are interested in this opportunity, please contact Meredith Falero at [mfalero@mdeye.org](mailto:mfalero@mdeye.org) for ideas and pricing.

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## PROMOTIONAL MARKETING GUIDELINES

- Applications for Non-CME activities must be submitted by **May 18, 2012**. Requested times will be honored as space and topic permit on a "first-received, first-assigned" basis. Applications will be reviewed by the Florida Society of Ophthalmology (FSO) to ensure compliance with guidelines.
- Event artwork, faculty selection and program title/description must be submitted to the FSO by **May 25, 2012**, for approval by the FSO.
- Faculty for such events may not include FSO Board members or General Session faculty.
- Events selected shall only be held in space released by FSO at times that do not conflict with the official sessions sponsored by the FSO.
- Receipt of complete applications will be confirmed by e-mail. Applications will be reviewed within a two-week timeframe. Notification of acceptance (or required changes) will be e-mailed no later than one month prior to the start of the Masters in Ophthalmology meeting.
- FSO, at its sole discretion, reserves the right to refuse selection if all slots are filled, the program is non-compliant with our standards, or the event does not meet the needs of the audience of FSO. If an application is not accepted, the organizer and supporter shall be notified as soon as possible. It is the responsibility of the organizer to cancel any arrangements that might have been made in connection with the symposium. FSO will not be responsible for any expenditure or other costs incurred by the supporter or its agent(s) in planning or conducting the symposium.
- Meeting Rooms are based on hotel availability.
- FSO does not guarantee an absolute number of attendees. Additional marketing is the responsibility of the supporting company.
- Sleeping rooms must be reserved under the contracted room block set up by the FSO.

**CANCELLATION POLICY:** All cancellations must be submitted by mail, email, or fax. Requests via voicemail message are neither valid nor accepted. All cancellations submitted 45 days prior to the meeting will receive a 50% refund of the cost of the activity. All cancellations submitted within 45 days of the meeting will receive no refund. All exhibit applications must be completed and payment must be received before confirmation emails are sent.

# EXHIBIT & MARKETING SUPPORT APPLICATION

You may choose one of our convenient pre-made exhibitor packages or build your own booth according to your specific preferences. All exhibit applications must be completed and payment received before confirmation is sent. For more information on Exhibitor Booth Packages, contact **Meredith Falero at 904.309.6206 or mfalero@mdeye.org.**

## Exhibitor Packages

Package prices valid until April 1, 2012. After this date you may build your own package.

- Basic Booth Package (before April 1)** ..... \$2,500
- Basic Booth Package (after April 1)** ..... \$2,700  
*Includes 8'x10' booth, 6' table, chair, drape, 7"x44" ID sign, and wastebasket. Company listing in Virtual Exhibit Hall, in Onsite Guide, acknowledgement on meeting signage and two exhibitor badges included. (Additional badges are \$100/each)*
- Booth & Attendee Bag Stuffer Package** ..... \$2,500  
*Includes Basic Booth Package and your company's custom print piece will be inserted in all registration bags.*
- Booth & Advertising Package** ..... \$2,950  
*Includes Basic Booth Package and one full-page ad in the onsite program and one half-page ad in the Annual Membership Directory.*
- Booth & Door Drop Package** ..... \$3,500  
*Includes Basic Booth Package and a door drop to all attendees staying at hotel with your company's custom print piece.*
- Booth & Attendee Registration Bags Package\*\*** ..... \$6,750  
*Includes Basic Booth Package, sole sponsorship of registration bags for all attendees personalized with your company logo.*

## Add-ons\*

- Door Drop** ..... add \$2,000
- Bag Stuffer** ..... add \$1,000
- Half-page Ad in Membership Directory** ..... add \$750
- Full-page ad in Onsite Guide** ..... add \$500
- Half-page ad in Newsletter** ..... add \$500
- Extra Representative Badge** ..... add \$100

## Promotional Marketing

- Dine With The Docs** | Friday, June 22 | 8:00 PM ..... \$500\*
- Exhibitor Theater** ..... \$5,000\*\*\*
  - Friday, June 22
    - 6:20–6:40 PM (Reception Slot)
    - 6:45–7:05 PM (Reception Slot)
  - Saturday, June 23
    - 7:00–7:20 AM (Breakfast Slot)
    - 7:25–7:45 AM (Breakfast Slot)
    - 10:20–10:40 AM (Morning Break Slot)
    - 1:05–1:25 PM (Dessert Reception)
- Innovation Lab** ..... \$7,500\*\*\*
  - Friday, June 22 | 8:00–9:00 PM
  - Saturday, June 23 | 7:00–8:00 AM

Please note that all times and dates are subject to change. The event coordinators will update the information as needed for all supporters however, please note start and end times may change until final scientific agenda is confirmed.

\*Booth purchase required.

\*\*Available on a limited first come, first serve basis.

\*\*\*Complimentary booth provided

**Total Amount \$** \_\_\_\_\_  
Continued on reverse side

# EXHIBIT & MARKETING SUPPORT APPLICATION

## PAYMENT AND BILLING INFORMATION

To sign up for exhibit space, fill out this form and fax it to 904.998.0855 or mail this completed form with check enclosed payable to: **FSO**, 6816 Southpoint Parkway, Suite 1000, Jacksonville, FL 32216

Visa  American Express  MasterCard Security Code: \_\_\_\_\_

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Payment for Exhibit Space must accompany registration or we will be unable to reserve your booth(s).

## APPLICANT INFORMATION (to send exhibit correspondence to)

Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Competitor(s): \_\_\_\_\_

## ONSITE CONTACT INFORMATION

Onsite Representative \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Badge Name 1 \_\_\_\_\_ Badge Name 2 \_\_\_\_\_

*(Additional Badges \$100/person)*

Badge Name 3 \_\_\_\_\_ Badge Name 4 \_\_\_\_\_

This Exhibitor Agreement is entered into between \_\_\_\_\_ (Exhibitor) and the Florida Society Ophthalmology. This agreement takes effect upon signing by Exhibitor. The Exhibitor hereby requests to the FSO to provide Exhibitor with exhibit space at the Masters in Ophthalmology meeting. Exhibitor further agrees to abide by all Exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth set up by 5:00 PM on Friday, June 22 and to not tear down before Saturday, June, 23 at 3:00 PM. Exhibitor agrees that if they do not follow these set up and tear down guidelines, the company will be charged \$500 and will be suspended from future shows. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. The FSO will notify Exhibitor applicant if exhibit space request cannot be honored. A confirmation email will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.

*Please Print*

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date \_\_\_\_\_

# TERMS & CONDITIONS

## Available Tradeshow Hours

All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set up late or tear down early.

## Space Assignment

Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. FSO will confirm the receipt of money/contract along with a space assignment. FSO reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

## Cancellation

Once formal application has been received, cancellation must be submitted to FSO, in writing, by May 18, 2012. If no cancellation notification in writing is received, no refund will be made. Refunds requested before May 18, 2012 will be credited minus the \$500 administration fee. There are no refunds for no shows or those canceling within 30 days.

## Exhibit Rules

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. FSO reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of FSO is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

## Display Requirements and Restrictions

FSO retains the right to deny the exhibition of inappropriate items and products. Please contact the Convention Manager with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's *New and Non-Official Remedies*, *National Formulary* or *U.S. Pharmacopeia*, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

## Unauthorized Canvassing and Distribution of Advertising Matter

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Convention Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of the FSO.

## Exhibits with Electrical Requirements

Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through exhibit contractor.

## Modesty and Live Demonstration

The use of models, biological tissues, or animals is strictly forbidden.

## Subletting of Space

No subletting of space will be permitted. Only one company may exhibit per booth.

## Liability

The property will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. FSO will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the exhibitor to protect all exhibits. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend FSO, Compass Management & Consulting, the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

## Note to Exhibitors

Exhibit hall aisles must be cleared of boxes and crates and booth construction completed on Friday, June 22 by 5:00 PM. A \$500 fee will be assessed if the exhibit space is not completely set up by 5:00 PM on Friday, June 22, is broken down before official tear-down hours at 3:00 PM on Saturday, June 23 or company is a no-show.

## HOTEL AND ACCOMMODATIONS INFORMATION

The Ritz Carlton Orlando, Grande Lakes  
4040 Central Florida Parkway  
Orlando, FL 32837

**Reservations:** 1-800-266-9432

When calling to make a reservation, please make sure to ask for the **MASTERS** group room rate starting at \$169/night. The cut-off date is **June 1, 2012** or until the room block is filled. After this date, reservations and rates are subject to availability.



[www.ophmasters.com](http://www.ophmasters.com)



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