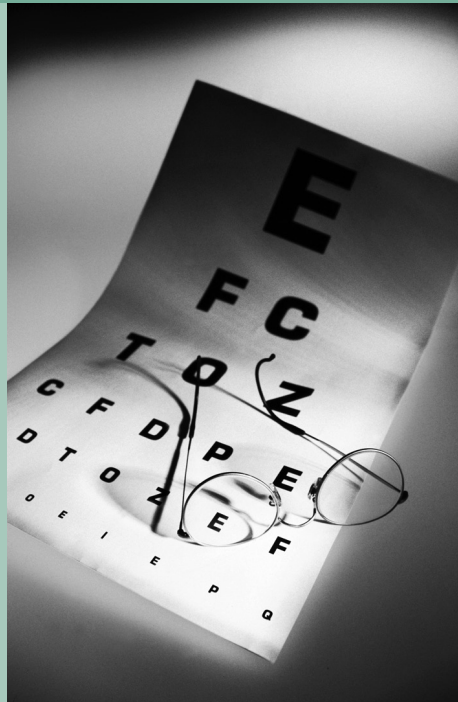


moa

2012
invitation
to exhibit
& sponsor



*Annual Educational Conference
& Exposition*

*May 2–5, 2012
Red Lion Colonial Hotel
Helena, Montana*

montana optometric association | www.mteyes.com

AN INVITATION TO EXHIBIT & SPONSOR

The Montana Optometric Association invites you to exhibit and/or sponsor at the *2012 Annual Educational Conference and Exposition* to be held May 2–5, 2012 at the Red Lion Colonial Hotel, Helena, Montana. **The Trade Show will be held on Thursday, May 3.**

MOA

The Montana Optometric Association (MOA) represents over 90 percent of all licensed optometrists residing and practicing in Montana.

ATTENDANCE

Montana member and non-member optometrists, para-optometrists, opticians, and related staff from throughout the state attend the annual conference. Our conference also draws some out-of-state attendees.

COSTS & SERVICES

Booth units are 8 feet wide by 8 feet deep unless otherwise marked. The charge for each booth is:

- \$750—commercial non-member exhibitors
 - \$600—MOA/MOA Associate member exhibitors
 - \$300—approved government or non-commercial exhibitors
- Multiples of the base size are available at \$400 each. The cost includes draped backwall 8 feet high and draped side rails 36 inches high.

NEW THIS YEAR—MOA will showcase a new “**Frames Galleria.**” We are offering table top displays at significantly reduced prices for companies with frames only in the foyer leading into the exhibit hall. These are offered on a first-come, first-served basis.

- \$500—commercial non-member exhibitors
 - \$400—MOA/MOA Associate member exhibitors
- Additional tables are available at \$250 each.

Booths and tables include: standard booth sign, exhibitor service kit, roster of all conference attendees, two tickets to Thursday dinner, and listing in the official conference program (if received by April 2, 2012). Cost includes two representatives. Additional representatives may attend at \$95 each. One company per booth/table; booth/table-sharing among companies is prohibited.

SPECIAL FEATURES FOR EXHIBITORS

Trade show has exclusive billing for a full evening; dinner, concessions, and bar areas set in the exhibit area; exhibitors’ door prize drawings during the exposition.

Exhibitors are invited to participate in 18 holes of golf Wednesday; tee off times beginning at 12:30 pm. Location to be announced. Register early to be assured of a place in the tournament.

EXHIBIT SPACE RESERVATION

After you have reserved space, you will receive confirmation, invoice, service kit, and a listing of member optometrists. To reserve space, complete and mail the attached application to: MOA, 36 South Last Chance Gulch, Suite A, Helena, MT 59601. Fax your registration to (406) 443-4614; or e-mail information to: wkujala@rmsmanagement.com.

BE A SPONSOR!

If you would like to sponsor a conference meal function, reception, golf, break, education session or other activity, please complete the sponsorship section of the application. You will be acknowledged in the conference program, with a special sign on your booth and at the function site indicating you are a sponsor.

HOTEL INFORMATION

Conference headquarters and registration will be at the Red Lion Colonial Hotel, 2301 Colonial Drive, Helena, MT 59601; (406) 443-2100 or (800) Red-Lion. The hotel is offering conference attendees special rates starting at \$97.95, plus tax, per night. When making reservations, be sure to indicate you are attending the MOA conference. Reservations need to be made directly with the Red Lion Colonial Hotel before **April 3** to receive MOA conference rates.

CANCELLATION

Refunds for cancellations will be accepted at 50% of the total cost of the space until **April 2, 2012** if sent in writing. No refunds after **April 2, 2012**.

For more information contact MOA at: (406) 443-1160, Fax (406) 443-4614, e-mail: wkujala@rmsmanagement.com, or visit the MOA website at: www.mteyes.com.

■ **Wednesday, May 2, 2012**

12:30–5:30 pm Golf

■ **Thursday, May 3, 2012**

7:00 am–6:30 pm Registration Desk Open
 8:00–11:00 am Education Session
 11:00 am–2:00 pm MOA Membership Meeting
 1:30–5:30 pm **Exhibitors Move-in**
 2:00–6:00 pm Education Session
 5:30–9:00 pm **Exhibitors' Trade Show**
 9:00 pm **Exhibitors Dismantle**

■ **Friday, May 4, 2012**

8:00 am–Noon Education Sessions
 Noon–1:30 pm Lunch on Your Own
 1:30–6:00 pm Education Sessions

■ **Saturday, May 5, 2012**

7:00 am–1:00 pm Education Sessions
 1:00 pm Adjourn

TENTATIVE
 EXHIBITOR'S
 SCHEDULE

MOA represents
 over 90 percent
 of all licensed
 optometrists residing
 and practicing
 in Montana



2012 MOA EXHIBITOR & SPONSORSHIP APPLICATION

May 2–5, 2012 ■ Exhibitor Show Date: May 3 ■ Red Lion Colonial Hotel, Helena, Montana

NOTE: This is an application form, not a contract. This form is for use in applying for space in the above event. Date of receipt of application by show management will affect space assignment priorities. MOA reserves the right to make booth assignments to avoid conflicts of concentrations of similar exhibits in one area. In order to hold your space, 50 percent of the amount due for the space must accompany this application. The balance is due by **April 2, 2012**.

■ Registration (please print or type)

Name of Company _____

Name of Contact _____ Title of Contact _____

Mailing Address _____ City/State/Zip _____

Phone _____ Cell _____ E-mail _____

Representative(s) attending conference **as name(s) should appear on name badge(s):** _____

Representative(s) contact information **as it will be included in conference program:**

Phone _____ Cell _____ E-mail _____

■ Booth Opportunity

Booth/Galleria Total

- Commercial Non-member Exhibitors \$750 \$ _____
- MOA/MOA Associate Member Exhibitors \$600 \$ _____
- Non-commercial Exhibitors \$300 \$ _____
- Add \$400 for each multiple of base booth width \$ _____

\$ _____

■ Frames Galleria Opportunity (Frame companies only)

- Commercial Non-member Exhibitors \$500 \$ _____
- MOA/MOA Associate Member Exhibitors \$400 \$ _____
- Add \$250 for each additional table \$ _____
- Additional representatives (2 included in booth/galleria fee) \$95 each \$ _____
- After April 19, 2012, add \$50 \$ _____

List your first choice of booth locations (see diagram) 1st _____ 2nd _____ 3rd _____ 4th _____

List companies you do not wish to be placed near _____

Principal products to be displayed **(as you wish it to appear in the program listing)** _____

Do you wish to give away a door prize during the Trade Show? Yes No

■ Sponsorship Opportunities

Sponsorship Total

Social, Meal and Break Functions

- Wednesday Golf \$2,000
- Thursday Breakfast (ODs only) \$1,500
- Partial Thursday Luncheon (ODs only) \$1,000
- Thursday Trade Show Dinner (ODs & AOPs) ... \$4,500
- Friday Breakfast (ODs & AOPs) \$2,000
- Saturday Breakfast (ODs & AOPs) \$2,000
- Thursday, Friday & Saturday Breaks \$800 each

\$ _____

Education Grants

- \$1,500 \$2,500 \$3,000

Other

- Name Badges (your logo can be printed) \$500
- Convention Bags (your logo can be printed) \$750

■ Golf Registration (Wednesday, May 2, 12:30 pm; location to be announced)

Golf Total

Golf Fee: \$80/person (fee payable with registration). **Register early—limited availability.**

Note: If you have a handicap, bring your handicap card.

Name _____ Name _____

\$ _____

■ Method of Payment

TOTAL Amount

- Check enclosed (payable to MOA) Visa MC American Express Discover

Card No. _____ Card Validation Code _____ Exp. Date _____

\$ _____

Cardholder's Name (please print) _____

Cardholder's Billing Address _____

Cardholder's Signature _____

Please mail registration form and check (if paying by check) to:

Montana Optometric Association, 36 South Last Chance Gulch, Suite A, Helena, MT 59601

Telephone **406.443.1160** ■ Fax **406.443.4614** ■ E-mail **wkujala@rmsmanagement.com** ■ Website **www.mteyes.com**

