

33rd Annual Utah Ophthalmology Conference

Sponsored by the Utah
Ophthalmology Society (UOS)
Eye M.D.s of Utah

Exhibitor Prospectus

We hope you can join us for the **Utah Ophthalmology Society (UOS) 2012 Annual Conference** to be held Friday, February 24, 2012.

Exhibit opportunities for industry leaders are available at the conference. As such, we invite you to join us in Salt Lake City for yet another great meeting!

The UOS Annual Meeting includes scientific sessions for both physicians and ophthalmic technicians. Our program typically attracts approximately 95 ophthalmologists, and 200 Ophthalmic Technicians, making this one of the most attended and popular ophthalmology meetings in the intermountain region.

We hope you will be able to join us for a great opportunity to show your products and services before Utah's prominent ophthalmic medical community.

Please take a moment to look over the information included in this packet. If you have any questions please contact the UOS office, or go to our website at: www.utaheyemds.org

We appreciate your past and future support and look forward to seeing you in February!

Albert Ungricht, MD President



FACULTY - Physician Program February 24, 2012

Kenneth Rosenthal, MD, FACS

Rosenthal Eye and Facial Plastic Surgery
New York City, and Great Neck, Long Island, NY

Philip J. Rosenfeld, MD, PhD

Professor of Ophthalmology
Miami and Palm Beach Gardens, FL

Gregory Christiansen, MD

Clarus Vision Center
Salt Lake City, Utah

Julia Kleinschmidt, PhD, LCSW

Director, Patient Support Program
Clinical Professor, Ophthalmology
John A. Moran Eye Center, University of Utah

Short Papers

Robert Christiansen, MD, FACS
Robert J. Cionni, MD
Bradley Katz, MD
Darcy Wolsey, MD

FACULTY - Technician Program February 24, 2012

Keynote Speaker Geoffrey Tabin, MD

James Howard, MD
Justin Johnsen, MD
Aaron Smalley, MD
Sue Vicchilli, COT. OCS
Barbara Wirostko, MD
Darcy Wolsey, MD
Norm Zabriskie, MD

Physician Planning Committee

UOS Education Committee
John D. McCann, MD – Chair
John A. Carver, MD
Kevin H. Charlton, MD
David C. Dries, MD
Albert L. Vitale, MD

UOS Board of Trustees
Albert L. Ungricht, MD/President
David B. Petersen, MD
John B. Alder, MD
David P. Lewis, MD
Rachel S. Benator, MD

PARTNERSHIP OPPORTUNITIES

EVENT SPONSORSHIP LEVELS - Early registration and payment for categories below must be received by Jan. 9, 2012. Beginning Jan. 10, 2012, add additional \$100 in each category. No registration will be allowed after Jan. 24, 2012. All Program ads are due by Jan. 17, 2012.

- ☒ \$1,250.00 **Platinum Sponsor** — includes 20'x20' exhibit booth (double booth, limited quantity), 1/8 page, full-color advertisement, corporate name *and* description in conference program guide.
- ☒ \$950.00 **Gold Sponsor** — includes 10'x10' exhibit booth, 1/8 page, full color advertisement, corporate name *and* description in conference program guide
- ☒ \$850.00 **Silver Sponsor** — includes 10'x10' exhibit booth, 1/8 page, full color advertisement
- ☒ \$695.00 **Exhibitor** — includes 10'x10' exhibit booth. Two attendees per booth, additional \$100 per person after 2 attendees per booth.
- ☒ \$350.00 **Table Share Fee (in addition to exhibit space fee)**

Register early! Cost increase begins Jan. 10, 2012

Exhibit space includes space rental, standard pipe and drape (6' draped back wall and 3' draped side rails) basic signage, 6 ft. x 24" table, 2 chairs, trash can plus:

- ☒ Two exhibit floor passes - additional \$100 per person up to 4 maximum
- ☒ Two registrant packages- Breakfast, breaks, and lunch
- ☒ Electronic post-conference attendee mailing list - (no emails addresses will be included)
- ☒ Corporate name in the final conference program
- ☒ Corporate name in the UOS Newsletter "InSight"

Please Note

Booths will be assigned on a first registered and paid basis. No booths will be reserved prior to full payment. Independent sales representatives must register separately. Tables can be shared between two independent representatives for an additional fee of \$350.00 (for a total of \$1,045).

Please do no dismantle your exhibit booth before the last break of the show, or prior to 4:00 PM. Charges are for registration prior to January 9, 2012. After 1/9/12, include an addition \$100.00 per level of sponsorship

If you would like an electrical hookup at your table, please order with GES Event (see pg. 3). If bringing an extension cord or power strip, we cannot guarantee power, unless you order through GES.

Questions should be emailed to: annette@utahmed.org

Prize Drawing Participation

Door Prizes are a great way to get additional recognition for your company!

Put you and your companies name front and center as you give a prize away to one lucky participant. All you do is supply the prize (please present to us by Feb. 6, 2012). You will receive recognition during the drawing, when you have a company representative present the prize. You will also be recognized for your support in the conference program as well as the post conference society newsletter. Please send your gift certificate or prize to the society or email Annette Mahler at: annette@utahmed.org

Door prizes will be given away on
FRIDAY, FEB. 24, 2012 following the last speaker

DESCRIPTION OF DOOR PRIZE

Name Badges

Please Print clearly. Company name badges will be available at your company booth prior to the conference.

We are not able to process on-site name badges.

Booth registration includes 2 representatives. Include an additional \$100 for a 3rd and 4th representative.

First	Last	Email Address
1		
2		
Additional Cost of \$100 for additional attendees below		
3		
4		

General Information

- **Exhibit Services Company-** GES will handle all items related to exhibit booths following receipt and payment of exhibit contract. For more information, please contact GES.

GES Exposition Services
1701 South 5350 West
Salt Lake City, Utah 84104
Phone: 801-908-8822 or 1-800-475-2098
Website: www.ges.com

- **Meeting Location**
 Hilton Hotel Conference Center (2nd floor)
 255 S. West Temple
 Salt Lake City, Utah
 Parking: Parking Garage

- **Hotel Rooms**
 For Hilton Hotel reservations
 Special attendee rate of \$119 + tax
 This following link will connect you directly to a website for reservations. http://www.hilton.com/en/hi/groups/personalized/S/SLCCCHH-UOS-20120223/index.jhtml?WT.mc_id=POG

Reservations must be made 30 days prior to conference.

VISIBILITY SPONSORSHIP OPPORTUNITIES

Sponsorships include signage at the event

Attendee Continental Breakfast	1 available	\$450.00
Attendee Lunch	1 available	\$600.00
Refreshment Breaks	2 available	\$350.00
Attendee Lanyards for 400 Attendees	1 available	\$1,000.00
Physician Dinner	2 available- maximum 4 representative attendees from each company	\$175 per representative

ADVERTISING (Conference Program Guide): Please complete the Advertising Insertion Order and return it with this contract and payment by January 9, 2012. Art work for ads must be received by **January 17, 2012**

1/2 Page Ad	1 available	\$450.00
1/4 Page Ad	2 available	\$350.00
Attendee Lanyards	1 available	\$1,000.00

Payment and Registration Details		
Exhibit booths and sponsorships costs increase after January 9, 2012. Please include an additional \$100 after that date. Cost details are on page 2.		
Please complete details below.		
Check Payment	Checks Payable to: Utah Ophthalmology Society	\$ _____ Platinum Sponsor/\$1250.00 \$ _____ Gold Sponsor/\$950 \$ _____ Silver Sponsor/\$850 \$ _____ Exhibit Booth/\$695 \$ _____ Breakfast Sponsor/\$450 \$ _____ Lunch Sponsor/\$600 \$ _____ Break Sponsor/\$350 \$ _____ Physician Dinner/\$1,000 \$ _____ Program Ad/see pg. 2 \$ _____ Lanyard Sponsor- please email: annette@utahmed.org or call UOS office
	All booth space will be assigned by UOS. If you have a preference on your booth location away from a particular product or company, please indicate below: _____	Total \$ _____
Credit Card Payments	___ MasterCard ___ Visa ___ American Express Card # _____	Expiration Date: ___/___ 3 or 4 security no. _____ Name on Card _____ Signature of cardholder

IMPORTANT DATES AND DEADLINES	
January 9, 2012	Last Day for Early Discount Registration for all exhibit booth and sponsorships must be in by 5:00 PM (MST)
January 10, 2012	Exhibit and Sponsor Registration increases \$100 per booth or sponsorship
January 16, 2012	Last day to submit artwork for program ads must be received
January 23, 2012	Last Day to Register a booth or sponsorship
February 23, 2012	Exhibit Move In 1-4 pm
February 24, 2012	Conference runs 7:30 am- 5:30 PM Exhibit breakdown 5-6 PM

REGISTRATION FORM for EXHIBIT AND Other SPONSORSHIP

The undersigned agrees to participate, according to the Terms and Conditions set forth on Page 5 of this Partnership Contract, as a sponsor and/or exhibitor at the **33rd Annual Utah Ophthalmology Society Conference & Exposition**, a program for ophthalmology practices, to be held **February 24, 2012 at the Hilton Hotel, Salt Lake City, Utah**. The primary contact named below has the authority to execute this agreement on behalf of the exhibitor/sponsor company. Exhibit space selection and placement is done on a first-come, first-serve basis. Payment must be submitted with registration prior to booth assignment.

Beginning January 10, 2012 exhibit booth costs requires additional payment of \$100.

Questions on the Exhibitor Services Kit should be directed to: GES Exhibit Service Center is: 1-800-475-2098 Fax: 866-329-1437

CONTACT /Name of individual approving contract: (will receive all correspondence and GES Exhibitor Services Kit by email)

Name: _____ Title: _____ Email: _____

Company: _____ Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (____) _____ Fax: (____) _____

Authorizing Signature: _____ **Date:** _____

BILL TO:

Name: _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

To register

Please complete and return this form and page 2 (list of representative names) for exhibit booth registration.

Please complete and return page 3 if sponsoring an additional item.

Utah Ophthalmology Society
310 East 4500 South, Suite 500
Salt Lake City, UT 84107-4250
Fax: 801-747-0851 or scan and email to: Annette@utahmed.org

EXHIBITOR DESCRIPTION for Program

Included *only* with Platinum and Gold Sponsorship package.

Please enter below, or attach a brief statement *to be included in the event program* describing the products and/or services provided by your organization.

Company Name: (print below exactly as you want it listed)

Description: Platinum Sponsors = 50 words Gold Sponsors = 25 words
UOS reserves the right to edit descriptions over the specified number of words.

EXHIBITOR DESCRIPTION

For All Exhibitor Listings

To better benefit your organization and UOS Attendees, the event program will provide a listing of exhibitors by product category. Please check the most appropriate category(s) (**choose up to two**): The following list is a guideline only and is not restrictive.

- Assistive Technology
- Book Publisher/Vendor
- Career Tech Ed
- Hardware
- Computer Security
- Course Management
- Conferencing
- Pharmaceutical
- Software-Admin/Bus
- Software-Instructional
- Software-Other
- Wireless Networks
- Other _____

Exhibit Terms and Conditions

General

1. The Utah Ophthalmology Society (UOS) reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit applications. 2. Exhibit space is limited to two attendees, an additional \$100 charge per person applies for a maximum of four attendees per booth. The UOS reserves the right to assign all exhibit space and rental.
2. Each exhibit booth size is 10'x10'. Exhibit space includes space rental, standard pipe and drape, booth identification sign, general security service, and other exhibitor benefits. To allow an unobstructed view of neighboring exhibits, backdrops and decorations are not permitted to exceed eight feet in height, nor can they protrude more than 48 inches from the back wall line.
3. Participants may not schedule other events such as breakfast, luncheons, or dinners during official UOS program hours or while the UOS Conference & Exposition are in progress unless UOS grants express permission.
4. Extremely loud noises such as bells, sirens, buzzers, excessively loud voices, etc. will not be permitted in order to maintain a businesslike atmosphere
5. Distribution of pamphlets, brochures, or advertising matter must be confined to the Exhibit Space.

Installation and Dismantling

6. The Utah Ophthalmology Society outlines specific move-in and breakdown times in the Exhibitor Services Manual. **No part of an exhibit may be dismantled or abandoned during open exhibit hall hours.** If spaces are not vacated within the specified breakdown period, The Utah Ophthalmology Society reserves the right to remove materials and charge for all moving, storage, shipping, and other expenses to the participant. UOS will not be liable if such removal causes damage to materials.

Payment Information

7. This application shall become binding upon receipt by UOS and will constitute a binding contract upon the applicant, subject to the terms, conditions, and regulations set forth in this contract. All monies are due and payable upon signing of the contract. Exhibit space must be paid in full before Exhibitor is allowed entry into the Exposition Hall for setup.

Use of Space, Subletting of Space

8. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitors display. Parent or subsidiary companies are an exception.

Exhibitor Cancellation

Space cancellations are accepted in writing to UOS. Cancellation requests postmarked on or before **January 9, 2012** will be charged a service fee of 20% of the total booth space cost. Cancellation requests postmarked from January 10 to January 24, 2012 will be charged a service fee of 40%. The full contract amount is payable and no refunds will be made for any cancellation postmarked after 5:00 pm (MST) on January 24, 2012.

Cancellation of Conference

10. If UOS is canceled due to fire, strikes, government regulations, acts of God, or other causes beyond the control of UOS, UOS and its representatives shall not be held liable for failure to hold the Convention & Exposition as scheduled, and UOS shall determine the amount of exhibit fees to be refunded.
11. The participant agrees that UOS shall have the right to make such rules and regulations or changes in arrangements, as it shall deem necessary and to amend it from time to time. UOS shall have the final determination and enforcement of all rules, regulations and conditions.

Release of Responsibility

12. Neither UOS, the Hilton Hotel management, nor any of the officers or staff members of UOS nor of the Hilton Hotel shall be held responsible for the safety of the participants, or their property from theft, fire, accident, or other causes. Participants are advised to consult their insurance brokers for proper coverage on display material from the time it leaves their companies' premises until its return. Neither UOS, the Hilton Hotel, nor any of their officers, agents, employees, or representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to any person affiliated with, or any property of, the applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, accident, or other causes. Neither UOS nor the Hilton management will obtain insurance against any such damage, loss, harm, or injury.
13. Participants hereby agree to indemnify, defend, and protect UOS and the Hilton management from any and all claims, demands, suits, or liability for any damage, loss, harm, or injury to any person affiliated with, or any property of, the applicant or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage in loss to property, or from or out of any damage, loss, harm, or injury to the person or any property of the participant or any of its officers, agents, employees, or other representatives.
14. Participants or their agents may not allow any articles to be brought into the Hilton Hotel; or any act done on the premises that will invalidate the insurance or increase the premium on the policies held by the management of the Hilton Hotel nor permit anything to be done by their employees through which act the premises, property, or equipment of the other participants will be damaged. Participants must also comply with all union rules and regulations as they apply to the movement of freight and the setup and dismantling of exhibits. No signs or articles may be affixed, nailed, or otherwise attached to walls, doors, etc. in such a manner as to damage them. All space is rented subject to these restrictions.
15. Violations of these rules will annul the participant's contract, and participant will be held liable for any damage resulting from such violation. These Terms and Conditions are part of the contract between exhibitor and UOS. UOS respectfully requires full cooperation of the exhibitors in their observance of them. All points not covered are subject to the decision of UOS management.



Utah Ophthalmology Society
310 East 4500 South, Suite 500
Salt Lake City, UT 84107-4250

**UOS Annual Winter Conference
"Where Ophthalmology Meets"
February 24, 2012**

**Register Early - Booth cost increases
beginning January 10, 2012**



UTAH OPHTHALMOLOGY SOCIETY EXHIBITOR PROSPECTUS

**33rd Annual Winter Conference
February 24, 2012
Hilton Hotel & conference Center
Salt Lake City, Utah**