

**Oct. 4-7-2012**

**EXHIBITOR/  
SPONSOR  
PROSPECTUS**

**CLEVELAND  
OHIO**

Education for Optometrists and  
Allied Eye Professionals

**EASTWEST  
EYE CONFERENCE**

SPONSORED BY OHIO OPTOMETRIC ASSOCIATION

**PREMIER  
OPTOMETRIC  
CONFERENCE  
IN THE  
MIDWEST**

**OCTOBER**

**Oct. 4-7-2012**



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*As of 09/26/11*

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## An Invitation

*Your company is invited to exhibit at the annual EastWest Eye Conference, October 4-7, 2012 at the Cleveland Convention Center in downtown Cleveland, Ohio. The EastWest Eye Conference is the leading optometric conference in the Midwest and is sponsored by the Ohio Optometric Association.*

*EastWest attendees are optometrists, opticians, optometric and ophthalmic staff — all the people who make up the eye care industry. Attendees come from across the United States and Canada. Attendees want to learn about, try out, discuss and ultimately purchase the latest in equipment, products, services and technology. The EastWest Exhibit Hall offers a great setting for these activities.*

*Your company is invited to sponsor EastWest activities, education, and support materials. Sponsorship opportunities are listed on page 6.*

*Your company is invited to advertise in EastWest media — the Registration Booklet, Conference Program, Registration Web site and Handout Web site. See page 7.*

**The Exhibit Hall is just one of the reasons people attend EastWest.**

**Other highlights are:**

- *Faculty — the top speakers in vision and eye care — who will present over 200 hours of continuing education.*
- *Exclusive Friday Night Party at the Rock and Roll Hall of Fame.*

*If you have any questions or suggestions, please call us at (800) 999-4939 or e-mail us at [info@ooa.org](mailto:info@ooa.org). We look forward to seeing you at the 2012 EastWest Eye Conference!*

# Exhibit Hall Application

## EastWest Eye Conference

October 4 - 7, 2012 • Cleveland Convention Center

The EastWest Eye Conference is hereby authorized to reserve exhibit space for use during the 2012 EastWest Eye Conference, October 4-7, 2012 at the Cleveland Convention Center in downtown Cleveland, Ohio. It is understood and agreed that all exhibit space will be assigned on a first-come, first-served basis, and that the EastWest Eye Conference reserves the right to decline any application or disallow any exhibit which is not in keeping with the character of the exhibition, to assign exhibitors to the best alternate space in the event that their first two choices are already reserved, and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition. Choices are indicated below. Booths will not be assigned until payment is received. **A \$500 deposit is required to reserve a booth.**

### booth costs

#### One Booth:

\$1,600 (if paid in full by March 1, 2012)

\$1,800 (after March 1, 2012)

#### Premium Booth Fee:

**Add \$50 for all end cap (aisle) booths sold individually.**

First Booth Choice: \_\_\_\_\_ Second Booth Choice: \_\_\_\_\_

No. of Booths: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

**If purchasing additional booths, please indicate first choice for each additional booth:** \_\_\_\_\_

**\*\*A 50 word description about your company or product is required.**

*Please attach the description to the Exhibit Hall Application. Company descriptions are listed in the Conference Program and distributed to all EastWest attendees.*

### company information

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

Contact: \_\_\_\_\_

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

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

Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

### method of payment

Payable to: Ohio Optometric Association (check one)

Check  Visa  MC  Discover  AX

Credit Card #: \_\_\_\_\_

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

Amount: \$ \_\_\_\_\_

**I have read and agree to the Exhibit Hall Agreement as stated on Page 4:**

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*Return Completed Form and Company/Product Description to:**

**MAIL:** EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085 • **FAX:** (614) 781-6521 • **E-MAIL:** info@ooa.org



# Exhibit Hall Agreement

*Apply today for your booth(s) at the 2012 EastWest Eye Conference!*

## **Booth Specifications and Equipment:**

Each booth is 10' x 10' and includes curtain side rails and backdrop and a sign identifying your company.

**Cancellation Policy:** For a good cause, exhibit space applications may be cancelled if written notification is received by the Ohio Optometric Association on or before August 1, 2012. In such event, full refunds of exhibit space fees shall be made, minus deposit. There shall be no refunds for space cancellations received after August 1, 2012.

**Exhibit Policy:** All exhibitors are responsible for being aware of and adhering to the following policies:

- Payment by check, money order or credit card must accompany this application.
- Exhibit booths will be reserved upon receipt of the completed "Exhibit Hall Application" and fee.
- Exhibitors may not sublet or assign any portion of their exhibit space.
- Exhibitors must keep their exhibit space open and staffed during exhibit hall hours. A penalty will be assessed for early closing without written approval of Conference Manager.
- OOA will arrange for security overnight and during show hours. However, liability for all equipment and materials remains with the individual exhibitor.
- Exhibitors agree to comply with all decisions of the Conference Manager.
- OOA shall deny, within its sole discretion and for whatever reason, participation at the Conference of any exhibitor which OOA deems to be inappropriate for the Conference or which OOA believes would be disruptive to the activities of the Conference.
- Exhibitors shall not schedule or promote competitive activities during the time of the Conference except upon the pre-approval of OOA.
- Exhibitors acknowledge that the term "EastWest Eye"<sup>sm</sup> and any associated logos are servicemarks of OOA. These servicemarks, or any other servicemark owned or controlled by OOA, may not be used by exhibitors except as prescribed by OOA. Exhibitors may not use any OOA servicemark as a basis for scheduling or promoting any events that would be competitive to the activities of the Conference.

**Exhibitor Service Kit:** The EastWest Decorator will send you an exhibitor service kit within 60 days of the Conference.

## **Indemnity and Limitation of Liability:**

Neither the Conference nor the OOA, nor any of their officers, agents, employees, affiliates or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss,

harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also indemnify and hold harmless OOA from demands, suits, liability, damages, loss, costs attorneys' fees and expenses of whatever kind or nature, including but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, claims of property or personal injury caused by or attributable in whole or in part to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its officers, agents, employees or other representatives, and claims of damage or loss to any third party resulting from an infringement of a copyright or patent or the unauthorized use of a registered trademark.

**Insurance:** Exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date at the Conference and terminating on the last move-out date, a policy of insurance acceptable to OOA. The policy of insurance shall name OOA as loss-insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the Conference. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of OOA, the exhibitor shall provide OOA with a copy of such policy.

**Music and Amplification:** Due to ASCAP and BMI licensing requirements and US copyright laws, no copyrighted music, live or recorded, will be permitted in the Exhibit Hall unless the exhibitor using the material has purchased the appropriate license. This rule includes background music on audio-visual presentation. The use of amplification, recordings, videos, slides or other audio-visual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

**Shipping Instructions:** We strongly recommend that all shipments of equipment and supplies be arranged through The EastWest Decorator. They will transport your shipment to the Conference, deliver it to your booth, remove it at the conclusion of the Conference, and ship it back to the company. All your representatives have to do is set up your exhibit and dismantle it. Confirmed exhibitors will receive shipping information along with a complete kit from The EastWest Decorator approximately 60 days prior to the Conference.

**Your Booth Package:** Booth packages include side rails and backdrop, a sign identifying your company, and badges for all your representatives. Each booth is piped and draped. In addition, exhibitors may request a list of attendees.

# EastWest Eye Conference

**October 4 - 7, 2012** • Cleveland Convention Center

## EastWest Eye Conference

Ohio Optometric Association  
**October 4-7, 2012**  
 Cleveland Convention Center

### Exhibit Setup

**Wednesday, October 3**  
 12:00 p.m. – 5:00 p.m.

**Thursday, October 4**  
 8:00 a.m. – 1:00 p.m.

### Exhibit Hall Hours

**Thursday, October 4**  
 4:00 p.m. – 7:00 p.m.  
 Opening Reception

**Friday, October 5**  
 10:00 a.m. – 6:00 p.m.

**Saturday, October 6**  
 9:00 a.m. – 2:00 p.m.

### Exhibit Teardown

**Saturday, October 6**  
 2:30 p.m. – 5:00 p.m.

### Host Hotels

**Doubletree by Hilton Cleveland  
 Downtown Lakeside**  
 (216) 241-5100

**Embassy Suites  
 Cleveland Downtown**  
 (216) 523-8000

**Hyatt Regency Cleveland  
 At The Arcade**  
 (216) 575-1234

*Mention EastWest for special rates.*

501	503	505	507	509	511	513	515
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137	241	340	337
	239	338	

133	232	235	334	333	432
131	230	233	332	331	430
129	228	231	330	329	428
127	226	229	328	327	426
125	224	227	326	325	424
123	222	225	324	323	422
121	220			321	420
119	218	221	320	319	418

117	216	217	316	317	416
115	214	215	314	315	414
113	212	213	312	313	412
111	210			311	410
109	208	209	308	309	408
107	206	207	306	307	406

103	202	203	302	303	402
101	200	201	300	301	400



# Sponsorship Opportunities



## EastWest Eye Conference

October 4 - 7, 2012 • Cleveland Convention Center

Your company can select one of the sponsor options listed below or suggest another way to support the EastWest Eye Conference. 5-Star, 4-Star, 3-Star, 2-Star and 1-Star Sponsors will be recognized in EastWest publicity. General sponsorships are also encouraged.

### company information

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

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**Method of Payment:** Payable to: Ohio Optometric Association (check one)  Check  Visa  MC  Discover  AX

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

*(Company Name) will sponsor as follows:*

- |   |  |
|---|--|
| <input type="checkbox"/> <b>5-Star Sponsor</b> (\$20,000 and above)<br>Co-Sponsor of Friday Night Party<br>Audio-Visual<br>Education (at least 20 hours)  | <input type="checkbox"/> <b>2-Star Sponsor</b> (\$6,000 - \$7,999)<br>Breakfast Seminar (you provide the speaker; we provide the food)<br>Shuttle Bus<br>Hotel Key Cards<br>Education (at least 6 hours) |
| <input type="checkbox"/> <b>4-Star Sponsor</b> (\$15,000 - \$19,999)<br>Education (at least 15 hours)<br>Byline in Registration Booklet   | <input type="checkbox"/> <b>1-Star Sponsor</b> (\$2,000 - \$5,999)<br>Lanyards<br>Refreshments (at your booth or outside classrooms)<br>Education (at least 2 hours)<br>Student Scholarships             |
| <input type="checkbox"/> <b>3-Star Sponsor</b> (\$8,000 - \$14,999)<br>Registration Area Banners<br>Exhibit Hall Banners<br>Education (at least 10 hours)<br>E-mail stations in Exhibit Hall<br>Lunch Seminars (you provide the speaker; we provide the food)<br>Speaker Handout Web site |  |

### Sponsor agrees to:

Remit payment for amount due within 30 days of receipt of invoice. Provide any and all requested materials, artwork or copy by specified deadlines. Use the name "EastWest Eye Conference" and Conference logo to promote sponsor's presence or sponsorship of activities at the Conference. All other uses for commercial purposes must obtain written permission from the EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL:** EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085-6036 • **FAX:** (include credit card information): (614) 781-6521

# Advertising Opportunities

## EastWest Eye Conference

October 4 - 7, 2012 • Cleveland Convention Center

Choose one or more of these advertising opportunities to deliver your company's message. Complete the form below or call (800) 999-4939 to reserve your space.

<i>Registration Booklet</i>	<i>Conference Program</i>	<i>Web Site</i>
The Registration Booklet is mailed in June to 35,000 optometrists, opticians and allied eye professionals.	The Conference Program is given to all EastWest attendees and serves as a guide to all EastWest events.	<a href="http://www.eastwesteye.org">www.eastwesteye.org</a> The brand new EastWest Web site will be revealed November 2011.
Reservation Due: March 15 Artwork Due: April 1	Reservation Due: June 1 Artwork Due: July 1	Reservation Due: Continuous Artwork Due: Continuous
<b>Rates – Black &amp; White Only:</b>	<b>Rates – Black &amp; White Only:</b>	<b>Rates:</b>
Rear Cover \$1,300	Rear Cover \$900	One week placement: \$200
Inside Covers (full pg.) \$1,000	Inside Covers (full pg.) \$700	Four Week placement: \$750
Center Spread \$1,800	Center Spread \$1,200	
Full Page \$800	Full Page \$600	
Half Page \$600	Half Page \$400	
Quarter Page \$400		
<div style="border: 1px solid black; padding: 5px;"> <p>Please contact EastWest Eye Conference to obtain advertising specifications for the Registration Booklet, Conference Program, and Web site.</p> </div>		

## advertising insertion order

The EastWest Eye Conference is hereby requested and authorized to insert our advertisement as specified below. Enclosed is full payment. (Payment for full amount must accompany order). We understand and agree that all copy submitted is subject to the acceptance and final approval of the EastWest Eye Conference; an advertising code is available upon request. The publisher will not accept responsibility for the preparation of negatives, artwork or special typesetting. All such charges will be billed extra at cost plus 20% for handling. Space and positions will be assigned on a first-come, first-served basis. No commissions will be allowed.

Ad Size/Publication: \_\_\_\_\_

E-mail: \_\_\_\_\_

Rate: \_\_\_\_\_

Web site: \_\_\_\_\_

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

**Method of Payment:** Payable to: Ohio Optometric Association (check one)

Contact Name/Title: \_\_\_\_\_

Check  Visa  MC  Discover  AX

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

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

Amount: \$ \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Mail:** EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085 • **Fax:** (614) 781-6521



EastWest Eye Conference  
P.O. Box 6036  
Worthington, OH 43085  
www.eastwesteye.org

PRESRT STD  
U.S. POSTAGE  
PAID  
COLUMBUS, OH  
PERMIT NO. 1803

# 2011 EastWest Eye Conference Exhibitors

## *Participating Companies (as of 09/26/11)*

Abbott Medical Optics, Inc.	Elsevier, Inc.	Marcolin USA, Inc.	Reichert Ophthalmic Instruments
Alcon Laboratories, Inc.	Epsilon Psi Epsilon	MaximEyes by First Insight Corporation	Revolution EHR
Allergan, Inc.	Eschenbach Optik	Morel Eyewear	Rooney Optical
Amcon, The Eyecare Supply Center	Essilor Instruments USA	Oculus	Safilo USA
American Optometric Society	Essilor Laboratories of America	Ocusoft	Santinelli International
AmeriSciences	Essilor of America	Ohio Amblyope Registry	Select Optical
Art Optical Contact Lens Inc.	Eye Med Vision Care	Ohio Independent Insurance Agency, Inc.	Singer Optical
Bausch & Lomb	Eye Science Labs	Ohio Optometric Association	Smile Reminder
Briot USA	Eyes of Faith Optical	Ohio Public Health Association	Soderberg, Inc./Walman Optical
CareCredit	Frank Gates/Avizent	OIS	Synemed, Inc.
Carl Zeiss Meditec	Hi Max Dream Eyewears	Ophthonix, Inc.	SynergEyes, Inc.
Carl Zeiss Vision	Hoya Vision Care	Optical Distributor Group	TelScreen Inc.
Classic Optical Laboratories	Hydrogel Vision Corp.	Optical One, Inc.	Teltron Design Group
Cleveland Sight Center	ICare USA	Optics, Inc.	TLC Laser Eye Centers
Codex Techworks	i-dealoptics	Optos, Inc.	Toledo Optical Laboratory, Inc.
Compulink Business Systems	Illusion Optical Displays	Optovue, Inc.	Transitions Optical Inc.
CooperVision, Inc.	Independent Sales Rep. Joe Luarde	OSU College of Optometry	Vistakon- Johnson & Johnson Vision Care, Inc.
Cyclops EMR	Interstate Optical Co., Inc.	Phelan Insurance Agency	Viva International Group
Demandforce	ISTA Pharmaceuticals, Inc.	Precision Instruments, Inc.	VSP Vision Care
Designs for Vision, Inc.	Latham & Phillips Ophthalmic Products	QSpex Technologies, Inc.	WEBSYSTEM2
Diopsys, Inc.	Logistics Health	QuikEyes	Williams Group
Diversified Ophthalmics, Inc.	Luxottica Wholesale North America	Realeyes/Save Our Sight Classroom Initiative	Zeavision, LLC
Dynavision International	Marco		Ziena Eyewear