YOUR INVITATION TO PARTICIPATE

MOA’s 2017 Annual Convention, Golf Tournament, & Trade Show

St. Charles, MO
October 12-15, 2017

REGISTRATION PACKET
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Trade Show Exhibitor, Specials, Raffle, p. 4
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SPONSORSHIP INVITATION

As our upcoming annual “Missouri Optometric Association’s Convention, Trade Show and Golf Tournament” is fast approaching, the Missouri Optometric Association extends an invitation for your participation as a supporting sponsor to this outstanding event.

Year after year the success of our Convention is achieved because of the professional dedication, support and generosity of those companies that contribute to our sponsorship program.

This allows us to offer educational opportunities to our attendees, arriving from throughout Missouri and surrounding states, keeping them in the elite of professional eye care. Annually, the Missouri Optometric Association offers approximately 15 hours of continuing education courses to optometrists. In addition, approximately 12 hours of continuing education will be offered to paraoptometrists.

In addition to state of the art continuing education, other events will include the Exhibit Hall, Awards Luncheon, MOA Business Meetings, Presidential Reception and the prestigious Presidential Banquet, allowing valuable networking opportunities to those who attend.

For your consideration, sponsorship of our MOA Convention will be an excellent advertising tool to keep your company in the minds of the Association optometrists and staff. Sponsors will receive special recognition in the convention publications, the MOA website, and at prominent locations throughout the convention site.

We provide recognition through:

- A listing of sponsors, by contribution level, highest value to lower, on 3 ft. x 4 ft. signage located at MOA Convention Registration area during the entire conference, but which is also prominently displayed at the Presidential Banquet that evening.
- Should you specify a particular MOA event, educational course or meal for your contribution, additional signage so states at that event.
- The MOA Conference website, http://www.moeyecare.org/moeyecareconference/, lists the sponsors on the Home page, plus additional pages throughout the site. All mentions are linked to the sponsor’s website.
- Recognition is noted in the convention on-site MOA Program provided in each attendee’s packet, their guide for all convention details, schedules, and events.
- Afterward, the MOA’s on-line magazine, “Vision”, available to the entire MOA membership, will highlight Sponsorships and further Convention details.

Additional Benefits:

- Diamond and Platinum sponsors may take advantage of compensated booth space (Diamond/double, Platinum/single) in the MOA Exhibit Hall, with designated sponsorship signage. Any Gold sponsors also exhibiting will receive signage only.
- Advertising space available, full color, in the onsite program compensated for Diamond/Full page, Platinum/1/2 page, Gold/1/4 page. (Values: Full page-$300, ½ page-$175, ¼ page-$100.

Please know our extreme thanks for your generosity in support of the Missouri Optometric Association.

You may process your sponsorship contribution by contacting the

100 East High Street, Suite 301 - Jefferson City, MO 65101 - Phone: 573-635-6151 - Fax: 573-635-7989 - Email: sue@moeyecare.org

Or through our Conference Website: http://www.moeyecareconference.org/
AVAILABLE MOA SPONSORSHIPS

“Sponsorships are a great way to increase your company’s visibility.”

GOLF
Golf Tournament Lunch/Beverages …….Executive Level Industry Alliance Sponsorship
Golf Tournament Hole Sponsorship …..$250.00

CONVENTION SPONSORSHIPS
Bronze…………………………………………………………………………………………..$500.00
Silver…………………………………………………………………………………………. $1,000.00
Gold…………………………………………………………………………………………..$2,000.00
  Added benefits/no charge: ½ page advertising in the MOA Event Program.
  Any Gold sponsor also exhibiting in the MOA Exhibit Hall will receive Gold booth signage.
Platinum……………………………………………………………………………………$3,000.00
  Added benefits/no charge: ½ page advertising in the MOA Event Program,
  1 Exhibit Hall booth ($859 value). Platinum booth signage.
Diamond…………………………………………………………………………………...$5,000.00
  Added benefits/no charge: Full page advertising in the MOA Event Program,
  Double-sized Exhibit Hall booth ($1,518 value). Diamond booth signage.

 Please Call to Discuss the Following Sponsorships

-- NOTE: Co-sponsorships Available (in various denominations) for Each Event --

EVENT SPONSORSHIPS
Breakfasts (3)………………………………………………………………………………….. $2,500.00
Friday Exhibit Hall Luncheon…………………………………………………………….. $4,000.00
Optometrist Awards Luncheon…………………………………………………………… $5,000.00

CO-SPONSORSHIPS AVAILABLE
Presidential Reception……………………………………………………………………….. $3,000.00
Presidential Banquet……………………………………………………………………….. $8,000.00

MISCELLANEOUS
Prize Contributions for Exhibit Hall Raffles……………………………………….. Your Discretion

Thank you for supporting the

Missouri Optometric Association
100 East High Street, Suite 301 - Jefferson City, MO 65101
Phone: 573-635-6151 - Fax: 573-635-7989
Email: sue@moeyecare.org

Main Website  Conference Website
www.moeyecare.org  www.moeyecareconference.org/
As Chairman of the MOA Golf Tournament, I would like to take this opportunity to invite your participation as a GOLF HOLE SPONSOR in this year’s annual tournament. Sponsorship is an excellent and effective advertising tool for your company and provides a unique opportunity to show your support, not only for the Association, but for the esteemed profession of optometry as well.

The cost of each Golf Hole Sponsorship is offered at only $250.00. Sponsorship signage is provided at each Hole location to honor the contributing company for all to note your support. Additional recognition will be given at the convention in the MOA Event Program, on the conference website, and MOA’s Vision Magazine.

As the Thursday “kick off” event of the annual Convention, the MOA’s 4-Man Scramble Tournament will get under way at the award winning WingHaven Country Club in O’Fallon, MO, on October 12, 2017 with lunch and a shotgun start. We invite you to also join several members of the Missouri Optometric Association as a player on the 18-hole championship course designed by Jack Nicklaus. Enjoy the game as well as the opportunity to network with the MOA’s movers and shakers.

Each year, the golf club selection is determined through careful consideration of course quality and design to allow all skill levels a chance to enjoy an unforgettable round of golf. Visit www.winghavencc.com for more information on the course for this year’s annual tournament.

So “climb aboard the MOA GOLF CART”! We think you’ll be glad you did!

Sincerely,

Thomas J. Cullinane, O.D.

Thomas J. Cullinane, OD
MOA Golf Tournament Chair

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Missouri Optometric Association’s
2017 Annual Golf Tournament

Thursday, October 12, 2017

Golf Hole Sponsorship: $250
Player Registration Fee: $89

Format: Four Person Scramble with 12:30 pm shotgun start. Lunch will be available at 11:30 am.
Location: WingHaven Country Club, 7777 WingHaven Boulevard, O’Fallon, MO 63368
Phone: 636-561-9464 | Web: www.winghavencc.com
Registration: Fee includes Green Fees, Cart and PRIZES!

Golf Hole Sponsorship and player registration may be processed through online registration or on the official registration form enclosed.
We invite you to participate as an exhibitor: This year’s Convention promises to be very productive for all who attend. This is a valuable opportunity to present your company, product line, and new innovations to MOA optometrists and their staff...meeting potential new clients and reinforcing the current. Presently, approximately 300 optometrist, paraoptometric, and auxiliary members are expected to attend. You would be a most welcome addition to the Exhibit Hall for our members to visit between CE sessions!

Exhibit Hall Hours

Friday, October 13, 2017

(Exact times yet to be confirmed)

 tí 8:00 - 10:00 a.m., Booth Set-up; Packet Pick-up

 tí 10:00 a.m. - 2:00 p.m., Exhibit Hall Hours

Luncheon will be held in the Exhibit Hall for attendees and exhibitors.

tí 3:00 - 5:30 p.m., Booth Dismantling

Note: Early set-up is not available in the Exhibit Hall. Exhibitor will be fully responsible for the security of any booth equipment/materials. The Missouri Optometric Association, the venue, and all staff will not be held accountable for any items/equipment lost, stolen or damaged.

Trade Show Exclusive Specials: The MOA will promote the specials to members prior to the MOA Convention/Trade Show, encouraging attendance to take advantage of the savings opportunity.

Raffle Drawings: List your raffle item. Companies sponsoring a booth drawing will be visited by the roving announcer during the Trade Show. Attendees must be present to win, thereby keeping traffic within the Hall.

Booth Specifications

1. Each 8’ x 8’ booth will have 10’ back and 3’ sides with pipe & drape, one 6’ skirted table, two chairs, one waste receptacle and one 7” x 44” identification sign.

2. Booth assignments will be made on a first-come, first-served basis (Industry Alliance Members receiving first consideration). Every effort will be made to avoid placing similar suppliers next to each other.

3. For your convenience, our on-line registration link, (preferred) is http://www.moeyecareconference.org.

Note: Exposition Services will provide an Exhibitor’s Packet prior to the show with request forms for additional equipment, i.e., tables, shipping information, etc. Direct booth questions to Sue Brown. Direct electricity questions to the venue.

Contacts

Exposition Service
St. Charles Convention Center
One Convention Center Plaza, St. Charles, MO 63303
1-636-669-3011
exhibitorsvs@stcharlesconventioncenter.com

Hotel Reservations
Embassy Suites by Hilton
Two Convention Center Plaza, St. Charles, MO 63303

Specify reservations under group name:
Missouri Optometric Association
Phone: 1-636-946-5544
Or access on line: http://www.moeyecareconference.org/

Starting Room Rate: Single/Double $154.00
Deadline for group rate is Sept. 18, 2017

MOA
Sue Brown
Exhibit Hall Coordinator
Ph: 573-635-6151 • E: sue@moeyecare.org

Dr. Lee Ann Barrett
Executive Director
Missouri Optometric Association
Ph: 573-635-6151 • Email: moaed@moeyecare.org

Dr. Mindy Blackford
Convention Chair
Ph: 660-665-6262 • E: mindymb Nackford@hotmail.com

Dr. Tom Cullinane
Golf Tournament Chair
Ph: 314-579-0909 • E: seeingme@sbcglobal.net
Reach out to current and potential clients.

Advertise in the Missouri Optometric Association’s Annual Convention On-Site Program to reach all attendees.

One-fourth page, 2-3/8 “ x 3-1/8 “, $100

Entice attendees to visit your booth.

Create greater brand awareness.

Provide a peek of your Trade Show exclusive specials.

One-half page, 5 “ x 3-1/8 “, $175

Are you ready to set up your ad?

SUBMISSION DEADLINE: August 31st (FIRM)

Mark your choice below:

<table>
<thead>
<tr>
<th>Selection</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>5 “ x 6 ½ “</td>
<td>$300</td>
</tr>
<tr>
<td>1/2 page</td>
<td>5 “ x 3 1/8 “</td>
<td>$175</td>
</tr>
<tr>
<td>1/4 page</td>
<td>2 3/8 “ x 3-1/8 “</td>
<td>$100</td>
</tr>
</tbody>
</table>

Submit your “camera ready” JPG or PDF in the dimension chosen for publication to Sue Brown sue@moeyecare.org.

Payment may be processed with a credit card by calling 573-635-6151, by fax 573-635-7989, or mailed with a check to the MOA office information listed above.

Payment:

<table>
<thead>
<tr>
<th>Payment Options</th>
<th>Total $</th>
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</thead>
<tbody>
<tr>
<td>Check Enclosed</td>
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<tr>
<td>Visa</td>
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<tr>
<td>MasterCard</td>
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<tr>
<td>Discover</td>
<td></td>
</tr>
<tr>
<td>Am. Express</td>
<td></td>
</tr>
</tbody>
</table>

Company: ________________________________

Contact Name: ________________________________

Phone: ___________________ Email: ________________________________

Web address for MOA website link: ________________________________

Card Holder’s Name/Address (as listed for card): ________________________________

Card #: _______________ Expiration: _____
REGISTRATION SELECTIONS
Select the participation level/s of choice below and the following page.

1. CONVENTION SPONSORSHIP

Please check the preferred level of contribution.

☐ DIAMOND ~ $5000
    Receive 2 adjoining booths, 1 full page advertising in the MOA Event Program, recognition on the conference website, and event & booth signage. Value $2,095.

☐ PLATINUM ~ $3000
    Receive 1 booth, ½ page advertising in the MOA Event Program, recognition on conference website, and event & booth signage. Value $1,309.

☐ GOLD ~ $2000
    Receive ¼ page advertising in the MOA Event Program, recognition on conference website, and event signage, and if exhibiting, also at the booth. Value $375.

☐ SILVER ~ $1000

☐ BRONZE ~ $500

Contributions in amount of choice are accepted. Please state the denomination preferred. $ _________________ Subtotal $__________

If you wish to target a specific event, please specify here: _____________________________________________________________________

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2. 4-MAN SCRAMBLE GOLF TOURNAMENT SPONSORSHIP AND PLAYER REGISTRATION

Company Name for Signage _______________________________________________________________________________________

☐ GOLF HOLE SPONSORSHIPS - $250 EACH:

☐ GOLF PLAYER REGISTRATION - $89 EACH: _____ # Golf Players @ $89 Subtotal $__________

Please list below the person/s participating in the 4-man scramble golf tournament. Teams will be assigned at a later date:

____________________________________________________

____________________________________________________

____________________________________________________

____________________________________________________

You may request to join a specific player: ____________________________________________________ (Team grouping is not guaranteed.)

CANCELLATIONS & REFUNDS: Personal cancellations and requests for refunds must be submitted in writing to the MOA Central Office. A full refund, minus a $10 processing fee, will be given if cancellation is received prior to 21 days of the tournament. Notice of cancellation received thereafter will not receive a refund without approval by the Golf Chairperson. Telephone cancellations will not be accepted.

Golf tournament cancellations due to severe weather will be the judgment call of the tournament chairman and the golf club staff. No refund will be given.
3. EXHIBITOR REGISTRATION

NOTE: EXECUTIVE LEVEL INDUSTRY ALLIANCE MEMBERS AUTOMATICALLY REGISTERED.

(Deadline September 22, 2017. Thereafter, call for availability.)

Company ___________________________________________________________
Contact Person ___________________________
Address _____________________________________________________
City ___________________ State _______ Zip ________
Phone ___________________ Fax ___________________ Email _______________________________________________________

EXHIBITOR REFERENCE GUIDE: Provide the following for distribution of publication to all attendees (Required):

Company Name for Signage/Reference Guide ______________________________________________________________________
Service/Product (contact lens, equipment, etc.): _____________________________________________________________________
Phone Number: (____)____________________Website Address: ______________________________________________________
Company Description (50 words or less description of your services.): ___________________________________________________
___________________________________________________________________________________________________________

The MOA reserves the right to edit as necessary for space constraints, making every effort to preserve vital information. Continue on additional sheet as needed.

TRADE SHOW EXCLUSIVE SPECIALS: Provide a list of company specials, available only at the Trade Show:
The MOA will promote the specials to members prior to the MOA Convention/Trade Show, encouraging attendance to take advantage of the savings opportunity.
____________________________________________________________________________________________________________

BOOTH RAFFLES: List your raffle item to draw attendees to your booth. A roving announcer will visit you to broadcast your drawing’s winner.
____________________________________________________________________________________________________________

NAME BADGES/LUNCH: Please type or print names of company representatives attending. Name badges will be printed accordingly.

Registration includes badges/lunch for two:

Additional badges/lunch @ $50 each:

BOOTH FEES: (Check all appropriate boxes.)

☐ 1 Booth - $859 ☐ Double size - $1,518 ☐ Triple size - $2,063 ☐ _____ Add’l Badges, $50 ea. =Subtotal $__________

☐ 1 Booth – Non-Profit / Authorization No. ____________

Non-profit rate available upon approval by the MOA Central Office. Call 573-635-6151 to discuss rates and receive your authorization number. Registration must be mailed, emailed or faxed.

BOOTH CANCELLATIONS & REFUNDS: Cancellations of exhibit space and requests for refunds must be submitted in writing to the MOA and received by September 12, 2017. A full refund, minus a $50 processing fee, will be given if cancellation is received prior to 30 days of the first day of the conference. Notice of cancellation received thereafter will not receive a refund. Telephone cancellations will not be accepted.

HOLD HARMLESS CLAUSE: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor’s displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, employees and Missouri Optometric Association members and Board of Directors from any and all such losses, damages and claims. Submission of your payment indicates agreement with the terms of the Hold Harmless Clause.

REGISTRATION PAYMENT/S:

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ Am. Express

Card Holder’s Name (as listed for card): __________________________________________
Card Holder’s Address: _________________________________________________________
Card #: ___________________ Security # _________ Expiration Date: ____________

Thank you for your support!

Submit Form and Payment to: Missouri Optometric Association, 100 E. High St., Ste. 301, Jefferson City, MO 65101
Fax: 573-635-7989 * Website Registration (Preferred): www.moeyecareconference.org
Call 573-635-6151, or email questions to sue@moeyecare.org

MOA USE ONLY: Date Received: _____________ Amount Enclosed: _____________ Date Processed: _____________
Comments ___________________________________________________________________________________________________