

# NEW ORLEANS ACADEMY OF OPHTHALMOLOGY

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August 18, 2023

Dear Exhibitor:

The New Orleans Academy of Ophthalmology (NOAO) is looking forward to our upcoming 73<sup>rd</sup> Annual Symposium **Outta Sight: Getting Groovy with Glaucoma, Cataract and Refractive, and Oculoplastics**, to be held February 1-4, 2024. This is a new weekend for NOAO, and the Symposium will be held deeper in the Mardi Gras season. There will be more parades to enjoy, and we look forward to welcoming vendors and attendees for a more family-friendly weekend. Come see the parades that locals attend!

We invite you to be a part of a cooperative effort to provide educational excellence in ophthalmology in the Gulf South and beyond. We are confident that our 2024 topics and faculty will make for an even stronger meeting, and it is our sincerest hope that you will again choose to exhibit with us. As in previous meetings, we will feature coffee breaks and entry paths through exhibits to help maximize your exposure to attending physicians. In addition, we are offering a one-time special for resident alumni from New Orleans for complimentary entry to the 2024 Annual Symposium- a whole new audience!

The 2024 meeting will be held at the Sheraton New Orleans Hotel at 500 Canal Street. **For room accommodations, please call (504) 525-2500 and ask for the room block under the New Orleans Academy of Ophthalmology.** Rooms are \$229 per night and should be reserved before January 11, 2024. Please make your reservations well in advance, as there will be limited room availability after January 11.

This year, we are offering four tiers for exhibit space- see page 3 for tier pricing details. **Please note that for 2024 the optional booth package has again been incorporated into our prices. The basic booth fee** includes: an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket. The tabletop package includes two chairs, a table with standard skirting, and a wastebasket. Exhibitors may purchase additional materials or furnishings directly through Alliance Exposition. In addition, each exhibitor will have their own personal "Exhibit Expert" to assist with any service and answer any questions.

Opportunities are available for corporate support of our many events and activities. For more information on how your company can underwrite an event, please call 504-861-2550.

A booth application, floor plan, and FAQs are enclosed. Applications can be returned by email to [edavie@noao.org](mailto:edavie@noao.org). You can also mail checks and/or contracts to 8131 Oak St., Suite 300, New Orleans, LA 70118.

Please don't miss this opportunity to exhibit at the NOAO 2024 Symposium. If you have any questions or concerns, feel free to call us at 504-861-2550.

Cordially,

Courtney Finkelstein  
Executive Director

**New Orleans Academy of Ophthalmology**  
**Outta Sight: Getting Groovy with Glaucoma, Cataract and Refractive, and**  
**Oculoplastics**  
**February 1-4, 2024**

Frequently Asked Questions:

**Why should my company exhibit at the NOAO Symposium?**

Our Symposium is an ideal size and location for reaching a variety of ophthalmologists from urban and rural communities and have in-depth conversations on how your company can fulfill their needs.

**How is this event formatted?**

The Annual Symposium will be held as an in-person event only. The event will consist of one General Session with coffee breaks in the Exhibit Hall throughout the day; workshops will be held in the afternoon. Opportunities for corporate-supported events are available during lunch or evenings.

**What is the usual number of MDs that attend?**

The symposium draws more than 300 attendees annually.

**What is the usual number of ODs that attend?**

None.

**What other groups might attend?**

Technicians and Residents/Fellows. There is a concurrent technicians' conference on Friday.

**What is included in the fee for booth exhibitors?**

The basic booth fee includes the 8' high back drape, 3' high side dividers, one 7"x44" one-line identification sign, a standard skirted table, two chairs, and a wastebasket ONLY. Tabletop booths will not include pipe and drape. Additional materials and furnishings can be purchased through Alliance Exposition.

**Is there a limitation on the number of company representatives per booth?**

5 representatives are allowed per company. Additional name badges cost \$50 each.

**Can we use a banner stand behind our table?**

Yes.

**Are there any limitations on the type of equipment we can exhibit?**

There is no real limit to what can be displayed, except that we cannot have anything in the exhibit hall that would produce a flame or put anyone in danger (like an open burner).

**Can we pick and choose which days we'd like to exhibit?**

Exhibitor check-in is on Thursday. All exhibits are required to be staffed on both Friday and Saturday.

# APPLICATION FOR EXHIBIT SPACE

## NEW ORLEANS ACADEMY OF OPHTHALMOLOGY 73<sup>rd</sup> ANNUAL SYMPOSIUM: OUTTA SIGHT: GETTING GROOVY WITH GLAUCMOMA, CATARACT AND REFRACTIVE, AND OCULOPLASTICS FEBRUARY 1-4, 2024

The New Orleans Academy of Ophthalmology (NOAO) is hereby authorized to reserve exhibit space as indicated by preference for the undersigned company. The space will be available at the NOAO 2024 Annual Symposium.

We, the undersigned, hereinafter referred to as exhibitor, hereby agree to assume all responsibility for the use of all tables, table drapes and other materials provided to exhibitor for displaying and exhibiting at the NOAO's Annual Meeting held at the Sheraton New Orleans Hotel during the period of Feb. 1-4, 2024. Exhibitor understands that floor plan may be subject to change. The exhibitor further agrees to release the Sheraton New Orleans Hotel and the NOAO from any and all liability and to hold either or both of them harmless of any breakage, damage or mishap occurring because of, or arising out of, the use of these tables, drapes and other materials provided to the exhibitor. Exhibitor is obligated to occupy booth with display for the entire length of the exhibition as set forth by the NOAO. If cancellation notice is postmarked prior to thirty (30) days before the meeting, a cancellation fee of two hundred fifty dollars (250.00) will be retained by the NOAO. If cancellation notice is postmarked less than thirty (30) days prior to the meeting, a cancellation fee of five hundred dollars (\$500.00) will be retained.

Attendees will be incentivized to visit each booth through a raffle program. Each attendee will receive a printed floor plan and the opportunity to collect a sticker from each booth. We will provide you with the stickers. On Sunday morning, a drawing will be held from the completed floor plans and the winner will receive a gift basket.

*Choose one of the following options for exhibit space:*

**Tier 1 - Fee: \$3,750. Postmarked after Dec. 30, 2023: \$4,000**

Includes an 8'x10' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

**Tier 2 - Fee: \$3,500. Postmarked after Dec. 30, 2023: \$3,750**

Includes an 8'x10' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

**Tier 3 - Fee: \$2,500. Postmarked after Dec. 30, 2023: \$2,750**

Includes a 6'x8' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

**Tier 4 - Fee: \$1,750. Postmarked after Dec. 30, 2023: \$2,000**

Includes an 8' tabletop booth, a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

Installation and dismantle labor will be provided by our exhibitor service contractor, Alliance Exposition Services. Additional materials or furnishings can be purchased through Alliance Exposition Services. **Booth materials MUST be shipped through Alliance Exposition Services.**

The accompanying floor plan indicates the location of vendor booths. Indicate your location preferences below.

**\*\* All three choices must be for the same tier. See floor plan for details \*\***

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

\$ \_\_\_\_\_ Total

Mail checks payable to NOAO at 8131 Oak St, Ste. 300, New Orleans, LA 70118, or pay by credit card.

**PLEASE PRINT:** Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

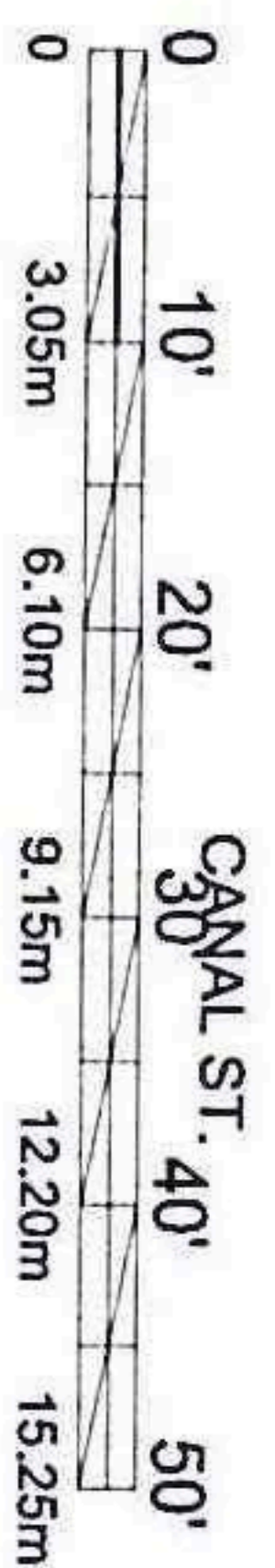
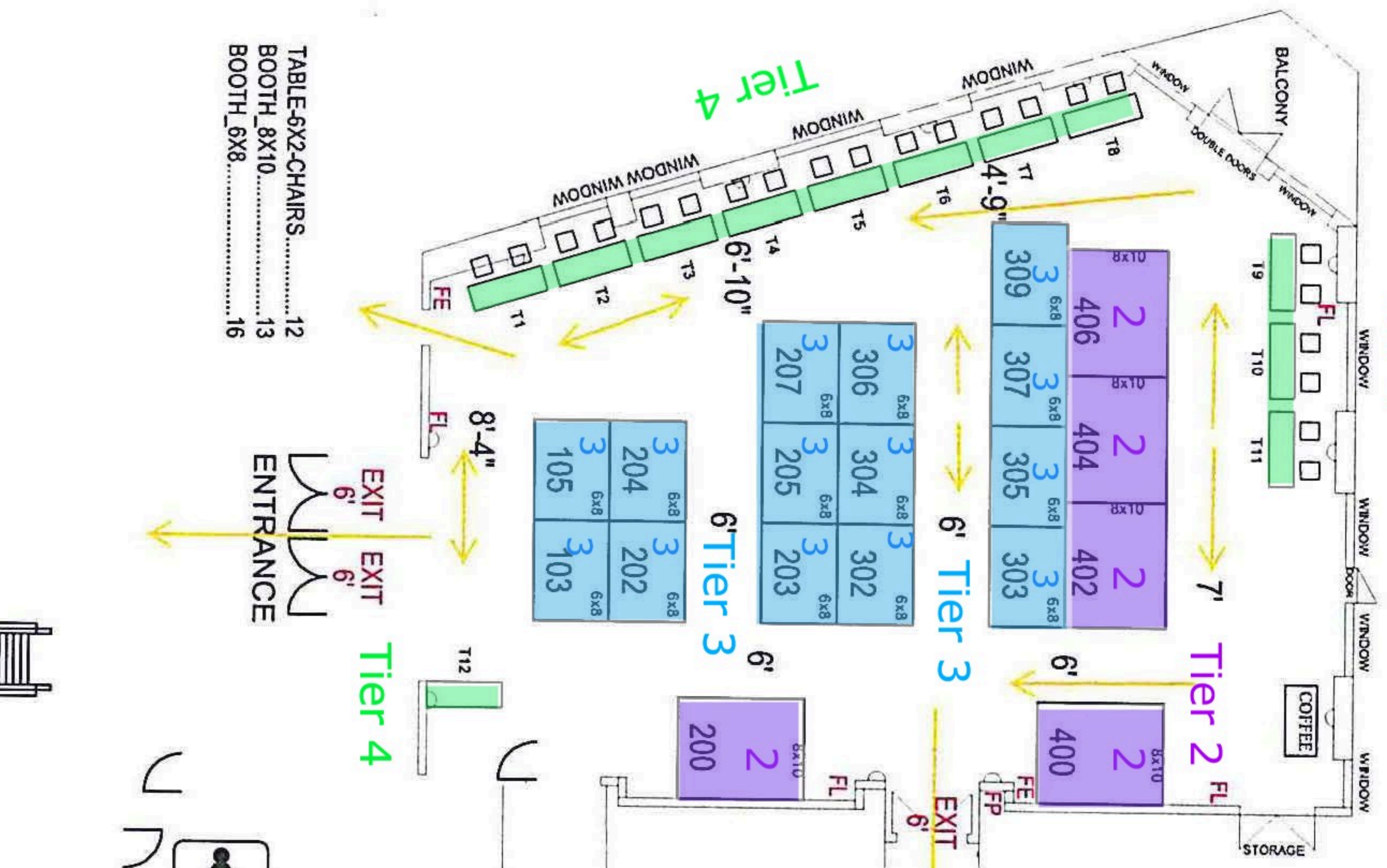
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Credit card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

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

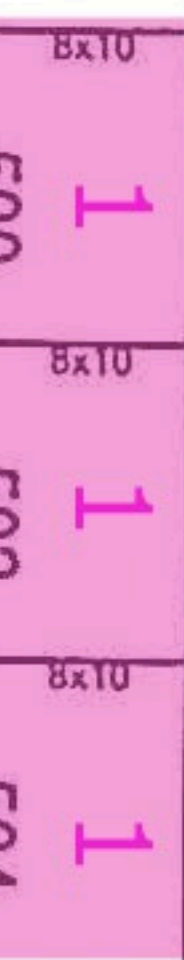
Tier 4

TABLE-6X2-CHAIRS.....12  
BOOTH\_8X10.....13  
BOOTH\_6X8.....16



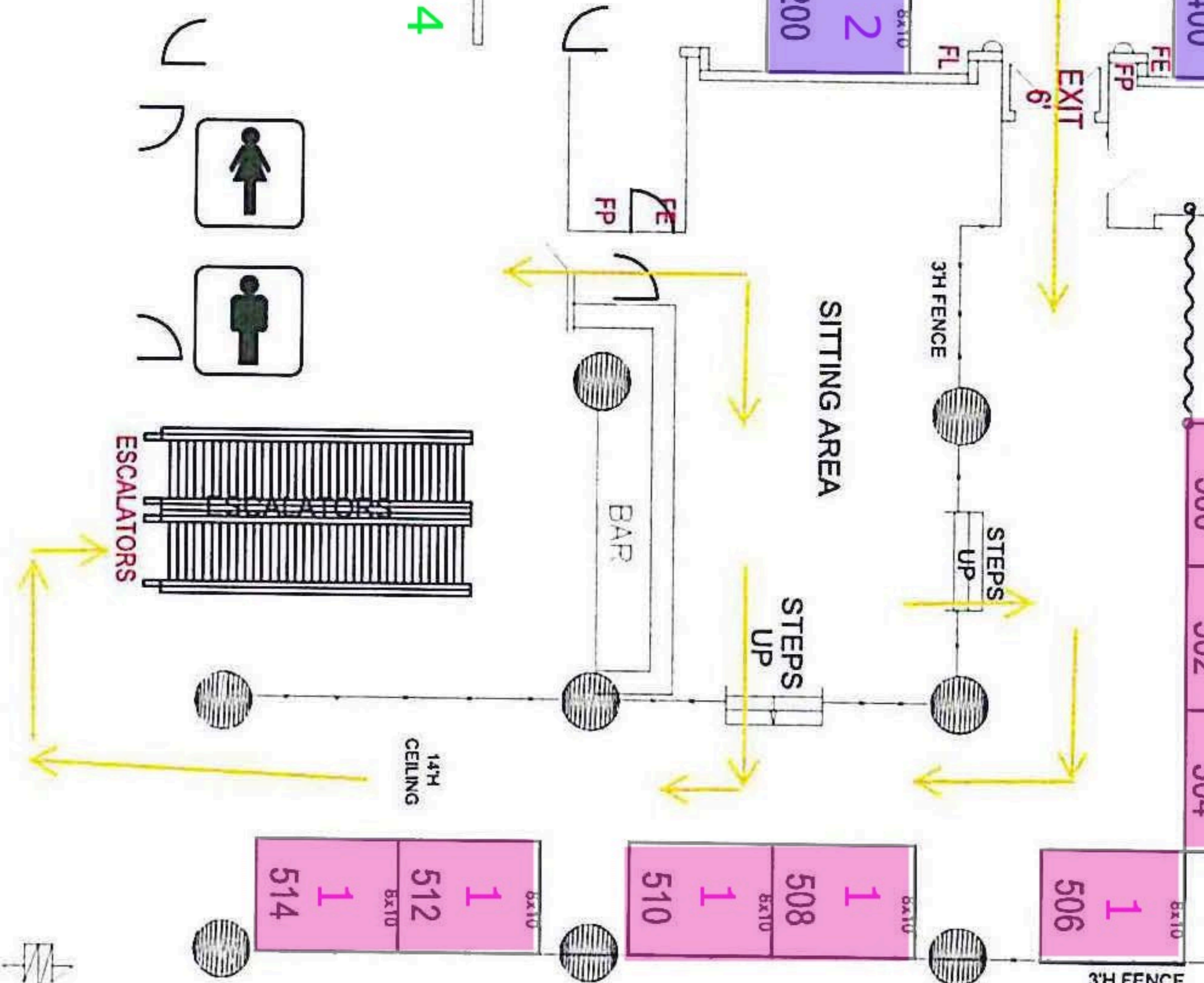
LAGNIAPPE

AV AREA



Tier 1

Tier 1  
OPEN TO  
FIRST LEVEL



CAFE'  
PROMENADE  
ENTRANCE

Roux  
Bistro

Rhythms  
Foyer



# Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
 See Specific Instructions on page 3.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**New Orleans Academy of Ophthalmology**

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C-Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

**5** Address (number, street, and apt. or suite no.) See instructions.  
**8131 Oak Street #300**

**6** City, state, and ZIP code  
**New Orleans LA 70118**

**7** List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
5	8	-	2	0	8	0	2	4	2

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**    Signature of U.S. person ▶ *Courtney Finkelstein*    Date ▶ *3/1/2023*

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*