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August 30, 2019

Dear Exhibitor:

The New Orleans Academy of Ophthalmology (NOAO) is looking forward to our upcoming 69<sup>th</sup> Annual Symposium **Vision Beyond 2020: Gearing Up with Advances in Cataract and Refractive Surgery, Retina, and Uveitis**, to be held January 31-February 2, 2020. 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 2020 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.

The 2020 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 \$219 per night and should be reserved before December 31, 2019. Please make your reservations well in advance, as there will be limited room availability after December 31.

This year, we are again offering three options for exhibit space: **tabletop for \$850; 6' x 8' booth for \$1,250; or 8' x 10' booth for \$1,550.** The prices go up on December 13, 2019 to \$1,150, \$1,550 and \$1,850 respectively, so plan early! **Please note that for 2020 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.

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 contract, floor plan, and FAQs are enclosed. Contracts can be returned by fax to 504-861-2549 or 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 2020 Symposium. If you have any questions or concerns, feel free to call us at 504-861-2550.

Cordially,

Amber W. Howell  
Executive Director

# CONTRACT FOR EXHIBIT SPACE

## NEW ORLEANS ACADEMY OF OPHTHALMOLOGY 69<sup>th</sup> ANNUAL SYMPOSIUM: GEARING UP WITH ADVANCES IN CATARACT & REFRACTIVE SURGERY, RETINA, & UVEITIS JANUARY 31 – FEBRUARY 2, 2020

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 2020 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 Jan. 31 – Feb. 2, 2020. 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.

Choose one of the following options for exhibit space:

**Tabletop - Fee: \$850. Postmarked after Dec. 13, 2019: \$1,150**

Includes table with standard skirting, a 7"x44" one-line identification sign, two chairs and a wastebasket.

**6' x 8' Booth - Fee: \$1,250. Postmarked after Dec. 13, 2019: \$1,550**

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 only.

**8' x 10' Booth - Fee: \$1,550. Postmarked after Dec. 13, 2019: \$1,850**

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 only.

Additional materials or furnishings can be purchased through the exhibitor service contractor, 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 size booth or tabletop space. See floor plan for details.\*\***

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

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

Space can be reserved for a minimum of \$200, but all balances must be paid by December 31, 2019.

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: \_\_\_\_\_

**New Orleans Academy of Ophthalmology**  
**Vision Beyond 2020: Gearing Up with Advances in Cataract and Refractive Surgery,**  
**Retina, and Uveitis**  
**January 31 – February 2, 2020**

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?**

One General Session with coffee breaks in the Exhibit Hall throughout the day; workshops are 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 a tabletop exhibit?**

Tabletop space includes a standard skirted table, a 7"x44" one-line identification sign, two chairs, and a wastebasket.

**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. Additional materials and furnishings can be purchased through Freeman Decorating Company.

**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?**

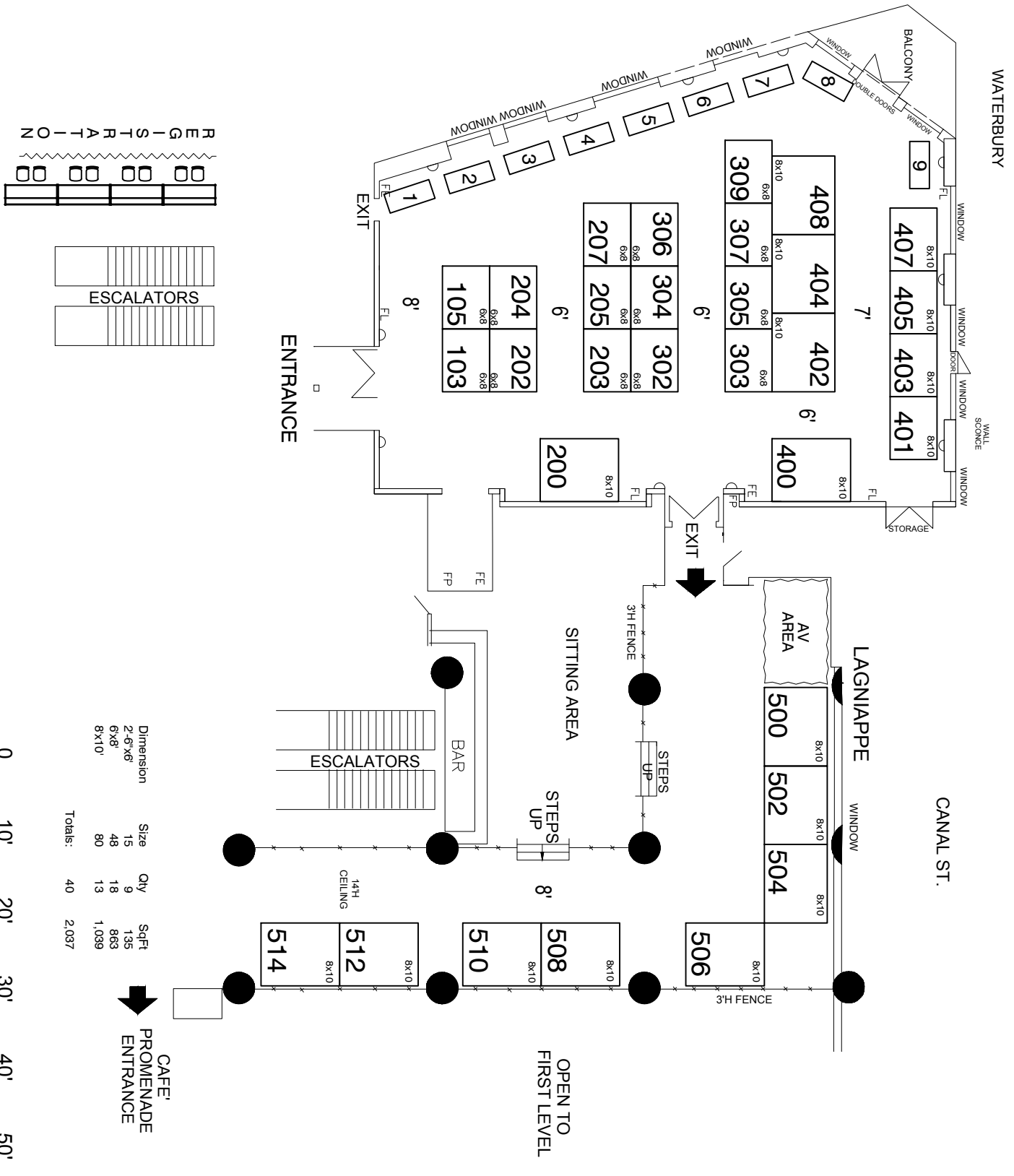
There is no real limit to what can be displayed, except that we cannot have anything in the exhibit hall that would produce a flame or put anyone in danger (like an open burner).

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

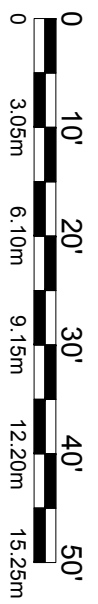
Exhibitor check-in is on Thursday. All exhibits are required to be staffed on both Friday and Saturday.

**Is internet or power included?**

Internet, power, and related equipment must be reserved through the hotel's AV provider, PSAV.



Dimension	Size	Qty	SqFt
2'-6"X6"	15	9	135
6'X8"	48	18	863
8'X10"	80	13	1,039
<b>Totals:</b>	<b>40</b>	<b>40</b>	<b>2,037</b>



CAFE' PROMENADE ENTRANCE

**NOAO 2020**

January 31-February 2, 2020  
 Sheraton Hotel/Waterbury & Lagniappe Rooms/New  
 Orleans, LA

DRAWN BY: Tony Harris

REVISION DATE: 08/30/2019

**ALLIANCE**  
 nationwide exposition