

NEW ORLEANS ACADEMY OF OPHTHALMOLOGY

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August 3, 2022

Dear Exhibitor:

The New Orleans Academy of Ophthalmology (NOAO) is looking forward to our upcoming 72nd Annual Symposium **Into the Crystal Ball: Futures in Retina, Anterior Segment, and Uveitis**, to be held February 9-12, 2023. 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 2023 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 2023 Annual Symposium- a whole new audience!

The 2023 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 \$239 per night and should be reserved before December 1, 2023. Please make your reservations well in advance, as there will be limited room availability after December 1.

This year, we are offering three options for exhibit space: **6' tabletops for \$1,500, 6' x 8' booth for \$2,100 or 8' x 10' booth for \$2,750.** The prices go up on December 30, 2022 to \$1,750, \$2,350, and \$3,000 respectively, so plan early! **Please note that for 2023 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 contract, floor plan, and FAQs are enclosed. Contracts can be returned by email to 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 2023 Symposium. If you have any questions or concerns, feel free to call us at 504-861-2550.

Cordially,

A handwritten signature in black ink that reads 'Courtney Finkelstein'.

Courtney Finkelstein
Executive Director

New Orleans Academy of Ophthalmology
Into the Crystal Ball: Futures in Retina, Anterior Segment, and Uveitis
February 9-12, 2023

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 a live event with exclusive in-person attendees. The onsite event will consist of one General Session with coffee breaks in the Exhibit Hall throughout the day; workshops will be held in the evening. 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 and a social event on Thursday.

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.

CONTRACT FOR EXHIBIT SPACE

NEW ORLEANS ACADEMY OF OPHTHALMOLOGY 72nd ANNUAL SYMPOSIUM: INTO THE CRYSTAL BALL: FUTURES IN RETINA, ANTERIOR SEGMENT, AND UVEITIS FEBRUARY 9-12, 2023

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 2023 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. 9-12, 2023. 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 Booth - Fee: \$1,500. Postmarked after Dec. 30, 2022: \$1,750

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

6' x 8' Booth - Fee: \$2,100. Postmarked after Dec. 30, 2022: \$2,350

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: \$2,750. Postmarked after Dec. 30, 2022: \$3,000

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.

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.

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.****

1st _____ 2nd _____ 3rd _____

\$ _____ 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: _____

