

## Method of Payment

We want to make it as easy as possible to take care of registration payment.  
Simply choose the method below that works best for you.

Online payment services: Select an online payment service which allows you to make a safe, secure, and reliable payment. Additionally, your Transaction Confirmation will be available for immediate viewing online. Simply go to [www.mseyes.com](http://www.mseyes.com), click on the News & Events tab, and choose the 2017 MOA Vision Exposition. **IMPORTANT:** In order to make an online credit card or check payment, you must complete and submit the online registration form.

Pay by Credit Card or online at [www.mseyes.com](http://www.mseyes.com)

Please make checks payable to MOA and mail to (you may also fax the application, or register online at [mseyes.com](http://mseyes.com)):

141 Executive Drive, Suite 5 Madison, MS 39110 P - 601.853.4407 F - 601.853.4408

## To Pay by Credit Card

Credit Card – Please charge my:  American Express  Visa  MasterCard  Discover Verification Code: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: (Month/Year) \_\_\_\_ / \_\_\_\_

Amount to Charge: \_\_\_\_\_ Today's Date: \_\_\_\_ / \_\_\_\_

Name (as shown on card) \_\_\_\_\_ Signature (as shown on card) \_\_\_\_\_

Billing Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

If payment is for someone other than the card holder, please identify to whom this payment is to be applied:

*Cardholder agrees to be bound by the terms of Mississippi Optometric Association's payment policies as stated on its  
Fall Convention brochure, contract, and registration forms.*

## Schedule for Exhibitors

Exhibitor Registration and Set-up Time: **Friday, October 6, 9 – 12 p.m.**

Exhibit Hall: **Friday, October 6, 1:30 p.m. – 4:30 p.m.**

Saturday Sponsors: Speaking slots between 8 - 9 a.m, Hallway Exhibit Table between 6:30 a.m. - 12 p.m.

## Make Your Hotel Reservations Now

Your participation makes our expo more valuable. We hope you will join us for the 2017 MOA Annual Vision Expo on Friday, October 6 at The Hilton Jackson, the Capitol City's premiere hotel conveniently located just minutes from Renaissance Shopping Center and the glory of downtown Jackson. **Deadline for conference rates is Monday, September 4, 2017.**

### FOR RESERVATIONS:

Call (601) 957-2800 or go online at [www1.hilton.com](http://www1.hilton.com)

**MOA Conference rates are \$114 a night**

The group name is **MOA10**

**Check-in: Thursday, October 5**

**Check-out: Sunday, October 8**

Hotel reservations must be made no later than **Monday, September 4**, to receive the conference rate of \$114.00 a night!  
Early conference booth registration must be postmarked or received by **Friday, August 25** with your payment to avoid a late fee.

No unauthorized hospitality suites may be hosted during the duration of the MOA Fall Conference, Thursday, October 5 - Sunday, October 8, 2017.

*Registration for the Vision Expo will be made on a first-come-first-served basis. Space is expected to fill quickly.*



Mississippi Optometric Association Presents

# 62nd Annual Fall Conference and Vision Exposition

Thursday – Sunday, October 5-8, 2017

Hilton Jackson

1001 E. County Line Road, Jackson, MS 39211

## Exhibitor / Sponsor Brochure and Contract\*

**BACK THIS YEAR: EXHIBIT HALL HAS BEEN MOVED TO FRIDAY AFTERNOON**

**ATTENTION: Exhibitor Early Registration Deadline is Friday, August 25, 2017**

**Exhibitor Late Registration Deadline is Friday, September 22, 2017**

*\*For more information and to see the agenda and list of events, go to [www.mseyes.com](http://www.mseyes.com)*



**MISSISSIPPI OPTOMETRIC ASSOCIATION**

**141 Executive Drive, Suite 5  
Madison, MS 39110**

## Contract Regulations

### 1. Application

This application for space, with payment and formal notice of assignment, constitutes a contract for the right to use exhibit space. All exhibits and exhibitors are subject to the following regulations:

- A. Applications are processed and assignments made in the order received.
- B. Booths rent for prices stipulated on Exhibitors registration form.
- C. Rental price must accompany this application to be processed.
- D. Early deadline for application is August 25, 2017.

### 2. Arrangements

Exhibits must be arranged so as to not obstruct the general view or hide exhibits of others. **The standard equipment provided the exhibitor by the Mississippi Optometric Association (MOA) will consist of two name badges, booth identification sign, one draped table with white vinyl top, pleated skirt on three sides, one side chair, a cloth back wall eight feet high and side dividers 36" high, and company name in program.** No construction or built up exhibit, including signs, shall exceed the overall height of the back wall. Exceptions to this limitation may be made by the MOA for multiple booths. Display boards and other equipment more than 56" in height must not extend more than 36" from tabletop in regular aisle location. Each exhibitor will be provided a sign listing company name.

### 3. Installation and Dismantle

Installation of Exhibits: Friday, Oct. 6, 2017 from 9 – 11:30 a.m.

Exhibit Hall hours: Friday, Oct. 6, 2017 from 1:30 – 4:30 p.m.

The exhibitor agrees not to dismantle, pack or remove any part of this exhibit until close of the exhibit hall at 4:30 p.m. on Friday, Oct. 6, 2017.

**NOTE: Vendors who dismantle prior to the 4:30 p.m. close of the expo will be charged an additional fee of \$50.**

### 4. Building and Equipment

Exhibitors or their agents shall not abuse or deface the walls or floors of the building, booths, equipment or furnishings on the tabletop. The exhibitor will be held liable for any and all damage.

### 5. Conditions

No exhibitor shall assign, sublet, or share the whole or any part of the space allotted. No exhibitor is permitted to show goods or services other than those manufactured or provided by their firm in the regular course of business. Exhibits related to employment or practice opportunities for non-profit organization, governmental entities or educational institutions may be accepted. No firm, organization or individual not assigned tabletop space in the exhibit hall will be permitted to solicit business in any manner within the exhibit hall. Admission is not available to firms qualified to exhibit but not assigned space. Should the MOA fail to hold the exhibit as herein provided, or to furnish to exhibitor the space herein described, it shall promptly refund to exhibitor all sums paid hereunder, and such refund shall be accepted by exhibitor in full settlement of all loss or damages suffered by exhibitor.

### 6. Safety Codes

The exhibitor assumes full responsibility for complying with city and hotel regulations concerning fire, safety and health. It is understood that all exhibit material shall be flameproof; bottled gas or any other type of flame will not be permitted. All electrical displays and equipment must be wired in accordance with requirements.

### 7. Solicitation

All demonstrations and interviews must be conducted within assigned space. All exhibitor printed materials, souvenirs and other articles must be distributed within assigned space. Absolutely no exhibitor will be allowed distribution of printed materials, souvenirs or other articles in or around the registration area, educational sessions or exhibit hall entrance(s).

Food and beverages, giveaways and other promotional techniques may be utilized with prior authorization from the MOA. A copy of all surveys to be distributed during the MOA Conference must be submitted to the MOA prior to August 25, 2017 for approval. Violation of that regulation may result in the eviction of an exhibitor.

### 8. Restrictions

The MOA reserves the right to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable. Exhibits which in the opinion of the MOA detract from the general character of the exhibit as a whole will be prohibited. In the event of an eviction, the MOA is not liable for any refunds. You are not allowed to place furniture or displays on the aisle, or on the hotel walls. **No unauthorized hospitality suites may be hosted during the duration of the MOA Fall Conference, Thursday, October 5 through Sunday, October 8, 2017.**

### 9. Liability

Management will employ reasonable precautions for safe-guarding the exhibitor's property. Neither the MOA nor the Hilton Hotel will be liable for loss or damage to property of the exhibitor or his/her representatives from theft, fire, accident, loss in transit or other causes. Injury to persons, loss or damage to property shall be the MOA's or the Hilton Hotel's liability only in cases of negligence. Exhibitor shall assume all liability for damage to exposition facility by reasons of his/her exhibit and shall indemnify the MOA and the Hilton Hotel of all liability which might occur by reason of his/her exhibit or presence at the conference.

### 10. Admission

Exhibit hall admission is by official badge only. Exhibitors not wearing and unable to produce the original badge immediately upon request will be ejected from exhibit hall. Two free registration badges are furnished to each exhibitor for each booth space rented. Additional badges must be purchased in advance or on-site for a \$25.00 registration fee. Only employees of exhibiting companies are permitted to wear exhibitor badges.

### 11. Regulations

These regulations are a part of the contract between the exhibitor and the MOA formulated in the best interest of the exhibitor for each booth space rented. Points not covered in this contract are subject to the decision of the MOA.

### 12. Payment and Refund Policy

Please make your check(s) payable to MOA and mail your payment to:

Mississippi Optometric Association  
141 Executive Drive, Suite 5  
Madison, MS 39110  
P – 601.853.4407 F – 601.853.4408

You may also use the form on the Vendor Contract Page for credit card payments, or register online at [www.mseyes.com](http://www.mseyes.com). All refund requests must be made in writing and may be emailed to: [membership@mseyes.com](mailto:membership@mseyes.com); faxed to 601.853.4408; or mailed to the address above.

Refunds will be given based on the following:  
30 days prior to the event, full refund minus \$25 processing fee.  
20 days prior to the event, 50 percent refund.  
10 days prior to the event, 25 percent refund.  
Less than 5 days prior to the event, no refunds can be made.

Refund amounts may also be applied to alternate MOA events or sponsorships during the 2017 calendar year. Appeals for extenuating circumstances may be made to the Executive Director and/or the MOA Board of Directors.

## Exhibit Booth Registration Form and Contract

2017 MOA Annual Vision Expo, **FRIDAY, OCTOBER 6**

**ATTENTION: Early Registration Deadline is Friday, August 25, 2017\***

**Late Registration Deadline is Friday, September 22, 2017\***

\*Vendors who register after the August 25th deadline will be charged an additional \$50. Vendors who register after the September 22th deadline will be charged the additional \$50, and are not ensured the benefits outlined in the Exhibitor and/or Sponsor packets. This includes table identification sign, listing in the official program and mention in the MOA newsletter.\*

Company Representative \_\_\_\_\_

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

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Names for registration badges:

Badge #1: \_\_\_\_\_ Badge #2: \_\_\_\_\_

## MOA Vision Exposition

		Totals
Friday Exhibition Booth	<input type="checkbox"/> \$675.00 x _____ Number of booths (After Aug. 25 add \$50.00 per booth)	\$ _____
Exhibition Booth with Electricity	<input type="checkbox"/> \$735.00 x _____ Number of booths (After Aug. 25 add \$50.00 per booth)	\$ _____
Friday Exhibition Booth, Saturday Speaking Time, Saturday Exhibit Table	<input type="checkbox"/> \$2,000.00 (If electricity is needed add \$60.00)	\$ _____

## Other Sponsorships & Reception RSVP

MOA Friday Night Reception – 1 Ticket	<input type="checkbox"/> Industry Partner - FREE	<input type="checkbox"/> \$35.00 Non-Industry Partner	\$ _____
MOA ODs Continental Breakfast, Friday, October 6	<input type="checkbox"/> \$1,000.00 Full Sponsor	<input type="checkbox"/> \$500.00 Co-Sponsor	\$ _____
Optometry for Progress Luncheon, Friday, October 6	<input type="checkbox"/> \$2,500.00 Full Sponsor	<input type="checkbox"/> \$1,250.00 Co-Sponsor	\$ _____
MOA Membership Luncheon, Saturday, October 7	<input type="checkbox"/> \$2,800.00 Full Sponsor	<input type="checkbox"/> \$1,400.00 Co-Sponsor	\$ _____
MOA Board Meeting, Thursday, October 5	<input type="checkbox"/> \$450.00 Full Sponsor		\$ _____
Break Sponsor (7 breaks available)	<input type="checkbox"/> \$1,000.00 Full Sponsor	<input type="checkbox"/> \$500.00 Co-Sponsor	\$ _____
		<b>Registration Total</b>	<b>\$ _____</b>

### BACK FOR 2017: FRIDAY EXHIBIT BOOTH, SATURDAY SPEAKING TIME, PLUS SATURDAY EXHIBIT TABLE - \$2,000

Cost includes Friday exhibit booth, 10 minutes speaking time in front of ODs and Paras, plus Saturday hallway exhibit table. **SPACE IS LIMITED.**

Each sponsor receives 10 minutes to speak to ODs and Paras. Speaking time will be assigned on Saturday morning, Oct. 7, between 8 and 9 am. Five time slots are available on a first-come first-serve basis. If you desire a longer time slot please contact the MOA for options.

If you are already an Industry Sponsor for 2017 with a Fall Conference booth included in your sponsorship, you may take advantage of the speaking time and Saturday table for a reduced price. Contact the MOA for options.