

Mississippi Optometric Association Presents

70<sup>th</sup> Annual Fall Conference and Vision Exposition

## Pathway to Progress

Thursday – Sunday, Oct. 2 – Oct. 5, 2025  
Sheraton Flowood: The Refuge Hotel and Conference Center  
2200 Refuge Boulevard, Flowood, MS 39232

Exhibitor / Sponsor Brochure and Contract\*

**ATTENTION: Early Registration Ends Friday, August 15, 2025**  
**Registration Ends Friday, September 26, 2025**  
**On-Site Registration will be available for an additional fee.**

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

# MOA 2025 Fall Conference Exhibitor 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 15, 2025

## 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 table, one 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. 3, 2025 from 9:00 – 12:00 a.m.

Exhibit Hall hours: Friday, Oct. 3, 2025 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. 3, 2025. **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 the assigned space. All exhibitor printed materials, souvenirs, and other articles must be distributed within the assigned space. Absolutely no exhibitor will be allowed to 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 15, 2025 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, Oct. 2, 2025 through Sunday, Oct. 5, 2025.**

## 9. Liability

Management will employ reasonable precautions for safe-guarding the exhibitor's property. Neither the MOA nor the Refuge 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 Refuge'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 Refuge 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

**Refund Policy: 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 following address: 141 Executive Drive, Suite 5, Madison MS, 39110.**

**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

## 13. Additional Details

\*Vendors who register after the August 15<sup>th</sup> deadline will be charged an additional \$50. Vendors who register after the September 26<sup>th</sup> deadline will be charged an additional \$50 and are not ensured the benefits outlined in the Exhibitor and/or Sponsor packets. This includes booth identification signs, listing in the official program, and mention in the MOA eNews.

# 2025 MOA Annual Vision Expo Exhibitor Registration Form and Contract

## THE 2025 MOA 70<sup>th</sup> ANNUAL FALL CONFERENCE AND VISION EXPOSITION

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

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

Dietary Restrictions \_\_\_\_\_ Allergies \_\_\_\_\_

Names for registration badges:

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

**Register Early For Reduced Rates**  
**By Aug. 15** **Aug 16 – Sep 26** **Totals**

### Exhibitor Registration Details

Friday Exhibition Booth	<input type="checkbox"/> \$775.00 x _____ Number of booths	<input type="checkbox"/> \$825.00	\$ _____
2-Day Exhibition Package	<input type="checkbox"/> \$3250.00 x _____ Number of Pkgs	<input type="checkbox"/> \$3300.00	\$ _____

\*\* 2-Day Package Cost includes Friday exhibit booth, 10 min. speaking time on Saturday morning in front of ODs and Paras, plus Saturday morning hallway exhibit table. SPACE IS LIMITED. Each 2-day Exhibition sponsor receives 10 minutes to speak to ODs and Paras. Speaking time will be assigned on Saturday morning, Oct. 4, between 8 and 9 am. Four 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 2025 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.

Electricity Add-on ☐ \$100 x \_\_\_\_\_ Number of booths \$ \_\_\_\_\_

### Other Sponsorships & Reception RSVP

MOA Friday Night Reception – 1 Ticket	<input type="checkbox"/> FREE Industry Sponsor	<input type="checkbox"/> \$45.00 Non-Industry Sponsor	\$ _____
MOA ODs Continental Breakfast, Friday, Oct. 3	<input type="checkbox"/> \$1,500.00 Full Sponsor	<input type="checkbox"/> \$750.00 Co-Sponsor	\$ _____
Optometry for Progress Luncheon, Friday, Oct. 3	<input type="checkbox"/> \$2,500.00 Full Sponsor	<input type="checkbox"/> \$1,250.00 Co-Sponsor	\$ _____
MOA Board Meeting, Thursday, Oct. 3	<input type="checkbox"/> \$500.00 Full Sponsor		\$ _____
Break Sponsor (5 breaks available)	<input type="checkbox"/> \$1,000.00 Full Sponsor	<input type="checkbox"/> \$500.00 Co-Sponsor	\$ _____

**Registration Total \$ \_\_\_\_\_**

### METHOD OF PAYMENT

#### Payment Options

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

#### Mail-In/Fax Registration:

Pay by Check: please make checks payable to MOA and mail your payment, along with the completed registration form.

Pay by Card: Complete the registration form in its **entirety** including the portion of the page below.

Type of Card ☐ American ☐ Visa ☐ Mastercard ☐ Discover

Cardholder Name: \_\_\_\_\_ Signature \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ CCV \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Total Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

The 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. The cardholder agrees to be responsible for late payment fees if payments are made after the registration deadline.

**Register and Pay Online:** Register and Pay Online via the [mseyes.com](http://mseyes.com) Event Page and Registration Link.

## Agenda Overview (Subject to Change)

### THURSDAY, OCTOBER 2

11:30 – 2:00 Leadership Optometry  
2:00 – 5:00 MOA Board Meeting  
5:30 – 6:30 MVF Board Meeting

### FRIDAY, OCTOBER 3

7:15 – 8:00 Registration (OD and Para)  
8:00 – 12:00 OD and Para CE  
9:00 – 12:00 Exhibitor Registration & Setup  
12:00 – 1:30 OFP PAC Business Lunch  
1:30 – 4:30 Vision Expo  
4:30 – 6:30 OD CE  
7:00 – 9:00 Welcome Reception

### SATURDAY, OCTOBER 4

7:00 – 8:00 OD and Para CE  
8:00 – 9:00 Breakfast with Sponsor Messages  
9:00 – 12:00 OD and Para CE  
12:00 – 1:30 MOA Membership Lunch  
1:30 – 7:00 OD CE

### SUNDAY, OCTOBER 5

7:15 – 8:00 Breakfast  
8:00 – 12:00 OD CE

### CONFERENCE END

**Exhibitor Registration and Set-up Time: Friday, October 3, 9:00 a.m. – 12:00 p.m.**

**Exhibit hall: Friday, October 3, 1:30 p.m. – 4:30 p.m.**

**Saturday sponsors:** Speaking slots between 8:00 a.m. – 9:00 a.m., exhibit table between 7:30 a.m. and 12:00 p.m.

## CONVENTION EXPO LIABILITY INSURANCE

**See insert for optional Expo Liability Insurance coverage.** As stated in the contract on page 2, you and/or your company are responsible for any claims or damages that result from your booth, product, or negligence on your part. We recommend you carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance would be in force during the lease dates of the event, October 3 – 6, 2025 naming Mississippi Optometric Association (141 Executive Drive, Suite 5, Madison MS 39110) as the certificate holder. The additional insureds would read as follows: Mississippi Optometric Association and Sheraton Flowood – The Refuge. We offer the above program if you do not already have the recommended general liability coverage.

## ROOM RESERVATION INFORMATION

**The Refuge Hotel by Sheraton**  
*2200 Refuge Blvd, Flowood MS 39232*

Check-in: Thursday, Oct. 2    Check-out: Sunday, Oct. 5

**The room reservation link will be sent upon registration confirmation.**

**You must reserve your room by September 12, 2025.**

**Variable room rates based on room selection.**

**MOA conference rates are \$154 a night**

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