



2020 ANNUAL CONFERENCE

EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

May 6-8 | DoubleTree by Hilton | Billings, MT



an invitation **TO EXHIBIT**

ANNUAL EDUCATION CONFERENCE & EXPOSITION

The Montana Optometric Association invites you to exhibit at the 2020 Annual Educational Conference and Exposition to be held **May 6 - May 8, 2020** at the **DoubleTree by Hilton Hotel**, Billings, Montana. **The Trade Show will be held on Thursday, May 7.**

The objectives of this conference are to increase the level of knowledge and skills, increase the general level of competency, and enhance the quality of patient care by providing in-depth lectures and discussion of topics of high interest to the optometric profession in a reinforced learning environment.

MONTANA OPTOMETRIC ASSOCIATION

MOA represents over **90%** of all licensed optometrists residing and practicing in Montana.

ATTENDANCE

Montana member and non-member optometrists, paraoptometric, opticians, and related staff from throughout the state attend the annual conference. Our conference also draws out-of-state attendees.

COST & SERVICES

Booth units are **10 feet wide by 8 feet** deep unless otherwise stated. The charge for each booth is:

- **\$950**—commercial non-member exhibitors
- **\$800**—MOA/AOA Associate member exhibitors
- **\$350**—approved government or non-commercial exhibitors

Multiples of the base size are available at **\$500** each. The cost includes draped back wall 8 feet high and draped side rails 36 inches high.

Booths include: standard booth sign, exhibitor service kit, rosters of all conference attendees, two tickets to the Thursday dinner, and a listing in the official conference program (if received by **April 6, 2020**). The cost includes two representatives. Additional representatives may attend at \$100 each.

Subletting of space is not permitted. Exhibitors may not exhibit, advertise or offer services or products other than those manufactured or sold by that exhibitor during the regular course of business as detailed on the exhibitor application form.

SPECIAL FEATURES FOR EXHIBITORS

The trade show has exclusive billing for a full evening with dinner, concessions, and bar areas set in the exhibit area. During the exposition, exhibitors will be introduced for their door prize drawings, while being the spotlight of the evening with no education sessions scheduled to overlap.

EXHIBIT SPACE RESERVATION

After you have reserved space, you will receive confirmation, an invoice, service kit, and a listing of member optometrists.

EVENT OPPORTUNITIES

If you would like to sponsor a conference meal function, reception, break, education session or other activity, please complete the **Event Opportunities page**. New premium branding and advertising opportunities are available. You will be acknowledged in the conference program, with a special sign on your booth and at the function site indicating you are a sponsor.

HOTEL INFORMATION

Conference headquarters and registration will be at the **DoubleTree by Hilton Hotel Billings, 27 N. 27th St, Billings, MT 59101; (406) 252-7400**. The hotel is offering conference attendees special rates starting at **\$134**, plus tax, per night. When making reservations, be sure to indicate you are attending the MOA conference. Reservations need to be made directly with the DoubleTree Hotel by **April 6, 2020** to receive the MOA conference rates.

CANCELLATION

Refund for cancellations will be accepted at 50% of the total cost of the space until **April 6, 2020** if sent in writing. **No refunds after April 6, 2020.**

FOR MORE INFORMATION:

Montana Optometric Association

p: 406.443.1160

f: 406.443.4614

e: mteyes2020@gmail.com

w: www.mteyes.com



2020 MOA Annual Educational Conference & Exposition

May 6-8, 2020 ■ Exhibitor Show Date: May 7

DoubleTree by Hilton Hotel ■ Billings, Montana

event opportunities ■ advertise

contact information

(please print or type)

Name of Company _____

Name of Contact _____

Mailing Address _____

City/ST/Zip _____

Phone _____ Cell _____

E-mail _____

make connections

hosting opportunity to provide meal and education or promotional materials while connecting with attendees

SOCIAL

- | | |
|---|--------------------|
| <input type="checkbox"/> Wednesday Dinner | \$3000 |
| <input type="checkbox"/> Wednesday After Hours Networking Event | \$1200 |
| <input type="checkbox"/> Thursday Break (OD's) | \$1000 |
| <input type="checkbox"/> Thursday Trade Show Dinner (includes Trade Show booth) | SOLD \$8000 |
| <input type="checkbox"/> Friday Break (OD's & PARA's) | \$1600 |

INDUSTRY BRANDED EVENTS (MOA can assist with coordination; one complimentary booth included.
Co-sponsored opportunities are available, contact the MOA Office for more details.)

Break Industry Branded Event ☐ Thursday **\$4000** ☐ Friday **\$4000**

(Includes 20 minutes podium time, break signage and exhibit booth.)

Breakfast Industry Branded Event ☐ Thursday **\$6500**

(Includes 50 minutes podium time, breakfast, signage and exhibit booth.)

Breakfast Symposium ☐ Thursday **\$4000 per company**

(Co-sponsored, 20 minutes podium time, breakfast, signage and exhibit booth.)

Lunch Symposium—Friday ☐ **\$5000 per company**

(Co-sponsored, 20 minutes podium time, signage, lunch, and exhibit booth.)

Early bird discount of 10% if confirmed by March 6, 2020

education grants

- ☐ \$1500 ☐ \$2500 ☐ \$3000 ☐ \$5000

premium branding opportunities

available to registered exhibitors

- | | |
|--|--------|
| <input type="checkbox"/> Name Badges (your logo can be printed) | \$800 |
| <input type="checkbox"/> Conference Bags (your logo can be printed) | \$1100 |
| <input type="checkbox"/> Pen Sponsorship: \$300 if company provides pens; \$500 if MOA provides pens | |

advertising opportunity

- | | |
|--|-------|
| <input type="checkbox"/> Onsite Materials Ad | \$300 |
| <input type="checkbox"/> Celebrate 2020 Selfie Wall Sponsor - must be confirmed by April 6, 2020
(Have your company logo placed on the selfie wall; attendees will be encouraged to take a photo and share on social media) | \$600 |

TOTAL AMOUNT \$ _____

method of payment

- ☐ Check enclosed (payable to MOA) ☐ Visa ☐ MasterCard ☐ Discover

Card No. _____ Code _____ Exp. Date _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

Cardholder's Billing Address _____

please mail form and check to

Montana Optometric Association

36 S Last Chance Gulch, Suite A, Helena, MT 59601

Phone: (406) 443-1160 ■ Fax: (406) 443-4614

E-mail: mteyes2020@gmail.com ■ Website: www.mteyes.com

exhibitor application

contact information

(please print or type)

Name of Company _____

Name of Contact _____ Title of contact _____

Mailing Address _____

City/ST/Zip _____

Phone _____ Cell _____ Email _____

Representative(s) contact attending conference as name(s) should appear on name badge(s):

Representative 1: _____ Title: _____

Phone _____ Cell _____ Email _____

Representative 2: _____ Title: _____

Phone _____ Cell _____ Email _____

Representative 3: _____ Title: _____

Phone _____ Cell _____ Email _____

booth opportunities

Registration Type	Early Bird Discount	March 6 - April 6, 2020	After April 6, 2020	Subtotal
<input type="checkbox"/> Commercial, Non-Member Exhibitors	\$950	\$1100	\$1250	\$
<input type="checkbox"/> MOA Associate Member Exhibitors	\$800	\$950	\$1100	\$
<input type="checkbox"/> Non-Commercial Exhibitors	\$350	\$400	\$450	\$
Add \$500 for each multiple of each booth width				\$
Additional representatives (2 included in booth fee) \$100/each				\$
Booth Total				\$

optional:

List your first choice of booth locations (see brochure diagram for layout):

1st _____ 2nd _____ 3rd _____ 4th _____

List companies you do not wish to be placed near _____

Principal products to be displayed (as you wish it to appear in the program listing)*

Do you wish to give away a door prize during the Trade Show? ☐ Yes ☐ No

Do you wish to opt out of the door prize cards? ☐ Yes ☐ No

Do you want to be listed on ☐ OD card ☐ Paraoptometric card ☐ Both

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Card No. _____ Code _____ Exp. Date _____

Cardholder's Name (please print) _____

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please mail form &
check to

Montana Optometric Association

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Phone: (406) 443-1160 Fax: (406) 443-4614

E-mail: mteyes2020@gmail.com Website: www.mteyes.com

tentative exhibitor's **SCHEDULE**

WEDNESDAY, MAY 6, 2020

4:30 pm - 6:00 pm Registration Desk Open
5:00 pm - 8:00 pm Education Sessions

THURSDAY, MAY 7, 2020

7:00 am - 6:30 pm Registration Desk Open
8:00 am - 11:00 am Education Sessions
11:00 am - 1:00 pm MOA Membership Meeting
1:00 pm - 5:00 pm Exhibitors Move-in
1:00 pm - 5:00 pm Education Sessions
5:00 pm - 8:30 pm Exhibitors' Trade Show
8:30 pm Exhibitors Dismantle

FRIDAY, MAY 8, 2020

8:00 am - 12:00 pm Education Sessions
12:00 pm - 2:00 pm Lunch on Your Own
1:00 pm - 5:00 pm Education Sessions

EXPOSITION LAYOUT

(Booth units are 10 feet wide by 8 feet deep. Tables are 6 feet.

MOA

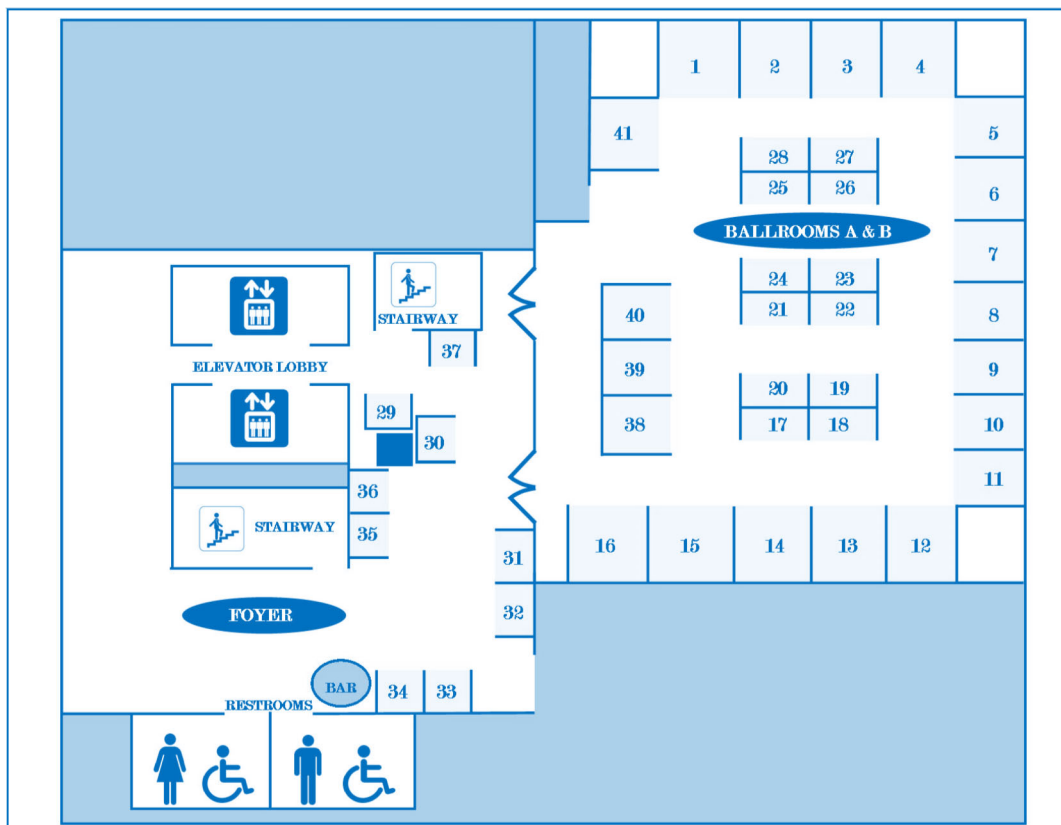
*represents over 90 %
of all licensed
optometrists residing
and practicing in
Montana.*

TO EXHIBIT

To reserve space, complete and mail the attached application to:

MONTANA OPTOMETRIC ASSOCIATION

36 South Last Chance Gulch, Suite A
Helena, MT 59601
p: 406.443.1160
f: 406.443.4614
e: mteyes2020@gmail.com





montana *optometric* association

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