

24rd Annual Optometry Seminar



**Focus
on
Education**

*November 12, 2016
Ritz Charles
Carmel, Indiana*

2016 SPONSORSHIP OPPORTUNITIES



Dear Colleagues,

The Focus on Education Optometry Seminar, hosted by the Cornea Research Foundation of America, has been held annually since 1992 and provides optometrists with seven hours of CE while learning from contemporary experts. The seminar also provides an opportunity to examine and discuss the latest in vision care products and services with sponsor representatives. In 2015, the event will take place at the Ritz Charles Conference Center in Carmel, Indiana on November 12, 2016.

This program is provided by Cornea Research Foundation of America, 9002 North Meridian Street in Indianapolis, IN 46260 at 317-814-2993. Participants earn seven hours of continuing education credits granted by the Optometric Legend Drug Prescription Advisory Committee (OLDPAC) and COPE.

The program includes:

- Didactic seminar presentations and question & answer activity
- Informal conversation during breaks with peers and presenters
- Enduring materials such as research journal articles & a three ring binder of handouts from presentations
- Video presentations and case studies

The purpose of this meeting is disseminate information concerning new updates in the field of eye care to practitioners throughout Indiana and the Midwest with a goal to allow each participant to learn and apply the teachings and information in his or her practice.

The exhibit is an integral part of this meeting. Therefore, all coffee breaks as well as the buffet lunch will be served in the exhibition area. Exhibition opportunities are on the following pages.

Thank you in advance for your participation.

Sincerely,

Francis W. Price, Jr., MD
Chairman of the Board
Cornea Research Foundation of America
drfrancisprice@cornea.org

GENERAL INFORMATION

Presentation Topics

Francis W. Price, Jr., MD — Natural History & Problem Solving: Keratoconus & Fuchs' dystrophy
Matthew T. Feng, M.D. — Windows to the Soul: Anterior Segment Manifestations of Systemic Disease
Mile Brujic, O.D. — Not a Dry Eye in the House!
Michael Sacopulos, J.D. — Charting a Course for Success!
Scott Sanders, M.D. — Eye Movement Abnormalities: Diplopia & Nystagmus
William Townsend, O.D. — Hot Topics in Ophthalmic Medications and Nutraceutical Agents

Scale

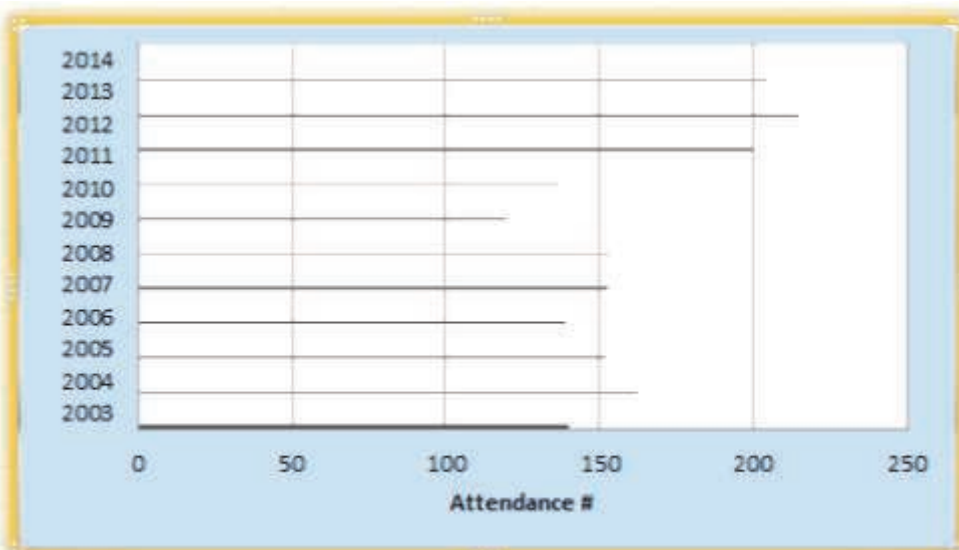
Expected Participants: 200

Schedule of Events

7:00am—Ritz Charles Opens—enter through the canopied front entrance
7:00am—Exhibitor Setup—must be completed prior to 7:45am
7:45am—Registration and Continental Breakfast Open
8:30am—Seminar Begins
10:30am—Morning Break/Exhibitor Networking
12:00pm—Lunch and Exhibitor Networking
2:30pm—Afternoon Break/Exhibitor Networking
4:00pm—Seminar Adjourns and Guests Depart

Event Attendance

With increased marketing efforts, we have seen increased attendance for the past several years. We strive to organize an efficient, high quality meeting that will result in quality leads for our sponsors. We continually see excellent reviews from attendees and vendors alike. Our guests appreciate being able to meet one another and check out the newest optometric aids and devices currently on the market in a relaxed, non-business atmosphere.



SPONSORSHIP LEVELS

PLATINUM

Title Sponsor—\$4,999

- Two minute audience address during lunch
- Logo on welcome banner
- Logo in Participant Welcome Bag
- Logo on cover of participant binder
- Logo on website, www.cornea.org
- Full page print advertisement in binder
- Logo in e-blast to OD email list
- Deluxe booth space with three reps
- First choice of booth location

GOLD **Sold!**

Lunch Sponsor—\$1,999

- Lunch sponsorship with signage
- Full page print advertisement in binder
- Logo in e-blast to OD email list
- Booth space with two representatives
- Premier booth location

SILVER

Breakfast Sponsor—\$1,499

- Breakfast sponsorship with signage
- Full page print advertisement in binder
- Logo in e-blast to OD email list
- Booth space with two representatives
- Premier booth location

BRONZE

Snack Break Sponsor—\$1,000

(2 available)

- Signage on table during snack break
- Half page print advertisement in binder
- Name in e-blast to OD email list
- Booth space with two representatives

BOOTH

Vendor Booth—\$750

- Booth space with two representatives

***All Sponsors receive list of attendees with mailing addresses and meals for two representatives.**

SPONSOR ADD ONs

___ \$500: Full Page Binder Print Advertisement ___ \$400: Extra Large Booth

___ \$300: 1/2 Page Binder Print Advertisement ___ \$75: Additional Representative

___ \$250: Company Sponsored e-Blast with Link to Website

BOOTH AMENITIES

Booth spaces are 10' wide by 6' deep and locations are determined by sponsor level, then on a first paid, first served basis.

One 6' skirted table, a booth sign, two chairs and electricity hook up is provided to each booth. Exhibitors must be set up by 7:45am and booths must be staffed through the last break at 2:30pm.

WWW.CORNEA.ORG

REGISTRATION FORM

Company (Name as you wish to appear in any listings)

Company Address

Authorized Contact & Title

Phone Number

Email Address

Products of Services to be Displayed

Names of 2 Representatives (if different from authorized contact)

SPONSORSHIP LEVEL

Platinum \$4,999 Gold \$1,999 Silver \$1,499 Bronze \$1,000 Booth \$750

SPONSORSHIP ADD-ONS

_____ \$450: Full Page Binder Print Advertisement

_____ \$300: 1/2 Page Binder Print Advertisement

_____ \$250: Extra Large Booth

_____ \$200: Company Sponsored e-Blast with Link to Website

_____ \$75: Additional Representative

TOTAL ENCLOSED: \$_____

PAYMENT INFORMATION

Check

- or -

Visa MasterCard

Name on Card: _____

Account Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Send to:

Cornea Research Foundation of America
9002 N. Meridian St., Suite 212
Indianapolis, IN 46260

Email to: Jessica@cornea.org

- or -

Fax to: 317-814-2806

TERMS & CONDITIONS

Sponsor Identification & Booth Locations

Sponsors are identified in alphabetical order and with respect to their sponsorship level in any formal listings. Exhibit location space is given on a first come, first paid basis by sponsorship level. Due to the limited amount of exhibit space, please reserve early. CRFA reserves the right to refuse any exhibitor or advertisement on the basis of editorial discretion.

Exhibit Regulations

1. Booth must be set up by 7:45am and staffed through 2:30pm.
2. Booth space is limited to 2 representatives unless prior arrangements have been made with the organizing committee.
3. Sound of any kind must not project outside the confines of your exhibit booth.
4. Distribution of samples and printed matter of any kind or any promotional materials is restricted to the booth space
5. Exhibitors must abide by all applicable industry regulations.
6. Exhibitors are responsible for the security of their stand and equipment.

Insurance & Security

Sponsors/Exhibitors are responsible for all damages regarding building, rooms, furniture, etc. when transporting and setting up their displays. Exhibitors are responsible for their own equipment. The exhibitors will be held accountable for any harm to persons who are related to the use or the exhibition of their equipment. The organizing committee rejects any claims for damage or theft of any exhibition material and will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes are not liable for any loss or damage of material.

CE Meeting Attendance

The exhibitor space is completely separate from the CE activity space. Commercial interest representatives may attend CE activities at the discretion of CRFA for the direct purpose of the representatives' own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. If a representative wants credit for attending the course, he/she must pay the course registration fee like all other attendees.

Cancellation

If an exhibitor cancels his space or does not attend on the day of the conference, it is mutually agreed that he will not be entitled to any refund but will be liable for the cost of the exhibit space.

It is the responsibility of the exhibitor to provide any advertisement or copy in relation to their sponsor benefit at least 2 weeks prior to the event. If exhibitor does not provide materials prior to that time period, they will forfeit the ability to have the advertisement included in the event and the Cornea Research Foundation will not be liable for a refund or any further advertisement.

Authorization

Contracts will not be processed without a signature and payment.

I am an authorized representative of the company with full power and authorization to sign and deliver this application and contract. The company listed on this application agrees to comply with all policies, rules and regulations.

Authorized Name: _____ Title: _____

Signature: _____ Date: _____

Questions? Please call Jessica Dingley at 317-814-2993 or email Jessica@cornea.org.