

## Virginia Society of Eye Physicians & Surgeons Annual Scientific Meeting General Information

The Virginia Society of Eye Physicians and Surgeons (VSEPS) and University Health Services Professional Education Programs (UHS-PEP) at Virginia Commonwealth University (VCU) School of Medicine will host the 29th Annual Scientific Meeting at the Sheraton National Hotel, June 22 – 23, 2012.

**Attendance:** Approximately 200 physicians, ophthalmic technicians and their family members attend the Annual Meeting. By exhibiting at our Annual Meeting you will stand out not only as a special industry provider of products and services, but also as a strong supporter of the Virginia Society of Eye Physicians & Surgeons.

### Exhibit Hours:

<i>Thursday, June 21, 2012, 1pm - 5pm</i>	Exhibitor Set Up
<i>Friday, June 22, 2012, 7am - 5pm</i>	Exhibits Open
<i>Saturday, June 23, 2012, 7am - noon</i>	Exhibits Open
<i>Noon - 3pm</i>	Exhibits Dismantle

### All functions are business casual

**Venue & Accommodations:** Sheraton National Arlington is located at 900 South Orme Street, Arlington, VA 22204; 703-521-1900; <http://deals.sheraton.com/Sheraton-National-Arlington-Virginia-Hotel-829/>

Make hotel reservations early and directly with The Sheraton National to take advantage of the group rate. The VSEPS group rate is \$179 per night single/double occupancy, plus 11% tax. This rate will apply three (3) days before and after the dates of the meeting, subject to availability. Reservations can be made on the Sheraton National's StarGroup online reservations system by providing the Group name or code or by calling 1.888.627.8210. All individual lodging reservations must be accompanied by a one night's deposit for room and tax. **The cut-off date for receiving the group rate is Monday, May 7, 2012.** Any reservation request made after the cut-off date may be confirmed on a space and rate available basis. Individual deposits are refundable, provided notice of cancellation is received by The Sheraton National Hotel by 4 pm local time at least one (1) day prior to date of arrival. Cancellation is not valid without cancellation confirmation code provided by the hotel. Check in time is 3pm. Check out time is 12pm.

**For information about things to do in Arlington and the surrounding Washington, DC area, check out these websites:**

- The Arlington Convention and Visitors' Service: <http://www.stayarlington.com>
- Arlington National Cemetery: <http://www.arlingtoncemetery.mil>
- Official Tourism Site of Washington, DC: <http://washington.org>
- The Smithsonian Museums and National Zoo: <http://www.si.edu>
- The United States Capitol: <http://www.visitthecapitol.gov>
- The Washington Metro Area Transit Authority (Metro Rail Subway System): <http://www.wmata.com>
- The John F. Kennedy Center for the Performing Arts: <http://www.kennedy-center.org>
- Wolf Trap Foundation for the Performing Arts: <http://www.wolftrap.org>
- The Fashion Centre at Pentagon City: <http://www.simon.com/Mall/?id=157>
- The Pentagon: <http://pentagon.osd.mil>
- The DEA Museum: <http://www.deamuseum.org>

## VSEPS 2012 Annual Scientific Meeting Exhibitor Options

The Virginia Society of Eye Physicians & Surgeons offers several levels of exhibits for networking and to showcase your organization before Virginia's prominent ophthalmic community.

The Virginia Society of Eye Physicians & Surgeons adheres to the *Standards of Commercial Support of the Accreditation Council for Continuing Medical Education (ACCME)*. For further information on the Standards for Commercial Support please visit the ACCME's website at [www.accme.org](http://www.accme.org). We appreciate your cooperation as we implement these standards.

**Platinum:** \$3500 if paid in full by April 1, \$4000 after April 1, if space is still available.

1. Double piped & draped exhibit space
2. Logo placement on digital signage and printed materials about the event
3. Half page ad in event e-newsletter
4. Company/product description of up to 100 words maximum, with link to your email and website to be included in event e-newsletter and VSEPS website
5. Special CME-approved recognition provided on AV in between presentations
6. Special verbal recognition provided during the event
7. Invitation for two company representatives to attend VSEPS board dinner

**Gold:** \$1750 if paid in full by April 1, \$2250 after April 1, if space is still available.

1. 8' x 8' piped & draped exhibit space
2. Logo placement on printed materials about the event
3. Quarter page ad in event e-newsletter
4. Company/product description of up to 50 words maximum, with link to your email and website to be included in event e-newsletter and VSEPS website
5. Special CME-approved recognition provided on AV in between presentations

**Silver:** \$1000 if paid in full by April 1, \$1500 after April 1, if space is still available.

1. Six foot table-top exhibit, with table cloth, two chairs
2. Company/product description of up to 25 words maximum, with link to your email to be included in event e-newsletter and VSEPS website

Opportunities at each exhibitor level are limited. Purchase early for best selection and placement.

The *Exhibitor Purchase Agreement* must be accompanied by full payment. Exhibit space will not be reserved until payment has been received.

Your firm can also provide unrestricted educational support to help defray the costs of speakers, printing, educational and general meeting expenses. For more details, please contact the Virginia Society of Eye Physicians & Surgeons at 804-261-9890 or [ccannaday@globalweb.net](mailto:ccannaday@globalweb.net)

**Agreement to Conditions:** Exhibitors and their employees agree to abide by all conditions contained herein. It is understood that the Sheraton Arlington National and the Virginia Society of Eye Physicians & Surgeons (VSEPS) shall have sole control of the exhibit hall. All are required to abide by all rules and regulations of the Sheraton Arlington National Hotel and any governing authorities, even those not spelled out in this brochure. When in doubt, the vendor or exhibitor will be put in contact with staff of the Sheraton National Hotel for further clarification.

Exhibitor shall not assign its rights or delegate its obligations hereunder without the prior written consent of the Sheraton National Hotel and the Virginia Society of Eye Physicians and Surgeons.

The Sheraton National and the Virginia Society of Eye Physicians & Surgeons (VSEPS) both reserve the right to remove from its premises any Exhibitor in violation of this Agreement as determined in the sole discretion of the Sheraton National Hotel and/or VSEPS.

**Exhibit Booth Specifications and Costs to Exhibit:** The booth specifications and cost for an exhibit booth are based on the exhibit level contracted, purchased, and payment received in full by April 1. The cost of exhibit space increases after April 1. No exhibit space will be available after May 5.

**Platinum:** \$3500 if paid in full by April 1, \$4000 after April 1, if space available, double piped & draped exhibit

**Gold:** \$1750 if paid in full by April 1, \$2250 after April 1, if space available, 8' x 8' piped & draped exhibit

**Silver:** \$1000 if paid in full by April 1, \$1500 after April 1, if space available, one six foot table-top exhibit

Opportunities at each exhibitor level are limited. Purchase early for best selection and placement.

**Assignment of Space:** VSEPS shall assign all exhibit hall space. Assignment is based on level purchased on a first-received contract with payment, first-served basis. Exhibitors may not sublet or assign any portions of their booth to others.

VSEPS reserves the right to approve the character of any exhibit and prohibit any display with excessive noise or other objectionable features.

**Payment:** Full payment for space must accompany the signed *Exhibitor Purchase Agreement* and is nonrefundable. Complete the *Exhibitor Purchase Agreement* form and return with payment to: Virginia Society of Eye Physicians & Surgeons, Christine Cannaday, PO Box 3268, Glen Allen, VA 23058; (804) 261-9890; Fax: (804) 261-9891; [ccannaday@globalweb.net](mailto:ccannaday@globalweb.net). Tax ID: 54-1309871.

Space will not be held until payment is received.

Upon receipt of payment, a written confirmation of your exhibit space and additional information will be sent.

**Cancellations:** No cancellations will be accepted. Exhibit fees are **NOT** refundable.

**The Sheraton National Hotel and the Virginia Society of Eye Physicians & Surgeons Liability:** VSEPS and The Sheraton National Hotel, their agents and employees undertake no duty to exercise care, nor assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or the protection of the property used in connection with the exhibit from theft or damage or destruction by fire, accident or any other cause.

**Exhibitor Liability:** The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of its activities on the Sheraton National Hotel's premises, covenants not to sue. This includes exhibitor's installation, removal, maintenance or use of the exhibition premises or a part thereof. The Exhibitor agrees to indemnify, defend, and hold harmless VSEPS, the Sheraton National Hotel and its parent corporation, as well as their respective trustees, directors officers, agents, servants, and employees from any and all such losses, damages, and claims. This excludes liability caused by the sole negligence of The Sheraton National Hotel, its employees, servants, volunteers and agents.

**Installing and Dismantling:** The specific requirements and times for installation and dismantling of exhibits must be followed. Nails, hooks, tacks, screws, staples, adhesive tapes or other fasteners to affix any part of any exhibit, sign, or other item on any Facility structure or equipment is prohibited without the prior consent of The Sheraton National Hotel. Any signs, cards or posters shall be allowed only in such display areas as The Sheraton National Hotel may designate. By using The Sheraton National Hotel's facilities, Exhibitor agrees to be responsible for any damage it causes. Exhibitor will remove all items associated with its exhibit immediately following the Show. Hotel is not responsible for any items left on the premises. Exhibitor agrees to pay a clean-up fee not to exceed \$750.00 for excessive trash removal and clean up, as determined in the sole discretion of The Sheraton National Hotel. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises no later than 3pm on the last day of the exhibit show period.

**Exhibit Boundaries, Decorating, Signage & Props:**

Exhibits must remain within the confines of their contracted and purchased exhibit spaces. Exhibits must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls. Exhibits must be constructed so as not to obstruct the view of adjoining booths. All of the Exhibitor's demonstrations will be within the designated exhibit booth space. Activities of Exhibitor or spectators will not interfere with the normal traffic flow in aisles or obstruct the view and participation at other exhibits. VSEPS and The Sheraton National Hotel, at their discretion, reserve the right to have Exhibitor discontinue or relocate the activity.

Exhibitor will ensure that all curtains, buntings and drapes meet fire department standards. All decorations, props, banners and signs shall be of nonflammable materials subject to the approval of The Sheraton National Hotel and local fire departments. Exhibitor must be prepared to show proof to fire department officials that materials are flame retardant.

The use of helium balloons, confetti, glitter, rice or live animals are not allowed while on The Sheraton National Hotel's premises.

Exhibitor may display professionally designed, flame proof banners at the back of its booth. If requested, The Sheraton National Hotel may provide labor for assistance with banner set up. The Sheraton National Hotel reserves the right to remove and dispose of all unauthorized decorations, props, banners and signs. The Sheraton National Hotel reserves the right to require The Sheraton National Hotel staff to hang, rig, or display any item that requires the use of ladders taller than six feet in height.

**Fire and Safety:** Exhibitor will comply with all federal, state and local fire and building codes that apply to the Hotel. Warming of food is not permitted. Cooking food is not permitted. No candles or open flames are permitted on The Sheraton National Hotel's premises. No compressed gasses, flammable liquids or dangerous chemicals, or pressurized containers having flammable aerosols are permitted.

**Exhibitor Services:** Dunmar Exhibit Services will be providing our exhibit services this year. You will receive an exhibitor kit from Dunmar prior to the show, or you can access the information from [www.vaeyemd.org](http://www.vaeyemd.org). Dunmar Exhibit Services, ATTN Kim Law, 130 South Military Highway, Norfolk, VA 23502 or [klaw@dunmar.com](mailto:klaw@dunmar.com); 757-461-8888 or 800-446-3105, x213; Fax: 757-461-5192

**Special Services and Equipment:** Requests for additional exhibit booth supplies or services can be purchased either through Dunmar Exhibits. Paperwork for submitting such requests will be included in the Dunmar Exhibits Show Packet.

**Audio Visual Equipment:** Exhibitors are welcome to provide their own equipment, purchase services through Dunmar Exhibits or rent through The Sheraton National Hotel's contracted provider. Exhibitor will submit requests to The Sheraton National Hotel at least ten (10) days in advance of the Show. The Sheraton National Hotel will endeavor to honor any request made day of Show, but equipment and staff may be unavailable or limited.

**Electrical Services and Equipment:** Electrical equipment must meet applicable national electrical codes and be approved in advance by The Sheraton National Hotel staff. All extension cords must be 3-wire grounded. Any emergency signage, exits, utility panels or equipment rooms must not be blocked in any way. The exhibit manager's General Contractor and the A/V contractors are responsible for securing all cords and wires provided as a part of their services. The Sheraton National Hotel recommends the use of mats, carpets, or other cord run protective devices for safety purposes and to protect cords. The use of tape on any facility surface is not permitted without prior written authorization of The Sheraton National Hotel Staff.

Exhibitor may purchase electrical services through Dunmar Exhibits. Requests for such electrical services must be made to Dunmar at least 10 days prior to the Show date. We will endeavor to honor any request made day of Show, but service and staff may be limited. All charges will be applied the day of the Show.

**Telecommunications/Internet Services:** The Sheraton National Hotel offers complimentary wireless internet service. Exhibitor will request telephone and hard wired internet connections through Dunmar Exhibits at least 10 days in advance of the Show.

**Food & Beverage, Catering Services & Kitchen Use:** Event participants may not sell or give away food or beverage products in any form unless written consent is granted by The Sheraton National Hotel's event manager. Exhibitor will purchase all food and beverage through The Sheraton National Hotel. All fees will be charged the day of the Show. Exhibitor's use of the Hotel's kitchen for any reason must be authorized in writing in advance by The Sheraton National Hotel.

**Shipping and Receiving:** In the event that the Exhibitor wishes to ship packages to the Hotel, the Exhibitor must notify the Hotel at least one week in advance. Because of limited storage space, Exhibitor may ship items to The Sheraton National Hotel no sooner than 3 days prior to the Show. The Exhibitor will pay to the Hotel a handling charge per delivered box or item, based on weight and a \$100.00 handling fee per pallet. Shipping Address: Attn: Exhibitor's Name, VSEPS Annual Meeting, The Sheraton National Hotel, 900 South Orme Street, Arlington, VA 22204. The Business Center at The Sheraton National Hotel will use its best efforts to assist Exhibitor with return shipping arrangements. The Hotel has a 72-hour storage maximum, pre-and post convention.

**Storage:** Exhibitor acknowledges that The Sheraton National Hotel is not responsible for storage of crates, fiber cases, boxes or any other supplies. The Sheraton National Hotel may offer storage based on availability. Storage fees will apply. The Hotel has a 72-hour storage maximum, pre-and post convention.

**Identification:** All exhibitors must wear ID badges provided to them by the Virginia Society of Eye Physicians & Surgeons during the event.

**Insurance:** All exhibiting companies will provide evidence of appropriate corporate insurance coverage. Exhibitors will submit written certificates of insurance no later than twenty (20) days before the start of the VSEPS annual scientific meeting on June 21, 2012. This document will certify that the Exhibitor has current Commercial General Liability or Business Liability, and Workers' Compensation insurance coverage in full force and effect. The Certificate of Insurance will name The Sheraton Arlington National Hotel and the Virginia Society of Eye Physicians & Surgeons as additional insureds on its Commercial General Liability or Business Liability Coverage. The Exhibitor shall require its insurance agent to (i) identify the certificate of insurance by the Exhibitor's name and contact information and (ii) designate the certificate holder as: **The Virginia Society of Eye Physicians & Surgeons, PO Box 3268, Glen Allen, VA 23058.**

**No-Smoking Policy:** Use of tobacco products inside The Sheraton National Hotel facilities is prohibited. Exhibitor is responsible for ensuring that all individuals associated with it comply with this policy.

**Parking:** Exhibitor will park in the designated parking areas only. Exhibitor may use The Sheraton National Hotel's loading dock area for active unloading only. Exhibitor agrees to bear the cost of towing those of its vehicles that are in violation of this requirement.

**Security:** Exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Depending on staffing availability, security can be arranged through The Sheraton National Hotel with at least 30 days notice prior to the Show. All charges will be charged the day of the Show. Any security arranged through an outside vendor must be approved 30 days in advance by The Sheraton National Hotel.

## Virginia Society of Eye Physicians & Surgeons (VSEPS) 2012 Exhibitor Purchase Agreement

Please accept our application to exhibit at the Virginia Society of Eye Physicians & Surgeons (VSEPS) Annual Scientific Meeting, June 21 – 23, 2012, at The Sheraton National Hotel, Arlington, VA. Enclosed is our check payable to the Virginia Society of Eye Physicians & Surgeons. We, the exhibitor, understand that the payment is non-refundable. Our payment must accompany this signed *Exhibitor Purchase Agreement*. We select the following Exhibit option (please circle one):

- Platinum:** \$3500 if paid in full by April 1, \$4000 after April 1, if space available, double piped & draped exhibit
- Gold:** \$1750 if paid in full by April 1, \$2250 after April 1, if space available, 8' x 8' piped & draped exhibit
- Silver:** \$1000 if paid in full by April 1, \$1500 after April 1, if space available, one six foot table-top exhibit

We understand that cost of our exhibit booth increases if contract and payment are received at VSEPS after April 1, 2012. We understand that exhibit space at each level noted above is limited and available on a first come (paid), first served basis. We are entitled to exhibit space as specified in our contracted and purchased level, including a table with cloth and skirting and two chairs. We agree to abide by deadlines and terms of this booklet and contract to ensure receipt of all of the benefits available to us at our exhibit level. The Virginia Society of Eye Physicians & Surgeons' federal tax ID number is 54-1309871.

As Exhibitors we assume all responsibility for any loss, damage, or injury we have or cause as a result of our participation in this event at this facility. We shall indemnify and hold harmless VSEPS and The Sheraton National Hotel and their agents and employees from all liability. We will provide a written certificate of insurance no later than twenty (20) days prior to our exhibiting at the VSEPS 29<sup>th</sup> Annual Meeting on June 21-23, 2012. This document will certify that our company has current Commercial General Liability or Business Liability, and Workers' Compensation insurance coverage in full force and effect. The Sheraton Arlington National Hotel and the Virginia Society of Eye Physicians & Surgeons will be listed as additional insureds on its Commercial General Liability or Business Liability Coverage. The Exhibitor shall require its insurance agent to (i) identify the certificate of insurance by the Exhibitor's name and contact information and (ii) designate the certificate holder as **The Virginia Society of Eye Physicians & Surgeons, PO Box 3268, Glen Allen, VA 23058**. We understand that we will not be able to exhibit at this event without providing this documentation. As Exhibitors we assume responsibility for costs incurred for equipment, telephone, or other services rented or requested by us through The Sheraton National Hotel, Dunmar Exhibit Services, and/or the Virginia Society of Eye Physicians & Surgeons.

We understand that we are exhibiting at a trade show held in conjunction with the VSEPS Annual Scientific Meeting. The Virginia Society of Eye Physicians & Surgeons adheres to the *Standards of Commercial Support of the Accreditation Council for Continuing Medical Education (ACCME)*. As a condition of our exhibiting and participating in this event, we agree to abide by these standards as well.

We have read and fully understand all details and agree to abide by the rules and regulations as outlined in this Exhibitor brochure.

**(PLEASE PRINT)**

**Company**

**Contact**

**Address**

**City/State/Zip**

**Email**

**Phone**

**Fax**

**NAMES OF REPRESENTATIVES EXPECTED TO ATTEND (Please Print):**

**Requests/Comments (Please Print)**

**PAYMENT: Check enclosed or Credit Card**

**NAME AS IT APPEARS ON CARD**

**Expiration Date**

**Credit card number**

**Security Code**

**Signature**

(on back of card)

Submit contract and payment to: VA Society of Eye Physicians & Surgeons, PO Box 3268, Glen Allen, VA 23058-3268 Phone: 804-261-9890 ~ Fax: 804-261-9891 ~ E-mail: ccannaday@globalweb.net