



July 12-15, 2012

Sheraton Steamboat Hotel
Steamboat Springs, CO

Invitation to Exhibit

www.visioncare.org/conference/Exhibitors.php



2012 Exhibitor Information

Please accept our invitation to be an exhibitor at the 2012 Colorado Vision Summit in Steamboat Springs, CO on Saturday July 14th. Steamboat Springs is a beautiful mountain resort and has been a popular destination in the past. We are expecting a great turn out in 2012. Booth space is limited, so be sure and register early to secure your space.

Exhibit Hours

Saturday, July 14th
12:00 to 2:30 Lunch provided for attendees & exhibitors
4:15 to 6:30 Hors d'oeuvres & cash bar

Exhibit Set-up & Tear Down

Set-up 8:00 A.M. – Noon, Saturday, July 14th
Meeting **11:00 A.M. Mandatory for all exhibitors** – light brunch served
Tear Down 6:30 – 9:00 P.M., Saturday, July 14.th

Important Dates

EARLY APPLICATION DEADLINE: February 28
FINAL APPLICATION DEADLINE: March 31
BOOTH ASSIGNMENT: April 15

Exhibit Hall Location

Sheraton Steamboat Resort

Accommodations

Sheraton Steamboat Resort
2200 Village Inn Court, Steamboat Springs, CO 80477.
970-879-2220, www.sheraton.com/steamboat

Steamboat Grand Hotel
2300 Mt Werner Circle, Steamboat Springs, CO 80487.
877-306-2628 www.steamboatgrand.com

Exhibitors are welcome, and encouraged to stay at conference properties.

Booth Details

There are 59 booths in the exhibit hall total and limit of four (4) per exhibitor. Each booth includes:

- One 6' professionally draped table
- Back and side draping
- One electrical outlet (110 Volt)
- One company identification sign
- One wastebasket
- Two chairs

Freeman Decorating Company will serve as the **booth service contractor**. Freeman will send out exhibitor kits after booths are assigned on April 15th. The kits will have shipping information as well as order forms for additional items or additional electrical outlets you may need for your booth.

Badges must be obtained from the Colorado Vision Summit registrar. There is a limit of five reps per booth.

Back by Popular Demand-Exhibit Hall Bingo

Participating in Exhibit Hall Bingo will encourage attendees to visit your booth space. A substantial cash prize, provided by CVS, will be awarded to a random attendee that completes his or her bingo card. The winner will be announced Sunday, July 15th before lectures. Please see 2012 Exhibitor Application Form to participate.

Advertising Opportunities

Advertising information can be found at www.visioncare.org. Please contact Tara Peterson, O.D. at 303-979-4505 or tpeterson22@hotmail.com for more information.

Thank you for your support of the Colorado Vision Summit. We look forward to having you join us for yet another successful Summit. Please direct any questions regarding the exhibit hall to Dr. DeMoss or Dr. Eckroth.

Craig Eckroth, O.D.
CVS Exhibits Co-Chairperson
1111 West Victory Way, #110
Craig, CO 81625
970-824-3488
craigevedoc@yahoo.com

Jean DeMoss, O.D., F.A.A.O
CVS Exhibits Co-Chairperson
14244 West Evans Circle
Lakewood, CO 80228
303-456-9456
jeandemoss@hotmail.com



Exhibitor Seminar Information/ Advertising

Description of an Exhibitor Seminar

An exhibitor seminar is a 50-minute presentation (a one-hour block of time is allocated) offered to Colorado Vision Summit registrants by a company or individual that provides a service to optometry. Attendance at seminars is open only to doctors who are registered for the Summit but doctors do not have to register for the exhibitor seminar. Exhibitor seminars are conducted in the mornings prior to regularly scheduled Summit programming and must not conflict with any programs or events.

Eligibility for Conducting an Exhibitor Seminar

A company or individual wishing to conduct an exhibitor seminar **must be a registered exhibitor for the Colorado Vision Summit trade show or pay the booth registration fee**. An authorized company representative must contact the Summit hotel chairman (Jennifer Faber at 303-863-9472 ext 201) to schedule the event. The Summit hotel chairman will send written notification regarding the date and location of the seminar to the company representative. Exhibitor seminars are scheduled on a first-come, first-served basis.

Fees for Conducting an Exhibitor Seminar

The Colorado Vision Summit Committee assesses a fee of \$295 to the company or individual.

Set-up Requirements of the Company conducting the Seminar

- Arrange for audio-visual equipment with the Summit hotel chairperson (Jennifer Faber at 303-863-9472 ext 201) three weeks prior to the Summit. Equipment rental charges and service charges will apply.
- If desired, order food and/or beverage items for seminar attendees through the hotel catering office. Appropriate arrangements for payment of food and/or beverage must be approved by hotel catering personnel.
- Promotion of event.
- Company or individual conducting exhibitor seminar is responsible for monitoring attendance and providing CE credit slips to attendees.

Promotion Opportunities for Seminars

Colorado Vision Summit will list the Exhibitor Seminar in the brochure, if the company has:

1. Completed the exhibitor application.
2. Paid the booth fee.
3. Paid the \$295 seminar fee.
4. Notified the Colorado Vision Summit hotel chairperson at 303-863-9472 ext 201.
5. **Scheduled the seminar prior to Feb 1, 2012** to be included in the brochure.

In addition, Colorado Vision Summit will provide a sign listing all exhibitor seminars, which will be posted near the Summit registration desk.

A company or individual may promote the seminar by **providing a quantity of 300 flyers to the Summit registrar**, 730 Seventeenth St., Suite 350, Denver, CO 80202 no later than May 15th. Flyers must be no larger than 8 ½ " x 11". These flyers will be included in the doctors' registration packets.



2012 Exhibitor Application Form

IMPORTANT: Instruction for credit card payment: All credit card payments will be processed on line. Please go to the web site: www.visioncare.org/_conference/Exhibitors.php and fill out the on line application form, then follow the instructions to pay with credit card. Once you have completed the on line application, you are registered and do not need to fill out or mail in this form.

Company Name: _____
 Company Description: _____
 Address: _____
 City/ State/ Zip: _____
 Phone: _____ Fax: _____
 Exhibitor Contact: _____
 Exhibitor Contact E-mail: _____

There are **no** continuing education or functions scheduled during exhibit hours.

Lunch and hors d'oeuvres provided for attendees & exhibitors

Booth Prices

	Price per 8x10 booth		Quantity	
	On or before February 28	After February 28		
Standard Booth 8 x 10	\$800	\$900		\$
Additional Booth	\$700	\$800		\$
Bingo	\$ 10.00	\$20.00		\$
Total				\$

Exhibit Hall Bingo (Must complete to be included)

Does your company wish to participate in the Exhibit Hall Bingo Program, described on page 2? If yes, please indicate on table above with appropriate fee.

Yes No

Rules and Regulations

I have read and agree to the CVS Rules and Regulations (signature) _____
 (print name) _____

Booth Preference

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

List companies you do not wish to be placed near: _____

Representatives (maximum five per booth)

1. _____ 2. _____
 3. _____ 4. _____ 5. _____

Mail this document **with** booth registration fee to:
 Jean DeMoss, O.D., F.A.A.O
 14244 West Evans Circle
 Lakewood, CO 80228

For CVS Use Only:
 Date Rec: _____ Order
 Received: _____
 Total Enclosed \$: _____ Check #: _____
 BOOTH#: _____