Nebraska Optometry’s Fall Convention is the state’s largest gathering of optometrists and optometric staff, with over 300 attendees expected. We are excited to offer a variety of opportunities for you to reach attendees from across the state.

You can find details elsewhere in this brochure regarding the pricing and options for exhibit booths along with a description of sponsorship opportunities. If you don’t see the sponsorship option you’re looking for, but have an idea of how you might like to participate and support our event, call, and we’re happy to discuss.

Our doctors and paraoptometrics look forward to seeing you in Kearney. We value partnerships with industry vendors and look forward to collaborating with you again this year.

**CONVENTION REACH - BRAND AWARENESS**

110+ optometrists and 200+ paraoptometrics in just one event!

Increase your brand awareness with a cross-section of Nebraska’s optometric professionals. NOA membership includes more than 270 optometrists.

Nebraska’s Primary Eye Care Providers serve in more than 80 communities across the state of Nebraska.

**EXHIBITOR BENEFITS**

- Interact with more than 110 optometrists and 200 paraoptometric staff who gather for the annual NOA Fall Convention.
- Your best opportunity to feature new products and services, establish new relationships and maintain current contacts.
- A complimentary mailing list of OD attendees after the Convention.
- Promotional materials may be inserted into attendee on-site registration packets at no charge. This information may be a one-page flyer, coupon, or other advertisement (no larger than 8 1/2” x 11”), and must be received in the NOA office by September 18.
- Free 50-word contact listing in the Convention Program and signage for your booth. (Must accompany registration)
- Register before September 6th for discounted pricing.
- Exhibitors and sponsors registered by September 6 will be listed in monthly NOA membership newsletter in advance of conference.

**ACT NOW**

Opportunities are available on a first-come, first-served basis. Questions? Contact NOA at noa@assocoffice.net or 402-474-7716.
EXHIBIT ITINERARY - FRIDAY, SEPTEMBER 27

- Set up available from 2:00 pm - 5:00 pm
- Exhibit Hall Hours - 5:00 pm - 8:00 pm
- Heavy hors d’oeuvres buffet served in exhibit hall
- Exhibits must be torn down and removed from hall by 10:00 pm.

EXHIBIT BOOTH INCLUDES:

- 8”x 10” exhibit space (8’ curtained back wall & 3’ curtained side walls)
- 8’ draped table
- 2 chairs
- Two exhibitor registrations per booth for booth personnel
- 110v electricity (Must be requested at time of registration)
- Signage
- Free 50-word contact listing in the Convention Program. (Must accompany registration)
- Inclusion of your 8 1/2” x 11” company-provided printed brochure or flyer in attendee registration folders
- Mailing list of OD attendees after the Convention
- Access to Whova the Nebraska Optometry’s Fall Convention event app

NOTE: Due to recent flooding in Kearney, there will not be carpet in the exhibit hall. Carpet is not included in your exhibit booth registration, but is available through AAA. Contact NOA for the necessary forms to request carpet.

EXHIBITOR BOOTH PRICING:

- Standard Exhibit Booth @ $655
- Additional Booth @ $565
- Additional Booth Rep @ $35 each (2 included in booth price)
- Electricity (110v) COMPLIMENTARY, but must be requested at time of registration

DRIVE TRAFFIC WITH THESE ADD-ON OPTIONS

EXHIBIT BOOTH - PIT STOP PUNCH CARD ($50)
Exhibitors who sign their booth up as a Pit Stop will have their company name and booth number included on the Pit Stop Punch card. This card is a great way to drive traffic to your booth and put your brand awareness into overdrive. The punch card will include participating pit-stop’s company name & booth number. This traffic building activity is easy and simple to follow. As attendees cruise through the exhibit floor, they will make stops at participating booths and receive a punch from you on their exhibitor punch card. Attendees completing the punch card are eligible to win great prizes so they will be sure to stop by at your booth! Limited to 20 exhibitors.

PRE-CONVENTION EMAIL TO ALL NOA ATTENDEES ODS AND PARAS ($250)
Customized email with your promotional information sent from the NOA office to all Convention attendees.
2019 FALL SPONSORSHIPS

Refueling Stop - Super Booth during the exhibit hall ($1,500) ONLY 2 ARE AVAILABLE!
A Super booth sponsorship provides you with two exhibit booths and 150 drink tickets that you can provide attendees with as they visit your booth. These tickets can be used for any drink at the bar. Your company will be highlighted as a Super Booth sponsor in promotional materials and the onsite program, receive verbal recognition before the membership at the Convention, and acknowledged as a sponsor in NOA’s monthly newsletter following the convention. ONLY 2 SUPER BOOTHS ARE AVAILABLE!

Conference Navigation - Sponsor the Event App ($750) ONLY 3 ARE AVAILABLE!
The convention app sponsorship has been a big hit each year and each year it offers more functionalities for interacting with attendees! This sponsorship puts your logo and a link to your website on the app as a sponsor. Your company will be recognized as a sponsor verbally during the conference before the attendees, on promotional materials and the onsite program, and in NOA’s monthly newsletter following the convention. ONLY 3 EVENT APP SPONSORS AVAILABLE! Deadline for this sponsorship is September 1, 2019

Victory Lap - Sponsor the Fall Convention Banquet & Awards Dinner ($2,000)
Be the exclusive sponsor for the NOA’s Celebration of Optometry & Leadership Excellence. This sponsorship offers branded event tickets with your company logo that will be distributed to event attendees, recognition before the membership at the Convention, in the convention on-site program, and in NOA’s monthly newsletter following the Convention.

Filling Station - Sponsor a Snack Break (ODs & Paras) ($750)
Break Sponsors will be recognized before the membership at the Convention, in the convention on-site program, in NOA’s monthly newsletter following the Convention and on prominently placed signage at the break.

Filling Station - Sponsor a Coffee Station Saturday or Sunday Morning ($500)
Break Sponsors will be recognized before the membership at the Convention, in the convention on-site program, in NOA’s monthly newsletter following the Convention and on prominently placed signage at the coffee station.

High Road - Sponsor the Inspirational Breakfast on Sunday morning ($1,500)
Be the exclusive sponsor for the NOA’s Inspirational Breakfast. This event invites ODs and Paras to attend breakfast with an inspiring message on the final day of the Convention. Sponsorship of this uplifting breakfast includes branded tickets for the breakfast with your company logo that will be distributed to event attendees, recognition before the membership at the Convention, in the convention on-site program, and in NOA’s monthly newsletter following the Convention.

Off Road - Sponsor the OD Luncheon - Friday ($1,500)
This sponsorship offers tickets branded with your company logo distributed to all OD attendees, recognition before the membership at the Convention, in the convention on-site program, and in NOA’s monthly newsletter following the Convention.

Drive On - Sponsor a Motivational Speaker for Joint OD & Para Session ($2,000)
Sponsor a joint OD & Para Session featuring a local motivational speaker. This sponsorship puts your logo and a link to your website on the event within the app. Your company will be recognized as a sponsor verbally during the joint session before the attendees, on promotional materials and the onsite program, and in NOA’s monthly newsletter following the Convention. Sponsor will introduce the speaker.

Off Road - Sponsor the New Member/New Licensee Reception ($500)
Sponsor a reception for New NOA members and New licensees in Nebraska. Sponsorship recognition includes verbal acknowledgement before the membership at the Convention, in the convention on-site program, and in NOA’s monthly newsletter following the Convention.

Side Road - Sponsor the Young OD Event ($1,200)
This sponsorship includes an opportunity to address the attendees on Saturday nite, recognition as the exclusive sponsor in promotional materials and NOA Member communications, including the monthly NOA Update, which is distributed to all NOA members via email.
SAVE THESE IMPORTANT DATES & DEADLINES FOR THE 2019 NEBRASKA OPTOMETRY’S FALL CONVENTION!

**September 6** - Exhibitor registration rate increases. Exhibitors and sponsors registered by this date will be listed in the September NOA Update sent before the conference.

**September 18** - Promotional materials for attendee on-site registration packets must be received at the NOA Office (May be a one-page flyer, coupon, or other advertisement - no larger than 8 1/2” x 11”)

**September 19** - NOA Convention Hotel Room Rate Deadline

**September 27** - Nebraska Optometry’s Fall Convention Exhibit Hall

**BOOTH SET-UP INFORMATION**

Booth Set-Up: Friday, Sept. 27, 2:00 pm - 5:00 pm

Booth Hours: Friday, Sept. 27, 5:00 - 8:00 pm

Hospitality Suite Hours: Fri., Sept. 27, 8:00 pm - Midnight (Only available for NOA Partners in Professionalism)

Breakdown: Exhibits must be torn down and removed from the hall by 10:00 p.m. Friday, Sept. 27.

**PARTNERS IN PROFESSIONALISM**

Platinum Partners

[Alcon](#)

[BAUSCH + LOMB](#)

[VANCE THOMPSON VISION](#)

[PECH OPTICAL CORP.](#)

Gold Partners

[NEBRASKA LASER EYE ASSOCIATES](#)

[TLC Laser Eye Centers](#)

[Sutton Linder & Sutton](#)

[WALMAN OPTICAL](#)

Silver Partners

[KUGLERVISION](#)

[OMAHA/LINCOLN EYE & LASER INSTITUTE](#)

[VSP Global](#)

Click here for more information on becoming an NOA Partner in Professionalism. If you have any additional questions, please contact the NOA office.
Exhibit Policies & Shipping Information

Exhibitor registration is processed on a first-come, first-served basis by postmark date when accompanied by full payment. A registration will not be processed, nor will exhibit booth space be held until full payment is received.

Standard Booth Package: 8’x10’ booth; pipe & drape; one 8’ draped table with 2 chairs; 110v hookup (if requested); registration for 2 representatives (Additional representatives - $35 each)

Display Regulations:
• Signs or decorative materials may not protrude into the aisles or encroach upon neighboring booths.
• Do not obstruct any aisles, passageways or exits leading to any fire extinguishing appliances.
• Do not post, tack, nail or screw anything to columns, walls, floor or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by NOA at the expense of the exhibitor responsible for the damage. NOA may require any exhibitor to make changes to the exhibit if, in NOA's opinion, the exhibit does not conform to prevailing standards of good taste or interferes with the rights of other exhibitors.
• Products and services exhibited or advertised should serve the interests of the show attendees, and not detract from other exhibits. NOA reserves the right to determine the eligibility and/or suitability of any organization or product for inclusion in the exhibit hall and reserves the right to require withdrawal of any exhibit with just cause. Preference will be given to vendors who exhibited the previous year and who serve the professional interests of the attendees. No exhibitor shall reassign, sublet or share space allotted without the written consent of the NOA. Demonstrations, interviews and other activities must be confined within the exhibit space and must not impede traffic through the aisles.

Liability and Insurance:
NOA advises exhibitors to see that their regular company insurance includes coverage outside the company premises and that they have their own theft, public liability and property damage insurance. NOA and all organizations and individuals employed by, or associated with NOA will not be responsible for injury or damage that may occur to any exhibitor or his/her employees or agents. Nor shall NOA be responsible for the safety of any exhibit or for property against robbery, fire, accident, or any other destructive causes.

Shipping:
Freight shipments will not be accepted more than five (5) days prior to September 27. Shipments arriving before this time will be subject to storage charges of $10.00 per package, per day or may be refused by the Hotel/Conference Center. No C.O.D. shipments will be accepted. All shipments must have visibly displayed the following information on each package or item:
• Name of Show or Event the shipment is for.
• Full name of the individual that will be claiming the shipment.
• Full address and contact information, including phone number, of the company shipping the item.

Shipping address: Younes Conference Center, 416 W Talmadge Road, Kearney, NE 68845.

Shipments may be left after the event awaiting pick-up only if they are fully packed and ready for shipment with bill of lading attached and have been checked in with Hotel/Conference Center staff. The Hotel/Conference Center staff may require the item be moved to a storage area to accommodate other incoming events. Moving of the item is the exhibitor’s responsibility. Outbound shipments must be picked-up within four (4) days following the event’s conclusion. Any items left in the exhibit area that have not been identified and checked-in with Hotel/Conference Center staff as outgoing shipments, or have not been picked-up within four (4) days after the event’s conclusion, will be disposed of. Damage Fees: Clean-up or damage fees assessed by the Younes Conference Center to an exhibitor’s personal sleeping room are the responsibility of the exhibitor.

Completing the online exhibitor application indicates understanding and acceptance of the stipulations listed above.
**POLICY FOR MEETINGS BY OUTSIDE GROUPS**

Any meetings or events that are to be held by outside groups must be scheduled at times that do not conflict with NOA sponsored activities and are subject to approval by the NOA Board of Directors. Outside groups should contact the NOA Office at noa@assocoffice.net or 402-474-7716 with meeting requests.

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**ARE YOU READY?**

Click here to complete the online exhibitor/sponsor application.

By submitting the online application for the 2019 Nebraska Optometry’s Fall Convention exhibit space, Exhibitor accepts and agrees to all terms and conditions appearing on this contract and printed in this publication. Exhibitor agrees to waive and hold harmless NOA and show management from any liabilities for the safety of its exhibits and other property against robbery, fire, accident, or any other hazard whatsoever, without limitation. Loss of, or damage to exhibits, articles or merchandise, other personal property owned, rented or leased by the exhibitor is the sole responsibility of the exhibitor. Security is the obligation of the exhibitor.

**QUESTIONS?**

Email: noa@assocoffice.net or Call: 402/474-7716