



PO Box 29069
Phone (804) 643-0309
Fax (804) 643-0311
office@thevoa.org
www.thevoa.org

Exhibitor Detail Form

Please read completely and forward to those working your booth.

2025 Virginia Optometric Association Annual Conference May 29 – June 1, 2025

Williamsburg Lodge, 310 S England Street, Williamsburg, Va 23185

Booth Details: 10' x 8' booth with 1 draped table, 2 chairs, signage, and electricity

Set Up Times: Thursday, May 29th from 4:00 – 7:00 pm; Friday, May 30th from 8:00 – 11:00 am

Unloading and Show Set Up: The Exhibit Hall will take place in the Virginia Room. Please be prepared to set up your tabletop on Thursday afternoon or Friday morning. If you have items shipped to the Williamsburg Lodge, please contact the hotel for pickup information.

Shipping Items: Please see the attached Exhibitor Agreement Document for more details.

Parking: Parking is available via valet or self-parking at the Williamsburg Lodge.

Take Down Times: All booths must be taken down on Saturday, May 31st from 10:30 am – 2:00 pm.

Room Reservation: Please use the following link to make your room reservation. Coming soon.

Deadlines: Registration deadline for exhibitors is March 28, 2025. Registering afterwards will result in a \$100.00 late fee. Two free registration badges are furnished to each exhibitor for each booth space rented (additional may be purchased).

We look forward to your presence at our conference and thank you in advance for your continued support of the optometric profession. We have also included a list of sponsorship opportunities throughout the year that are available. Please note that the availability of sponsorship is subject to change. Please call (804) 643-0309 or email office@thevoa.org if you would like to become a sponsor.

Sincerely,

Sarah Keeney
Director of Events
Virginia Optometric Association

Exhibitor Guidelines and Contract Regulations

2025 Virginia Optometric Association Annual Conference May 29 – June 1

Williamsburg Lodge, 310 S England Street, Williamsburg, Va 23185

1. Application – This application for space, along with full payment and formal notice of assignment, constitutes a contract for the right to use the exhibit space as assigned. All exhibits and exhibitors are subject to the following regulations:
 - a. Applications are processed and assignments made in the order received.
 - b. Booths rent for prices stipulated on Exhibitors registration form.
 - c. Booth selection is first given to the VOA Partner Program Members, this is one of the benefits of the Partner Program.
 - d. Full payments of booth rental must accompany this application to be processed.
 - e. Booth space cancellation must be in writing and is subject to a \$100 cancellation fee; NO REFUNDS after postmark or fax date of April 1, 2025.

PLEASE NOTE: BOOTH ASSIGNMENTS WILL NOT BE TAKEN BY PHONE. NO EXCEPTIONS WILL BE MADE.

2. Arrangements – Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided to the exhibitor by the **Virginia Optometric Association** will consist of one appropriate size skirted table, two chairs, pipe, and drape. Additional tables will be provided only with advance payment for each table. Complimentary wireless internet is provided throughout the entire exhibit hall. Trash receptacles will be throughout the exhibit hall but will not be provided for each exhibit booth. Electrical service (limited to one 110-volt outlet – 2 plugs) will be provided. Exhibitors must supply their own extension cords, tape and other office supplies.
3. Shipping, Installation and Dismantle – Arrangements with a shipping company, if needed, are the sole responsibility of the exhibitor. Storage of exhibits shall NOT be the responsibility of the Virginia Optometric Association or any committee or individual members of the Virginia Optometric Association nor the hotel.

Please contact Williamsburg Lodge for hotel specific shipment information. Call (757) 763-6200. Packages may be shipped the week of the conference. Please provide tracking information to the hotel so that their team can be best prepared for receiving.

Packages should be addressed as follows:

Attn: (Guest's Name claiming package)

Williamsburg Lodge

310 South England Street

Williamsburg, Virginia, 23185

Hold for: VA Optometric Assc, 5/29-6/1

Please note number of packages (Example: Box 1 of 2, Box 2 of 2, etc.)

Be sure to include the complete return address on all packages.

Installation of Exhibits: Thursday, May 29th from 4:00 – 7:00 pm; Friday, May 30th from 8:00 – 11:00 am

Exhibit Hall Hours: Friday, May 30th 11:15 am – 1:15 pm, 4:30 – 6:15 pm; Saturday, May 31st from 9:00 – 10:30 am

The exhibitor agrees not to dismantle, pack, or remove any part of this exhibit until the close of the exhibit hall,

Saturday, May 31st at 10:30 am. Materials must be crated and packed for shipment by 2:00pm Saturday, May 31st.

4. Building and Equipment – Exhibitors or their agents shall not abuse or deface the walls or floors of the building, booths, equipment or furnishing in the booth. The exhibitor will be held liable for any and all damage.
5. Conditions – No exhibitor shall assign sublet or share the whole or any part of the space allotted. No exhibitor is permitted to show goods or services other than those manufactured or provided by his firm in the regular course of business. Exhibits related to employment or practice opportunities for non-profit organizations, government entities or educational institutions may be accepted.
6. Safety Codes – The exhibitor assumes full responsibilities for complying with city and hotel regulations concerning fire, safety and health. It is understood that all exhibit materials shall be flameproof and bottled gas or any other type of flame will not be permitted. All electrical displays and equipment must be wired in accordance with requirements.
7. Solicitation – All demonstrations and interviews must be conducted within assigned booth spaces. All exhibitor printed materials, souvenirs and other articles must be distributed within assigned booth space. Absolutely no exhibitor will be allowed distribution of printed materials, souvenirs, or other articles in or around the registration area, educational sessions or exhibit hall entrance. Giveaways and other promotional techniques may be utilized with prior authorization

from the Virginia Optometric Association. If hospitality suites are desired, they are the sole responsibility of the exhibitor. Hospitality suites may not be open any time during education courses, meetings, receptions, or exhibit hall hours and must be approved, in advance, by the Virginia Optometric Association. A copy of all surveys to be distributed during the 2024 VOA Annual Conference must be submitted to the Virginia Optometric Association prior to March 28, 2025 for approval. Violation of that regulation may result in the eviction of an exhibitor.

8. Restrictions – The association reserves the right to restrict exhibits which, because of the noise, method of operation or any other reason, become objectionable. Exhibits which in the opinion of the Virginia Optometric Association detract from the general character of the exhibit as a whole, will be prohibited. In the event of an eviction, the Virginia Optometric Association is not liable for any refund. Intoxication of representatives and or exhibitors will result in immediate eviction and ban from exhibiting at future Virginia Optometric Association events/conferences. Exhibitors will not use live animals for any purpose while on Williamsburg Lodge premises. Use of tobacco products inside Williamsburg Lodge facilities is prohibited. The exhibitor is responsible for ensuring that all individuals associated with it comply with this policy. Kitchen use is not permitted, nor are outside food or beverages. You may not serve any alcohol to attendees. Food/beverages may not be served unless purchased separately through the Hotel.
9. Liability – Neither the Virginia Optometric Association nor the Williamsburg Lodge will be liable for loss or damage to property of the exhibitor or his representatives from theft, fire accident, loss in transit or other causes. Exhibitor hereby assumes the entire responsibility and liability of losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises and agrees to indemnify, defend, and hold harmless the Virginia Optometric Association, the Williamsburg Lodge and its owners, servants, agents and employees against all claims or expenses for such losses – including reasonable attorney's fees arising out of all the use of the hotel premises excluding any liability caused by the sole gross negligence of the Virginia Optometric Association or the Williamsburg Lodge or its owners, servants, agents and employees. The vendor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Williamsburg Lodge and exhibit company's furnishings, vendor's displays, equipment, and other property brought upon the premises of the Williamsburg Lodge and shall indemnify and hold harmless the Williamsburg Lodge and the Virginia Optometric Association, agents, servants, and employees from any and all such losses, damages and claims.
10. Admission – Exhibit Hall admission is by official badge only. Exhibitors are expected to wear the official badge at all times. Exhibitors not wearing and unable to produce the official badge immediately upon request may be ejected from the exhibit hall. Two free registration badges are furnished to each exhibitor for each booth space rented (additional may be purchased). Only official representatives of exhibiting companies are permitted to wear exhibitors' badge.
11. Regulations – The regulations are a part of the contract between the exhibitor and the Virginia Optometric Association formulated in the best interest of the exhibitor for each booth space rented. Points not covered in this contract are subject to the decision of the Virginia Optometric Association.
12. Space Assignments – Booth assignments are on a first come first serve basis according to receipt. The Virginia Optometric Association shall locate the booth in one of the locations designated on the Exhibitor's contract but reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.
13. COVID-19 Release & Hold Harmless Agreement – By registering and attending a Virginia Optometric Association event/meeting you acknowledge that there is an unknown risk of exposure to communicable diseases such as COVID-19 through exposure to contaminated objects, as well as through personal contact. Such exposure carries with it a certain degree of risk that could result in illness, disability, or death. You agree to release and hold harmless the Virginia Optometric Association, its employees, officers, and vendors from and against all claims of damages and liability resulting from exposure. Registrants/Attendees also warrant they are abiding by their state/locality laws restrictions.
14. Charges and Applicable Taxes – Exhibitor agrees to pay all charges and applicable taxes for rental items, goods, and services made a part of this Exhibitor Agreement. Please contact the hotel directly for A/V and rental items such as Easels, chairs, tables, LEC monitors, LCD monitors, laptop computers, and dedicated Wi-Fi connections at (767)220-7976.
15. Williamsburg Lodge Hold Harmless Clause - "The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims."

Please print complete and return.

Exhibit Booth Application
2025 Virginia Optometric Association Annual Conference May 29 – June 1
Williamsburg Lodge, 310 S England Street, Williamsburg, Va 23185

Company Name: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone Number: _____ Cell/Alternate #: _____

Contact Person: _____ Email: _____

Person Registering for Event: _____

Person Attending Event: _____

Contract & full payment required to reserve booth space. Reservations will not be taken by telephone. Electricity is included in your pricing. Extension cords will not be provided.

Size of all booths: 10' x 8' booth with 1 draped table, 2 chairs, signage, and electricity

Exhibits: Friday, May 29 from 11:30am – 1:30pm, 4:30 – 6:15pm and Saturday, May 31 from 9:00 – 10:30 am

List names of competitors you do not wish to be near: _____

Booth identification sign (1 line only – company): _____

Badges — Two badges are distributed to each exhibitor. Extra badges may be purchased for an additional fee. Please contact office@thevoa.org for more information.

Name: _____ Email: _____

Name: _____ Email: _____

Payment — Registration includes two name badges and an exhibit booth. Make checks payable to the Virginia Optometric Association and mail to **P.O. Box 29069, Henrico, VA 23242-0069** Fax to **(804) 643-0311** if paying by VISA, MasterCard, or American Express.

Booth **\$1,500.00 x () = \$ _____**

Additional Draped Table (1 is provided with registration) **\$ 50.00 x () = \$ _____**

Late Fee (if postmarked after April 1, 2025) **\$ 100.00 x () = \$ _____**

Sponsorship item _____ **\$ _____**

TOTAL **\$ _____**

AMERICAN EXPRESS, MASTERCARD OR VISA ONLY

Name on card (print): _____ Card number: _____

Exp. Date: ____/____ Security CVV Code: _____ Billing Address & City (required): _____

Billing Zip Code (required): _____ Signature (required): _____

In accordance with the attached Contract Regulations governing the exhibit6s to be held at Hotel Date, the undersigned accepts and agrees to all terms and hereby makes an application to exhibit. Upon application acceptance, this document constitutes a formal contract.

Authorized Signature _____ **Date** _____

It is the responsibility of the company to communicate show hours, hotel reservations and shipping information with the person attending the show.

Exhibitor Guidelines

Group's Full Legal Name: **Virginia Optometric Association**

Name of Event: **Virginia Optometric Association Annual**

Event Dates: Arrival: **05-29-2025** Departure: **06-01-2025**

Date/s of Exhibitor's Show: _____

Exhibitor's Name: _____

Booth Number (if known): _____

RULES AND PROHIBITIONS

Animals

Exhibitor will not use live animals for any purpose while on Hotel's premises.

Audio Visual Equipment

Exhibitors are welcome to provide their own equipment or rent through the Hotel's contracted provider. Exhibitor will submit the Hotel's request form to Hotel fourteen (14) days in advance of the Show. The Hotel will endeavor to honor any request made day of Show, but equipment may be unavailable or limited. Any day of requests will also result in a price increase.

Backdrops/Drapes

Exhibitor will ensure that all curtains, buntings and drapes meet fire department standards.

Care of Premises

Exhibitor will not post, nail, tape or otherwise affix to walls, doors or floor surfaces any part of any exhibit, sign, or other item. By using the Hotel's facilities, Exhibitor agrees to be responsible for any damage it causes.

Demonstrations

Exhibitor will organize all demos within the designated exhibit booth space. Should Exhibitor or spectators interfere with the normal traffic flow in aisles, as determined by the Hotel, the Hotel reserves the right to have Exhibitor discontinue or relocate the activity.

Electrical Services

Exhibitor will submit the Hotel's electrical services request form to the Hotel no later than 15 days prior to the Show date. Electrical service request forms received by the Hotel inside of 15 days prior to the show date will be considered a floor order, and floor order rates will apply. The Hotel will endeavor to honor any request made day of Show, but service may be limited. All fees will be charged the day of the Show.

Fire and Safety

Exhibitor will comply with all federal, state and local fire and building codes that apply to the Hotel.

Food and Beverage

Exhibitor will purchase all food and beverage through the Hotel. All fees will be charged the day of the Show.

Hanging Signs, Banners or Graphics

Exhibitor may display professionally designed banners at the back of its booth. If requested, Hotel may provide labor for assistance with banner set up. Exhibitor agrees to pay Hotel \$65.00 for labor. The request for labor form must be submitted to the Hotel no later than 14 days prior to the Show. All charges will be charged the day of the Show.

Kitchen Use

Exhibitor's use of the Hotel's kitchen for any reason must be authorized in writing in advance by Hotel. Hotel must receive request in writing 30 days prior to the date of the show.

No-Smoking Policy

Use of tobacco products inside Hotel facilities is prohibited. Exhibitor is responsible for ensuring that all individuals associated with it comply with this policy.

Loading/Unloading

Exhibitors for events held at the Williamsburg Lodge are asked to NOT use the front entrance for the loading & unloading of show materials. For shows being held on the main level of the Lodge conference center, small loads (i.e. boxes, rolling cases, not pallets) may be taken through the conference arrival entrance located on South England Street. For shows being held on the lower level of the conference center and large loads, materials must be taken through the loading dock located off of Newport Ave.

Parking

Exhibitor will park in the designated parking areas only. Exhibitor may use the Hotel's loading dock area for active loading and unloading only. Exhibitor agrees to bear the cost of towing 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 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 Hotel.

Shipping and Receiving

Because of limited storage space, Exhibitor may ship items to the Hotel no sooner than 3 days prior to the Show. The Exhibitor will pay a \$5.00 handling charge per delivered box or item, boxes over 45 lbs and large cases with wheels with incur a \$40 fee. There is a \$200.00 handling fee per pallet.

Shipping Address:

Attn: Exhibitor's Name, Name of Event
The Williamsburg Lodge
310F South England Street
Williamsburg, VA 23185

The Hotel's Business Center will provide reasonable assistance to Exhibitor when return shipping arrangements are needed.

Trash Removal and Clean-up

Exhibitor agrees to pay a clean-up fee for excessive trash removal and clean up, as determined by the Hotel. This fee does not include damage to the Hotel, the costs of which shall be paid by Exhibitor to the extent such damage is caused by Exhibitor.

Storage

Exhibitor acknowledges that the Hotel is not responsible to provide storage of crates, fiber cases, boxes or any other supplies. The Hotel may offer storage based on availability. Storage fees will apply.

Teardown

Exhibitor will remove all items associated with its exhibit immediately following the Show. Hotel is not responsible for any items left on the premises.

Telecommunications/Internet Services

The Williamsburg Lodge offers complimentary basic wireless internet service (sufficient for basic email reading and web surfing). If streaming or other heavy Wi-Fi demand is planned for your display, please purchase additional internet services or be prepared for possible disruptions. Exhibitor will request telecommunications and internet services with Hotel at least 30 days in advance of the Show.

Reservation of Rights

The Hotel reserves the right to remove from its premises any Exhibitor in violation of this Agreement as determined in the Hotel's sole discretion.

Charges and Applicable Taxes

Exhibitor agrees to pay all charges and applicable taxes for rental items, goods and services as stated on **Exhibit B**, attached hereto and made a part of this Exhibitor Agreement.

EXHIBIT B

Exhibitor Fee Schedule

Exhibitor's Name: _____ Booth Number (if known): _____

Electrical Service

DESCRIPTION	QUANTITY	ADVANCE ORDER	FLOOR ORDER	AMOUNT
(1) Exhibitor Power Access w/ Power Strip		\$45.00 per event	\$85.00 per event	
(1) Dedicated 20 amp power drop		\$75.00 per event	\$150.00 per event	
(1) 100 Amp Power Distribution box (6 Breakers)		\$150.00 per day	\$300.00 per day	

Please note: Power setup for 115V series includes one extension cord. 208V service is available with separate ground and neutral and provided to vendors distribution panel with standard C AM Lock fittings. Extension cords are not provided for 208V service. When electrical needs exceed standard wall outlets (115 V – 15/20 amp), then the following is required of the exhibitor: A picture of the plug along with the NEMA number from the existing plug (i.e. L2120-P) and the electrical specs of the equipment being setup. For non-standard receptacles, the exhibitor will be charged for the required receptacle, boxes, etc. in addition to standard fees.

Rental Items

DESCRIPTION	QUANTITY	ADVANCE ORDER	FLOOR ORDER	AMOUNT
Easel		\$20.00 each	\$40.00	
3 ft. round cocktail table - Tall		\$14.00 each	\$28.00	
3 ft. round cocktail table - Short		\$14.00 each	\$28.00	

Miscellaneous Services

DESCRIPTION	COST	AMOUNT
Banners hung	\$65.00 each	
Floral Arrangement	\$55.00 and up, each	

Shipping and Handling

DESCRIPTION	QUANTITY	COST	AMOUNT
Box		\$5.00 each	
Large Case with Wheels or Box over 45 lbs		\$40.00 each	
Pallet		\$200.00 each	

Audio Visual Equipment

**Floor Orders will result in a price increase.

DESCRIPTION	QUANTITY	# OF DAYS (INCLUDING SET UP)	ADVANCED ORDER	FLOOR ORDER	AMOUNT
24" LEC Monitor			\$255.00 ea./ per day	\$350.00	
43" LCD Monitor			\$430.00 ea./per day	\$525.00	
75" LED Monitor with stand			\$705.00 ea./per day	\$800.00	
Laptop Computer			\$180.00 ea./per day	\$370.00	
Hardwired Internet Line			\$350.00 ea./per day	\$750.00	
Dedicated WI-FI Connection			\$140.00 ea./ per day	\$235.00	
24" LEC Monitor			\$255.00 ea./ per day	\$350.00	
43" LCD Monitor			\$430.00 ea./per day	\$525.00	
Subtotal Audio Visual Equipment:					
Subtotal all items:					
Virginia sales tax (currently 7%):					
TOTAL ALL ITEMS:					



The Colonial Williamsburg Foundation

WILLIAMSBURG, VIRGINIA

PAYMENT CARD AUTHORIZATION
TO AGREEMENT DATED: FEBRUARY 11, 2025

Group's Full Legal Name: Virginia Optometric Association

Meeting Name: Virginia Optometric Association Annual

Booking Arrival Date: 05-29-2025 - Booking Departure Date: 06-01-2025

Booking ID 2505VIRGINMA

INSTRUCTIONS:

This process is intended to protect the consumer. Please complete all information below. Include only the last four digits of your credit card number. Return the completed form to the contact listed above. Once the form is received, you will be contacted by a member in our accounting services department to provide the full credit card number for processing.

PAYMENT CARD INFORMATION:

AUTHORIZATION NOTE: I authorize and acknowledge that all charges will be processed to the payment card as agreed in the Agreement referenced above, including charges for deposits, guarantees, incidentals and end-of-event balances. (If using a Debit Card, please be advised that this authorization may affect your checking account continuously until final settlement of the transaction.) Payment Card Industry regulations prohibit merchants from requiring or making copies of your card.

☐ American Express ☐ Visa ☐ MasterCard ☐ Discover ☐ Other:

Last Four Digits of Credit Card
Number:

Expiration Date:

Cardholder's Name as it appears on Credit Card:

Cardholder's Signature:

Date:

Cardholder's Billing Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Return completed Exhibit B and Credit Card Authorization to:

Conference Services Department

Attn: Amy White

The Williamsburg Lodge

P.O. Box 1776

Williamsburg, VA 23187-1776

Or email to: awhite1@cwf.org