



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.

2024 Virginia Optometric Association Annual Conference May 30 – June 2, 2024

Hilton Norfolk The Main 100 E. Main Street, Norfolk, VA 23510

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

Set Up Times: Thursday, May 30th from 4:00 – 7:00 pm; Friday, May 31st from 8:00 – 11:00 am

Unloading and Show Set Up: The Exhibit Hall will take place in the Main Salons ABCD. Please be prepared to set up your tabletop on Thursday afternoon or Friday morning. If you have items shipped to The Main, 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 Hilton Norfolk The Main.

Take Down Times: All booths must be taken down on Saturday, June 1st from 10:30 am – 2:00 pm

Room Reservation: Please use the following link to make your room reservation. [Linked here](#)

Deadlines: Registration deadline for exhibitors is March 29, 2024. 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

2024 Virginia Optometric Association Annual Conference May 30 – June 2

Hilton Norfolk The Main 100 E. Main Street, Norfolk, VA 23510

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, 2024.

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 Hilton Norfolk the Main 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)

Hilton Norfolk The Main

100 East Main Street

Norfolk, VA 23510

Hold for: VA Optometric Assc, 5/29-6/2/24

CSM: Sarah Steele

- 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 30th from 4:00 – 7:00 pm; Friday, May 31st from 8:00 – 11:00 am

Exhibit Hall Hours: Friday, May 31st 11:15 am – 1:15 pm, 4:30 – 6:15 pm; Saturday, June 1st 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, June 1st at 10:30 am. Materials must be crated and packed for shipment by 2:00pm Saturday, June 1st.

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 29, 2024 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 Hilton Norfolk The Main premises. Use of tobacco products inside Hilton Norfolk The Main 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 Hilton Norfolk The Main 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 Hilton Norfolk The Main 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 Hilton Norfolk The Main 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 Hilton Norfolk The Main and exhibit company's furnishings, vendor's displays, equipment, and other property brought upon the premises of the Hilton Norfolk The Main and shall indemnify and hold harmless the Hilton Norfolk The Main 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 (757) 763-6200.

Please print complete and return.

Exhibit Booth Application

2024 Virginia Optometric Association Annual Conference May 30 – June 2, 2024
Hilton Norfolk The Main 100 E. Main Street, Norfolk, VA 23510

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 31 from 11:30am – 1:30pm, 4:30 – 6:15pm and Saturday, June 1 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 XXX. 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 **\$1,375.00 x () = \$** _____

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

Late Fee (if postmarked after April 1, 2024) **\$ 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.