



Ontario Association
of Optometrists

Annual
SYMPOSIUM & InfoMart
Educating for Excellence

OAO InfoMart Exhibitor Sales Prospectus 2017

Friday April 7, 2017
Sheraton Centre Toronto Hotel
Toronto, Ontario
www.oaosymposium.com

About the OAO Annual Symposium & InfoMart

Attended by approximately 500 Doctors for Optometry and 100 Optometry Assistants, the OAO Symposium is Canada's premiere optometric event, where optometrists, support staff and industry leaders gather to learn, network and drive towards excellence.

OAO offers attendees excellence in continuing education delivered by optometry's leading speakers and thinkers. Great education in hand with unique intensive workshops, industry support, and exciting community celebrations, make the annual three-day event one not to miss.

Included in the Annual Symposium is one of **Canada's largest optometric trade show (OAO InfoMart)**, which showcases more than 100 exhibits, representing all areas of optometry practice. Participating companies feature the latest in industry innovations, ophthalmic product advancements, frames and technology and service providers for your entire practice needs.



OAO is always looking for new and exciting ideas to offer exhibitors and delegates. This symbol indicates what's new for exhibitors for 2017.

Why become an OAO InfoMart Exhibitor

Raise the bar on your company's brand recognition, increase profile and awareness, and strengthen and build relationships with customers and your potential customers through the OAO Annual Symposium InfoMart.

Attended by approximately 600 Doctors for Optometry, Opticians and Optometry Assistants from primarily across Ontario, the InfoMart is an excellent opportunity for exhibitors to connect directly with those that are important to business. The OAO Annual Symposium and InfoMart is one the largest optometry trade shows of its kind in Canada.

- **70% of delegates are practice owners and decision makers**
- **Build profile, raise brand awareness and increase your competitive advantage**
- **Network with industry leaders and influencers, Doctors of Optometry, Opticians and Optometry Assistants**
- **Generate new business**
- **Strengthen relationships with existing customers, clients and prospects**
- **Demonstrate your support for OAO and the Canadian Optometry profession**

OAO Partnership Opportunities 2017

OAO welcomes all exhibitors to consider becoming an OAO Symposium Partner. From display advertisements to podium opportunities, OAO offers one of the most extensive partnership programs in Canadian optometry. It provides a variety of opportunities for companies to sponsor the event and increase brand exposure.

To find out more about the 2017 OAO Symposium Partnership program please see the [Sponsorship Program](#) at the OAO InfoMart & Symposium 2017 website.

OAo InfoMart Show Details

Hosted, as part of the Annual OAo Symposium, the InfoMart will take place on **Friday April 7**. The Symposium program provides dedicated time for all attendees to visit the InfoMart. As an exhibitor you will enjoy valuable networking time and the opportunity to showcase your services and products to all Symposium attendees.

Date: Friday, April 7, 2017

Time: Trade Show 12:00 Noon – 4:00 PM



Show extending to 4:00 PM

Where: Sheraton Centre Toronto Hotel
123 Queen Street West, Toronto, ON M5H 2M9
416 361 1000
www.sheratontoronto.com

Exhibit Halls: Grand Ballroom

Show website: www.oaosymposium.com

Exhibitor Registration Fees:

- \$2,100.00 plus HST per booth for booths 1, 2, 3
- 25% discount per additional booth when booking 4 or more booths
- Standard booth space 10' wide x 8' deep including pipe & drape and carpeted show floor
- Complimentary listing and company profile in the Symposium App available to all attendees
- Grand Ballroom is fully carpeted
- Free Show Specials listings on the website and Symposium App
- Up to four (4) complimentary booth passes for company reps per booth
- Complimentary lunch for booth staff
- Hard copy attendee list provided at the event

Not-for-Profit Tables:

- A limited number of tables are available for not-for-profit organizations at \$350.00 plus HST. Not-for-profit tables are reserved for registered charities only.

Set-Up and Tear Down:

- Information about move-in, set-up and tear down will be available in the Exhibitor Logistics Manual at the [Exhibitor Registration](#) site and [OAo InfoMart & Symposium](#). In addition, event management office will send the exhibitor logistics manual to all exhibitors.

Electrical Services and Booth Power:

- If you require power for your booth, please refer to the instructions included in the Exhibitor Logistics Manual available as noted above.

To book your exhibit space please visit [Exhibitor Registration](#)

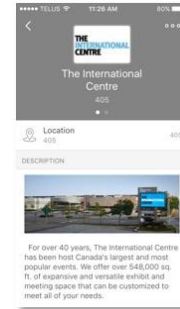
Enhanced Exhibitor Profile:



OAO is always looking for ways to improve the exhibitor experience.

For just \$50.00 enhance your company profile within the Symposium App with the addition your **logo, a link to your company website and single image/banner graphic.**

Please note that OAO will not be producing a print program for the event. Delegates will be provided with a simple short-form agenda only. Trade-show information and exhibitor details will be provided via the Symposium App. The mobile app will host your corporate details until December 31, 2017 for delegates to reference.



Sample of enhanced profile.

OAO Pick-A-Prize:



We've changed our prize draw to keep it fresh for everyone. When you register for your booth you have the option to purchase 250 or 500 ballots (brand with your company logo). The fee will be used by OAO to purchase great delegate gifts (so you don't have to).

It's up to you how many ballots you give each delegate at your booth. Winners will be announced at the end of the show and on the Symposium App, along with the company name that supplied the winning ballot.

- **\$50 for 250 ballot tickets or**
- **\$100 for 500 ballot tickets**

Ballot boxes will be put on display during the InfoMart. Your company will be identified on the interactive floor plan in the mobile app to make it easier for delegates to find you. Delegates can put as many ballots into whichever prize they want to try to win.

All companies participating in Pick-A-Prize will receive a list of all delegates who completed a ballot **including first and last name and email address**. It's a great way to build contacts and have fun. The more who participate, the better quality prizes we will have to win.

How to Participate:

- To participate in the **Enhanced Exhibitor Profile** and/or the **OAO Pick-A-Prize** please register through the online exhibitor registration site.
- Logos, URLs and image/banner graphics are to be up loaded via the registration site only.
- When submitting items above items please adhere to the following specifications:
 - Logo: 180 px W x 120 px H (jpg or png only)
 - Image/banner graphic: 580 px W x 256 px H (jpg or png only)
- Deadline:
 - Given production timelines, OAO makes no guarantee that logos, ULRs and image/banner graphics provided after March 16, 2017, will be added to the Symposium App.

OA0 InfoMart Floor Plan 2017

Booth assignments will be made by OA0 upon receipt of a signed Exhibit Contract and payment in full to OA0.



OA0 2017 - 7th April, 2017
 Sheraton Centre Hotel
 Grand Ballroom & Foyer

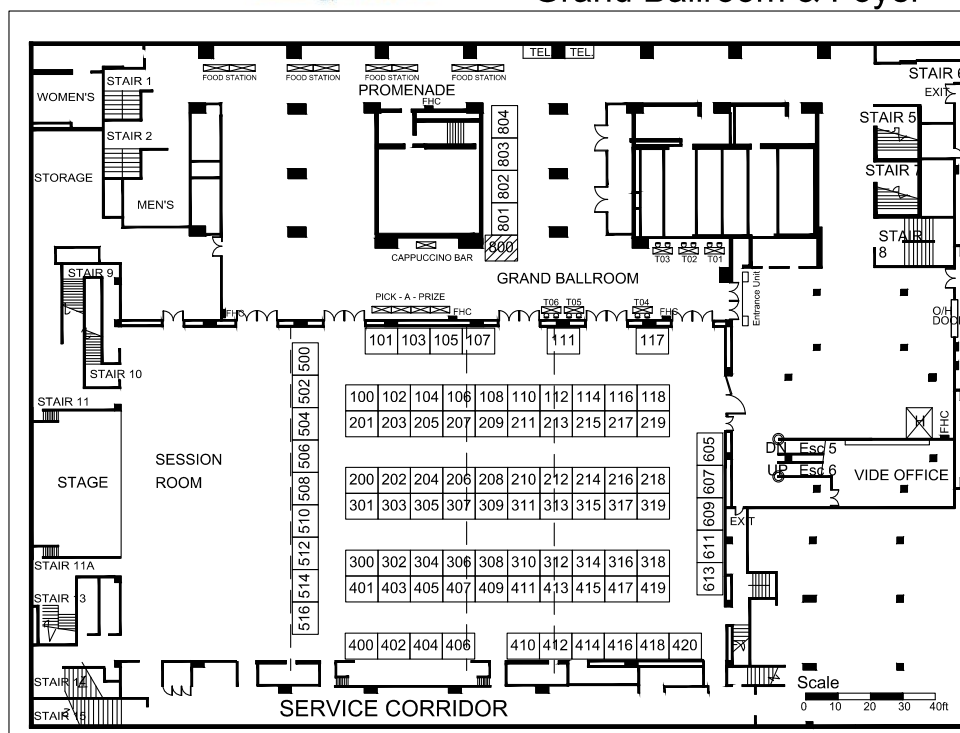


Exhibit booth details:

- Each standard booth space is 10' wide x 8' deep.
- Each booth includes traditional black pipe and drape with 8' high back wall and 36" high rail dividers. Island booths do not include pipe and drape, and multiple booth blocks do include side rails.

Hotel and Accommodation Information

The host hotel is the [Sheraton Toronto Centre](#) in the heart of downtown Toronto.

We encourage exhibitors to take advantage of the OAO guest room block reserved until March 10, 2017. The room block will give you and your colleagues an excellent preferred hotel guest room rate.

To **book your accommodations** or learn more visit the OAO 2017 Guest Room Block www.starwoodmeeting.com/Book/OD03AA

Parking is available at the hotel or at one of several underground locations including City Hall. www.sheratontoronto.com/toronto-hotel-parking

Key Contact Information

Conference management services for the OAO Annual Symposium & InfoMart are provided by Aston Events & Communications on behalf of OAO.

InfoMart Sales

Caroline Aston
416 521 9148 (new)
Infomart@optom.on.ca OR caroline@astonevents.com

InfoMart Exhibitor Logistics

Rita Plaskett
Infomart@optom.on.ca OR rplaskett@agendum.ca

Registration Support

Kim Giles
905-826-3522 ext. 231
oaoeducation@optom.on.ca

Sponsorship Sales

Melissa Secord
905-826-3522 ext. 243
msecord@optom.on.ca

For general information about OAO

info@optom.on.ca

Terms and Conditions

1. OAO Exhibitor Policy:

OAO will not partner, engage or do business with any company or entity that sells prescription eye wear or contact lenses without the requirement of a valid prescription, including that company's parent company and its wholly owned subsidiaries.

2. Cancellation Policy:

Cancellations must be received in writing to the Ontario Association of Optometrists on or before close of business March 1, 2017 and will be refunded at **fifty percent (50%) of the total value** of the exhibit fee. Exhibits cancelled after March 1, 2017 are non-refundable.

3. Booth Assignment:

Booth space will be assigned only upon receipt of a signed Exhibit Contract and payment in full to OAO for space and services as specified in this Exhibitor Sales Prospectus and contract. Sponsoring companies will be given priority assignment. No postdated cheques, please. OAO reserves the right to withdraw any booth or booths from sale and adjust the floor plan without notice. Every effort will be made to contact vendors should their booth or location be impacted by a change.

- **All exhibits MUST be set and ready no later than 11:30 AM on Friday April 7.** No exceptions. If an exhibit is not ready by 11:30 AM OAO reserves the right to remove the exhibit from the show floor.
- Move-in time for exhibitors with 4+ booths is available on Thursday April 6, 2017 from 10:00 PM
- Move-in time for all other exhibitors is 6:00 – 11:00 AM Friday April 7, 2017
- Move in and set up times will be emailed to you in advance of the show. It is important that you make arrangements to move in at your designated time

4. Registration for Badges:

Employees or contracted individuals of exhibiting firms only will be permitted to work in your exhibit booth area. Access to functions of the Annual Symposium is restricted to members of the Association, their staff, or guests of the Association. Representatives working at your booth must register as a representative via the exhibitor registration site before March 24, 2017 or via the link emailed as part of your exhibit registration confirmation. Representative registrations are restricted to four (4) Reps per booth. No substitutions are permitted after the show has opened. All exhibit staff must wear their OAO name badge at all times when they are in the exhibit hall.

5. Exhibit booth details:

- Each standard booth space is 10' wide x 8' deep.
- Each booth includes traditional black pipe and drape with 8' high back wall and 36" high rail dividers. Island booths will not include pipe and drape, and multiple booth blocks will not include side rails unless requested. (The Grand Ballroom is fully carpeted)
- Complimentary listing of company on Symposium website under Exhibitor listing
- Complimentary listing and company profile in the OAO Symposium & InfoMart Mobile App
- Complimentary lunch for booth staff
- Free Show Specials listings on the website and Symposium App
- Up to four (4) complimentary booth passes for company reps per booth

6. Acceptance:

OAO reserves the right to accept or reject any application for exhibit space or sponsorship. Exhibitors may not sublet exhibit space. Exhibit space cannot be used to display any items for which the exhibitor is not a representative. Management reserves the final decision on acceptability of display materials and exhibit content.

7. Insurance:

All exhibitors must provide proof of insurance (general liability) to OAO prior to move-in or have copy available upon request on-site. Details about how to submit certificate of insurance will be provided within the 2017 Exhibitor Manual.

Complete OAO Symposium and InfoMart terms, conditions and policies are included in the Exhibitor Logistics Manual that will be available at the [Exhibitor Registration](#) site and [OAO InfoMart & Symposium](#).