Exhibitor Policy Guide

2020 Convention
The Future in Focus
EXHIBITOR POLICY GUIDE

1. PURPOSE OF EXPOSITION
The exposition is for educational information purposes only.

2. REGISTRATION
Registration for an exhibitor booth may be submitted using the official registration form or on-line at the conference link. Registration is not considered complete until payment is received in full.

3. RATES & PAYMENTS
The price of booth space is stated on the current official registration form.

Early registration rates for upcoming conferences may be offered at discounted amounts as determined by the Missouri Optometric Association. Information of such registration benefits will be available at the current conference MOA Exhibit Hall information booth and by contacting the Association office.

4. BOOTH CANCELLATIONS & REFUNDS
Cancellation of exhibit space must be submitted in writing to the Missouri Optometric Association. A full refund, minus a $50 processing fee, will be given if cancellation is received prior to 30 days of the first day of the conference. Notice of cancellation received thereafter will not receive a refund.

5. ADVANCED SHIPMENT & INSTRUCTIONS
Shipping arrangements etc., have been contracted with the exhibit management company stated on the registration form and on-line. Information on shipping/storage details, methods and rates will be sent to you by the exhibit management contractor. ANY DIRECT SHIPPING TO THE SHOW LOCATION MUST BE NEGOTIATED BY THE EXHIBITING COMPANY WITH THE CONTRACTED HOTEL, ETC. All shipments are at the sole risk & expense of the exhibiting company.

6. BOOTH ASSIGNMENTS & DISCLAIMER
To the fullest extent possible, assignment of space will be made in the order registrations are received (first come, first served basis) at the Missouri Optometric Association office, with preference given to MOA Industry Alliance members. Dimensions and locations are believed to be accurate, but are not guaranteed and may be re-designed to accommodate the event. Efforts will be made as possible to position competing companies/suppliers from close proximity. No booth assignments will be made without full payment. The exhibit space will be on one level.

The Missouri Optometric Association reserves the right to reassign exhibits or cancel exhibitor(s) deemed not to be in the best interest of the conference.

7. EXHIBIT DIMENSIONS & RESTRICTIONS
Exhibit booths are 10’ x 8’ (unless otherwise noted). Both back-drapes are 8’ high and draped divider rails are 3’ high. In the rear two feet of the booth, display materials or equipment may be placed up to a height not exceeding 8’ from the building floor. In the remainder of the booth, display material or equipment shall not impair the visibility of adjoining exhibits.

8. BOOTH, FURNITURE, & LABOR SUPPLIED
Exhibitor registration includes one 10’ x 8’ draped booth with carpet, one I.D. sign, two chairs, one waste basket, and one 6’ draped table. Electrical outlets, additional furniture, equipment and setup services can be purchased from the exhibit management company contracted for the current trade show as stated on the official registration form. Order forms will be provided by the exhibit management company prior to the event.
9. ELECTRICAL
Order forms for lighting and electrical outlets will be supplied by the current venue or the official exhibit management company contractor. Be sure to check electrical limitations before shipping your exhibit.

10. INTERNET
Internet service will not be provided by the MOA. Any service required for the booth must be directly negotiated by the exhibiting company with the show venue.

11. EXHIBITOR PACKET
Exhibitor Packets will be available Friday morning in the Exhibit Hall at the MOA Information Booth. Packet contents will include the exhibitor’s name badges, Exhibit Hall floor plan, booth assignments, MOA’s on-site program, and the current optometrist registration list. Additional materials will be included as necessary.

12. EXHIBITOR CONTACT & BOOTH REPRESENTATIVE
The Exhibitor company contact named on the official registration will receive all official correspondence from the Missouri Optometric Association. Said company will name one individual as duly authorized exhibitor booth representative, to have charge of the exhibit and hereby accepts and assumes the responsibility for representatives or alternates being in attendance at the exhibit throughout all exhibit periods.

13. EXHIBITOR NAME BADGES
Two name badges requested on the registration form will be provided at no charge. Additional badges/lunch attendance are available at $50 each. Badges requested on-site will not be guaranteed. Name badges will only be available as printing capabilities are possible.

14. INSTALLATION OF EXHIBITS
Installation of exhibits will begin as per stated schedule on the official registration form. A minimum of two hours will be allotted prior to the event opening to allow exhibitor set-up of the assigned booth. Other than the stated installation/dismantling hours and those posted for Exhibit Hall opening, the hall will be evacuated and closed to all but show management, security, and authorized personnel.

15. FAILURE TO OCCUPY SPACE
Any space not occupied by the start of Exhibit Hall show hours will be forfeited by the exhibitor and this space may be resold, reassigned or reused by the Missouri Optometric Association without refund, unless arrangements for delayed occupancy have received prior approval by the Missouri Optometric Association.

16. DISMANTLING EXHIBIT
Exhibitors are responsible for removal of all show materials within their assigned booth. No displays may be dismantled before the end of stated Exhibit Hall show hours without permission of show management. Exhibitor must see that all hand carried materials and items for shipping are removed from the Exhibit Hall, or proper arrangements made with show exposition services, no later than the end of stated dismantling hours. Violators of these terms will not be invited back.

17. LIMITATION OF LIABILITY

*Hold Harmless Clause:* The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor’s displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, employees and Missouri Optometric Association members, Board of Directors, and staff from any and all such losses, damages and claims. Submission of your payment indicates agreement with the terms of the Hold Harmless Clause.
A. Exhibit management will provide staff during the official period of installation, showing and dismantling, and exercise reasonable care in the protection of the exhibit material and display.

B. The Missouri Optometric Association, or any office or staff member thereof, will not be liable for the safety of the exhibitor’s property, or the exhibitors’ agents or employees from theft, damage from fire, accident, or any other cause.

C. The Missouri Optometric Association, its representatives, employees or agents will be exempted from or indemnified by any claims for injury, damage, destruction or loss caused by the exhibitor to the person or property of others than the exhibitor, and further will be exempted from or indemnified for any claims for injury to any of the exhibitors, representatives, agents, or employees.

18. SPECIAL RESTRICTIONS
A. Exhibitors are prohibited from using amplifying equipment of any nature without permission from the Missouri Optometric Association. If permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other Missouri Optometric Association activities.

B. Audio equipment will be handled by the MOA roving announcer. Announcement requests may be made at the Missouri Optometric Association’s Exhibit Hall Information Desk for exhibitor’s booth raffle drawings, etc. All equipment, announcements, and activities must not interfere with Missouri Optometric Association activities.

C. Exhibitors must confine their activities to the space for which they have contracted.

D. Fire hose cabinets must be left accessible and in full view at all times.

E. Decorations and displays must be of nonflammable material or must be treated for fire proof prevention by an approved method. All display material must be flame proof and subject to inspection by the Fire Marshal. No flammable fluids or substances may be shown in booths. Advice on methods and materials may be obtained from the official decorating service contractor.

19. CANCELLATION OF CONFERENCE AND/OR EXHIBIT HALL
In the event of cancellation due to fire, strikes, government regulations, natural disasters, or other causes beyond Missouri Optometric Association control, the MOA shall not be held liable for failure to hold the annual conference and/or Exhibit Hall as scheduled. The Missouri Optometric Association shall determine the amount of the exhibit fees, if any, to be refunded.

20. ADMISSION
The Missouri Optometric Association shall have sole control over admission policies at all times. All persons visiting the exhibits, or attending any function of the conference, will be required to register in accordance with the provisions of the Missouri Optometric Association Conference and wear an appropriate badge while in attendance.

21. HOSPITALITY SUITES, ADDITIONAL ACTIVITIES
All activities, side trips, hospitality suites, etc., sponsored by the exhibitors during the Missouri Optometric Association conference must be approved by and coordinated with the MOA central office. No activities will be approved that conflict with MOA scheduled events, courses, or exhibit hours. Approved hospitality suites may operate only during non-programmed or exhibit hours.

No other functions or educational programs by the exhibitors will be conducted while the exhibit area is open. Schedules and planned exhibit area events for MOA attendees are intended to provide every exhibitor an opportunity to meet each optometrist and their staff.
22. EXHIBIT HALL RAFFLE DRAWINGS
Exhibitors are welcome to conduct raffle drawings within their booth areas and must not interfere with adjacent exhibitors or other Missouri Optometric Association activities. Exhibitor’s announcements of winners are to be scheduled with the MOA roving announcer or at the Exhibit Hall’s MOA Information Desk during the Hall hours with respectful consideration given to scheduled activities.

23. HOTEL STAY RESERVATIONS
Reservations for sleeping accommodations may be made on-line through the Missouri Optometric Association conference link or by calling the contracted hotel stated on the registration form, prior to the stated cut-off date.

When contacting the contracted hotel to place your reservation, refer to the “Missouri Optometric Association Conference Room Block”. Discounted room block rates are available on a first-come/first-serve basis, prior to cut-off date, and are not available thereafter.

The Missouri Optometric Association, officers, or staff will not be held liable for accommodation arrangements placed with the contracted hotel or any difficulties experienced by the exhibitor resulting from such arrangements.