



Exhibitor Prospectus

Commercial entities wishing to reach ophthalmologists from Washington State and beyond should plan to participate in the WAEPS 2022 Annual Meeting. Please review the material below and contact the WAEPS office with any questions. To secure your booth, return the exhibitor agreement form as soon as possible. Space is limited! **Our venue:** [Washington State Convention Center](#) in downtown Seattle, Washington.

Who attends?

Four internationally renowned educators will be presenting cutting-edge information for the practicing ophthalmologists. These outstanding speakers attract approximately 185 ophthalmologists from the entire State of Washington and beyond. In addition, our continuing education program for ophthalmic techs attracts over 400 attendees annually and we expect 30 practice managers to participate in the special program geared specifically to their needs.

New exhibit opportunity during our Coding and Reimbursement Seminar on Thursday, 3/10/22:

WAEPS is offering an opportunity to have six companies have table-top exhibits in the pre-function area during the Coding and Reimbursement Seminar which will be held Thursday, March 10 from 7 a.m. to 4 p.m. Each year this program attracts over 200 attendees including both ophthalmologists and their practice managers, coding specialists and other employees. This opportunity will be available on a first-come-first-served basis at the following pricing:

- \$500 additional fee if your company is participating as an exhibitor in the main exhibit hall on Friday 3/11/22.
- \$2,500 if your company chooses to only exhibit on Thursday 3/10 during the Coding Seminar and will not participate in the main exhibit hall on Friday, 3/11.

Indicate your interest in exhibiting during the coding meeting on the exhibitor registration agreement. These spaces are limited and will be booked in order received by the WAEPS office.

Exhibitor move in and move out:

Move in: Thursday 3/10/2022: 12:00 – 5:00 PM and Friday 3/11/2022, 6:00 AM – 7:00 AM

Move Out: Friday 3/11/2022: 4 PM – 7 PM

Please note: exhibitor breakdown and move-out prior to this designated time is strictly prohibited.

What's included for exhibitors:

- **Economy** category: booth space: 8' x 10' booth with 6' display table & two chairs. Two rep packages included. Note that the location of these economy booths will not be in a prime location for physician traffic. They are provided as an option for companies that are on a tight budget but want to participate in our meeting.
- **Standard** category: booth space: 8' x 10' booth with 6' display table & two chairs in a good location. Two rep packages included.
- **Premium** category: booth space: 10' x 10' booth w/pipe & drape, 6' display table & two chairs in an *excellent location*. Two rep packages included.
- **Super Deluxe** category: booth space: 20' wide x 10' deep booth w/ pipe & drape in a *prime location* at the heart of our exhibit hall. Includes two 6' tables, four chairs and four exhibit rep passes. Note: a maximum of two super deluxe booths are available this year and will be reserved by the first companies to request them.
- All exhibitors are acknowledged on posters and in the conference e-syllabus.
- Reps receive complimentary breakfast, snacks, and lunch during the conference on Friday.
- Reps are cordially invited to attend the President's Reception on Friday, March 11 from 5:15 to 6:30 PM.

DRAFT schedule for Friday at the conference (subject to updates):

7:00 AM – 8:00 AM	Registration / breakfast / attendees visit exhibitors
8:00 AM – 9:40 AM	First Session (for the physician CME program)
9:40 AM – 10:10 AM	Coffee break / attendees visit exhibits
10:10 AM – 12:00 PM	Second session (for the physician CME program)
12:00 PM – 2:00 PM	Lunch (physicians will be in their annual members' meeting/luncheon)
2:00 PM – 3:20 PM	Third Session (for the physician CME program)
3:20 PM – 3:50 PM	Coffee & snack break / attendees visit exhibits
3:50 PM – 5:15 PM	Fourth Session (for the physician CME program)
5:15 PM – 6:30 PM	President's Reception (exhibitor reps & all attendees invited)

Hotel accommodations:

A discounted room block is available at the nearby "Seattle Sheraton" hotel.

Please use the attached link to make your room reservations: [Book your group rate for WAEPS Room Block 2022](#) Space is limited.

Ordering electricity, internet, etc.:

These are provided by Washington State Convention Center Exhibitor Services. Details about services you can order are on their website. You do not need your booth number to inquire about services. You can type in the name of your company on the order form. For additional assistance, you can contact them via email:

Exhibitor.Services@wscc.com or by phone: 206.694.5015.

Attendee lists:

An electronic mailing list of attendees, excluding phone, fax and email addresses is available after the meeting upon request.

Rep packages:

All exhibitor representatives must be registered. Two registrations are included with your exhibitor agreement for all of the exhibitor levels with the exception of the “super deluxe” category (four reps are included). There is a \$150.00 fee for each additional representative. Please let show management know ahead of time if you are bringing extra reps so we can make sure we order enough food, prepare name badges, etc.

Shipping:

Advance shipments can be made through our exhibitor services company, FERN Expo. Please address your shipment as follows:

Company Name *(include your booth number if you have it)*
Washington Academy of Eye Physicians & Surgeons
FERN Expo & Events Inc.
12610 Interurban Ave South #120
Seattle, WA 98168

FERN Expo will accept crated, boxed or skidded materials no more than 30 days prior to the conference. Generally, the deadline for shipments to be received is a few days prior to the event. Please contact FERN Expo for the exact deadline.

Henrik Zimmermann

FERN Account Executive

[O] 206-696-7123

[M] 206-271-2686

Their toll free phone number is: 877-607-1010 and their email is ExhibitorServices@fernexpo.com

Outbound shipping can also be arranged through FERN.

Confirmation / booth assignments:

Contact show management if you have not received a confirmation within 10 days of submitting your exhibitor agreement form. Booth assignments will be based on exhibit fee category and the order in which exhibitor agreement forms were received. An attempt is always made to not place competitors next to each other. Be sure to fill out the agreement form completely and submit it early for best booth placement.

Payment policy:

In most cases, payment in full is due at the time the agreement form is submitted. If this is not possible due to corporate policy, etc., please submit your agreement form and make payment arrangements with show management. It's best to let us know well in advance that you plan to participate so we hold a booth for you.

Cancellation Policy:

Cancellations received by 5 p.m. PST on March 1, 2022 will receive a refund minus a \$250 service fee. No refunds will be issued for cancellations received after March 1, 2022.

WAEPS Exhibit Rules and Regulations:

- Exhibit display materials must fit within the footprint of your booth. Pop up displays and equipment cannot be placed on either side of your table, in the aisle or anywhere where they will block other exhibits. Due to fire regulations, aisles and fire exits must be kept clear.
- All representatives of commercial entities must participate as part of an official exhibitor booth. No exceptions.
- Distribution of literature, samples, etc., in the exhibit area or anywhere within the conference facility by firms that are not participating as officially registered exhibitors is strictly prohibited.
- The Washington Academy of Eye Physicians & Surgeons (WAEPS) reserves the right to restrict exhibits, without refund, which are falsely entered.
- No subletting or sharing of booth space is permitted without the permission of show management.
- Industry-sponsored social, educational or other activities sponsored by an exhibitor that might conflict with the conference schedule (Thursday evening at 5 p.m. through Friday at 6:30 p.m.) are prohibited. If you are not sure whether a possible event might conflict with the conference, please check with show management.
- Exhibitors are responsible for shipping, storage, and installation of exhibit materials and all costs incurred.
- WAEPS and WSCC do not guarantee against theft, vandalism or other damage to exhibitor booths.
- It is expressly understood that exhibitors shall indemnify and hold harmless WAEPS and WSCC of all liability (damage or accident) that might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits, or in display of exhibits.
- In the event of fire, strikes, or other uncontrollable circumstances, the contract for space will not be binding.
- It is expressly understood that WAEPS will not pay for special equipment, facilities and services ordered by exhibitors.
- WAEPS and WSCC are not responsible for any materials/equipment left behind by exhibitors without prior arrangements for outbound shipping.
- Electrical and other apparatus must be operated so that the noise does not interfere with other exhibitors.
- All electrically wired display material must comply with requirements of the National Board of Fire Underwriters.
- Care must be taken by the exhibitor not to deface or destroy any part of the exhibit areas. In the event of property damage caused by a representative, his or her company will be held responsible.
- Use of the name "Washington Academy of Eye Physicians & Surgeons" or that of any member or officer of WAEPS, in recommendation of a product or services, is expressly prohibited.
- Table space not occupied by the close of the exhibit installation period as specified above, will be forfeited by the exhibitor, and this space may be resold, reassigned or used by the conference management.

Show Management Questions:

Washington Academy of Eye Physicians & Surgeons

2001 6th Ave., Suite 2700, Seattle, WA 98121

Phone: 206-956-3635

Email: kim@wsma.org