



## Exhibitor Prospectus

Commercial entities wishing to reach ophthalmologists from Washington State and beyond should plan to participate in the WAEPS 2025 Annual Meeting. Please review the material below and contact the WAEPS office with any questions. To secure your booth, visit [WAEPS Exhibitors](#) to submit the online registration form as soon as possible. Space is limited!

**Our venue:** Meydenbauer Center in Bellevue, Washington.

### Who attends?

Four internationally renowned educators will be presenting cutting-edge information for practicing ophthalmologists. These outstanding speakers attract approximately 200 ophthalmologists from the entire State of Washington and beyond. In addition, our continuing education program for ophthalmic techs attracts over 400 attendees annually.

### Added exhibit opportunity during our Coding and Reimbursement Seminar on Thursday, 3/13/25:

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 13 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:

- \$600 additional fee if your company is participating as an exhibitor in the main exhibit hall on Friday 3/14/25.
- \$3,000 if your company chooses to exhibit only on Thursday 3/13 during the Coding Seminar and will not participate in the main exhibit hall on Friday, 3/14.

Indicate your interest in exhibiting during the coding meeting on the online 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 3/13/2025: 12:00 PM – 5:00 PM and Friday 3/14/2025, 6:00 AM – 7:00 AM

Move Out: Friday 3/14/2025: 4 PM – 7 PM (Note: We suggest exhibitors stay for the Presidents Reception at 5:15pm)

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

**What's included for exhibitors:**

- **Standard** category: \$2,900 - Includes booth space: 8' x 10' booth with 6' display table & two chairs. Two rep packages included. Note that the location of these standard 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.
- **Bronze** category: \$3,700 - Includes booth space: 8' x 10' booth with 6' display table & two chairs in a good location. Two rep packages included.
- **Silver** category: \$4,700 - Includes booth space: 10' x 10' booth w/pipe & drape, 6' display table & two chairs in an *excellent location*. Two rep packages included.
- **Gold** category: \$6,500 - Includes booth space: 20' x 10' 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 gold booths and four silver 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 14 from 5:15 to 6:30 PM.

**NEW THIS YEAR!!! Maximize your exposure with exclusive sponsorship opportunities:**

Sponsorship Benefits:

- Complimentary exhibit table
- Verbal recognition at the podium
- Print acknowledgement of support on poster(s)
- Online acknowledgement in the e-syllabus and on the WAEPS website
- Four rep packages to include nametags, ribbons, and meals
- Attendee list

Sponsorship Levels:

★ GOLD SPONSORSHIP - \$15,000

- Thursday Physician Reception - \$15,000
- Friday Physician Lunch - \$15,000
- Friday President's Reception - \$15,000

★ SILVER SPONSORSHIP - \$10,000

- Friday Technician Lunch - \$10,000
- Thursday Coding Lunch - \$10,000
- Friday Breakfast - \$10,000

★ BRONZE SPONSORSHIP - \$5,000

- Friday AM Coffee Break - \$5,000
- Friday PM Coffee Break - \$5,000
- Wi-Fi Sponsor - \$5,000

**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 Marriott Seattle-Bellevue hotel: [Marriott Room Block](#)

**Ordering electricity, internet, etc.:**

These are provided by the Meydenbauer Center Exhibitor Services. Details about services you can order are on their website: [Order Technical Services - Meydenbauer Center](#)

**Attendee lists:**

An electronic mailing list of attendees 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 “Gold” 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, and 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.

Their toll-free phone number is: 877-607-1010 and their email is [ExhibitorServices@fernexpo.com](mailto: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 online 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 can hold a booth for you.

**Cancellation Policy:**

Cancellations received by 5 p.m. PST on February 14, 2025, will receive a refund minus a \$250 service fee. No refunds will be issued for cancellations received after February 14, 2025.

### **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 Meydenbauer Center 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 Meydenbauer Center 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 Meydenbauer Center 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 the 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

1215 4<sup>th</sup> Ave, Ste 1901, Seattle, WA 98161

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