Virginia Society of Eye Physicians & Surgeons 31st Annual Scientific Meeting General Information

The 31st Annual Scientific Meeting, jointly sponsored by Eastern Virginia Medical School and the Virginia Society of Eye Physicians and Surgeons (VSEPS), will be held at the Jefferson Hotel, Richmond, VA, June 5 – 7, 2014.

Attendance: Approximately 150 physicians and ophthalmic technicians attend the Annual Meeting. As an exhibitor at our meeting, you stand out as a special industry provider of products and services and as a strong supporter of the Virginia Society of Eye Physicians & Surgeons.

Exhibit Hours:

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<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td>Thursday, June 5</td>
<td>1pm - 5pm</td>
<td>Exhibitor Set Up</td>
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<tr>
<td>Friday, June 6, 14</td>
<td>7am - 5pm</td>
<td>Exhibits Open</td>
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<tr>
<td>Saturday, June 7</td>
<td>7am noon</td>
<td>Exhibits Open</td>
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<td>Noon - 3pm</td>
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All functions are business casual

Venue & Accommodations: The Jefferson Hotel: 101 West Franklin Street, Richmond, VA 23220; 804-649-4750. Website: www.jeffersonhotel.com Make hotel reservations directly with the Jefferson Hotel. The VSEPS group rate is $220 per night single/double occupancy, plus 13% tax. Make room reservations directly with the Jefferson’s Hotel Reservations Department by Tuesday, May 6, 2014, to receive the group rate. Guests may call Reservations directly at 800-424-8014 or 804-788-8000. To ensure receiving the special group rate, Group guests must identify the Group name when making reservations. Reservations must be guaranteed with a credit card number or an advance deposit equal to the first night’s room and tax rate. Cancellations for individual reservations may be made until 4:00pm on the date of arrival to avoid a cancellation penalty equal to the first night’s room and tax. Check-in is at 4:00pm. Check-out is 12:00pm.

All individual lodging reservations require a one night’s deposit for room and tax. The group rate expires on Tuesday, May 6, 2014. Reservations made after this cut-off date may be confirmed on a space and rate available basis.

Richmond, VA, a location brimming with history, recently selected by Frommer’s as a Top Destination for 2014! For details on fun at Historic Richmond, VA, contact Richmond Convention & Visitors Bureau: www.visitrichmondv.com

VSEPS 2014 Annual Scientific Meeting Exhibitor Options

The Virginia Society of Eye Physicians & Surgeons offers several levels of exhibits for networking and to showcase your organization before Virginia’s prominent ophthalmic community.

The Virginia Society of Eye Physicians & Surgeons adheres to the Standards of Commercial Support of the Accreditation Council for Continuing Medical Education (ACCME). For further information on the Standards for Commercial Support please visit the ACCME’s website at www.accme.org. We appreciate your cooperation as we implement these standards.

Platinum: $3500 if paid in full by March 28, $4000 after March 28, if space is still available.

1. Double piped & draped exhibit space
2. Logo placement on digital signage and printed materials about the event
3. Half page ad in event e-newsletter
4. Company/product description of up to 100 words maximum, with link to your email and website to be included in event e-newsletter and VSEPS website
5. Special CME-approved recognition provided on AV in between presentations
6. Special verbal recognition provided during the event
7. Invitation for two company representatives to attend VSEPS board dinner
**Gold:** $1850 if paid in full by March 28, $2350 after March 28, if space is still available.
1. 8’ x 8’ piped & draped exhibit space
2. Logo placement on printed materials about the event
3. Quarter page ad in event e-newsletter
4. Company/product description of up to 50 words maximum, with link to your email and website to be included in event e-newsletter and VSEPS website
5. Special CME-approved recognition provided on AV in between presentations

**Silver:** $1100 if paid in full by March 28, $1600 after March 28, if space is still available.
1. Six foot table-top exhibit, with table cloth, two chairs
2. Company/product description of up to 25 words maximum, with link to your email to be included in event e-newsletter and VSEPS website

Opportunities at each exhibitor level are limited. Purchase early for best selection and placement. The *Exhibitor Purchase Agreement* must be accompanied by full payment. Exhibit space will not be reserved until payment has been received. Exhibit fees increase after March 28. No exhibit space will be available after May 1.

Your firm can also provide unrestricted educational support to help defray the costs of speakers, printing, educational and general meeting expenses. For more details, please contact the Virginia Society of Eye Physicians & Surgeons at 804-261-9890 or ccannaday@vaeyemd.org

**Agreement to Conditions:** Exhibitors and their employees agree to abide by all conditions contained herein. The Jefferson Hotel and the Virginia Society of Eye Physicians & Surgeons (VSEPS) shall have sole control of the exhibit hall. All will abide by all rules and regulations of the Jefferson Hotel and any governing authorities, even those not spelled out in this brochure. When in doubt, the exhibitor will be referred to staff of the Jefferson Hotel for further clarification.

Exhibitor shall not assign its rights or delegate its obligations hereunder without the prior written consent of the Jefferson Hotel and/or the Virginia Society of Eye Physicians and Surgeons.

The Jefferson Hotel and the Virginia Society of Eye Physicians & Surgeons (VSEPS) both reserve the right to remove from its premises any Exhibitor in violation of this agreement as determined in the sole discretion of the Jefferson Hotel and/or VSEPS.

**Assignment of Space:** VSEPS will assign all exhibit hall space. Assignment is based on level purchased on a first-received contract with full payment, first-served basis. Exhibitors may not sublet or assign any portions of their booth to others. VSEPS reserves the right to approve the character of any exhibit and prohibit any display with excessive noise or other objectionable features.

**Payment:** Full nonrefundable payment for space must accompany signed *Exhibitor Purchase Agreement*. Complete the *Exhibitor Purchase Agreement* form and return with payment to Virginia Society of Eye Physicians & Surgeons, PO Box 3268, Glen Allen, VA 23058; (804) 261-9890; Fax: (804) 261-9891; ccannaday@vaeyemd.org. Tax ID: 54-1309871. Space will not be held until payment is received. Upon receipt of payment, a written confirmation of your exhibit space and additional information will be sent.

**Cancellations:** No cancellations will be accepted. Exhibit fees are NOT refundable.

**Exhibitor Liability:**
The Virginia Society of Eye Physicians & Surgeons (VSEPS) and the Jefferson Hotel, their agents and employees undertake no duty to exercise care, nor assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property used in connection with the exhibit from theft or damage or destruction by fire, accident or any other cause.
The Exhibitor shall indemnify and hold harmless the Virginia Society of Eye Physicians and Surgeons (VSEPS), the Jefferson Hotel and their servicing agents from all liability (loss, damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits.

The Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save VSEPS and the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of VSEPS or the Hotel and its employees and agents.

**Proof of Exhibitor’s Insurance Coverage:**
Exhibitor acknowledges that neither the Virginia Society of Eye Physicians and Surgeons (VSEPS) nor the Jefferson Hotel, or their agents, owners or operators, maintain insurances covering Exhibitor’s property. It is the sole responsibility of Exhibitor to obtain business interruption, property loss and property damage insurance insuring any losses.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this agreement, in an amount not less than $2,000,000 Combined Single Limit for personal injury and property damage. The Virginia Society of Eye Physicians and Surgeons (VSEPS) and the Jefferson Hotel, its agents, owners, and its operator shall be included in such policies as additional named insureds.

Exhibitor will provide a Certificate of Insurance as documented evidence of such appropriate and sufficient corporate insurance coverage. This Certificate of Insurance will certify that the Exhibitor has current Commercial Comprehensive General Liability or Business Liability, Contractual Liability and Workers’ Compensation insurance coverage in full force and effect. **This Certificate of Insurance will include:**

1. The Virginia Society of Eye Physicians and Surgeons (VSEPS), PO Box 3268, Glen Allen, VA 23058, listed as an additional named insured
2. The Jefferson Hotel, 101 West Franklin Street, Richmond, VA 23220, listed as an additional named insured
3. Confirmation of coverage of at least $2,000,000 combined single limit for personal injury and property damage
4. This Certificate must be submitted to the Virginia Society of Eye Physicians and Surgeons (VSEPS) by May 1. 

**Security:**
The Jefferson Hotel shall not be responsible for the security of exhibits, presentation materials, or other personal property of the Exhibitors. Accordingly, the Exhibitor acknowledges that VSEPS or the Hotel, their agents, owners and operators do not maintain insurance covering such exhibits, materials or personal property. Exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Depending on availability, security can be arranged through the Jefferson Hotel with at least 30 days’ notice prior to the Show. All charges will be charged the day of the Show. Any security arranged through an outside vendor must be approved 30 days in advance by the Jefferson Hotel.

**Installing and Dismantling:** The specific requirements and times for installation and dismantling of exhibits must be followed.

Only a minimum of pre-approved decorations, signs or displays are permitted in the public areas. This enables Hotel to maintain the public areas with a professional and attractive appearance. Banners, posters, props and similar decorations may not be adhered to walls, ceilings, windows, doors or floors, without the express written consent of Hotel and supervision of Hotel's staff. There is a $50.00 labor charge for hanging each banner or sign.
Any costs to repair or clean hotel property as a result of self-installations will be charged to the Exhibitor. Please consult the Convention Services Manager for assistance in displaying all materials and decorations. By using the Jefferson Hotel’s facilities, Exhibitor agrees to be responsible for any damage it causes. Exhibitor will remove all items associated with its exhibit immediately following the Show. Hotel is not responsible for any items left on the premises. Exhibitor agrees to pay a clean-up fee for excessive trash removal and clean up, as determined in the sole discretion of the Jefferson Hotel. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises no later than 2pm on the last day of the exhibit show period.

Exhibit Boundaries, Decorating, Signage & Props:
Exhibits must remain within the confines of their contracted and purchased exhibit spaces. Exhibits must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls. Exhibits must be constructed so as not to obstruct the view of adjoining booths. All of the Exhibitor’s demonstrations will remain within the designated exhibit booth space. Activities of Exhibitor or spectators will not interfere with the normal traffic flow in aisles or obstruct the view and participation at other exhibits. VSEPS and the Jefferson Hotel, at their discretion, reserve the right to have Exhibitor discontinue or relocate the activity. The use of helium balloons, confetti, glitter, rice or live animals are not allowed while on the Jefferson Hotel’s premises.

Fire and Safety:
Exhibitor will comply with all federal, state and local fire and building codes that apply to the Hotel. Exhibitor will ensure that all curtains, buntings and drapes meet fire department standards. All decorations, props, banners and signs shall be of nonflammable materials subject to the approval of the Jefferson Hotel and local fire departments. Exhibitor must be prepared to show proof to fire department officials that materials are flame retardant.

Warming of food is not permitted. Cooking food is not permitted. No candles or open flames are permitted on the Jefferson Hotel’s premises. No compressed gasses, flammable liquids or dangerous chemicals, or pressurized containers having flammable aerosols are permitted.

Exhibitor Services: Dunmar Exhibit Services will be providing our exhibit services this year. You will receive an exhibitor kit from Dunmar prior to the show, or you can access the information from www.vaeyemd.org. Dunmar Exhibit Services, ATTN Kim Law, 130 South Military Highway, Norfolk, VA 23502 or klaw@dunmar.com; 757-461-8888 or 800-446-3105, x213; Fax: 757-461-5192

Special Services and Equipment: Requests for additional exhibit booth supplies or services can be purchased. Paperwork for such purchases will be included in the Dunmar Exhibits Show Packet.

Audio Visual Equipment: Exhibitors are welcome to provide their own equipment, purchase services through Dunmar Exhibits or rent through the Jefferson Hotel’s contracted provider. Exhibitor will submit requests to the Jefferson Hotel at least thirty (30) days in advance of the Show.

Electrical Services and Equipment: Exhibitor may purchase electrical services through Jefferson Hotel. Such requests must be made to the Jefferson Hotel at least 30 days prior to the Show date. All charges will be applied the day of the Show.

Electrical equipment must meet applicable national electrical codes and be approved in advance by the Jefferson Hotel staff. All extension cords must be 3-wire grounded. Any emergency signage, exits, utility panels or equipment rooms must not be blocked in any way. The exhibit manager’s General Contractor and the A/V contractors are responsible for securing all cords and wires provided as a part of their services. The Jefferson Hotel recommends the use of mats, carpets, or other cord run protective devices for safety purposes and to protect cords. The use of tape on any facility surface is not permitted without prior written authorization of the Jefferson Hotel Staff.

Telecommunications/Internet Services: Exhibitor will request telephone and hard wired internet connections through the Jefferson Hotel at least 30 days in advance of the Show.
**Food & Beverage, Catering Services:** Exhibitors may not sell or give away food or beverage products in any form without written consent granted by the Jefferson Hotel’s event manager. Exhibitor will purchase all food and beverage through the Jefferson Hotel.

**Storage, Shipping and Receiving:** The Jefferson Hotel has limited storage space for crates, palettes, or other large containers. Exhibitor acknowledges that the Jefferson Hotel is not responsible for storage of crates, palettes, fiber cases, boxes or any other supplies. The Jefferson Hotel may offer storage based on availability. Storage fees will apply.

The Hotel requires that arrangements for delivery of packages must be made through the Hotel’s Sales & Catering Office. The Exhibitor is responsible for the arrangements and all expenses of shipping materials, merchandise, exhibits, or any other items to and from Hotel. Individual exhibitors are required to pay the hotel directly for any packages received by or shipped through the hotel at the time of service and at their own expense.

Hotel must be notified in advance of shipping to ensure proper acceptance of items upon arrival at Hotel. Any alternate arrangements are to be approved by Hotel Representative. Hotel is not able to receive COD packages. The Hotel policies of safe handling are based on advice from the United States Postal Service (USPS) and the federal Center for Disease Control and Prevention (CDC). Any materials being sent to the Hotel must include the following information:

- Hold for Arrival – Attn; (Guest’s Name and Organization Name)
- Complete Return Address
- Hilton Representative’s Name
- Number of packages (Example: Box 1 of 2, Box 2 of 2, etc.)
- Date the function is being held
- Address package to hotel as follows: The Jefferson Hotel, 101 West Franklin St, Richmond, VA 23220.

The Hotel does not accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the Hotel. The Exhibitor is responsible for insuring its property for loss or damage. Palette items will not be accepted without seven (7) days’ advance notification. Please contact the Group’s Hotel representative for details. Due to limited storage space, additional storage charges will be applied to packages stored more than three (3) business days.

**Identification:** All exhibitors must wear ID badges provided to them by the Virginia Society of Eye Physicians & Surgeons during the event.

**No-Smoking Policy:** Use of tobacco products inside the Jefferson Hotel facilities is prohibited. Exhibitor is responsible for ensuring that all individuals associated with it comply with this policy.

**Parking:** Exhibitor will park in the designated parking areas only. Exhibitor may use the Jefferson Hotel’s loading dock area for active unloading only. Exhibitor agrees to bear the cost of towing those of its vehicles that are in violation of this requirement.

The hotel maintains a parking lot nearby. Self parking for overnight guests is $12.00 per car per night. Valet parking for overnight guests is available at the rate of $16.00 per car. Both are subject to change without notice. The parking lot accepts cash only for payment.
Virginia Society of Eye Physicians & Surgeons (VSEPS) 2014 Exhibitor Purchase Agreement

Please accept our application and enclosed payment to exhibit at the Virginia Society of Eye Physicians & Surgeons (VSEPS) Annual Scientific Meeting, June 5–7, 2014, at the Jefferson Hotel. We, the Exhibitor, understand that the payment is non-refundable and must accompany this signed Exhibitor Purchase Agreement. We select the following Exhibit option (please circle one):

- **Platinum**: $3500 if paid in full by March 28, $4000 after March 28, if space available, double piped & draped exhibit
- **Gold**: $1850 if paid in full by March 28, $2350 after March 28, if space available, 8’ x 8’ piped & draped exhibit
- **Silver**: $1100 if paid in full by March 28, $1600 after March 28, if space available, one six foot table-top exhibit

We understand that exhibit fees increase if contract and payment are received at VSEPS after March 28, 2014. Exhibit space at each level noted above is limited and available on a first come (paid), first served basis. We are entitled to exhibit space as specified in our purchased level, including a table with cloth, skirting and two chairs. We agree to abide by deadlines and terms to ensure receipt of all of the benefits available to us at our exhibit level. The Virginia Society of Eye Physicians & Surgeons’ federal tax ID number is 54-1309871.

As Exhibitors we assume all responsibility for any loss, damage, or injury we have or cause as a result of our participation in this event at this facility. We shall indemnify and hold harmless The Virginia Society of Eye Physicians & Surgeons (VSEPS) and the Jefferson Hotel and their agents and employees from all liability. We will provide a written certificate of insurance to certify that the Exhibitor has current Commercial Comprehensive General Liability or Business Liability, Contractual Liability and Workers’ Compensation insurance coverage in full force and effect. This Certificate of Insurance will include:

1. The Virginia Society of Eye Physicians and Surgeons (VSEPS), PO Box 3268, Glen Allen, VA 23058, listed as an additional named insured
2. The Jefferson Hotel, 101 West Franklin Street, Richmond, VA 23220, listed as an additional named insured
3. Confirmation of coverage of at least $2,000,000 combined single limit for personal injury and property damage.
4. This Certificate must be submitted to the Virginia Society of Eye Physicians and Surgeons (VSEPS) by May 1. We understand that we will not be able to exhibit at this event without providing this documentation.

As Exhibitors we also assume responsibility for costs incurred for equipment, electrical service, internet, telephone, or shipping or other services rented or requested by us through the Jefferson Hotel, Dunmar Exhibit Services, and/or the Virginia Society of Eye Physicians & Surgeons.

We understand that we are exhibiting at a trade show held in conjunction with the VSEPS Annual Scientific Meeting. The Virginia Society of Eye Physicians & Surgeons adheres to the Standards of Commercial Support of the Accreditation Council for Continuing Medical Education (ACCME). As a condition of our exhibiting and participating in this event, we agree to abide by these standards as well. We have read and fully understand all details and agree to abide by the rules and regulations as outlined in this Exhibitor brochure. (PLEASE PRINT)

**Company**

**Contact**

**Address**

**City/State/Zip**

**Email**

**Phone**

**Fax**

**NAMES OF REPRESENTATIVES EXPECTED TO ATTEND (Please Print):**

**Requests/Comments (Please Print)**

**PAYMENT: Check payable to the Virginia Society of Eye Physicians & Surgeons enclosed or Credit Card**

**NAME AS IT APPEARS ON CARD**

**Expiry Date**

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Signature

(On back of card)

Remit to Virginia Society of Eye Physicians & Surgeons, PO Box 3268, Glen Allen, VA 23058  Phone: 804-261-9890  Fax: 804-261-9891  Email: ccannaday@vaeyemd.org.