

Annual CME Meeting

June 11-13, 2010

The Ritz-Carlton Lodge at Reynolds Plantation Conference Center - Greensboro, GA

Your organization is cordially invited to participate as an exhibitor at the 2010 Annual CME Meeting of the Georgia Society of Ophthalmology (GSO). This meeting provides valuable opportunities for interaction and exchange between ophthalmic professionals and industry organizations whose common mission is to improve patient care and the delivery of medicine. We hope you will join us!

EXHIBIT DISPLAY OPTIONS

TYPE	WHAT YOU GET	FEE
Gold Patron	One exhibit table <i>Recognition as "Exhibitor" in attendee materials</i>	\$2,500
Platinum Patron	Two exhibit tables <i>Recognition as "Platinum Patron" in attendee materials</i>	\$6,000
Promotional Patron	<i>Various promotional opportunities are available, including breakfast/break provision, ad space, and more. Please contact the GSO Executive Office at (404) 299-6588 for further details.</i>	<i>Varies please call</i>

EXHIBITOR SCHEDULE

exact times are subject to change

FRIDAY, JUNE 11 th	
8:00 AM - 12:00 PM	Exhibit Setup
12:00 PM - 1:00 PM	Walking Lunch & Exhibit Visitation
3:00 PM - 3:30 PM	Afternoon Break & Exhibit Visitation
6:30 PM - 9:00 PM	Reception for Attendees & Exhibitors
SATURDAY, JUNE 12 th	
7:30 AM - 8:30 AM	Continental Breakfast & Exhibit Visitation
10:15 AM - 10:45 AM	Morning Break & Exhibit Visitation
10:45 AM	Door Prize Drawing & Exhibit Breakdown
6:00 PM	Event for Attendees & Exhibitors

HOTEL ACCOMMODATIONS

Guest Rooms: \$269/night

- To book **online**, visit www.ritzcarlton.com, select your dates, and enter Group Code "RLGRLGA".
- To book by **phone**, call 1-800-241-3333 and mention the Georgia Society of Ophthalmology.

To get this rate, rooms must be booked by **May 10, 2010**.

WHAT YOU GET

- 7 hours of dedicated display time and/or access to attendees
- Friday lunch, Saturday breakfast, and break refreshments both days.
- Invitation for registered representatives to attend evening receptions with attendees on Friday (off-site) and Saturday.
- Attendee contact lists (*prior to meeting, hard copy at meeting, and post-meeting*)
- Company name printed in attendee syllabus

QUESTIONS?

Please contact Laura Faye, Director of Education and Marketing at the GSO Executive Office: (404) 299-6588 or laura@ga-eyemds.org.



Georgia Society of Ophthalmology EXHIBITOR REGISTRATION

Company/Organization Name: _____

Contact Name: _____

Contact Address: _____

Contact Phone: _____ Contact Email: _____

Contact information for individual representatives will be used for the printing of meeting name badges and to keep GSO records current.

Representative 1: _____

Mailing Address: _____

Phone: _____ Email: _____

Representative 2: _____

Mailing Address: _____

Phone: _____ Email: _____

Representative 3: _____

Mailing Address: _____

Phone: _____ Email: _____

Representative 4: _____

Mailing Address: _____

Phone: _____ Email: _____

EXHIBIT DISPLAY REGISTRATION

SELECT	DESCRIPTION	FEE
	Gold Patron	\$2,500
	Platinum Patron	\$6,000
	Promotional Patron <i>varies-see prospectus</i>	

TOTAL DUE: \$ _____

NOTE: If you need a formal letter of request or Form W9, please contact Laura Faye, Director of Marketing and Education, at (404) 299-6588 or laura@ga-eyemds.org.

PAYMENT INFORMATION

CHECK (enclosed) CREDIT CARD (complete below)



Cardholder Name: _____

Card #: _____

Exp. Date: _____ CVV #: _____
3 or 4-digit security code

Signature: _____

Billing Address: _____
if different from contact address

City: _____ State: _____ Zip: _____

Please submit this completed form to the GSO Executive Office: FAX (404) 299-7029 / EMAIL laura@ga-eyemds.org



Georgia Society of Ophthalmology

EXHIBITOR GUIDELINES

EXHIBIT SETUP

Exhibit display setup is scheduled for **Friday, June 11** from **8:00 AM - 12:00 PM**. Exhibits will open at 12:00 PM and a light lunch will be served before the educational program begins at 1:00 PM. Please note that availability of GSO staff will be limited on Friday morning. Exhibit tables are assigned on a first-come, first-served basis with the exception of exhibitors who purchase two adjacent tables or arrange for electrical service in advance through the Ritz-Carlton Lodge. In these cases, tables will be marked with the company's name.

EXHIBIT STAFFING & EVENT ATTENDANCE

Please note that exhibit registration includes full attendance for up to four (4) company representatives. Representative registration includes display time, lunch on Friday, continental breakfast on Saturday, refreshments, and invitations to Friday and Saturday's evening receptions. Please update the GSO Executive Office as soon as possible as representative names are assigned or changed prior to the meeting.

OTHER PROMOTINAL OPPORTUNITIES

The GSO Annual Meeting offers exhibiting organizations opportunities for promotion and premium exposure to ophthalmologists. Opportunities include, but are not limited to, sponsorship of meal presentations, advertising, or premium placement of promotional items. These opportunities are first come, first served and are subject to approval by GSO. For further details, please contact Laura Faye, GSO Director of Education & Marketing at (404) 299-6588 or laura@ga-eyemds.org.

SHIPPING

Exhibitors may ship materials directly to The Ritz-Carlton Lodge for a fee of \$5.00 per box. Please use the enclosed *Audio Visual/Exhibitor Services Form* to arrange for payment in advance. If you are unsure how many boxes will be shipped, please complete the form so that your payment information is on file and the Ritz-Carlton Lodge will charge accordingly and provide a receipt. Packages cannot be accepted before **June 7, 2010** so please plan accordingly. Your contact for exhibitor services is **Chris Gawlinski** - (706) 467-7168 or chris.gawlinski@ritzcarlton.com.

SHIPPING ADDRESS

The Ritz-Carlton Lodge, Reynolds Plantation
One Lake Oconee Trail
Greensboro, GA 30642
GROUP: Georgia Society of Ophthalmology
COMPANY: *Your Company Name*
ATTN: Jennifer Moore, Event Manager

DOOR PRIZES

To encourage exhibit visitation and engagement, attendees will receive a "bingo card" that exhibit representatives will initial upon visitation to their table. Completing the bingo card makes the attendee eligible for door prizes that will be drawn at the end of the morning break on Saturday. Exhibitors are welcome and encouraged to provide door prizes for this purpose, as allowed by corporate policy. You can choose to offer the prize to attendees who visit your table (use your own "fishbowl") or to all attendees who submit their bingo card. A representative will be invited to join GSO staff for the drawing and your company will be recognized in front of attendees. If you have a prize to offer, please notify GSO in advance and deliver it to GSO staff at the registration table. Thank you!

ELECTRICAL SERVICE

Electrical outlet access is dependent upon your table's proximity to a wall outlet. Table assignments are first come, first served. GSO will have a limited number of power strips available for exhibitor use. To guarantee electrical service through the Ritz-Carlton Lodge, please use the enclosed *Audio Visual/Exhibitor Services Form*. There is a charge of \$25 plus tax and service to guarantee electrical service through the venue.

PARKING

Valet parking is available for a discounted group rate of \$10 per day. You must mention the Georgia Society of Ophthalmology to get this rate.

CANCELLATION POLICY

Exhibit space may be cancelled for a full refund until May 31, 2010. All cancellations must be received in writing (mail or email). Cancellations received between June 1-9, 2010 will be assessed a cancellation fee of 50% of the full exhibit registration. No-shows will not receive a refund.

THE RITZ-CARLTON LODGE, REYNOLDS PLANTATION



The Ritz-Carlton®

AUDIO VISUAL

DIRECT (706) 467-7168 FAX (706) 467-7443

chris.gawlinski@ritzcarlton.com

Conference Name: _____

Conference Dates: From _____ to _____ **Number of Days:** _____

Contact and Billing Information

- Organization: _____
- Requested By: _____ Phone Number: _____
- Credit Card Type: _____ Card Number: _____ Expiration Date: _____
- Name on Credit Card: _____
- On-Site Contacts Name: _____
- Booth Number: _____

Equipment	Quantity	Price Per-Day	Number of Days	Extended Price
Power				
20 AMP - 6 Outlet Power Strip		\$ 25.00		\$ -
60 AMP - 8 Outlet Power Box		\$ 125.00		\$ -
Internet and Phone Lines				
Wi-Fi Connection <i>First</i> Day		\$ 250.00		\$ -
Wi-Fi Connection <i>Additional</i> Day		\$ 125.00		\$ -
Phone Line, DID Line <i>First</i> Day		\$ 125.00		\$ -
Phone Line, DID Line <i>Additional</i> Day		\$ 50.00		\$ -
LCD Flat Screen, Video & Computer				
17" Flat Screen LCD		75		\$ -
24" Flat Screen LCD		125		\$ -
32" Flat Screen LCD		250		\$ -
42" Flat Screen Plasma		500		\$ -
50" Flat Screen LCD w/ Tall Floor Stand		750		\$ -
VHS VCR Player		75		\$ -
DVD Player		110		\$ -
For Additional Equipment Needs				
The Ritz-Carlton Lodge, Reynolds Plantation				
Audio Visual				
One Lake Oconee Trail				
Greensboro, GA 30642				
Direct (706) 467-7168				
Fax (706) 467-7443				
				Sub-Total \$ -
				Service Charge 20% \$ -
				Tax 7% \$ -
				Invoice Total \$ -

Exhibitors Request Form