

# EXHIBIT BOOTH FORM

Fill out the form below and then complete your order on the next page.

**Fax or mail the form with payment or fill out the online form at [www.gwco.org/industry-partners-home](http://www.gwco.org/industry-partners-home)**

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Contact E-mail \_\_\_\_\_

## STEP I. Enter exhibit booth information for GWCO Congress 2019

Note: GWCO reserves the right to make booth assignments. Assignments are made on a first come first serve basis when forms are received.

| Booth Type                 | Dimensions | Features   | 2018 Rate to 1/31/19 | Early Bird to 7/8/19 | Standard to 9/2/19 | ONSITE  |
|----------------------------|------------|--|----------------------|----------------------|--------------------|---------|
| Standard                   | 10' x 10'  | Our most economical choice   | \$1,640              | \$1,705              | \$1,975            | \$2,730 |
| Corner                     | 10' x 10'  | Attract attendees from two sides   | \$1,840              | \$1,915              | \$2,160            | \$3,080 |
| Premium Entry<br>(A-F)     | 10' x 20'  | Larger floor space. Impress attendees as they walk in the door           | \$3,150              | \$3,275              | \$3,715            | N/A     |
| Platinum Island<br>(G-H)   | 20' x 20'  | Largest floor space. Open on all four sides. Food & Drink area adjacent. | \$4,725              | \$4,920              | \$5,350            | N/A     |
| Additional Representatives |            | <b>\$100 each</b>  |                      |                      |                    |         |

**Booth Representatives:** (Two Name Badges per 10 Sq Ft)

Booth Rep Name \_\_\_\_\_

Cell \_\_\_\_\_ E-mail \_\_\_\_\_

Booth Rep Name \_\_\_\_\_

Cell \_\_\_\_\_ E-mail \_\_\_\_\_

**Please indicate your top three booth choices:** Refer to Exhibit Floor Plan on the next page. We will do our best to accommodate you!

1st Choice  2nd Choice  3rd Choice

List companies you do NOT wish to be placed near: \_\_\_\_\_

Please indicate your door prize item: \_\_\_\_\_

What is your show special? \_\_\_\_\_

**Booth Category(s):**

|   |  |
|---|--|
| <input type="checkbox"/> Contact Lenses, Solutions & Accessories<br><input type="checkbox"/> Dispensing Equipment & Accessories<br><input type="checkbox"/> Educational Organizations, Service Organizations, Institutions & Reference<br><input type="checkbox"/> Pharmaceuticals & Nutritional Products<br><input type="checkbox"/> Examination Equipment, Instruments & Diagnostic Aids<br><input type="checkbox"/> Frames, Sunglasses & Display | <input type="checkbox"/> Lenses, Laboratories & Related Services<br><input type="checkbox"/> Office Practice Management, Service & Software<br><input type="checkbox"/> Referral/Surgical Center<br><input type="checkbox"/> Insurance Services<br><input type="checkbox"/> Vision Therapy/Low Vision Aids<br><input type="checkbox"/> Miscellaneous/Other _____ |
|---|--|

- **GWCO reserves the right to change booth assignments as deemed necessary for the benefit of the show.**
- **Exhibit booth space is non-refundable. If cancellation is deemed necessary please contact the GWCO office at 206-209-5273**

**Indemnity and Limitation of Liability:** Applicant agrees to hold SBI Association Management (SBI), Great Western Council of Optometry (GWCO), and the Oregon Convention Center (Exhibition Facility) harmless for any and all liability for injuries, damages, and/or theft caused to its property or personnel or any member of the public by reason of its presence at the exhibition. In addition, SBI, GWCO, and the Exhibition Facility cannot be held liable for events beyond their control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism, or any other emergency making it inadvisable or impossible to hold the conference. Every effort will be made to inform participants as soon as possible of any cancellation to enable participants to cancel hotel and light arrangements.

# GWCO Congress 2019

# ORDER FORM

## STEP 2. Select Your GWCO Congress 2019 Order Items

### Book Advertising Opportunities-

|                      | Registration Book               | Onsite Manual                   | Both Books (20% Discount)       |
|----------------------|---------------------------------|---------------------------------|---------------------------------|
| Front Cover & Footer | <input type="checkbox"/> \$1850 | <input type="checkbox"/> \$1850 | <input type="checkbox"/> \$2960 |
| Back Outside Cover   | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$2000 |
| Full Page Inside     | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$2000 |
| 1/2 Page Inside      | <input type="checkbox"/> \$630  | <input type="checkbox"/> \$630  | <input type="checkbox"/> \$1008 |
| 1/4 Page Inside      | <input type="checkbox"/> \$350  | <input type="checkbox"/> \$350  | <input type="checkbox"/> \$560  |
| 1/8 Page Inside      | <input type="checkbox"/> \$175  | <input type="checkbox"/> \$175  | <input type="checkbox"/> \$280  |

### Student Opportunities-

|  |               |
|--|---------------|
| <input type="checkbox"/> Student Travel Grants | \$1000-\$5000 |
| <input type="checkbox"/> Student Lunch         | \$6000        |

### Giveaway Opportunities-

|   |        |
|---|--------|
| <input type="checkbox"/> 1000 Calendars             | \$600  |
| <input type="checkbox"/> 1000 Promotional Pens      | \$600  |
| <input type="checkbox"/> 1000 First Aid Pouches     | \$1000 |
| <input type="checkbox"/> 1000 Lip Balms             | \$1000 |
| <input type="checkbox"/> 1000 Luggage Tags          | \$1000 |
| <input type="checkbox"/> 1000 Tissue Packs          | \$1000 |
| <input type="checkbox"/> 300 Hotel Key Cards        | \$1000 |
| <input type="checkbox"/> 1000 Sanitizer Sprays      | \$1000 |
| <input type="checkbox"/> 1000 Water Bottles         | \$1600 |
| <input type="checkbox"/> 1000 Notepad & Pen Sets    | \$2000 |
| <input type="checkbox"/> 1000 Trail Mix Bags        | \$2000 |
| <input type="checkbox"/> 1000 Snack Mix Bags        | \$2000 |
| <input type="checkbox"/> 1000 Waterproof Phone Bags | \$2000 |
| <input type="checkbox"/> 1300 Thank You Cards       | \$2000 |
| <input type="checkbox"/> 1500 Name Badges           | \$3200 |
| <input type="checkbox"/> 500 Umbrellas              | \$3500 |
| <input type="checkbox"/> 1000 Coffee Tumblers       | \$5000 |
| <input type="checkbox"/> 1300 Congress Totes        | \$5000 |

### Signage Opportunities-

|  |             |
|--|-------------|
| <input type="checkbox"/> 3'x6' Panel Sign (on floor stand) | \$1000      |
| <input type="checkbox"/> Floor Decal                       | \$200/sq ft |
| <input type="checkbox"/> Logo Gobo                         | \$1200      |
| <input type="checkbox"/> Water Cooler Station Sign         | \$1600      |

### Electronic Opportunities-

|  |        |
|--|--------|
| <input type="checkbox"/> Mobile App Splash Screen                | \$6000 |
| <input type="checkbox"/> Wireless Internet Connection            | \$6500 |
| <input type="checkbox"/> Invitation & Confirmation Email Sponsor | \$4000 |
| <input type="checkbox"/> Customized Email to Attendees           | \$500  |
| <input type="checkbox"/> Overhead Digital Display                | \$2000 |
| <input type="checkbox"/> Featured Exhibitor Listing              | \$125  |

### Event Opportunities-

|   |               |
|---|---------------|
| <input type="checkbox"/> AM or PM Refreshment Break                 | \$2850        |
| <input type="checkbox"/> Thursday or Friday Lunch Seminar (for 135) | \$10,000      |
| <input type="checkbox"/> Branding Seminar (Thu, Fri or Sat)         | \$1500-\$7200 |
| <input type="checkbox"/> Presidents' Council                        | \$6000        |
| <input type="checkbox"/> Welcome Reception                          | \$10,000      |
| <input type="checkbox"/> Exhibit Hall Entertainment/Games           | \$5000        |
| <input type="checkbox"/> Exhibit Hall Massage                       | \$1500        |
| <input type="checkbox"/> Exhibit Hall Ribbon Cutting                | \$10,000      |
| <input type="checkbox"/> Presidential Reception                     | \$10,000      |

### Discount Packages-

|  |        |
|--|--------|
| <input type="checkbox"/> Wow Package   | \$3000 |
| <input type="checkbox"/> Super Package | \$4200 |
| <input type="checkbox"/> Hero Package  | \$5400 |

### Exhibit Booth-

|  |    |
|--|----|
| <input type="checkbox"/> Standard Booth (complete exhibit booth form)        | \$ |
| <input type="checkbox"/> Corner Booth (complete exhibit booth form)          | \$ |
| <input type="checkbox"/> Premium Entry Booth (complete exhibit booth form)   | \$ |
| <input type="checkbox"/> Platinum Island Booth (complete exhibit booth form) | \$ |

## STEP 3. Enter Your Payment Information

**Total Enclosed: \$** \_\_\_\_\_

- Check (made payable to GWCO)    
  Visa    
  MasterCard    
  AMEX    
  Discover

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_

Card No \_\_\_\_\_ Exp Date \_\_\_\_\_ Validation Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Complete this form and fax or mail to the GWCO office or fill out the online form at [www.gwco.org/industry-partners-home](http://www.gwco.org/industry-partners-home).

NOTE: Payments are not refundable. If you call the GWCO office at 206-209-5271.

# GWCO CONGRESS 2019

## Exhibit Hall Marketplace

GWCO Connex / Student Area

Seminar

|     |       |     |     |     |     |
|-----|-------|-----|-----|-----|-----|
| 100 | table | 102 | 103 | 104 | 105 |
|-----|-------|-----|-----|-----|-----|

Massage Lounge

table

table

|     |     |       |     |
|-----|-----|-------|-----|
| 200 | 201 | table | 203 |
| 300 | 301 | 302   | 303 |

|     |     |       |       |       |     |
|-----|-----|-------|-------|-------|-----|
| 205 | 206 | 207   | table | 209   | 210 |
| 305 | 306 | table | 308   | table | 310 |

|   |
|---|
| 1 |
| 2 |
| 3 |

A B

|     |     |       |     |               |
|-----|-----|-------|-----|---------------|
| 403 | 404 | table | 406 | Food & Drinks |
| 503 | 504 | 505   | 506 |               |

G

table

5

6

7

Prize Entry Area

11

12

13

14

|   |     |     |     |
|---|-----|-----|-----|
| C | 603 | 604 | 605 |
|   | 703 | 704 | 705 |

|     |     |     |     |
|-----|-----|-----|-----|
| 607 | 608 | 609 | 610 |
| 707 | 708 | 709 | 710 |

ENTRANCE

|   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|
| D | 803 | 804 | 805 | 806 | 807 |
|   | 903 | 904 | 905 | 906 | 907 |

|     |     |
|-----|-----|
| 809 | 810 |
| 909 | 910 |

E F

|      |      |       |      |               |
|------|------|-------|------|---------------|
| 1003 | 1004 | 1005  | 1006 | Food & Drinks |
| 1103 | 1104 | table | 1106 |               |

H

|      |      |       |      |
|------|------|-------|------|
| 1200 | 1201 | 1202  | 1203 |
| 1300 | 1301 | table | 1303 |

|      |       |       |      |
|------|-------|-------|------|
| 1205 | table | 1207  | 1208 |
| 1305 | 1306  | table | 1308 |

Exhibitor Lounge

CONCESSIONS

RESTROOMS

GWCO reserves the right to change booth assignments as deemed necessary for the benefit of the show. Exhibit booth space is non-refundable. If cancellation is deemed necessary please contact the GWCO office 206-209-5273 as soon as possible.

- Booths A-F are larger 10' x 20' Premium Booths
- Booths G-H are 20' x 20' Platinum Island Booths
- Standard Booths are 10' x 10'
- Corner Booths are 10' x 10'

The 2019 GWCO Exhibit Hall theme is Super Heros. Decorate your booth along with the theme for a chance to win a discount on your GWCO Congress 2020 exhibit booth.