

2010 ABO-NCLE NATIONAL EDUCATION CONFERENCE

September 16—19, 2010
Cincinnati, Ohio
www.abo-ncle-conference.com



2010 EXHIBITOR PROSPECTUS

SPONSORSHIP OPPORTUNITIES

Financial Value Breakdown

Platinum Sponsor includes: \$15,000

All Platinum Sponsors confirmed by January 1, 2010 will have their company logo listed in the online program guide, conference website, on-site program and on-site signage. The sponsorship also includes the following items:

- Single page insert in the on-site course bag (sponsor-provided insert)
- One page ad in the on-site program (special ad space available with additional fee)
- Banner ad and hyperlink from conference website home page
- Hyperlink on company logo from conference web page to company website
- Two e-mail ads to ABO-NCLE certificant list
- Lunch sponsorship—one day
- 20 X 20 booth in exhibit hall
- Admission for up to eight company representatives
- Breakfast seminar, including 20 minute presentation to audience on company products
- Complimentary Learning Center CE seminar in the exhibit hall
- Prominent signage with company logo throughout conference

Total Value \$26,750

Gold Sponsor includes: \$12,000

All Gold Sponsors confirmed by January 1, 2010 will have their company logo listed in the online program guide, conference website, on-site program and on-site signage. The sponsorship also includes the following items:

- Single page insert in the on-site course bag (sponsor-provided insert)
- One page ad in the on-site program (special ad space available with additional fee)
- Hyperlink on company logo from conference web page to company website
- One e-mail ads to ABO-NCLE certificants
- Lunch sponsorship—one day
- 10 x 20 booth in exhibit hall
- Admission for four company representatives
- Breakfast seminar, including 20 minute presentation to audience on company at 50% discount
- Complimentary Learning Center CE seminar in the exhibit hall
- Prominent signage with company logo throughout conference

Total Value \$17,750

Bronze Sponsor includes: \$9,000

All Bronze Sponsors confirmed by January 1, 2010 will have their company logo listed in the online program guide, conference website, on-site program and on-site signage. The sponsorship also includes the following items:

- Single page insert in the on-site course bag (sponsor provided insert)
- One page ad in the on-site program (special ad space available with additional fee)
- Hyperlink on company logo from conference web page to company website
- Welcome party sponsorship
- 10 x 10 booth in exhibit hall
- Breakfast seminar, including 20 minute presentation to audience on company at 50% discount
- Complimentary Learning Center CE seminar in the exhibit hall
- Prominent signage with company logo throughout conference

Total Value \$14,750

Exhibit Hall Booth—\$20 per square foot (minimum 10' by 10' booth)

Contact the exhibit department at ABONCLEMEETING@aol.com or call Craig Norman at 574-271-0886 to confirm space availability.

Course and Registration Guide*

Brochure announcing meeting, venue, speakers, and courses available, downloadable online and on-site to registrants.

Inside front cover	\$1,250
Inside ad full page	\$750
Inside back cover	\$1,000
Inside ad half page	\$400
Outside back cover	\$1,500

Breakfast Seminar \$6,000

Saturday and Sunday morning there will be three opportunities, 20 minutes in length to have your company provide product information to the conference attendees. Expectations are 200–300 attendees at this breakfast seminar.

Lunch Sponsorship \$6,000

Friday and Saturday expectations are lunch for 600.

Friday Evening Welcome Reception \$12,000

End of day reception for attendees. Sponsorship is for food and non-alcoholic drinks only as there will be a cash bar.

Optical Women's Association of OWA Event \$2,500

National Federation of Opticianry Schools (NFOS) Alumni Reception \$2,500

Exhibit Hall "Learning Center" Free CE \$1,250

Industry sponsored seminars in the exhibit hall, approved for 1 hour ABO or NCLE CE credit. A special seminar area will be set up to accommodate 50 attendees for each 50-minute session. There will be no charge to the attendee for this session or for the CE credits.

Speaker Grants \$2,500–\$5,000

Pays for honorarium and travel for education speakers.

Miscellaneous*

Show bag	\$2,500	Lanyard	\$2,000
Meter boards	\$750	Badge holder	\$2,000
Indoor banners	\$750	Pens	\$1,000

Other Items available for sponsorship**

Bottled Water	PD ruler
Hotel key card	First aid kit

*production and layout not included

**production and layout not included, fees to be determined

Exhibit Set-up

Thursday, September 16, 2010
Noon–8:00 PM

Friday, September 17, 2010
7:00 AM–11:00 AM

Optical Showcase Exhibit Hall Hours

Friday, September 17, 2010
12:00 Noon–3:00 PM 5:00 PM–7:00 PM

Saturday, September 18, 2010
12:00 Noon–3:00 PM

Dismantle

Saturday, September 18, 2010
3:00–8:00 PM

ABO-NCLE CONVENTION

SEPTEMBER 16-19, 2010

SECOND FLOOR - DUKE ENERGY CENTER

CINCINNATI, OHIO

REVISED

1:08 pm, Sep 27, 2009

REVISION DATE:
09/23/09 RPW

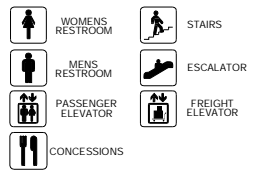
BOOTH COUNT

Inventory as of 09/23/2009

Dimension	Size	Qty	SqFt
10x10	100	51	5,100
20x20	400	1	400

Totals: 52 5,500

BLDG. LEGEND:



FREEMAN

DRAWING STARTED:
09/23/09 RPW

FILE PATH:
J:\ACCOUNT EXECUTIVES\John Durni\Floorplans

DRAWING NAME:
0910 ABO-NCLE.DWG

HALL NAME:
DUKE ENERGY CENTER

JOB NUMBER:
PROPOSAL

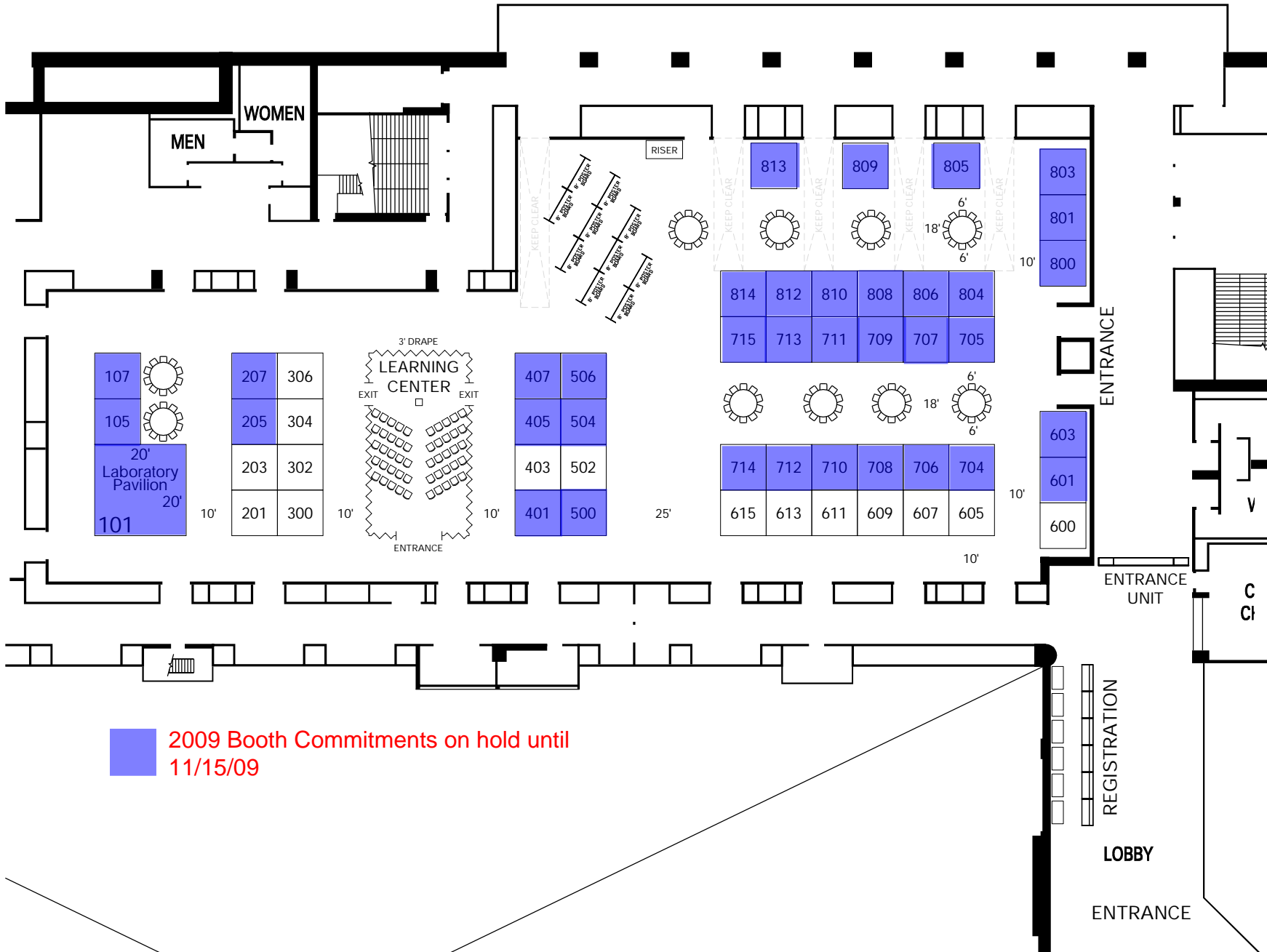
ACCT. EXEC.:
JD

NOT TO SCALE

DISCLAIMER

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 2009 Booth Commitments on hold until 11/15/09

SPONSORSHIP AND EXHIBIT SPACE CONTRACT

ABO-NCLE National Education Conference • September 16-19, 2010 Duke Energy Center, Cincinnati, OH

Name of Company: _____
Contact Person: _____ Title: _____
Street Address: _____
City: _____ State: _____ Zip Code: _____ Country: _____
Phone: _____ Fax: _____
E-Mail: _____ Company Website: _____

ABO-NCLE will correspond with Exhibitors mostly by e-mail. Contact e-mails will not be sold or shared under any circumstances.

Booth Choices

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Registration badges for booth personnel (2 per 10' x 10')

1) Name: _____ Title: _____ E-mail: _____
2) Name: _____ Title: _____ E-mail: _____

Additional "Exhibit Hall Only" badges can be purchased in advance or at the registration desk at regular registration fees. If purchasing in advance, please list the names here. (Sponsors can contact us at 574-271-0886 to provide names for additional badges covered under their sponsorship.)

1) Name: _____ Title: _____ E-mail: _____
2) Name: _____ Title: _____ E-mail: _____
3) Name: _____ Title: _____ E-mail: _____
4) Name: _____ Title: _____ E-mail: _____

All exhibitors who reserve exhibit hall space or provide sponsorships/grants will be listed on the meeting website.

Product Description

Please provide a company description of **50 words or less**. All exhibitors who reserve space before April 1, 2010 will be listed in the online program guide.

Check the category(s) that applies to your company (you must check at least one and no more than three):

- | | |
|--|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Contact Lens Care |
| <input type="checkbox"/> Contact Lenses | <input type="checkbox"/> Dispensary Display |
| <input type="checkbox"/> Dispensing Equipment | <input type="checkbox"/> Education and Service Organizations |
| <input type="checkbox"/> Education and Reference Materials | <input type="checkbox"/> Equipment and Instruments |
| <input type="checkbox"/> Frame Cases | <input type="checkbox"/> Frames |
| <input type="checkbox"/> Laboratories and Related Services | <input type="checkbox"/> Low Vision |
| <input type="checkbox"/> Practice Management | <input type="checkbox"/> Spectacle Lenses |
| <input type="checkbox"/> Sunglasses | |
| <input type="checkbox"/> Other (Please describe) _____ | |

For more information visit www.abo-ncle-conference.com

SPONSORSHIP AND EXHIBIT SPACE CONTRACT

Exhibit Hall Booth Space and Sponsorship Categories

- Platinum Sponsor - \$15,000
- Gold Sponsor - \$12,000
- Bronze Sponsor - \$9,000
- Exhibit Hall booth - \$20.00 per square foot (minimum 10' by 10' booth)

Additional Sponsorship Opportunities

- Manufacturer Breakfast seminars - \$6,000
- Exhibit Hall "Learning Center CE Lecture" - \$1,250
- Other _____

Total Fee \$ _____

The undersigned, or their duly authorized representatives, represents and warrants that they have authority to enter into this agreement on behalf of their company and hereby agrees to the terms and conditions set forth in the Terms, Rules and Regulations (see attached). The undersigned acknowledges that exhibit space will be assigned on a first-come, first served basis. This document contains all terms agreed upon by parties with respect to subject matter of this agreement and supersedes all prior agreements and communications between parties concerning such subject matter, whether oral or written. This agreement may be amended only in writing by the undersigned party.

Would you like to join the 2010 Exhibitor Advisory Committee? YES NO

Payment Information

The rental price of the selected booth must accompany this application. Make all checks payable to: American Board of Opticianry and National Contact Lens Examiners and mail to:

Exhibitor Application
ABO & NCLE
6506 Loisdale Rd., Suite 209
Springfield, VA 22150

Or

Name on Credit Card _____

Credit Card _____

Expiration Date _____

Signature _____

Total Amount Enclosed: \$ _____

Fax - 703-719-9144

Signature of Authorized Representative _____

Date _____