



The New Jersey Society of Optometric Physicians
Proudly Invites You to...

THERAPY BY THE SEA 2017

September 15-17, 2017

The Waterfront Conference Center at Harrah's
777 Harrah's Blvd. Atlantic City, New Jersey 08401

2017 HIGHLIGHTS

Exhibitor lounge for NJSOP Partners

Special Exhibitor Roulette Tournament Saturday from 2:00 - 4:00

Dedicated AM & PM breaks on Saturday and AM break on
Sunday in exhibit hall

Additional prize giveaways to ODs in exhibit hall throughout the weekend

Exhibitor raffle for free exhibit space at Snow School 2018 - Kalahari Resort,
Mount Pocono, PA

Exhibitor Contract

Therapy by the Sea 2017

The NJSOP cordially invites you to participate at this year's *Therapy by the Sea 2017* (TBTS) convention; the Society's largest annual event attracting more than 200 optometric physicians from New Jersey and surrounding areas.

The NJSOP is pleased to offer this event at Harrah's Resort in Atlantic City, New Jersey - a location which enables TBTS to serve as an accessible and convenient one-stop-shop for continuing education and the latest in industry trends, technology, pharmaceuticals, and practice management tools. This location also allows for greater amounts of one-on-one time as attendees have the chance to meet with you in between classes, during meal breaks, and throughout social events held in the exhibit hall!

Exhibit Booth Information

- Exhibit Hall hours are Saturday 9/16, (set up beginning at 7 am) from 9:30 am - 5:30 pm; Sunday 9/17 from 10 am - 1 pm;
- The Saturday Roulette Tournament takes place in the Exhibit Hall from 2 - 4pm, followed by a cocktail reception for all attendees;
- The booth is one 8'x10' exhibit space with one 6 ft., covered, skirted table, 2 side chairs, 1 wastebasket, 1 single-line company sign. **Electric is not included in your exhibit fee.** An Electrical Services Form is enclosed. Form and payment for electrical services must be submitted directly to Encore Productions (Harrah's electrical services contractor) no later than 15 DAYS PRIOR TO THE SHOW.

Participant (Company) Name: _____
Contact Person: _____ Email: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Fax: _____

Please list the name and email address of the person(s) representing your company:

1. _____ Email: _____
2. _____ Email: _____

Due to meal expenses for booth representatives, additional exhibit hall passes must be purchased at \$100 each for any person(s) your company wishes to have present at the booth, other than the two listed above. If you need additional passes, please include the representatives' names and email addresses below:

1. _____ Email: _____
2. _____ Email: _____

List your competitors to avoid being placed in the same area: _____

☐ Yes, I am interested in gaining the most exposure for my company. Please sign up my organization for the following:

- ☐ \$15,000 - Diamond Level ☐ \$5,000 - Silver Level
☐ \$10,000 - Gold Level ☐ \$3,000 - Bronze Level

(See Partner Information Pg. 3)

☐ I would like to register to exhibit at Therapy by the Sea at the event-only rate of \$1,800 (by 7/1) or \$1,900 (after 7/1)

☐ Extra meal passes, \$100 each (two are included)

TOTAL AMOUNT: _____

If paying by credit card: (AmEx/VISA/MC accepted)

Credit Card #: _____

Exp. Date: _____

Fax to: 609.323.4014

If paying by check, please mail to:

NJSOP - *Therapy by the Sea 2017*
4 AAA Drive, Suite 204 Hamilton, NJ 08691

Welcome Reception

All exhibitors are invited to the Friday night Welcome Reception! Join us at The Loft (Poolside) in Harrah's from 7 to 9 pm.

Attendee 1: _____

Attendee 2: _____

☐ Our company is interested in full or co-sponsorship of the following events. Sponsorship includes recognition in the event program and signage at the sponsored event.

☐ Friday Welcome Reception

☒ ~~Saturday~~ **SOLD** Breakfast (Allergan)

☐ Saturday Lunch

☐ Saturday Roulette Tournament

☐ Saturday Reception

☒ ~~Sunday~~ **SOLD** Breakfast (Bausch + Lomb)

☐ Sunday Brunch

An NJSOP representative will contact you regarding your sponsorship of the above event(s) upon receipt of this contract.

Hotel & Parking Information

Hotel rooms are not included and we recommend that you make your reservations early. Hotel rooms have sold out in the past! For reservations call: 888-516-2215. Advise you are with the NJSOP Therapy by the Sea group to receive the discounted room rate of \$155 (Waterfront Tower Room). Reservation cut-off date is August 25, 2017. Overnight guests will be issued a \$5 voucher toward self parking per night.

Terms & Agreement

The undersigned and all employees, agents, etc., of the undersigned makes this contract to act as a participant at the New Jersey of Optometric Physicians' *Therapy by the Sea 2017* convention. The undersigned hereby agrees that neither it, nor its agents, employees, etc., shall conduct activities including hospitality suites, booths, or seminars in other locations or use the term "Therapy by the Sea" or use the words, "New Jersey Society of Optometric Physicians", "NJSOP", or "New Jersey Society of Optometric Physicians' Annual Congress" without the express, prior written consent of the New Jersey Society of Optometric Physicians. NJSOP will not be held responsible for theft or damage to any items left unattended at exhibit booths.

It is further agreed that no booth space, workshop room, lecture room, or literature placement may be "subcontracted out" or given to any other company, organization or person other than that company which has entered into this agreement with the New Jersey Society of Optometric Physicians.

Because of the nature of the potential violations, the undersigned hereby agrees to pay the New Jersey Society of Optometric Physicians the sum of \$2,500 as liquidated damages for any violation of this contract.

By registering for a booth with this contract, we acknowledge we have read, understand, and will adhere to the NJSOP and Harrah's rules and regulations while exhibiting at the 2017 Therapy by the Sea Convention. Complete rules and regulations are located on our website at <http://www.njsop.org> - Click on the Therapy by the Sea event link.

I authorize the New Jersey Society of Optometric Physicians to charge the fees indicated on page 2.

Signed: _____ Date: _____

There are two ways to become a TBTS exhibitor: you may exhibit at one of four NJSOP Partnership Program levels or register for the event-only rate of \$1,800 (early bird rate, by July, 1 2017) or \$1,900 (after July 1, 2017).

Partnership Program Diamond Level: \$15,000

Includes all Gold Level benefits plus...

- Exhibit placement at Summer CE;
- Advance copy of the attendee lists for all four events;;
- Two additional e-blasts to NJSOP members (4 total);
- Full page ad space in the NJSOP E-Newsletter & Magazine;
- Additional corporate stuffer included with NJSOP dues mailing (total of two times per year);
- Two additional posts on the NJSOP Facebook page (5 total)
- Opportunity to have your company introduced prior to a morning or afternoon session at Therapy by the Sea.

Partnership Program Silver Level: \$5,000

Includes all Bronze Level benefits plus...

- Exhibit placement Winter CE;
- Advance copy of the attendee lists for both events;
- One-time quarter-page advertisement in the NJSOP magazine, Eye on New Jersey;
- Corporate E-blast to NJSOP members once per year;
- An additional post on the NJSOP Facebook page;
- Recognition & company plaque awarded at Therapy by the Sea recognition breakfast.

Partnership Program Gold Level: \$10,000

Includes all Silver Level benefits plus...

- Exhibit placement at the Managed Care Program;
- Advance copy of the attendee lists for all three events;
- One meeting with the NJSOP Board of Directors;
- An additional e-blast to NJSOP members (2 total);
- Larger ad space in the NJSOP E-Newsletter & Magazine;
- Corporate stuffer included with NJSOP dues mailing, once per year;
- An additional post on the NJSOP Facebook page.

Partnership Program Bronze Level: \$3,000

- Exhibit placement at Therapy by the Sea (TBTS);
- Corporate e-mail blast to NJSOP members once per year;
- One-time Quarter page ad in the NJSOP E-Newsletter;
- One Sponsored post on the NJSOP facebook page;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the state;
- Web link to company's website from www.njsop.org.

SEE WELL BE WELL

YOGA FUNDRAISER

We cordially invite you to participate as an event sponsor of the first **See Well Be Well** Yoga Fundraiser on Sunday, September 17, 2017 at the Waterfront Conference Center at Harrah's in Atlantic City, NJ.

The event proceeds go entirely to the programs of the Richard J. Favreau, OD Health Foundation, a 501 (c) (3) nonprofit charitable corporation.

The Richard J. Favreau, OD Health Foundation, which was formed in 2010, serves as a catalyst for ideas, partnerships, and programs that improve the health and quality of life of at-risk populations in New Jersey. This is achieved by concentrating efforts on funding programs which increase public awareness and provide services to expand eye health and vision care access, ultimately enhancing the quality of life for our target populations.

For your sponsorship of \$250, your company's name and/or logo will be printed on the yoga mats provided to each pre-registered event participant as well as on signage at event.

Sponsors are able to participate in the event at no cost but must complete the separate enclosed participant form - please indicate that you are a sponsor in order to waive the registration fee.

All proceeds from this event will benefit the programs of the Richard J. Favreau, OD Health Foundation, a 501 (c) (3) nonprofit charitable corporation (Tax ID # 27-4637570).

ACT NOW TO RESERVE YOUR SPONSORSHIP -- contact Edna McKinney at (609) 323-4012 x 114.

Company name/logo should be submitted to njsopkatie@gmail.com by **August 4th** as follows: Logos for yoga mats will be printed only in one color and should be submitted as high resolution (clean) JPEG, EPS, or PDF files. Low resolution files cannot be accepted.

SUNDAY, SEPTEMBER 17, 2017 | 6:00 AM - 6:50 AM
WATERFRONT CONFERENCE CENTER AT HARRAH'S
ATLANTIC CITY, NJ

To Benefit The Richard J. Favreau, OD Health Foundation

