



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

THERAPY BY THE SEA

October 20-21, 2023

Hard Rock Hotel & Casino
1000 Boardwalk Atlantic City, NJ

Exhibit hall open
Friday and Saturday

**Exhibit spaces available on a
first come, first served basis**



EXHIBITOR REGISTRATION

The NJSOP cordially invites you to participate at this year's Therapy by the Sea 2023 (TBTS) convention' the Society's largest annual event attracting more than 200 optometric physicians from New Jersey and surrounding areas.

The NJSOP is please to offer this event at Hard Rock Hotel & Casino and Atlantic City, New Jersey - a location which enables TBTS to serve as an accessible and convenient one-stop-shop for continuing education, peer to peer networking and socializing, local society and state leadership meetings, and the latest in industry trends, technology, pharmaceuticals, and practice management tools.

This location also allows for greater amounts of one-one-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! Stay tuned for additional #TBTS23 activities for exhibitors and attendees!



Exhibit Booth Information

- Exhibit Hall hours are Friday 10/20 from 9 am - 7 pm (set up beginning at 7am); Saturday 10/21 from 8:00 am - 1:00 pm (break down begins after 1pm on 10/21. Read disclaimer on pages 6-7 about early dismantling penalty).
- The booth is one 8'x10' exhibit space with one 6ft., covered, skirted table, 2 side chairs, 1 wastebasket, 1 single-line company sign. **Electric is not included in your exhibit fee.** An Exhibitor Services Manual prepared by our drayage company, AEX, will be sent to each exhibitor after paid NJSOP exhibitor registration is received. The AEX manual will contain forms for additional booth rental items along with an electrical service form. Payment Instructions to AEX will be included in the manual.

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 \$150 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: _____

- ☐ I would like to register to exhibit at Therapy by the Sea at the event-only rate of **\$1,900 (by 8/15)**
- ☐ I would like to register to exhibit at Therapy by the Sea at the event-only rate of **\$2,200 (after 8/15)- deadline is 10/6**
- ☐ I am a 2023 NJSOP Partner registering as part of my partner benefit (no registration fee required)
- ☐ I would like to sponsor an additional activity/item - marked on page 3 (please include this in your total below)
- ☐ Extra meal passes, \$150 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 2023

4 AAA Drive, Suite 204 Hamilton, NJ 08691

Additional sponsorship opportunities are available! Check out page 3 for complete details. Be sure to include your sponsor amount in the total at the left.



THE EARLY BIRD GETS THE WORM!
 Early bird rate through 8/15. Price increases after 8/15.

The exhibitor registration deadline is 10/6.

Additional Sponsorship Opportunities

Additional sponsorship opportunities for Therapy by the Sea are now available on a first come, first served basis. Sponsorship includes recognition in the event program and signage at the sponsored event. All sponsorships must be paid in full with your exhibitor registration fee by **July 15**; please check the appropriate box on page 2 and include the sponsor amount in your total.

Full Sponsorship - 1 sponsor with full recognition
Co-Sponsorship - 2 sponsors (max.) with shared recognition

Note: all food functions are held in the Exhibit Hall.

2023 Additional Sponsorship Opportunities

Friday

- | | | |
|--------------------------------------|--|---|
| Friday Breakfast..... | <input type="checkbox"/> Full \$7,500 | <input type="checkbox"/> Co-Sponsorship \$4,000 |
| Friday Lunch..... | <input type="checkbox"/> Full \$9,500 | <input type="checkbox"/> Co-Sponsorship \$5,000 |
| Friday Evening Reception..... | <input type="checkbox"/> Full \$10,000 | <input type="checkbox"/> Co-Sponsorship \$6,000 |
| Friday Reception Bar Ticket..... | <input type="checkbox"/> Full \$3,500 | <input type="checkbox"/> Co-Sponsorship \$2000 |
| Friday Reception Selfie Station..... | <input type="checkbox"/> Full \$1,200 | <input type="checkbox"/> Co-Sponsorship \$700 |
| Friday Reception Entertainment | <input type="checkbox"/> Full \$3,000 | <input type="checkbox"/> Co-Sponsorship \$2,000 |

Saturday

- | | | |
|-------------------------|--|---|
| Saturday Breakfast..... | <input type="checkbox"/> Full \$7,500 | <input type="checkbox"/> Co-Sponsorship \$4,000 |
| Saturday Brunch..... | <input type="checkbox"/> Full \$10,000 | <input type="checkbox"/> Co-Sponsorship \$6,000 |

Swag

- | | | |
|-----------------------------|-------------------------------------|---|
| Lanyards..... | SOLD | |
| Printed Event Program | <input type="checkbox"/> Full \$500 | <input type="checkbox"/> Co-Sponsorship \$300 |
| Tote Bags..... | <input type="checkbox"/> Full \$500 | <input type="checkbox"/> Co-Sponsorship \$300 |

Recharge/Plug In (Friday/Saturday Exhibit Hall Station)

- | | | |
|-------------------------------------|---------------------------------------|---|
| Mobile Device Charging Station..... | <input type="checkbox"/> Full \$3,000 | <input type="checkbox"/> Co-Sponsorship \$2,000 |
|-------------------------------------|---------------------------------------|---|

NJSOP Exhibit Hall Raffle Prizes

- | | | |
|------------------------------------|-------------------------------------|---|
| Friday Prize 1..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Friday Prize 2..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Friday Prize 3..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Saturday Prize 1..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Saturday Prize 2..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Saturday Prize 3..... | <input type="checkbox"/> Full \$150 | <input type="checkbox"/> Co-Sponsorship \$100 |
| Saturday Passport Prize 1..... | <input type="checkbox"/> Full \$200 | <input type="checkbox"/> Co-Sponsorship \$150 |
| Saturday Passport Prize 2..... | <input type="checkbox"/> Full \$200 | <input type="checkbox"/> Co-Sponsorship \$150 |
| Saturday Passport Grand Prize..... | <input type="checkbox"/> Full \$300 | <input type="checkbox"/> Co-Sponsorship \$200 |



Be sure to include sponsor amount in total on page 2

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! Reservations must be made via the website <https://book.passkey.com/go/GSOP23Z>. Use Group Code: GSOP23Z to receive the discounted room rate of Thurs. \$69/Fri.\$199/Sat. \$269 before taxes for Run of the House room category(single/double) max 4 people per room and \$20 per additional guest. You may also reserve a room by calling 609-449-6860 and using the group code above, however a surcharge will be added to all call-in reservations. Reservation cut-off date is September 28, 2023. Check-in is 4pm; Check-out is 11am. Parking options are self or valet. Parking rates are posted and may vary. After paying initial fee upon entry, hotel guests will not pay for additional entries or exits during stay dates.

Terms & Agreement

The undersigned and all employees, agents, etc., of the undersigned makes this contract to act as a participant at the New Jersey Society of Optometric Physicians' Therapy by the Sea 2023 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 attended at the 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 Hard Rock Hotel & Casino's rules and regulations while exhibiting at the 2023 Therapy by the Sea Convention. Complete rules and regulations are located on our website at <http://www.njtbts.com> - click on the Exhibitor page.

BOOTH LOCATION REQUEST:

We request that our booth is not located next to competitor(s) _____
(the NJSOP will attempt to accommodate but cannot not guarantee your request)

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

Signed: _____ Date: _____

Attendee Engagement Opportunities

Exhibit hall hours on Friday and Saturday (Oct. 20-21) will provide ample time for attendees to engage with exhibitors. We will be promoting booth visitation using both raffle tickets and passport-style raffle entry card:

Raffle Tickets: Each morning, exhibitors will be given a set of NJSOP raffle tickets for the day. Exhibitors can give booth visitors one (or more!) tickets after they've visited the booth and had an interaction. The attendee can use the tickets they collected to enter NJSOP provided raffles.

Passport Card: Attendees can ask exhibitors to sign their NJSOP passport card on the appropriate line after a booth visit. Completed cards can be turned in and serve as NJSOP provided raffle entry.

Booth Prizes: Exhibitor can also host their own prize raffle at their booth. Exhibitors are permitted to have up to 1 minute of mic time to promote their booth and offers, mic times determined by NJSOP. Exhibitors can provide booth offers to NJSOP by 9/18 for NJSOP promotion.



Stay tuned for details about additional #TBTS23 activities for exhibitors and attendees

SEE WELL BE WELL

5k Fun Run/Walk *Sponsorship*

We cordially invite you to participate as an event sponsor of the See Well Be Well 5k Fun Run/Walk on Saturday, October 21, 2023 at 7:00am on the Boardwalk in front of Hard Rock.

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 NJ's undeserved populations.



For your sponsorship of \$350, your company's name and/or logo will be printed on the t-shirts provided to each pre-registered event participant as well as on any event signage.

Sponsors will receive a t-shirt and are able to participate in the event at no cost but must complete the separate participant form available on www.njtbtts.com - please indicate that you are a sponsor in order to waive the registration fee.

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 kboertzel-smith@njsop.org by **July 15** as follows:
Logos for t-shirts will be printed only in one color (white) and should be submitted as vector (.EPS) file.
Low resolution files cannot be accepted.
(2018 5k shirt pictured, left)

Thank you for your support

Saturday, October 21, 2023 | 7:00 AM
BOARDWALK AT HARD ROCK HOTEL
ATLANTIC CITY, NJ

To Benefit The Richard J. Favreau, OD Health Foundation

NJSOP THERAPY BY THE SEA EXHIBITOR RULES & REGULATIONS

By submitting a contract and paying the appropriate booth fees to occupy a booth space at the NJSOP Therapy By the Sea Convention, you agree to all terms written below and will honor the rules and regulations of the show.

1. LIABILITY The exhibiting company and its representatives, agents or employees assume full responsibility and liability for all loss, damage or destruction caused, either directly or indirectly, by the exhibiting company or any of its representatives, agents or employees, to the property of the exhibiting company; to the property of its representatives, agents or employees; or to the property of Hard Rock Hotel & Casino Atlantic City. The exhibiting company and its representatives, agents or employees assume full responsibility and liability for all injury, loss or damage to any and all persons caused, either directly or indirectly, by the exhibiting company or any of its representatives, agents or employees or by its display and/or materials. Neither Hard Rock Hotel & Casino Atlantic City nor the New Jersey Society of Optometric Physicians (NJSOP) will be responsible, nor will either be deemed responsible, for any injury, loss or damage that may be incurred by the exhibiting company, its representatives, agents or employees or any other person, or that may occur to any property, prior to, during, or subsequent to the period covered by this agreement. THE EXHIBITING COMPANY AND ITS REPRESENTATIVES, AGENTS AND EMPLOYEES HEREBY EXPRESSLY RELEASE HARD ROCK HOTEL & CASINO ATLANTIC CITY AND NJSOP FROM AND AGAINST ANY AND ALL CLAIMS FOR SUCH INJURY, LOSS OR DAMAGE TO PERSON OR PROPERTY. The furnishing of security guards by NJSOP will not be deemed as an assumption by NJSOP of any liability whatsoever for any purpose, and neither Hard Rock Hotel & Casino Atlantic City nor NJSOP will be, nor will either of them be deemed to be, responsible for personal/company property or materials when the exhibiting company's booth is left unattended. Nothing contained herein is intended to in any way limit or prevent the exhibiting company or its representatives, agents and employees from obtaining appropriate insurance to protect against loss or damage as outlined above. Exhibit booth displays and personal items are the responsibility of the exhibitor.

2. EXHIBITOR EARLY DISMANTLING PENALTY If an exhibitor leaves the trade show prior to the exhibit breakdown time of 1:00 PM on the final day of the show (Saturday), an additional fee of \$500 may be charged in order for that exhibitor to be permitted to contract for space at the following year's convention. This fee will be due at the same time as the booth fee, to be held in escrow by NJSOP. This fee will be returned to the exhibitor after the close of the convention if the exhibitor does not leave early again. If the exhibitor leaves the trade show early again, they will forfeit the return of the \$500 fee and will have to continue paying a \$500 penalty fee in subsequent years until NJSOP is satisfied that the exhibitor has proven intent to abide by the set-up and breakdown rules. Any infraction of any other NJSOP Rules & Regulations by the exhibitor's representatives, agents or employees will result in the exhibitor not being permitted to exhibit at the following year's trade show. All points not covered by the NJSOP Rules & Regulations will be settled by NJSOP and its decision will be final. NJSOP reserves the right to refuse the booth application for any exhibit, and once the exhibit is on the floor, to require its modification or removal, if NJSOP considers such exhibit to be detrimental to the public, its business, professional or ethical interests, or if its displayed products do not meet the professional standards of NJSOP.

3. CANCELLATION POLICY Exhibitors who cancel in writing by September 29th will be held responsible for a fee of 50% of the booth cost. Exhibitors canceling in writing after September 29th will be held responsible for the full booth cost. NJSOP will not accept cancellations without a letter indicating the exhibitor is relinquishing the right to the booth. When an exhibitor cancels their booth, they relinquish the right to attend the conference and functions. In addition, they will not receive the event attendee listing. If an exhibitor fails to occupy the contracted space by the end of the scheduled set-up, time and date disclosed in the Exhibitor Contract, or fails to comply in any other respect with the terms of the NJSOP rules and regulations, NJSOP will have the right to use that space in any manner. There is no refund for unused contracted booth space or no-shows.

4. BOOTH ASSIGNMENTS Companies who are in the NJSOP Partnership Program will receive priority booth assignments based on their Partner level. (Click [here](#) for information on the NJSOP Partner Program). Non-partner exhibit booths are arranged on a first-come first-serve basis. We make every effort to not place competitors next to each other, or as indicated on the Exhibitor Contract under the "List Your Competitor(s)" section. Sharing of booths by multiple companies is not permitted.

5. INFRINGEMENT UPON OTHER EXHIBITORS AND SPACE RESTRICTION All exhibitors must keep within the confines of their booth space(s) and will not in any way block or intrude upon any other booth space(s) nor interfere with the rights or privileges of other exhibitors or the flow of exhibit arena traffic. Distribution of promotional materials are to be limited to the exhibitor's booth only.

6. DAMAGE/REPAIRS: Exhibits, signs, advertising and displays of any kind are prohibited in the hotel public spaces without the permission of the hotel convention services manager. Nothing may be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the arena, building or furniture. Any property damaged or destroyed by the exhibitor or its representatives must be replaced in its original condition at the exhibitor's expense. Materials left in the exhibit arena by the exhibitor after the contracted move-out time (1:00 PM on Saturday, the final day of the show) will be removed at the exhibitor's expense. "Materials" are defined as anything brought into the exhibit hall by the exhibitor and its representatives. Each exhibitor must have their booth space(s) clean of all materials before leaving the exhibit hall.

7. FIRE REGULATIONS: All aisle space and exit doors are under the contract of the Fire Command of Hard Rock Hotel & Casino Atlantic City. All exhibit materials used in the exhibit hall must be nonflammable and conform with Atlantic City Fire Regulations and proof of such must be presented upon request. Electrical wiring and equipment installation must conform to the appropriate Atlantic City codes. Material not in compliance with such regulations will be removed immediately at the exhibitor's expense.

8. FOOD/BEVERAGE RESTRICTIONS: Candles, fruit, small coffee/tea machines are allowable at the booth. Hard Rock Hotel & Casino Atlantic City is the only licensed entity to provide food and beverage on their premises. All other food and beverage must be supplied by the hotel with rates subject to gratuity and tax. Any quantities of food and alcoholic beverages delivered or brought to the hotel will be refused. Any large industrial food or beverage dispensed or given away at a booth requiring such services as heat, ice, water, or refrigeration must be purchased from or with the consent of the Hard Rock Hotel & Casino Atlantic City Convention Manager. Exhibitors are not permitted to host their own individual breakfast, lunch or refreshment breaks in the exhibit hall at any time during the convention.

9. OCCUPYING YOUR BOOTH: Exhibitors must be proactive in keeping their display and personal items secure. NJSOP is not responsible for lost or stolen items from your booth.

10. BADGE REGISTRATION POLICY: All exhibiting companies MUST pre-register their representatives. Representatives must be employed (on the company payroll) by the exhibiting company. Independent contractors (consultants, etc.) are not considered employees and must have their own booth in order to attend the convention. All exhibiting companies must complete and return the Exhibitor Contract to NJSOP prior to October 1st in order to exhibit at the convention. NOTE: Two (2) representative badges are included per paid booth. Additional badges may be purchased for \$150. All company representatives must be pre-registered. All representatives must pick up their own individual badge and present appropriate identification (photo ID, employee badge, etc.) at the exhibitor registration desk on-site. NJSOP exhibit hall monitors will not permit anyone entrance to the exhibit hall without pre-registration and a proper badge.

11. EXHIBITOR DRAWING FOR FREE CONVENTION BOOTH SPACE: All participating exhibitors are eligible for this prize drawing via the raffle card entry. Any company who cancels their exhibit will not be eligible. There is no cash substitute in lieu of the free booth space at the NJSOP 2024 Snow School (Saturday January 27th at the Kalahari Resort in Mount Pocono, PA). The drawing will take place on Saturday in the exhibit hall at approximately 12:30 PM during the brunch. A company representative must be present to win or another business name will be drawn.

12. LIST OF CONVENTION ATTENDEES NJSOP: NJSOP will supply a list of registered attendees (minus those who opted-out of contact information sharing) to each company who has contracted and paid in full for their exhibit space(s). The list will be provided on-site in the Exhibitor registration packet.

☐ Check here to indicate that you have read and agree to the NJSOP Therapy By The Sea Exhibitor Rules and Regulations on pages 6-7 of this document.