



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

THERAPY BY THE SEA

October 8-10, 2021

Hard Rock Hotel & Casino

1000 Boardwalk Atlantic City, NJ

Exhibit hall open Friday and
Saturday (10/8 + 10/9)

Exhibit spaces available on a
first come, first served basis

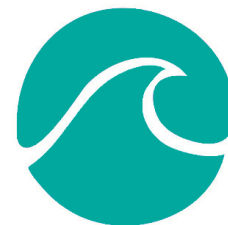


EXHIBITOR REGISTRATION

Therapy by the Sea 2021

The NJSOP cordially invites you to participate at this year's *Therapy by the Sea 2021* (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 Hard Rock Hotel & Casino 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!



THERAPY BY THE SEA
LEARN | NETWORK | SUCCEED

Exhibit Booth Information

- Exhibit Hall hours are Friday 10/8, (set up beginning at 12:30 pm) from 3 pm - 7 pm; Saturday 10/9 from 9:30 am - 5:30 pm;
- 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 and credit card authorization form can be found on pages 8-9. Both the Electrical Services form and the credit card authorization form must be faxed directly to Hard Rock at 609-449-5015.

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: _____

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)

I would like to register for the *new* exhibit booth add on - 15 minute presentation. \$750 - complete form on pg. 3

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 2021*
4 AAA Drive, Suite 204 Hamilton, NJ 08691

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 Reception
<input checked="" type="checkbox"/> SOLD Saturday Breakfast	<input checked="" type="checkbox"/> SOLD Sunday Breakfast
Saturday Lunch	Tote Bags

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

Please identify which category you would like your company listed under on the Therapy by the Sea website Exhibitor's page (www.njtbs.com):

Biotechnology	Ocular Nutrition	Pharmaceutical
Contact Lens	Ophthalmic Instruments	Optical
Financial/Practice Management	Low Vision	
Optometric Referral Centers	Vision Therapy	

REGISTER TODAY AT THE EARLY BIRD RATE!
PRICE INCREASES AFTER JULY 1st

New this year - Exhibit Booth Add-on:

TBTS Talks

Register your company for a 15 minute "by invitation only" presentation for up to 20 guests. Includes:

- Use of presentation area located in Exhibit Hall for 15 minutes at designated time slot (time slots must be chosen at time of purchase -- please refer to available time slots below).
- 20 chairs, set theater-style
- Podium and microphone
- 20 Starbucks giftcards (worth \$5 each) for guests as a thank you for attending
- Ability to place printed invite/RSVP in NJSOP registration packets
- Pre-event registration list with TBTS attendee emails
- **Time slots available (please check one and include \$750 in total payment amount on page 2):**

FRIDAY

3:00 - 3:15 PM

3:20 - 3:35 PM

SATURDAY

9:40 - 9:55 AM

10:00 - 10:15 AM

12:00 - 12:15 PM

12:20 - 12:35 PM

12:40 - 12:55 PM

1:00 - 1:15 PM

1:20 - 1:35 PM

1:40 - 1:55 PM

(To be filled on a first come, first served basis. If the time you choose is filled by the time we receive your registration form, an NJSOP staff member will reach out for your second choice time slot.)



Therapy by the Sea 2021

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/NJTherapybytheSea2021>. Use **Group Code: GOP1021** to receive the discounted room rate of \$155 for Run of the House room category. 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 8, 2021. 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 of Optometric Physicians' *Therapy by the Sea 2021* 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 Hard Rock Hotel & Casino's rules and regulations while exhibiting at the 2021 Therapy by the Sea Convention. Complete rules and regulations are located on our website at <http://www.njtbts.com> - Click on the Exhibitor page.

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, 2021) or \$1,900 (after July 1, 2021).

Partnership Program Diamond Level: \$15,000

- Prominent exhibit space at 3 NJSOP events
- Advance attendee list for 3 NJSOP events
- One meeting with the NJSOP board of directors
- Full page ad in Eye on NJ, NJSOP's quarterly magazine
- Full page ad in the NJSOP quarterly e-newsletter
- Opportunity to advertise on NJSOP.org for 12 months
- 5 E-blasts to NJSOP members
- 12-month listing on the NJSOP Industry Showcase
- 2 sponsored posts to NJSOP social media pages
- Web link and logo on NJSOP.org partner page
- Recognition on event signage and member emails

Partnership Program Gold Level: \$10,000

- Prominent exhibit space at 2 NJSOP events
- Advance attendee list for 2 NJSOP events
- One meeting with the NJSOP board of directors
- Half page ad in Eye on NJ, NJSOP's quarterly magazine
- Half page ad in the NJSOP quarterly e-newsletter
- Opportunity to advertise on NJSOP.org for 3 months
- 3 E-blasts to NJSOP members
- 12-month listing on the NJSOP Industry Showcase
- 2 sponsored posts to NJSOP social media pages
- Web link and logo on NJSOP.org partner page
- Recognition on event signage and member emails

Partnership Program Silver Level: \$5,000

- Prominent exhibit space at 1 NJSOP event
- Advance attendee list for 1 NJSOP event
- Half page ad in Eye on NJ, NJSOP's quarterly magazine
- Half page ad in the NJSOP quarterly e-newsletter
- 1 E-blast to NJSOP members
- 12-month listing on the NJSOP Industry Showcase
- 1 sponsored post to NJSOP social media pages
- Web link and logo on NJSOP.org partner page
- Recognition on event signage and member emails

Partnership Program Bronze Level: \$3,000

- Prominent exhibit space at 1 NJSOP event
- Quarter page ad in the NJSOP quarterly e-newsletter
- 1 E-blast to NJSOP members
- 12-month listing on the NJSOP Industry Showcase
- 1 sponsored post to NJSOP social media pages
- Web link and logo on NJSOP.org partner page
- Recognition on event signage and member emails

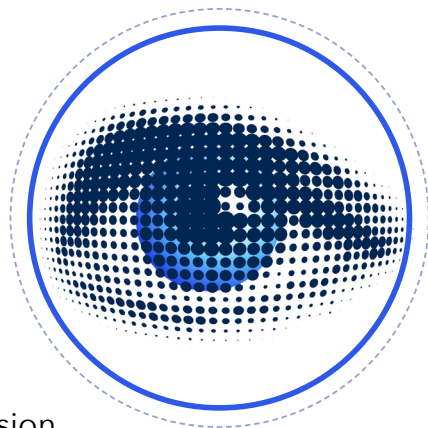
SEE WELL BE WELL

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 Sunday, October 10, 2021 on the Boardwalk in front of Hard Rock.

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 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.njtbts.com - 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 kcotton@njsop.org by **August 31st** 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

SUNDAY, OCTOBER 10, 2021 | 7:30 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 CAESAR'S ENTERTAINMENT 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 5:30 PM on the final day of the show (Saturday), an additional fee of \$500 will 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 15th will be held responsible for a fee of 50% of the booth cost. Exhibitors canceling in writing after September 15th 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 RESTRICTIONS 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 (6:00 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: Candies, 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. PRIZE DRAWINGS POLICY All prizes must be drawn at Exhibitors' Prize Drawings designated by NJSOP throughout the weekend and may not be drawn beforehand or in any booth at any time. Exhibitors wishing to collect business cards may do so; however they will not be permitted for use in the prize drawings.

12. EXHIBITOR DRAWING FOR FREE CONVENTION BOOTH SPACE All participating exhibitors are eligible for this prize drawing. 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 2022 Snow School (Saturday January 29th at the Kalahari Resort in Mount Pocono, PA). The drawing will take place on Saturday in the exhibit hall at approximately 5:00 PM during the reception. A company representative must be present to win or another business name will be drawn.

13. LIST OF CONVENTION ATTENDEES NJSOP will supply a list of registered attendee to each exhibiting company who has contracted and paid in full for their space(s). The printed list will be provided via the on-site Exhibitor registration packet or may be requested in advance by contacting the NJSOP office at 609-323-4012. The requested file will be emailed in an Microsoft Excel format (doctor name, practice address, practice phone and email).



BOOTH NUMBER: **n/a**

APPLICATION FOR ELECTRICAL SERVICE

Convention: **NJSOP Therapy By the Sea**
 Event Dates: **October 8 - 9 , 2021**
 Exhibiting Company:
 Billing Address:
 Point of Contact:
 Phone Number: Email Address:



Item	QTY.	Price	QTY.	Price	Total
STEP 1: SELECT ELECTRICAL SERVICE					
120 VAC 500W Maximum Single Receptacle		\$70.00		\$105.00	\$0.00
120 VAC 20 Amps 1800W w/ Quad Box		\$80.00		\$120.00	\$0.00
120/208 20 Amps Single Phase		\$95.00		\$142.50	\$0.00
120/208 30 Amps Single Phase		\$100.00		\$150.00	\$0.00
120/208 60 Amps Single Phase		\$105.00		\$157.50	\$0.00
120/208 20 Amps Three Phase		\$100.00		\$150.00	\$0.00
120/208 30 Amps Three Phase		\$105.00		\$157.50	\$0.00
120/208 60 Amps Three Phase		\$120.00		\$180.00	\$0.00
277/480 30 Amps Three Phase (Arena Only)		\$195.00		\$292.50	\$0.00
STEP 2: SELECT RENTAL ITEMS (you must select electrical service to rent the items below)					
10' Extension Cord				\$20.00	\$0.00
25' Extension Cord				\$30.00	\$0.00
6 Outlet Power Strip				\$50.00	\$0.00
6 Outlet Surge Protector				\$50.00	\$0.00
Cube Tap				\$5.00	\$0.00
Spot Light (Arena Only)				\$20.00	\$0.00

SUB-TOTAL	\$0.00
6.625% Sales Tax	\$0.00
TOTAL	\$0.00

Please return this completed and signed form along with the credit card authorization form to 609-449-5015

Please note any labor above the primary connection will be charged at \$50.00 per hour

Minimum of one (1) hour for any service over 60 Amps. Will be quoted on a per job basis.

These rates include only the bringing in of power lines to the booth and the primary connection of these lines to a piece of equipment which is already wired in the booth. Should wiring of connections beyond the primary connections just mentioned be required to permit operation and demonstration of equipment, such wiring can be completed at a rate based on time and material. It is advisable that all small motors up to 1 HP should be the universal type. Each motor of 1 HP or over must be equipped with a fisible switch. To avoid delay in installation, all equipment should be tagged and wired with full information as to the kind of current, voltage phase, cycle, horsepower, etc. ready for connections.

Customer Signature _____ Date _____

BOOTH NUMBER: **n/a****CREDIT CARD AUTHORIZATION FORM**

PLEASE FAX THIS FORM TO 609-449-5015

Convention: NJSOP Therapy By the Sea - October 8 - 9 , 2021

Company Name:

Billing Address:

Phone Number:

Email Address:

Federal Tax ID:

I hereby authorize Hard Rock Hotel & Casino Atlantic City to charge the provided credit card for the requested services.

Card Type:		Credit Card Number:	Expiration:	CCV
	AMEX			
	DISCOVER			
	MASTERCARD			
	VISA			
CARD HOLDER NAME:				

Cardholder Signature:

The above authorized signature(s) is authorized to bill the above-named company for the charges incurred at Hard Rock Hotel & Casino Atlantic City.

Signature

Date

Print Name/Title

Date of Arrival