



Saskatchewan
Association of
Optometrists

2019 EXHIBITOR'S TRADESHOW REGISTRATION & SPONSORSHIP OPPORTUNITIES

JUNE 6TH - 8TH
TCU PLACE
SASKATOON, SK

The Saskatchewan Association of Optometrists (SAO) invites you to consider becoming one of our Gold, Silver or Bronze sponsors for our Annual CE Program and/or registering for a booth at our upcoming Annual Exhibitor's Tradeshow taking place on Friday, June 7th at TCU Place in Saskatoon. The tradeshow provides a valuable opportunity for our industry friends to spend time with our membership; an event focused on providing you with one-on-one time to network with optometrists and their staff.

We pride ourselves on maintaining the most economical tradeshow registration prices in the industry and offering exclusive sponsorship opportunities allowing your business to expand your client base and strengthen your relationship with our membership.

New This Year

Our tradeshow schedule has been adjusted to optimize face time, we have incorporated a scavenger hunt to encourage attendance and engagement at all of the booths, plus we will be offering door prize draws throughout. Our priority is to maximize the experience for both exhibitors and attendees by offering the opportunity to connect, network and further develop valuable professional relationships.

More details regarding registration and sponsorship opportunities can be found in this package.

To secure your sponsorships, please contact Michielle directly at programs@saosk.ca

To see booth availability, register for a tradeshow booth, or to arrange online payment, please visit [our website](#)

*Thank you for your continued support of our tradeshow and sponsorships.
We look forward to having you on board for 2019.*

EXHIBITOR'S SCHEDULE Friday, June 7, 2019

- **8am** - Doors open - Exhibitor Assembly in Salon ABCE
1st level of TCU Place
35-22nd Street East,
Saskatoon
- **4:30 pm** - Tradeshow doors open for all delegates for viewing
- **8pm** - All booths must be dismantled immediately following the show
- **8pm** - Hospitality Suite at the Holiday Inn (Exhibitors are encouraged to attend)

HOTEL GUEST ROOMS are available at our host hotel the Holiday Inn Downtown, by calling 306.986-5000 mention "SAO" Group Block, to reserve the special rate starting at \$169.

Reservations must be made prior to May 10 2019.

Guest rooms are limited, please book early!

2019 Exclusive Sponsorship Opportunities:

GOLD LEVEL \$5,000 - ONLY 1 LEFT!!!

Boost your company's presence by becoming 1 of 3 of our exclusive Gold Sponsors.

Benefits include:

Your choice of being our **Gold Level Sponsor** for **ONE OF the following**:

- **CE Program Supporter**
Show our Optometrists how much you support and encourage continuing education.
- **Joint Luncheon on Saturday, June 8, 2019 - SECURED**
Guests at this Luncheon include Optometrists and Assistants registered for the CE Program.
- **President's Gala on Saturday, June 8, 2019 - SECURED**
Guests at this Gala include Optometrists.
- We extend the exclusive privilege to our 3 Gold Sponsors to provide their company's swag and enhance their presence by **donating ONE OF the following**: your company's branded tradeshow bags OR note pads and pens for all of our Optometrist, Assistants and Guests.
PLUS receive...
- Your company logo will be displayed on tradeshow banners as our Gold Sponsors during our entire CE Program along with verbal recognition throughout our CE Program.
- One complimentary booth at the current SAO Tradeshow (\$750 value).
- Opportunity to book a one page article/advertisement/message for inclusion in our monthly member's only electronic newsletter (Eye on SAO) (\$1,500 value).
- Promotion and recognition of your sponsorship, including your logo on the SAO website homepage for April - June 2019 (\$1,000 value).

SILVER LEVEL \$2,500 - ONLY 1 LEFT!!!

Connect with your customer by becoming 1 of 3 of our exclusive Silver Sponsors.

Benefits include:

Your choice of being our **Silver Level Sponsor** for **ONE OF the following Breakfasts** on

- **Thursday, June 6, 2019 - BOOKED**
- **Friday, June 7, 2019**
- **Saturday, June 8, 2019 - BOOKED**

Kick start the morning by having the opportunity to promote and display your company to our Optometrists.

PLUS receive...

- Your company logo will be displayed on tradeshow banners as our Silver Sponsors during our entire CE Program along with verbal recognition throughout our CE Program.
- Promotion and recognition of your sponsorship, including your logo on the SAO website homepage for April - June 2019 (\$1,000 value).

BRONZE LEVEL \$1,250 - ONLY 1 LEFT!!!

Build your business relationships further by becoming 1 of 6 of our exclusive Bronze Sponsors.

Benefits include:

Your choice of being our **Bronze Level Sponsor** for **ONE OF the following Breaks** on:

- **Thursday, June 6, 2019 - morning or afternoon- BOOKED**
- **Friday, June 7, 2019 - morning or afternoon - BOOKED**
- **Saturday, June 8, 2019 - morning - BOOKED or afternoon (AVAILABLE)**

Converse over coffee and connect with your customer.

PLUS receive...

- Your company logo will be displayed on tradeshow banners as our Bronze Sponsors during our entire CE Program along with verbal recognition throughout our CE Program.
- Promotion and recognition of your sponsorship, including your logo on the SAO website homepage for April - June 2019 (\$1,000 value).

Booth Includes:

- One 10ft x 10ft draped booth with 3ft side walls, 8ft back wall
- One 6ft skirted table, two chairs, and wireless internet (the password will be provided in the registration package.)
- Buffet dinner and a drink ticket are provided for each registered representative.
- Additional rental supplies may be ordered directly through our tradeshow suppliers, GES CANADA by 306.347.8280 or regina@ges.com.
- Invitation to the hospitality suite mixer on Friday, open at 8pm. This suite is designed as an opportunity to show our appreciation of your continued support and allow for further networking.

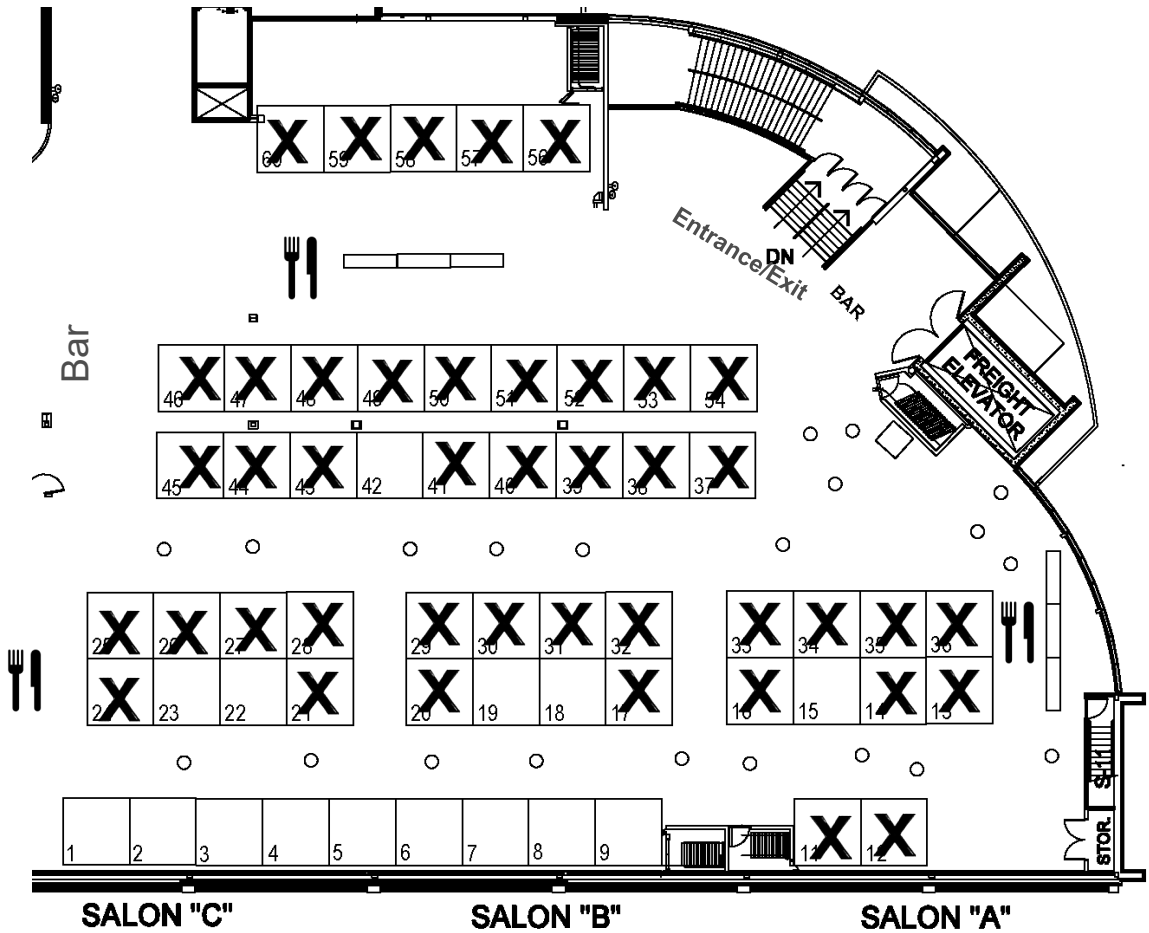
Registration Details

- Complete the Registration Form and forward to the SAO office as soon as possible. ***In order to ensure your name is included in any printed promotional materials please arrange your tradeshow booth or sponsorship by May 3, 2019. Registration closes May 31, 2019.***
- Exhibitor registration forms can be emailed to admin@saosk.ca, faxed to 306.652.2642, or submitted online at to reserve a space; however, booth selection will *not* be confirmed until payment is received.
- **Early bird rates will only be honored for payments received prior to February 28, 2019.** Register early to take advantage of the discounted rate.
- Booth locations are assigned by sponsorship level and then in priority of receipt. Register early or become a sponsor to ensure your preferred selection is available.
- A display kit, with additional rental information and booth confirmations, will be emailed to contact listed on registration form *after* payment is received.
- To ensure accuracy and avoid onsite delays, we require the name of your representative (s) as they should appear on each name badge. Badges *must* be worn for admission into tradeshow area.
- Exhibitors are required to pre-register all representatives; unregistered exhibitors may be denied entrance into show area. If the information provided changes, email admin@saosk.ca **before May 31, 2019 in order for these changes to be reflected in name badges etc.**
- Name badges, drink tickets, wireless internet key code, and an event program will be provided upon registration/check-in.
- Cash bar is available during show hours, a bank machine is on site.
- Display materials or equipment can be shipped prior to the tradeshow on June 7, 2019 can be stored at GES CANADA ***with arrangements made directly with GES CANADA*** by 306.347.8280 or regina@ges.com. TCU Place and the SAO will *not* accept delivery of any booth materials nor will GES CANADA guarantee services should you use a different supplier.

DOOR PRIZES

The SAO welcomes door prizes for the show, which can be either forwarded to the SAO office before May 31, 2019 or dropped off at the tradeshow registration desk day of the tradeshow or dropped off at the draw drum during the show (include your business card). Prizes will be drawn throughout the evening, with company recognition, and are greatly appreciated by the organizers and delegates.

2019 Exhibitor's Tradeshow Registration Form



Company Name (as it should appear in event program): _____

Contact Name(s) _____

Email(s) (required for confirmation/updates): _____

Company Website (as it should appear online): _____

Office Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Fax: _____

Partnership Level & Activity: _____ \$ _____

Booth Selection: List in order of preference. All efforts will be made to accommodate but are not guaranteed.

Booths are 10x10.

1st _____ 2nd _____ 3rd _____

Please do NOT locate me adjacent to: _____

Name of Representative(s): *Maximum 4 reps/booth.*

1) _____ 2) _____

3) _____ 4) _____

BEFORE February 28, 2019: \$714.29 + \$35.71 GST = \$750/booth **AFTER February 28:** \$809.52 + \$40.48 GST = \$850/booth

**reduced rates are available for three or more booths (contact admin@saosk.ca for details)*

Total \$ _____ (payable to SAO)

Submit forms and payment to: 102 - 202 Wellman Crescent, Saskatoon, SK S7T 0J1 or

Register online at: <https://optometrists.sk.ca/annual-tradeshow/>

Questions? admin@saosk.ca or 306.652.2069

Contact Us

Give us a call or
send an email for
more information
about this event.

102 - 202 Wellman Cres
Saskatoon, SK S7T 0J1

P: 306.652.2069

F: 306.652.2642

admin@saosk.ca

www.optometrists.sk.ca



**Saskatchewan
Association of
Optometrists**

Thank you for your
continued support
of our event, our
membership, and
the Association!

Registration Terms & Conditions

1. THE EXHIBITOR SHALL COMPLY WITH ALL RULES AND REGULATIONS BY MANAGEMENT FOR THE SHOW AND AGREES THAT MANAGEMENT'S DECISION TO ADOPT AND ENFORCE ANY SUCH RULE OR REGULATION SHALL BE FINAL AND BINDING.
2. MANAGEMENT RESERVES THE RIGHT TO ALTER OR CHANGE THE SPACE ASSIGNED TO THE EXHIBITOR. MANAGEMENT FURTHER RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO CHANGE THE DATE UPON WHICH THE SHOW IS HELD, OR TO CANCEL THE SHOW, AND SHALL NOT BE LIABLE IN DAMAGES OR OTHERWISE BY REASON OF ANY SUCH CHANGE OR CANCELLATION, OTHER THAN TO REFUND ANY AMOUNTS PAID BY THE EXHIBITOR TO THE MANAGEMENT.
3. THE EXHIBITOR SHALL NOT ASSIGN THIS CONTRACT OR SUBLET THE SPACE OR ANY PART THEREOF OR PERMIT SAME TO BE USED BY ANY OTHER PERSON, WITHOUT THE PRIOR WRITTEN CONSENT OF MANAGEMENT. ANY ATTEMPT TO DO SO IS NULL AND VOID AND WILL RESULT IN IMMEDIATE CANCELLATION OF THIS CONTRACT, AND THE FORFEITURE OF ANY AMOUNTS PAID BY THE EXHIBITOR TO MANAGEMENT.
4. THE EXHIBITOR IS RESPONSIBLE FOR COMPLIANCE WITH ALL APPLICABLE LAWS, BYLAWS, ORDINANCES, REGULATIONS, REQUIREMENTS, CODES AND STANDARDS, INCLUDING THOSE WITH RESPECT TO FIRE, SAFETY, HEALTH AND ENVIRONMENTAL MATTERS, AND SHALL ENSURE THAT ALL EQUIPMENT, MATERIALS AND GOODS USED BY THE EXHIBITOR SO COMPLY.
5. THE EXHIBITOR SHALL INDEMNIFY AND HOLD MANAGEMENT HARMLESS FROM AND AGAINST ANY LOSS, INJURY OR DAMAGES WHATSOEVER SUFFERED BY MANAGEMENT AS A RESULT THE EXHIBITOR'S FAILURE TO COMPLY WITH THE TERMS AND CONDITIONS OF THIS CONTRACT OR AS A RESULT OF THE EXHIBITOR'S PARTICIPATION IN THE SHOW, INCLUDING WITHOUT LIMITATION, ANY THIRD PARTY CLAIM AGAINST MANAGEMENT WITH RESPECT TO LOSS, INJURY OR DAMAGE SUSTAINED OR SUFFERED BY ANY OTHER EXHIBITORS, THE OWNER OF THE BUILDING, ATTENDEES OF THE SHOW, AND THEIR RESPECTIVE DIRECTORS, OFFICERS, AGENTS AND EMPLOYEES.
6. THIS CONTRACT MAY BE CANCELED BY EITHER PARTY PROVIDED WRITTEN NOTICE IS RECEIVED BY FEBRUARY 28, 2019 IN WHICH CASE ALL MONIES PAID BY THE EXHIBITORS WILL BE REFUNDED LESS AN ADMINISTRATION FEE OF \$150 PER BOOTH. IF THE EXHIBITOR CANCELS ON OR AFTER FEBRUARY 28, 2019 THEN A 50% REFUND WILL BE ISSUED. HOWEVER, IF THE EXHIBITOR CANCELS ON OR AFTER MAY 3, 2019 THE EXHIBITOR WILL BE RESPONSIBLE FOR THE FULL CONTRACT PRICE.
7. MANAGEMENT RESERVES THE RIGHT, AT ANY TIME, TO ALTER OR REMOVE EXHIBITS OR ANY PART THEREOF, INCLUDING PRINTED MATERIAL, PRODUCTS, SIGNS, LIGHTS OR SOUND, AND TO EXPEL EXHIBITORS OR THEIR PERSONNEL IF, IN MANAGEMENT'S OPINION, THEIR CONDUCT OR PRESENTATION IS OBJECTIONABLE TO MANAGEMENT OR TO OTHER SHOW PARTICIPANTS.
8. EXHIBITOR'S DISPLAY MUST COMPLY WITH ALL REQUIREMENTS OF MANAGEMENT AND OF THE OWNER OF THE BUILDING, INCLUDING MAXIMUM HEIGHT REQUIREMENTS. THE EXHIBITOR MUST PROVIDE AT LEAST ONE STAFF PER BOOTH, TO MAINTAIN DISPLAY DURING SHOW HOURS. THE EXHIBITOR AGREES TO CONFINE ITS PRESENTATION TO THE CONTRACTED SPACE ONLY.
9. ALL GOODS SHIPPED TO THE SHOW MUST BE CLEARLY MARKED WITH THE NAME OF THE EXHIBITOR AND THE NUMBER OF THE DISPLAY/BOOTH SPACE. GOODS MUST NOT BE SHIPPED TO THE SHOW FOR ANY SHIPPING CHARGES TO BE PAID ON ARRIVAL, AS ANY SUCH GOODS WILL NOT BE ACCEPTED BY MANAGEMENT. MANAGEMENT ASSUMES NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THE EXHIBITORS GOODS OR PROPERTY BEFORE, DURING OR AFTER THE SHOW. THE SASKATCHEWAN ASSOCIATION OF OPTOMETRISTS AND THE TCU PLACE WILL NOT ACCEPT SHIPMENTS IN ADVANCE OF THE TRADESHOW. IF SHIPPING IN ADVANCE PLEASE MAKE ARRANGEMENTS WITH GES CANADA TO RECEIVE AND STORE YOUR GOODS.
10. IN CONSIDERATION OF THE EXHIBITOR'S PARTICIPATION IN THE SHOW, THE EXHIBITOR HEREBY RELEASES MANAGEMENT, ITS DIRECTORS, OFFICERS, AGENTS AND EMPLOYEES FROM ANY AND ALL CLAIMS, LOSSES, OR DAMAGES WHATSOEVER SUFFERED OR SUSTAINED BY THE EXHIBITOR IN CONNECTION WITH ITS PARTICIPATION IN THE SHOW, INCLUDING, WITHOUT LIMITATION, ANY CLAIMS FOR LOSS OR THEFT OF PROPERTY, PERSONAL INJURY, OR LOSS OF BUSINESS OR PROFITS, WHETHER ARISING FROM ANY ACT OF MANAGEMENT OR OTHERWISE.
11. THE EXHIBITOR AGREES THAT NO DISPLAY MAY BE DISMANTLED OR GOODS REMOVED DURING THE ENTIRE RUN OF THE SHOW. THE EXHIBITOR AGREES TO REMOVE THE EXHIBIT, EQUIPMENT AND APPURTENANCES FROM THE SHOW BUILDING IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW AS SPECIFIED IN ABOVE. IN THE EVENT OF FAILURE TO DO SO, THE EXHIBITOR AGREES TO PAY FOR SUCH ADDITIONAL COSTS AS MAY BE INCURRED BY MANAGEMENT.
12. THE EXHIBITOR WILL COMPLY WITH THE RULES AND REGULATIONS OF ANY UNIONIZED CONTRACTORS, WHICH MAY BE SELECTED BY MANAGEMENT TO SERVICE THE EXHIBITORS. ANY DISPUTE BETWEEN THE EXHIBITOR AND ANY SUCH CONTRACTOR/UNION REPRESENTATIVE WILL BE REFERRED TO MANAGEMENT FOR RESOLUTION, WHOSE DECISION SHALL BE FINAL AND BINDING ON ALL PARTIES.
13. PROCESSING OF PAYMENT BY MANAGEMENT DOES NOT IN ITSELF CONSTITUTE ACCEPTANCE INTO THE SAO'S EXHIBITORS TRADESHOW.
14. MANAGEMENT RESERVES THE RIGHT TO CANCEL THIS CONTRACT AND TO WITHHOLD POSSESSION OF THE SPACE OR TO EXPEL THE EXHIBITOR THERE-FROM IF THE EXHIBITOR FAILS TO COMPLY WITH ANY TERMS AND CONDITIONS OF THIS CONTRACT OR THE SHOW RULES AND REGULATIONS, IN WHICH CASE THE EXHIBITOR SHALL FORFEIT AS LIQUIDATED DAMAGES AND NOT AS A PENALTY ALL PAYMENTS MADE PURSUANT TO THIS CONTRACT, ALL WITHOUT LIMITING MANAGEMENT'S OTHER RIGHTS AND REMEDIES AT LAW UNDER THIS CONTRACT AS A RESULT OF SUCH FAILURE TO COMPLY.