December 9, 2019

Dear Exhibitor/Sponsor:

The South Dakota Optometric Society invites you to participate in our 2020 Spring Convention, April 2-3 at The Lodge in Deadwood, South Dakota. You are invited to take part in the exhibit hall, sponsor an event or both!

This meeting will provide continuing education for more than 120 optometrists and paraoptometrics,

allowing you face-to-face access with these professionals. **This year’s exhibit hall will be open** on Friday, April 3, allowing you face time with all attendees*.*

To register, please complete the attached Exhibitor Registration form and return it by January 31, 2020 to [sdeyes3@pie.midco.net](mailto:sdeyes3@pie.midco.net) or via mail to PO Box 1173, Pierre, SD 57501. For registration and meeting related questions, please contact me at [sdeyes3@pie.midco.net](mailto:sdeyes3@pie.midco.net) or call 605-224-8199.

In addition to exhibiting on Friday, we have **sponsorship options** available. Please review these sponsorship opportunities and return your request along with your registration form. Sponsorships will be filled on a first-come, first-served basis.

If you are interested in a *yearlong* sponsorship package to include both of the SDOS education meetings, please contact me at [sdeyes3@pie.midco.net](mailto:sdeyes3@pie.midco.net) or call me at 605-224-8199 to discuss your organization’s specific needs.

Thank you for your continued support. We look forward to working with you to host a successful

SDOS 2020 Spring Convention!

Sincerely,



Executive Director

South Dakota Optometric Society

PO Box 1173

Pierre, SD 57501



**Sponsorship Options**

**SDOS 2020 Spring Convention**

**The Lodge at Deadwood**

In addition to our exhibit hall, we offer these sponsorship options to further your company’s impact on SDOS Convention registrants:

**Sponsorships**

**$600.00** - ***Sponsor a Break (*booth not included*) which includes:***

* Acknowledgement in the meeting brochure and all meeting correspondence
* Acknowledgement on meeting signage
* Opportunity to provide a promotional flyer or brochure to be placed on lecture tables

******$1,000.00** - ***Sponsor a Speaker* (booth not included)*****which includes:***

* Acknowledgement in the meeting brochure and all meeting correspondence
* Acknowledgement on meeting signage
* Opportunity to provide a promotional flyer or brochure to be placed on lecture tables
* One free ad in the SDOS electronic newsletter

**$3,000.00** – ***Convention Sponsor (*booth included)**

* Acknowledgement in the meeting brochure and all meeting correspondence
* Acknowledgement on meeting signage
* Opportunity to provide a promotional flyer or brochure to be on lecture tables
* Preferred booth placement
* Logo with link on SDOS web page
* Opportunity to make brief remarks at Thursday Luncheon
* Column included in SDOS electronic newsletter
* One free ad in the SDOS electronic newsletter
* ***Complimentary Exhibitor Booth with preferred booth placement***

*“Supersize” your promotional efforts by sponsoring at both spring and fall SDOS events. Contact* [*sdeyes3@pie.midco.net*](mailto:sdeyes3@pie.midco.net) *or call Deb Mortenson at 605-224-8199 for details.*

**OVER for Exhibit Information**

***Exhibitor /Sponsor Registration***

***SDOS 2020 Spring Convention, The Lodge at Deadwood, SD***

**Exhibitor Information Exhibit Hall on Friday, April 3**

Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Contact Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Please indicate the nature of your business/service by checking ALL applicable boxes. This will ensure the proper placement of your exhibit space.***

** Equipment  Eye Care Products  Contact Lens Manufacturer/Distributor**

** Laboratory  Surgical Instruments  Practice Management/Marketing**

** Insurance  Pharmaceutical Sales Frame Representative/Distributor**

**Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exhibitor Package**

Exhibitor package includes: (1) exhibit space, (1) 6’ skirted table, (2) folding chairs, (1) wastebasket, **Breakfast AND Lunch** for **2 people.**

Extra tables, chairs, power cords, AV equipment and other items are available through the hotel. Hotel contact information and guest room information will be sent once you have paid for your exhibit space. ALL additional items will be at the exhibitor’s expense.

** EXHIBITOR PACKAGE COST: $450.00 $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

** Add Optional Sponsorship: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**TOTAL TO BE PAID: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Payment must be received by 1-31-20 to reserve exhibit space and/or sponsorships**

Credit Card: Visa, MasterCard, or Discover

Billing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signature of Cardholder \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***By signing here, you authorize the SDOS to charge the above indicated credit card and adhere to the Hold Harmless specifics and Cancellation fees.***

**Hold Harmless**

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on The Lodge at Deadwood (Hotel) premises and will indemnify, defend and hold harmless the SDOS, the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees, from any and all such losses, damages and claims.

**CANCELLATION**

Cancellations received after March 1, 2020 will be charged a $250.00 administration fee. Nonattendance does not constitute cancellation.

No refunds if cancellation received after March 13, 2020.