

MISSISSIPPI  
OPTOMETRIC  
ASSOCIATION  
moa  
141 Executive Drive, Suite 5  
Madison, MS 39110

The 2025 Gathering of  
MOA's Summer Convention

# Pathway to Progress

June 14 – 15, 2025  
The Lodge at Gulf State Park  
21196 E Beach Blvd, Gulf Shores, AL 36542  
Vendor/Exhibitor Brochure and Contract

# Agenda Overview (Subject to Change)

## **FRIDAY, JUNE 13**

2:30– 5:00 pm MOA Board Meeting

## **SATURDAY, JUNE 14**

7:15 – 8:00 am Registration and Continental Breakfast

8:00 – 10:00 am OD Education

8:00 am – 12:30 pm Exhibitor Reg. and Setup

10:00 am – 10:30 pm Break with Messaging

10:30 am – 12:30 pm OD and Para Education

12:30 – 3:00 pm Vision Expo, Lunch, and Ice Cream

3:00 – 5:00 pm OD and Para Education

## **SUNDAY, JUNE 15**

7:30 – 8:00 am Registration and Light Bkfst

8:00 – 10:00 am OD and Para Education

10:00 – 11:00 am Brunch (Exhibitors can sponsor a 10 minutes speaking slot during brunch and exhibit from 7:30-1:00 on Sun)

11:00 am – 1:00 pm OD and Para Education

## **Room Reservation Information**

The Lodge at Gulf State Park

You must reserve your room by May 12

Room rates: \$240/night - \$320/night  
(plus tax & fees)

Room options: King bed, 2 queen beds, and king bed with bunk beds.

To make reservations at

The Lodge in Gulf State Park, AL:

You will be emailed the reservation link as soon as your expo/sponsor registration has been completed.

## **Important Dates for Exhibitors**

May 12: Deadline to reserve rooms in The Lodge at Gulf State Park

April 30: Deadline for early exhibitor registration (Fees increase on May 1)

June 6: Last day to reserve exhibit space

June 6: Last day for extra name badges

June 14: Morning Break presentations

June 14: Exhibitor registration & set-up

June 14: Expo, Lunch, and Dessert:  
opens at 12:30 p.m.

June 15: Brunch presentations and  
Sun morning exhibits

## **Sat Exhibit Booth WITH 10 min Speaking AND Sun AM exhibit time, \$1,350**

Cost covers: \$398.50 Friday booth, \$951.50 sponsorship for the 10 minutes of face-to-face time in front of our attendees, and 5 hours exhibit time Sunday morning. Speaking time may be assigned during the Saturday morning break or Sunday morning brunch. Sponsor preference will be taken into account on a first-come-first-serve basis.

If you are already an Industry Sponsor with a Summer Convention booth included in your sponsorship, you may take advantage of the speaking and additional exhibit time at a pro-rated amount. Contact the office for details.

## **Tabletop Exhibit Space Information**

If you are shipping items in advance, please contact the MOA for shipping info.

**Tabletop exhibit space price: \$398.50  
(\$460.50 after April 30)  
Electric hook-up: \$105**

(Must be paid in full on or before June 6, 2025)  
This price includes a tabletop identification sign, table with chair, 2 name badges, listing in the official program, and mention in the weekly MOA eNews from the date of registration until the Summer Convention. Tabletops will be reserved with payment on a first-come, first-serve basis.

Set-Up Times on Saturday, June 14:  
8:00 am – 12:30 pm



## ATTENTION: EARLY REGISTRATION DEADLINE IS APRIL 30, 2025

\*Vendors who register after April 30 will be charged an additional \$50 and are not ensured the benefits outlined in the Exhibitor and/or Sponsor Packets including table identification sign, listing in the official program or mention in the MOA newsletter. Upon receipt of your MOA contract and payment authorization, MOA will send you the following: Email confirmation, venue exhibitor contract and details, and room block info.\*

### 1) Application

This application for space, with payment and formal notice of assignment, constitutes a contract for the right to use the exhibit space. All exhibits and exhibitors are subject to the following regulations:

1. Applications are processed and assignments are made in the order received.
2. Tabletops rent for prices stipulated on the Exhibitor registration form.
3. The rental price must accompany this application to be processed.
4. Early deadline for application is April 30, 2025.
5. Final deadline for application is June 6, 2025.

### 2) Arrangements

Exhibits must be arranged so as not to obstruct the general view or hide exhibits of others. The standard equipment provided to the exhibitor by the Mississippi Optometric Association will consist of two name badges, one booth/table identification sign, one 6' table, one side chair, and company name in the program. Display boards and other equipment more than 56" in height must not extend more than 36" from the tabletop in a regular aisle location. Exceptions to this limitation may be made by the Mississippi Optometric Association for multiple tabletops. Each exhibitor will be provided a sign listing the company name.

### 3) Installation and Dismantle

Installation of Exhibits: Saturday, June 14, 8:00 am – 12:30 pm.  
Exhibit hall hours: Saturday, June 14, 2025, from 12:30 – 3:00 pm. The exhibitor agrees not to dismantle, pack, or remove any part of this exhibit until the close of the exhibit hall at 3:00 pm on Saturday, June 14, 2025.

### 4) Building and Equipment

Exhibitors or their agents shall not abuse or deface the walls or floors of the building, tabletops, equipment, or furnishings on the tabletop. The exhibitor will be held liable for any and all damage.

### 5) Conditions

No exhibitor shall assign, sublet, or share the whole or any part of the space allotted. No exhibitor is permitted to show goods or services other than those manufactured or provided by his/her firm in the regular course of business. Exhibits related to employment or practice opportunities for non-profit organizations, governmental entities, or educational institutions may be accepted. No firm, organization, or individual not assigned tabletop space in the exhibit hall will be permitted to solicit business in any manner within the exhibit hall. Admission is not available to firms qualified to exhibit but not assigned space. Should the Mississippi Optometric Association fail to hold the exhibit as herein provided, or to furnish to the exhibitor the space herein described, it shall promptly refund to the exhibitor all sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of all loss or damages suffered by the exhibitor.

### 6) Safety Codes

The exhibitor assumes full responsibility for complying with city and hotel regulations concerning fire, safety, and health. It is understood that all exhibit material shall be flameproof and bottled gas or any other type of flame will not be permitted. All electrical displays and equipment must be wired in accordance with requirements.

### 7) Solicitation

All demonstrations and interviews must be conducted within the assigned tabletop space. All exhibitor-printed materials, souvenirs, and other articles must be distributed within assigned tabletop space. Absolutely no exhibitor will be allowed to distribute

printed materials, souvenirs, or other articles in or around the registration area, educational sessions, or exhibit hall entrance(s). Food and beverages, giveaways, and other promotional techniques may be utilized with prior authorization from the Mississippi Optometric Association.

A copy of all surveys to be distributed during the Mississippi Optometric Association Conference must be submitted to the Mississippi Optometric Association prior to April 30, 2025, for approval. Violation of that regulation may result in the eviction of an exhibitor.

### 8) Restrictions

The Mississippi Optometric Association reserves the right to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable. Exhibits that in the opinion of the Mississippi Optometric Association detract from the general character of the exhibit as a whole will be prohibited. In the event of an eviction, the Mississippi Optometric Association is not liable for any refunds. Exhibitors are not allowed to place furniture or displays in/on the aisle, or on the hotel walls.

### 9) Liability

Management will employ reasonable precautions for safe-guarding the exhibitor's property. Neither the Mississippi Optometric Association nor The Lodge will be liable for the loss or damage to property of the exhibitor or his/her representatives from theft, fire, accident, loss in transit, or other causes. Injury to persons, loss, or damage to property shall be the Mississippi Optometric Association's or The Lodge's liability only in cases of negligence. Exhibitor shall assume all liability for damage to the exposition facility by reasons of his/her exhibit and shall indemnify the Mississippi Optometric Association and The Lodge of all liability which might be ensured by reason of his/her exhibit or presence at the convention.

### 10) Admission

Exhibit hall admission is by official badge only. Exhibitors not wearing and unable to produce the original badge immediately upon request will be ejected from the exhibit hall. Two free registration badges are furnished to each exhibitor for each booth space rented. Additional badges must be purchased in advance or on-site for a \$25.00 registration fee. Only employees of exhibiting companies are permitted to wear exhibitor badges.

### 11) Regulations

These regulations are a part of the contract between the exhibitor and the Mississippi Optometric Association formulated in the best interest of the exhibitor for each booth/table space rented. Points not covered in this contract are subject to the decision of the Mississippi Optometric Association.

### 12) Payment and Refund Policy

**Refund Policy: All refund requests must be made in writing and may be emailed to: [membership@mseyes.com](mailto:membership@mseyes.com); faxed to 601.853.4408; or mailed to the following address: 141 Executive Drive, Suite 5, Madison MS, 39110.**

**Refunds will be given based on the following:**

- 30 days prior to the event, full refund minus a \$50 processing fee
- 20 days prior to the event, 50 percent refund
- 10 days prior to the event, 25 percent refund
- Less than 5 days prior to the event, no refunds can be made



# MOA Summer Convention

June 14-15, 2025

## The Lodge at Gulf State Park Exhibitor Contract

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Main Contact \_\_\_\_\_ Email \_\_\_\_\_  
Product \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Name Badge #1 \_\_\_\_\_ NB #2 \_\_\_\_\_  
Extra Name Badges as ordered: \_\_\_\_\_

### EVENT REGISTRATION

#### EARLY REGISTRATION (By April 30th)

- MOA Summer Trade Show, Sat June 14, 12:30-3 pm \$425.00
- Electricity at table for Trade Show \$110.00
- Extra Name Tags (each) \$25.00
- Fri exhibit, Sat breakfast, Sat exhibit \$1350.00

#### LATE REGISTRATION (May 1 - June 6)

- MOA Summer Trade Show, Sat June 14, 12:30 -3 pm \$465.00
- Electricity at table for Trade Show \$110.00
- Extra Name Tags (each) \$25.00
- Sat exhibit, Sun breakfast, Sun exhibit \$1400.00

#### Additional Convention Sponsorships

- Saturday Continental Breakfast Co-Sponsor \$1,500.00
- Saturday Lunch Co-Sponsor \$1,000.00
- MOA Board of Directors Break, Friday, June 13 \$400.00

TOTAL \$ \_\_\_\_\_

### CONVENTION EXPO LIABILITY INSURANCE

See insert for optional Expo Liability Insurance coverage.

As stated in the contract on page 3, you and/or your company are responsible for any claims or damages that result from your booth, product, or negligence on your part. We recommend you carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance would be in force during the lease dates of the event, June 14 - 15, 2025, naming Mississippi Optometric Association (141 Executive Drive, Suite 5, Madison MS 39110) as the certificate holder. The additional insureds would read as follows: Mississippi Optometric Association and The Lodge. We offer the above program if you do not already have the recommended general liability coverage. You are required to carry general liability coverage in force during the dates of the event, in order to participate in the Expo.

Please make checks payable to MOA and mail to (you may also fax the application, or register online at mseyes.com):  
141 Executive Drive, Suite 5 Madison, MS 39110 P - 601.853.4407 F - 601.853.4408

#### To pay by credit card

Type of card:  Visa  MasterCard  AMEX  Discover Total amount \_\_\_\_\_  
Name as it appears on the card \_\_\_\_\_  
Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV code \_\_\_\_\_  
Billing Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Phone \_\_\_\_\_  
If payment is for someone other than the cardholder, please identify to whom this payment is to be applied \_\_\_\_\_

Cardholder agrees to be bound by the terms of Mississippi Optometric Association's payment policies as stated on its Summer Convention brochure, contract, and registration form. Cardholder agrees to be responsible for late payment fees if payments are made after the registration deadline.

Date \_\_\_\_\_ Cardholder Signature \_\_\_\_\_