

# GWCO Congress 2019

# EXHIBIT BOOTH FORM

Fill out the form below and then complete your order on the next page.  
**Fax or mail form with your payment or go online at [www.gwco.org](http://www.gwco.org) to register.**





Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Contact E-mail \_\_\_\_\_

## STEP I. Enter exhibit booth information for GWCO Congress 2019

*Note: Date of receipt of application by show management will affect space assignment priorities. GWCO reserves the right to make booth assignments.*

| Booth Type  | Dimensions | Features   | 2018 Rate to 1/31/19 | Early Bird to 7/8/19 | Standard to 9/2/19 | ONSITE  |
|---|------------|--|----------------------|----------------------|--------------------|---------|
|  Standard                           | 10' x 10'  | Our most economical choice   | \$1,640              | \$1,705              | \$1,975            | \$2,730 |
|  Corner                             | 10' x 10'  | Attract attendees from two sides   | \$1,840              | \$1,975              | \$2,160            | \$3,080 |
| <b>SOLD</b>  Premium Entry (A-F)   | 10' x 20'  | Larger floor space. Impress attendees as they walk in the door           | \$3,150              | \$3,275              | \$3,715            | N/A     |
| <b>SOLD</b>  Platinum Island (G-H) | 20' x 20'  | Largest floor space. Open on all four sides. Food & Drink area adjacent. | \$4,725              | \$4,920              | \$5,350            | N/A     |
| Additional Representatives  |            | <b>\$100 each</b>  |                      |                      |                    |         |

**Booth Representatives:** (Two Name Badges per 10 Sq Ft)

Booth Rep Name \_\_\_\_\_

Cell \_\_\_\_\_ E-mail \_\_\_\_\_

Booth Rep Name \_\_\_\_\_

Cell \_\_\_\_\_ E-mail \_\_\_\_\_

**Please indicate your top three booth choices:** Refer to Exhibit Floor Plan at [www.gwco.org](http://www.gwco.org). We will do our best to accommodate you!

1st Choice  2nd Choice  3rd Choice

List companies you do NOT wish to be placed near: \_\_\_\_\_

Please indicate your door prize item: \_\_\_\_\_

What is your show special? \_\_\_\_\_

### Booth Category(s):

- |   |   |
|---|---|
| <input type="checkbox"/> Contact Lenses, Solutions & Accessories                                    | <input type="checkbox"/> Lenses, Laboratories & Related Services        |
| <input type="checkbox"/> Dispensing Equipment & Accessories   | <input type="checkbox"/> Office Practice Management, Service & Software |
| <input type="checkbox"/> Educational Organizations, Service Organizations, Institutions & Reference | <input type="checkbox"/> Referral/Surgical Center                       |
| <input type="checkbox"/> Pharmaceuticals & Nutritional Products                                     | <input type="checkbox"/> Insurance Services                             |
| <input type="checkbox"/> Examination Equipment, Instruments & Diagnostic Aids                       | <input type="checkbox"/> Vision Therapy/Low Vision Aids                 |
| <input type="checkbox"/> Frames, Sunglasses & Display   | <input type="checkbox"/> Miscellaneous/Other _____                      |

- **GWCO reserves the right to change booth assignments as deemed necessary for the benefit of the show.**
- **Exhibit booth space is non-refundable. If cancellation is deemed necessary please contact the GWCO office at 503-654-1062.**

**Indemnity and Limitation of Liability:** Applicant agrees to hold SBI Association Management (SBI), Great Western Council of Optometry (GWCO), and the Oregon Convention Center (Exhibition Facility) harmless for any and all liability for injuries, damages, and/or theft caused to its property or personnel or any member of the public by reason of its presence at the exhibition. In addition, SBI, GWCO, and the Exhibition Facility cannot be held liable for events beyond their control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism, or any other emergency making it inadvisable or impossible to hold the conference. Every effort will be made to inform participants as soon as possible of any cancellation to enable participants to cancel hotel and flight arrangements.

# GWCO Congress 2019

## ORDER FORM

### STEP 2. Select Your GWCO Congress 2019 Order Items

#### Book Advertising Opportunities-

|                      | Registration Book          | Onsite Manual                   | Both Books (20% Discount)  |
|----------------------|----------------------------|---------------------------------|----------------------------|
| Front Cover & Footer | <b>NO LONGER AVAILABLE</b> | <input type="checkbox"/> \$1850 | <b>NO LONGER AVAILABLE</b> |
| Back Outside Cover   |                            | <input type="checkbox"/> \$1250 |                            |
| Full Page Inside     |                            | <input type="checkbox"/> \$1250 |                            |
| 1/2 Page Inside      |                            | <input type="checkbox"/> \$630  |                            |
| 1/4 Page Inside      |                            | <input type="checkbox"/> \$350  |                            |
| 1/8 Page Inside      |                            | <input type="checkbox"/> \$175  |                            |

#### Signage Opportunities-

|  |             |
|--|-------------|
| <input type="checkbox"/> 3'x6' Panel Sign (on floor stand) <b>SOLD</b> | \$1000      |
| <input type="checkbox"/> Floor Decal                                   | \$200/sq ft |
| <input type="checkbox"/> Logo Gobo                                     | \$1200      |
| <input type="checkbox"/> Water Cooler Station Sign                     | \$1600      |

#### Electronic Opportunities-

|   |        |
|---|--------|
| <input type="checkbox"/> Mobile App Splash Screen <b>SOLD</b>     | \$6000 |
| <input type="checkbox"/> Wireless Internet Connection <b>SOLD</b> | \$6500 |
| <input type="checkbox"/> Invitation & Confirmation Email Sponsor  | \$4000 |
| <input type="checkbox"/> Customized Email to Attendees            | \$500  |
| <input type="checkbox"/> Overhead Digital Display <b>SOLD</b>     | \$2000 |
| <input type="checkbox"/> Featured Exhibitor Listing               | \$125  |

#### Event Opportunities-

|   |               |
|---|---------------|
| <input type="checkbox"/> AM or PM Refreshment Break                     | \$2850        |
| <input type="checkbox"/> Thursday or Friday Lunch Seminar <b>SOLD</b>   | \$10,000      |
| <input type="checkbox"/> Branding Seminar (Thu, Fri or Sat) <b>SOLD</b> | \$1500-\$7200 |
| <input type="checkbox"/> Presidents' Council <b>SOLD</b>                | \$6000        |
| <input type="checkbox"/> Welcome Reception <b>SOLD</b>                  | \$10,000      |
| <input type="checkbox"/> Exhibit Hall Entertainment/Games               | \$5000        |
| <input type="checkbox"/> Exhibit Hall Massage                           | \$1500        |
| <input type="checkbox"/> Exhibit Hall Ribbon Cutting <b>SOLD</b>        | \$10,000      |
| <input type="checkbox"/> Presidential Reception <b>SOLD</b>             | \$10,000      |

#### Student Opportunities-

|  |               |
|--|---------------|
| <input type="checkbox"/> Student Travel Grants     | \$1000-\$5000 |
| <input type="checkbox"/> Student Lunch <b>SOLD</b> | \$6000        |

#### Giveaway Opportunities-

|  |        |
|--|--------|
| <input type="checkbox"/> 1000 Calendars                      | \$600  |
| <input type="checkbox"/> 1000 Promotional Pens               | \$600  |
| <input type="checkbox"/> 1000 First Aid Pouches              | \$1000 |
| <input type="checkbox"/> 1000 Lip Balms                      | \$1000 |
| <input type="checkbox"/> 1000 Luggage Tags                   | \$1000 |
| <input type="checkbox"/> 1000 Tissue Packs                   | \$1000 |
| <input type="checkbox"/> 300 Hotel Key Cards                 | \$1000 |
| <input type="checkbox"/> 1000 Sanitizer Sprays               | \$1000 |
| <input type="checkbox"/> 1000 Water Bottles                  | \$1600 |
| <input type="checkbox"/> 1000 Notepad & Pen Sets <b>SOLD</b> | \$2000 |
| <input type="checkbox"/> 1000 Trail Mix Bags                 | \$2000 |
| <input type="checkbox"/> 1000 Snack Mix Bags                 | \$2000 |
| <input type="checkbox"/> 1000 Waterproof Phone Bags          | \$2000 |
| <input type="checkbox"/> 1300 Thank You Cards                | \$2000 |
| <input type="checkbox"/> 1500 Name Badges <b>SOLD</b>        | \$3200 |
| <input type="checkbox"/> 500 Umbrellas                       | \$3500 |
| <input type="checkbox"/> 1000 Coffee Tumblers                | \$5000 |
| <input type="checkbox"/> 1300 Congress Totes                 | \$5000 |

#### Discount Packages-

|  |        |
|--|--------|
| <input type="checkbox"/> Wow Package   | \$3000 |
| <input type="checkbox"/> Super Package | \$4200 |
| <input type="checkbox"/> Hero Package  | \$5400 |

#### Exhibit Booth-

|  |    |
|--|----|
| <input type="checkbox"/> Standard Booth (complete exhibit booth form)        | \$ |
| <input type="checkbox"/> Corner Booth (complete exhibit booth form)          | \$ |
| <input type="checkbox"/> Premium Entry Booth (complete exhibit booth form)   | \$ |
| <input type="checkbox"/> Platinum Island Booth (complete exhibit booth form) | \$ |

### STEP 3. Enter Your Payment Information

Total Enclosed: \$ \_\_\_\_\_

☐ Check (made payable to GWCO)

☐ Visa

☐ MasterCard

☐ AMEX

☐ Discover

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

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

Card No \_\_\_\_\_ Exp Date \_\_\_\_\_ Validation Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

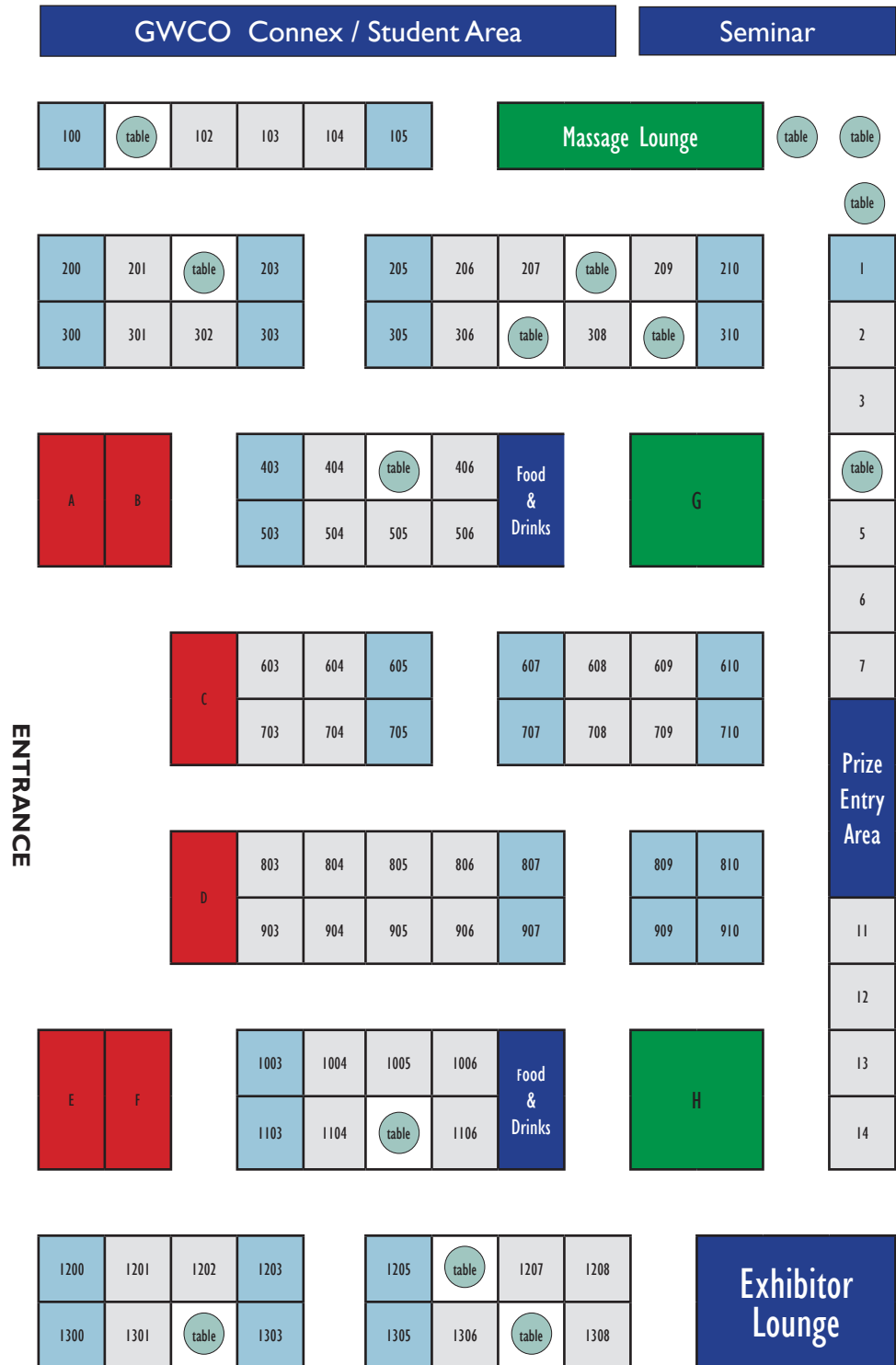
Complete this form and return to the GWCO office or register online at [www.gwco.org](http://www.gwco.org).

NOTE: Payments are non-refundable. If cancellation is deemed necessary please contact the GWCO office at 503-654-1062.

2150 N 107th St, Ste 205, Seattle, WA 98133 • Email: [gwco@gwco.org](mailto:gwco@gwco.org) • Phone: 503-654-1062 • Fax: 503-882-4851

# GWCO CONGRESS 2019

## Exhibit Hall Marketplace



Booths A-F are larger 10' x 20' Premium Booths  
 Booths G-H are 20' x 20' Platinum Island Booths  
 Standard Booths are 10' x 10'  
 Corner Booths are 10' x 10'

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 please contact the GWCO office 503.654.1062 as soon as possible.

The 2019 GWCO Exhibit Hall theme is Super Heros. Decorate your booth along with the theme for a chance to win a discount on your GWCO Congress 2020 exhibit booth.