



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

THERAPY BY THE SEA

October 11-13, 2019

New Location!

Hard Rock Hotel & Casino
1000 Boardwalk Atlantic City, NJ

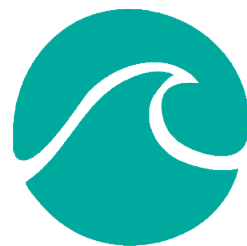
Exhibit hall open Friday and
Saturday (10/11 + 10/12)

Exhibit spaces available on a
first come, first served basis



EXHIBITOR REGISTRATION

Therapy by the Sea 2019



THERAPY BY THE SEA
LEARN | NETWORK | SUCCEED

The NJSOP cordially invites you to participate at this year's *Therapy by the Sea 2019* (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!

Exhibit Booth Information

- Exhibit Hall hours are Friday 10/11, (set up beginning at 12:30 pm) from 3 pm - 7 pm; Saturday 10/12 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 is attached. Form must be submitted to the NJSOP along with your Exhibitor Application. Electrical Service applications will be submitted to Hard Rock Hotel & Casino. Hard Rock Accounting department will contact the person listed on the form for payment.

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 \$100 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 6/1) or \$1,900 (after 6/1)

☐ Extra meal passes, \$100 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 2019*

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.

- | | |
|---|---|
| <input type="checkbox"/> Friday Welcome Reception | <input checked="" type="checkbox"/> Saturday Reception |
| <input checked="" type="checkbox"/> Saturday Breakfast | <input checked="" type="checkbox"/> Sunday Breakfast |
| <input type="checkbox"/> Saturday Lunch | <input type="checkbox"/> 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.njtbtts.com):

- | | | |
|--|---|---|
| <input type="checkbox"/> Biotechnology | <input type="checkbox"/> Ocular Nutrition | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Contact Lens | <input type="checkbox"/> Ophthalmic Instruments | <input type="checkbox"/> Optical |
| <input type="checkbox"/> Financial/Practice Management | <input type="checkbox"/> Low Vision | |
| <input type="checkbox"/> Optometric Referral Centers | <input type="checkbox"/> Vision Therapy | |

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

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! For reservations call: 609-449-1000. Use **Group Code: GNJSOP9** to receive the discounted room rate of \$149 for Run of the House room category. Reservation cut-off date is September 11, 2019. Guests can also book reservations online by visiting <https://hardrockhotelatlanticcity.com> and inputting promo code: **GNJSOP9**. 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 2019* 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 2019 Therapy by the Sea Convention. Complete rules and regulations are located on our website at <http://www.njsop.org> - Click on the Therapy by the Sea event link.

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 June 1, 2019) or \$1,900 (after June 1, 2019).

Partnership Program Diamond Level: \$15,000

Includes all Gold Level benefits plus...

- Exhibit placement at Summer CE;
- Advance copy of the attendee lists for all four events;;
- Two additional e-blasts to NJSOP members (4 total);
- Full page ad space in the NJSOP E-Newsletter & Magazine;
- Additional corporate stuffer included with NJSOP dues mailing (total of two times per year);
- Two additional posts on the NJSOP Facebook page (5 total)
- Opportunity to have your company introduced prior to a morning or afternoon session at Therapy by the Sea.

Partnership Program Silver Level: \$5,000

Includes all Bronze Level benefits plus...

- Exhibit placement Winter CE;
- Advance copy of the attendee lists for both events;
- One-time quarter-page advertisement in the NJSOP magazine, Eye on New Jersey;
- Corporate E-blast to NJSOP members once per year;
- An additional post on the NJSOP Facebook page;
- Recognition & company plaque awarded at Therapy by the Sea recognition function.

Partnership Program Gold Level: \$10,000

Includes all Silver Level benefits plus...

- Exhibit placement at the Managed Care Program;
- Advance copy of the attendee lists for all three events;
- One meeting with the NJSOP Board of Directors;
- An additional e-blast to NJSOP members (2 total);
- Larger ad space in the NJSOP E-Newsletter & Magazine;
- Corporate stuffer included with NJSOP dues mailing, once per year;
- An additional post on the NJSOP Facebook page.

Partnership Program Bronze Level: \$3,000

- Exhibit placement at Therapy by the Sea (TBTS);
- Corporate e-mail blast to NJSOP members once per year;
- One-time Quarter page ad in the NJSOP E-Newsletter;
- One Sponsored post on the NJSOP facebook page;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the state;
- Web link to company's website from www.njsop.org.

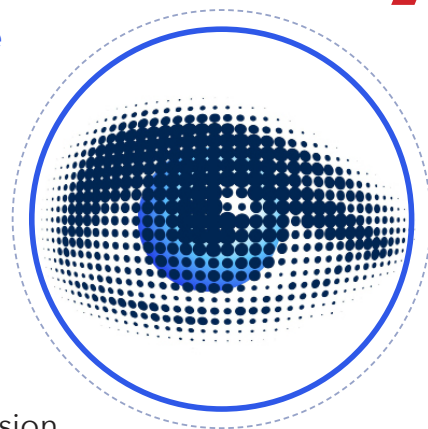
SEE WELL BE WELL

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 13, 2019 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 **September 1st** as follows: Logos for t-shirts will be printed only in one color and should be submitted as high resolution (clean) JPEG, EPS, or PDF files.

Low resolution files cannot be accepted.
(2018 5k shirt pictured, left)

Thank you for your support

SUNDAY, OCTOBER 13, 2019 | 7:30 AM
BOARDWALK AT HARD ROCK HOTEL
ATLANTIC CITY, NJ

To Benefit The Richard J. Favreau, OD Health Foundation



APPLICATION FOR ELECTRICAL SERVICE

Name of Convention: NJSOP Therapy By the Sea		Function Dates: Fri – Sat Oct. 11-12, 2019
Exhibiting Firm:		
Street:	Phone:	
City:	State:	Zip:
Authorized By:	Title	Date:

EXHIBITORS – Please complete this form and send back to NJSOP along with your Exhibit Application. NJSOP will forward this form to Hard Rock. Hard Rock Accounting will call the contact person listed above for payment.

<div style="display: flex; justify-content: space-between; padding: 5px;"> Back of Booth </div> <div style="display: flex; justify-content: space-between; padding: 5px;"> Left Right </div> <div style="display: flex; justify-content: center; padding: 5px;"> Aisle </div>	
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Please indicate location of equipment, electrical service, and any other pertinent information.

1. _____
2. _____
3. _____

• Do you require 24 hours service? Yes No

AVAILABLE SERVICES	Qty	ADVANCE PAYMENT FOR SERVICE + 7% SALES TAX	DAY OF LOAD-IN PAYMENT FOR SERVICE + 7% SALES TAX
120 VAC 500W Maximum Single Receptacle		\$ 70.00 + \$ 4.90 = \$ 74.90	\$ 105.00 + \$ 7.35 = \$ 112.35
120 VAC 500W Single Receptacle (50 or more)		\$ 60.00 + \$ 4.20 = \$ 64.20	\$ 90.00 + \$ 6.30 = \$ 96.30
120 VAC 20 Amps 1800W with Quad Box		\$ 80.00 + \$ 5.60 = \$ 85.60	\$ 120.00 + \$ 8.40 = \$ 128.40
120/208 20 Amps Single Phase		\$ 95.00 + \$ 6.65 = \$ 101.65	\$ 142.50 + \$ 9.98 = \$ 152.48
120/208 30 Amps Single Phase		\$ 100.00 + \$ 7.00 = \$ 107.00	\$ 150.00 + \$ 10.50 = \$ 160.50
120/208 60 Amps Single Phase		\$ 105.00 + \$ 7.35 = \$ 112.35	\$ 157.50 + \$ 11.03 = \$ 168.53
120/208 20 Amps Three Phase		\$ 100.00 + \$ 7.00 = \$ 107.00	\$ 150.00 + \$ 10.50 = \$ 160.50
120/208 30 Amps Three Phase		\$ 105.00 + \$ 7.35 = \$ 112.35	\$ 157.50 + \$ 11.03 = \$ 168.53
120/208 60 Amps Three Phase		\$ 120.00 + \$ 8.40 = \$ 128.40	\$ 180.00 + \$ 12.60 = \$ 192.60
277/480 30 Amps Three Phase (Arena only)		\$ 195.00 + \$ 13.65 = \$ 208.65	\$ 292.50 + \$ 20.48 = \$ 312.98

RENTAL ITEMS:

10' Extension Cord		\$ 20.00 + \$ 1.40 = \$ 21.40
25' Extension Cord		\$ 30.00 + \$ 2.10 = \$ 32.10
6 Outlet Power Strip		\$ 50.00 + \$ 3.50 = \$ 53.50
6 Outlet Surge Protector		\$ 50.00 + \$ 3.50 = \$ 53.50
Cube Tap		\$ 5.00 + \$ 0.35 = \$ 5.35
Spot Light (Arena only)		\$ 20.00 + \$ 1.40 = \$ 21.40

PLEASE NOTE: ANY LABOR ABOVE THE PRIMARY CONNECTION WILL BE CHARGED AT \$65.00 PER HOUR - MINIMUM ONE (1) HOUR. 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 or 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 fusible 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

IMPORTANT NOTICE TO EXHIBITORS ON THE NEXT PAGE

NOTICE TO EXHIBITORS

1. Under no circumstances shall anyone other than HARD ROCK ENTERTAINMENT ELECTRICIANS make electrical connections
2. Wall, column and permanent building utility outlets are not a part of the booth space and are not to be used by exhibitors to be used by exhibitors.
3. All flexible cords shall be 3-wire unless the cord is a component part of an assembly which is specifically approved.
4. Electrical Code requires that any extension cord in a booth have mechanical protection from abrasion. If such protection is not supplied by Exhibitor, it can be provided at an additional charge.
5. Under no circumstances will any electrical cords be run under carpet.
6. Credit will not be given for electrical service installed and not used.
7. HARD ROCK ATLANTIC CITY reserves the right to refuse hookup of any electrically unsound equipment.

STANDARD CONDITIONS FOR EXHIBITS AND DISPLAYS

NON -FLAMMABLE MATERIALS: All materials used in the Exhibit Hall, Ballrooms, Meeting Rooms, or any other room of the Hotel MUST be non-flammable to conform with the Fire Regulations of the State of New Jersey and the City of Atlantic City. Exhibitors having said materials MUST have available for inspection a "Certificate of Flame-proofing" while attending the trade show. Electrical wiring and equipment must conform to the National Electrical Code and the Electrical Code of Atlantic City. Material not conforming with such regulations will be removed immediately at the Exhibitor's expense. Engines, motors, or any kind of equipment may be operated only with the consent of the HARD ROCK ENTERTAINMENT PRODUCTION MANAGER.

- **RIGGING:** Any hanging of signs, banners, or other materials which require attachment to the Building, must be done by HARD ROCK personnel.
- **FOOD AND BEVERAGE GIVEAWAYS:** The HARD ROCK ATLANTIC CITY must be notified of any food or beverage dispensed or given away at individual exhibit booths. Food and beverage may be purchased directly from the Catering Department with notice.
- **SPECIAL NOTICES:** No nails or bracing wires used in erection of displays may be attached to the building without the written consent of the HARD ROCK Production Manager. All property destroyed or damaged by Exhibitors must be replaced to its original condition by the Exhibitor or at the Exhibitor's expense.
- **MOVE-IN / MOVE-OUT:** All exhibitors are required to load-in and out exhibits through the Pennsylvania Avenue Loading Dock. Under no circumstances will the exhibitor be allowed to move in or out through the Hotel Lobby or Porte Cochere area.
- **LIABILITY:** Hard Rock Atlantic City will not be responsible for any injury, loss or damage that may occur to the Exhibitor, the Exhibitor's employees or property, or to any other person, prior, during, or subsequent to the period covered by the exhibit contract; providing said injury, loss, or damage is not caused by the willful negligence or wrongful act of any employee of the Hotel. Each Exhibitor expressly releases the Hotel from such liabilities and agrees to indemnify the Hotel against any and all claims for such injury, loss or damage.
- **INSURANCE:** Exhibitors who desire to carry insurance on their exhibits must place it at their own expense.
- **STORAGE:** The Hotel has no facilities for the storage of exhibits.

ALL BOOTH FURNITURE - I.E. CHAIRS, TABLES, ETC., MUST BE ORDERED THROUGH THE OFFICIAL EXHIBIT DECORATOR.

THE HOTEL RESERVES THE RIGHT TO IMMEDIATELY CLOSE ANY EXHIBIT THAT IS NOT IN CONFORMANCE WITH THESE REGULATIONS.