Massachusetts 2020
Annual Education Conference
March 21-22, 2020

Naismith Memorial
Basketball Hall of Fame
Springfield, Massachusetts

MASSACHUSETTS SOCIETY OF OPTOMETRISTS
Massachusetts 2020
Annual Education Conference

Saturday, March 21, 2020

7:00 - 8:00 a.m. .......... Registration & Continental Breakfast
7:00 - 8:00 a.m. .................. Exhibit Hall Opens
8:00 - 10:00 a.m. .............. Continuing Education
10:00 - 10:15 a.m. .......... Morning Break, Exhibit Hall Open
10:15 - 12:15 p.m. .......... Continuing Education
12:15 - 1:15 p.m. ............ Exhibit Hall Opens and Lunch
1:15 - 3:15 p.m. .............. Continuing Education
3:15 - 3:30 p.m. .............. Afternoon Break, Exhibit Hall Open
3:30 - 5:30 p.m. .............. Continuing Education

5:30 – 7:00 p.m. Cocktail Reception in Exhibit Hall

Sunday, March 22, 2020

7:00 - 8:00 a.m. .......... Registration & Continental Breakfast
7:00 - 8:00 a.m. .................. Exhibit Hall Opens
8:00 - 10:00 a.m. .............. Continuing Education
10:00 - 10:15 a.m. .......... Morning Break, Exhibit Hall Open
10:15 - 12:15 p.m. .......... Continuing Education
12:15 - 1:15 p.m. ............ Exhibit Hall Opens and Lunch
1:15 - 3:15 p.m. .............. Continuing Education
3:15 - 3:30 p.m. .............. Afternoon Break, Exhibit Hall Open
3:30 - 5:30 p.m. .............. Continuing Education
Be a sponsor or Exhibitor!
The Massachusetts Society of Optometrists invites you to sponsor or exhibit at the Massachusetts 2020 Annual Education Conference on March 21-22, 2020. You will have an opportunity to reach the largest group of active eye care professionals in Massachusetts and engage with them before, during, and after the meeting. The event will be held at the Basketball Hall of Fame in Springfield, Massachusetts. This venue can accommodate 300 optometrists. The exhibit hall will be open on both Saturday and Sunday. The projected attendance is 250 optometrists from Massachusetts and the surrounding states throughout New England. Optometrists from Maine, New Hampshire, Vermont, Connecticut, Rhode Island, New York and New Jersey are expected to be in attendance. This is a premier opportunity to display and demonstrate your products and equipment, discuss your services and to be present among other leaders in the eye care industry.

Come see all that Springfield has to offer!
The Basketball Hall of Fame is a 9 minute walk to the MGM Springfield Casino. Amenities at MGM include a luxe steakhouse, an Italian restaurant and 4 bars, plus a Starbucks cafe and an informal food hall. As well as the Casino, shopping, a Simulated Golf Course, Regal Cinemas, TAP Arcade & Bowling, and Spa and Fitness Center. Parking is available.

Reserve your Exhibit Space Now!
Exhibit spaces are available on a first come first serve basis. Please submit your sponsorship or exhibitor registration form and payment before December 31, 2019 to take advantage of our early bird discount.
SPONSORSHIP OPPORTUNITIES

MSO First Annual Education Conference

Saturday, March 21, 2020 - Sunday, March 22, 2020

ALL STAR LEVEL
First selection of desired booth location.
Event Sponsor - $5,000

• Includes 16 Exhibiting Hours
• A speaking opportunity before all attendees at the Saturday Evening Social Event
• Includes Sponsorship of Breakfast or Lunch on Saturday or Sunday (First Available)
• Recognition on Electronic Signs, Sponsorship Boards and Advertisements
• Choice of a premier exhibitor booth location with two chairs
• Complimentary electricity
• Hospitality Suite
• 4 Badges for the Exhibit Hall
• Exclusive welcome bag
• Flash drive with Attendee list
• Two Promotional items or flyers for the attendee bags

NBA LEVEL
First selection of desired booth location.
Event Sponsor - $2,500

• Includes 16 Exhibiting Hours
• Includes Sponsorship of a morning or afternoon break on Saturday or Sunday (First Available)
• Recognition on Electronic Signs, Sponsorship Boards and Advertisements
• Choice of a premier exhibitor booth location with two chairs
• Complimentary electricity
• Hospitality Suite
• 3 Badges for the Exhibit Hall
• Exclusive welcome bag
• Flash drive with Attendee list
• One Promotional item or flyer for the attendee bags

*For booth locations, please see the chart on page 5
Massachusetts 2020
Annual Education Conference
Sponsor & Exhibitor Information
Saturday, March 21, 2020 - Sunday, March 22, 2020

The exhibit booths are located on the concourse of the Basketball Hall of Fame. Each Exhibit area comes with a 6ft. vendor table and 2 chairs each. There is an additional charge for electrical requirements. If you plan to have more than two representatives at this event please contact the MSO office at 508-875-7900.

Shipping Information
Basketball Hall of Fame will not accept packages greater than two hundred pounds prior to load-in at the event and must arrive between March 18-20, 2020. Basketball Hall of Fame is not responsible for any Event related packages shipped to the premises. All returns must be packaged and labeled by vendor. Deliveries sent to the premises Must be addressed as follows:

Basketball Hall of Fame
Attn: MSO Conference
Josh Belliveau
1000 Hall of Fame Avenue
Springfield, MA 01105

Installation
Booths will be available to exhibitors/sponsors for set up on Friday, March 20, 2020 between 6:00-8:00pm and after 6:00 a.m. on Saturday, March 21, 2020. Displays must be ready for showing in time for the morning registration at 7:00 a.m. or 10:00 a.m. at the latest for break time.

Protection of Basketball Hall of Fame Property
Only freestanding, temporary decorations are allowed. Decorations may not be stuck, stapled, pinned or attached in any way to any part of the Premises. Glitter, candles, confetti, and fog are not allowed. No adhesive tape may be used on the floor, walls, doors or windows of the Premises. Wires may not be covered with duct tape, but rather must be strung over the tops of booths. Any costs incurred by BHOF for the removal of such items will be charged to the exhibitor/sponsor.

Cancellations and Indemnifications
The MSO must be notified in writing of any cancellation. There is a $100 administrative fee for all cancellations received by January 1st. There are no refunds after that date. The exhibitor agrees to protect, indemnify and hold harmless the MSO, its officers, directors, members and staff from any and all liability, loss, damage and expense resulting from the exhibitors/sponsors use of the exhibition space. This agreement and rights herein granted to the exhibitor may not be assigned, sublet otherwise disposed of by the exhibitor without the written permission of the MSO. In the event of the cancellation due to fire, strikes, government regulations, or other causes beyond the MSO’s control, the MSO shall not be held liable for the failure to hold the conference and exhibit as scheduled, and the MSO shall determine the amount of the exhibit fees, if any, to be refunded.
Sponsor/Exhibitor Registration Form
Massachusetts 2020
Annual Education Conference
Naismith Memorial Basketball Hall of Fame
Springfield, MA

The Massachusetts Society of Optometrists is hereby authorized to reserve exhibit space for our company at the Massachusetts 2020 Annual Education Conference to be held on March 21-22, 2020 at Naismith Memorial Basketball Hall of Fame in Springfield, MA. All correspondence will be directed to the individual listed below.

Company: ________________________________
Address: ________________________________ City/State/Zip: __________________
Contract Contact: __________________________ Title: ___________________________
Phone: ___________________________ Ext. __________ Fax: ___________________________
Email: ________________________________

Convention Contact: __________________________ Title: ___________________________
Phone: ___________________________ Ext. __________ Fax: ___________________________
Email: ________________________________

Products to be displayed:

Company Name for Booth: ___________________________

Are there any type of exhibitors that you do not wish to be next to?
Booth Choice #1: ___________________________ Booth Choice #2: ___________________________

EXHIBITOR OPTIONS AND REQUIREMENTS

Booth Price: □ Before December 31, 2019: $1,500 single space  □ After December 31, 2019: $2,000 single space

□ Electricity: $100.00 – Both days for Exhibitors. Complimentary for Sponsor Level.

□ Attendee Bags: For an additional $100, you can include a promotional item or flyer in the attendee bags.

Company Name for Badges: ___________________________

Exhibit Staff: All exhibitors must always wear a badge provided by the MSO with their name and company name. Exhibit fee includes two exhibit staff. Please indicate names of all staff in the space provided below. Additional staff will be charged at the rate of $60.00 each. If you have additional staff, please contact the MSO office at 508-875-7900.

1. ___________________________ Email: ___________________________
2. ___________________________ Email: ___________________________

Booth Space will not be accepted or held without payment and registration form.

Sponsor/Exhibitor Opportunities
□ All Star Event Sponsor - $5,000
□ NBA Event Sponsor - $2,500
□ Exhibitor (Early Bird) - $1,500
□ Exhibitor - $2,000
□ Electricity - $100
□ Attendee Bag - $100
□ Extra Exhibitor(s) @ $60/pp

PAYMENT

Full payment must accompany MSO Sponsor/Exhibitor space contracts. Make checks payable to MSO. The Sponsor/Exhibitor understands and agrees that this application is subject to the conditions outlined on the contract for the sponsor/exhibitor space.

□ Check □ Credit Card
Card Number: ___________________________ Exp. Date: ___________________________
CVV Code: ___________________________ Name on Card: ___________________________
Zip Code: ___________________________ Signature: ___________________________