



WYOMING OPTOMETRIC  
ASSOCIATION

## Exhibitor Information

Thank you for participating in the WOA Winter Conference! We value your support. Please contact Kari Cline, 307-640-6157, [kari@seethewest.org](mailto:kari@seethewest.org) with any questions.

### BOOTH/TABLE SPECIFICATIONS

WOA will provide and arrange for the set up of an 6' skirted table in the Exhibitor space. Each exhibit must be confined to the spatial limits of its respective space. **Signage is the responsibility of the exhibitor.** Each table space will have access to standard voltage power, however, extension cords may be required and are the exhibitor's responsibility.

### BOOTH OPPORTUNITIES

\$500.00- provides one table/space. Includes one 6" skirted table, electricity access, two chairs.

### TABLE SET-UP & BREAK DOWN

You will be responsible for the set up and break down of your booth/table and all materials. WOA and the hotel will be onsite to assist in providing directions for table locations and answer questions. You will receive a map with booth assignments when you arrive. WOA and the hotel will not be responsible to help load in or out your materials or equipment. If you have materials shipped or concerns about heavy equipment please make arrangements directly with the hotel.

#### Exhibit Hall Times

Thursday, January 20, 2022

4:00pm Set Up

6:00pm-9:00pm **Exhibits open**

Friday, January 21, 2022

9:30-10:15am **Exhibits Open**

4:00-4:45pm **Exhibits Open**

Saturday, January 22, 2022

9:30-10:15am **Exhibit Open**

## EXHIBIT STORAGE

If you will require assistance with transportation and/or storage of freight, you are responsible for making the necessary arrangements through the hotel. WOA will not be responsible for your materials or equipment while exhibiting during our Conference.

### **To make shipping, set up, or storage arrangements:**

Amee Lee, Director of Sales & Marketing  
Ramkota Hotel & Conference Center  
307-266-6000 ext. 656  
alee@ramkotacasper.com

## ADVERTISING

Advertising in the 2022 Conference Brochure is a cost-effective way to reach attendees and increase your marketing efforts. The 8 ½" by 5 ½" brochure, included in all registration packets, will include the itinerary of meetings, educational offerings, social events, speaker biographies, and other important information. The combination of exhibiting and advertising provides the perfect opportunity to project your organization's image and show your involvement in the field of Optometry.

Advertising Fee: Full page inside	8 ½" x 5 ½"	\$300.00
Half page inside	4" x 5 ½"	\$175.00

All ads should be sent in a .jpg format and should be sent to: kari@seethewest.org

**All ads must be received by January 10, 2022.** Email your submission to: kari@seethewest.org

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

In preparing for our 2022 WOA Winter Conference, we would like to give you an additional opportunity to show your support for Optometry and make your company visible. Sponsoring is a wonderful way for exhibitors to gain additional notoriety from convention attendees. Your company's name is spotlighted during the sponsored event, and special thanks are given in conference publications.

There are many different levels of sponsorship available, each for different events. **All sponsorships will be filled on a FIRST COME FIRST SERVED BASIS.** Listed below are the different types, with a brief description.

- *\$3000 Welcome Reception (limited to one sponsor):* Your company will be spotlighted in conference materials, at the event you will have special signage, and a 5 minute speaking opportunity before Friday am lecture.
- *\$1000 Break (limited to one sponsor per break, 3 total available)* Your company will be spotlighted in the conference materials and will get a 2 minute speaking opportunity before the break.
- **Other: We are looking for registration packet materials (ie: bags, pens, notepads, etc).** If your company would like to donate these please contact Kari Cline, 307-640-6157 or kari@seethewest.org