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Sunday November 7, 2010

Embassy Grand Convention Centre  
8800 The Gore Road  
Brampton | Ontario | Canada

**exhibitor's booth registration and  
conference sponsorship package**

**34<sup>th</sup> Bi-Annual Continuing Education Seminar and  
Optifair Canada Trade Show**



**ALL 3 O's  
Under the  
Same Roof**

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*Presented by*

**The Academy of Ophthalmic Education**  
A Division of The Khan Group Inc.

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## *Welcome potential exhibitor...*

The Academy of Ophthalmic Education is proud to announce our upcoming 34<sup>th</sup> Bi-Annual Optifair Canada Trade Show running concurrently with our Continuing Education Seminar on Sunday November 7, 2010 at the Embassy Grand Convention Centre in Brampton, Ontario. The Embassy Grand is a brand new facility that will easily accommodate our large turnout and its centralized location is easily accessible by highway.

Now is your chance to exhibit in the largest optical trade show in Canada and the only show in North America that hosts all three "O's," (ophthalmologists, optometrists and opticians) along with their sales and support staff, under the same roof. Our convenient one-day format is the best value in the industry where you have the opportunity to showcase your products and services and reach a large portion of your target market. Our floor plan design ensures that every booth is in a premium location with high traffic flow. Our highly experienced convention-approved providers will be on-site and readily available during your set-up to assist you and the exhibit's hall is easily accessible from the loading dock.

Give your company even more exposure by becoming a sponsor. Sponsorships range from lecture spots in our main programs, breakfast and lunch sponsorships, etc. and we also include your company's logo on all of our mailings, programs and floor plans. Our trade shows and seminars are extensively advertised through our mailings, newsletters, fax campaigns and through our website. With the generous support and sponsorship of industry suppliers throughout the years, we have been able to maintain the most competitive continuing education enrollment fees in the industry.

## trade show **INFORMATION**

**Sunday November 7, 2010 | 9:30 am to 4:30 pm**

### **Embassy Grand Convention Centre**

8800 The Gore Road | Brampton | Ontario | Canada | L6P 0B1  
Highway 7 and Highway 427

T. 905.794.9588 | F. 905.794.9910 | W. [www.infinityeventgroup.ca](http://www.infinityeventgroup.ca)

### **Set-Up Time:**

Sunday November 7, 2010 from 6:00 am to 9:00 am

### **Dismantling Time:**

Sunday November 7, 2010 starting at 4:30 pm

## **INCLUDED WITH ALL 8 x 10 SQUARE FOOT BOOTHS**

- Fully partitioned and silk draped booth space
- One fully dressed and skirted table with two chairs
- Continental breakfast served in the lobby starting at 7:00 am
- Two complimentary hot-buffet lunch tickets (coffee and soft drinks included)
- Morning and afternoon coffee breaks
- Name badges for your representatives
- Your company's name and booth number on our floor plan

Electrical power is **NOT** included with booths. Power can be pre-ordered through our convention-approved provider at an additional charge

# SPONSORSHIP OPPORTUNITIES <sup>conference</sup>

## BRONZE SPONSORSHIP - \$3,000.00

- Sponsorship announcement and logo placement in all our conference mailings and promotional materials
- An additional four lunch tickets

## GOLD SPONSORSHIP - \$10,000.00

- Sponsorship announcement and logo placement on the front page of our conference mailings and promotional materials
- A double booth (8' x 20') in our trade show
- One of the day's coffee breaks credited to your company
- Placement of three display banners in the lecture and exhibits halls (sponsor is responsible for producing and hanging the banners)

## SILVER SPONSORSHIP - \$5,000.00

- Sponsorship announcement and logo placement in all our conference mailings and promotional materials
- An additional four lunch tickets
- Four complimentary seminar registration forms
- Placement of two display banners in the lecture and exhibits halls (sponsor is responsible for producing and hanging the banners)

## DIAMOND SPONSORSHIP - \$15,000.00

- Standalone sponsorship announcement and logo placement on the front page of our conference mailings and promotional materials
- A freestanding pavilion booth (16' x 20') in our trade show with special positioning in the exhibits hall
- An additional eight lunch tickets
- 16 complimentary seminar registration forms
- Lunch will be credited to your company
- Placement of four display banners in the lecture and exhibits hall (sponsor is responsible for producing and hanging the banners)

### Other Available Sponsorships

Coffee break (two sponsorships available)	\$2,000.00 each
Breakfast (one sponsorship available)	\$5,000.00
Lunch (one sponsorship available)	\$15,000.00 each
Lecture spot in the main program	\$3,000.00 each
Posters/banners in exhibits hall (to be provided by the sponsor)	\$300.00 each
Special mailing enclosure	\$1,000.00 per mailing
Insertion of promotional material into seminar registration packages	\$150.00 per insert
Seminar supplies, including conference bags, pens, notebooks, lanyards, etc.	Please enquire

# ACCOMMODATIONS <sup>hotel</sup>



**\$129.95/night-standard room** plus tax  
Hot Buffet Breakfast, Parking, High Speed Internet and Local Calls Included!

**6100 Highway 7 | Woodbridge | Ontario | L4H 0R2**

Front Desk Reservations: 905.851.1510

Website: [www.hiexvaughan.com](http://www.hiexvaughan.com)

Quote Group Code

**AOE**

Group Rate Cut-Off  
Date is Wednesday  
September 22, 2010

Conveniently located only 3 km from our venue at Highway 7 & Highway 27

# REGISTRATION FORM <sup>exhibitor's</sup>



Sunday November 7, 2010 ■ Embassy Grand Convention Centre ■ Brampton | Ontario

Company's Name - as it will appear in our programs and floor plans

Address

City

Province

Postal Code

Telephone

Fax

Contact Name

Email Address

## BOOTH RENTAL FEES AND OPTIONS

	Early Bird Booking Prices	Prices as of July 1, 2010
<input type="checkbox"/> Single Booth (8 x 10 square feet)	\$1,999.00	\$2,199.00
<input type="checkbox"/> Double Booth (8 x 20 square feet)	\$3,399.00	\$3,799.00
<input type="checkbox"/> Premium Booth (16 x 20 square feet)	\$4,999.00	\$5,599.00
<input type="checkbox"/> Sponsorship	Please enquire	Please enquire
<input type="checkbox"/> First Time Exhibitors	- 50% Off	- 50% Off
Subtotal	\$	\$
Plus 13% HST	\$	\$
<b>Total Amount Payable</b>	<b>\$</b>	<b>\$</b>

## BOOTH SELECTION

Please make your booth selection from our floor plan, enter your three choices below and mail or fax your form, including your payment, to The Khan Group. Booth selection is based on a first come first serve basis. **No booth(s) will be allocated until payment in full is received.**

1st Choice:

2nd Choice:

3rd Choice:

## METHOD OF PAYMENT

Visa  MasterCard  Cheque - Payable to The Khan Group Inc.

Credit Card Number

Expiry Date

I authorize The Khan Group Inc. to charge the above credit card number. I have read and agree with the terms and conditions of the contract.

Authorized Signature

**Mail or fax your completed registration form and payment to:**

The Khan Group Inc. | 35 West Pearce Street | Unit 35 | Richmond Hill | Ontario | L4B 3A9  
F: 905.731.8235 | T. 905.731.6022

# exhibits FLOOR PLAN



**Terms and Conditions of Contract Between the Exhibitor and The Khan Group Inc.**

<p style="text-align: center;"><b>Booth Allocation</b></p> <p>The Khan Group Inc. will not allocate any booth(s) until a signed registration form and full payment from the Exhibitor is received. Post-dated cheques are not acceptable. The Exhibitor agrees not to sublet the rental space provided to any other company or person without prior written consent from The Khan Group Inc. Any such attempt to do so will result in immediate cancellation of the contract and all monies paid by the Exhibitor will not be refunded.</p>	<p style="text-align: center;"><b>Cancellation Policy</b></p> <p>If cancellation of the contract is indicated, the Exhibitor must provide The Khan Group Inc. with written notice before September 24, 2010, in which case all monies paid by the Exhibitor will be refunded with the exception of a \$400.00 administration charge per allocated 8' x 10' booth. If cancellation of the contract is indicated after September 24, 2010, all monies paid by the Exhibitor will not be refunded.</p>
<p style="text-align: center;"><b>Set-Up and Dismantling</b></p> <p>All trade show set-up and dismantling must be completed during the specific allocated times as specified by The Khan Group Inc. All materials must be brought in and out of the centre via the designated move-in doors from the loading docks. There will be a few dollies available for exhibitor's to share during set-up and dismantling. There will be a designated area for storage of boxes.</p>	<p style="text-align: center;"><b>Booth Furnishings</b></p> <p>Each standard 8' x 10' booth space will be fully partitioned and silk draped. One fully dressed and skirted table and two chairs will be provided per 8' x 10' booth. Any other booth furnishings required can be ordered directly through our convention-approved provider Stronco Show Services.</p>
<p style="text-align: center;"><b>The Khan Group Inc. Rules and Regulations</b></p> <p>The rental of any sales room or trade show space available in the Embassy Grand Convention Centre during The Khan Group Inc. event is absolutely prohibited without prior written consent from The Khan Group Inc. The Exhibitor must also comply with the rules set forth by any convention-approved provider contracted by The Khan Group.</p>	<p style="text-align: center;"><b>Embassy Grand Convention Centre Rules and Regulations</b></p> <p>The Exhibitor agrees to comply with all the rules and regulations put forth by the Embassy Grand Convention Centre including bylaws, ordinances, regulations, requirements, codes and standards, including fire, safety and environmental regulations. Fire exits and fire routes must not be obstructed.</p>
<p style="text-align: center;"><b>Loading Dock and Material Receiving</b></p> <p>The Embassy Grand Convention Centre has limited storage space available in the loading docks and will not accept any materials in advance of the trade show, therefore, this service must be arranged through Lange Transportation. Lange Transportation will provide you with transportation and pre and post show storage.</p>	<p style="text-align: center;"><b>Signs and Banners</b></p> <p>Signs and banners must be placed within the confines of your booth and cannot obstruct or impose upon your neighbours or other exhibitors. Maximum height for signs and banners is eight feet tall, starting at floor level.</p>
<p style="text-align: center;"><b>Security</b></p> <p>The Khan Group Inc. will not be responsible for any claims for loss or theft of property, personal injury or loss of business.</p>	<p style="text-align: center;"><b>Electricity</b></p> <p>The Khan Group Inc. will not be providing the trade show area with electricity. Exhibitors requiring electricity must order it in advance through our convention-approved provider.</p>