



**30th Bi-Annual CE Seminar &
Optifair Canada Trade Show**

**Canada's Largest
Optical Trade Show**

Presented by:
The Academy of Ophthalmic Education &
The Khan Group Inc.

Exhibitor's Registration and Conference Sponsorship Package

Sunday October 19, 2008

Toronto Congress Centre
650 Dixon Road
Toronto, Ontario

Welcome Potential Exhibitor

The Academy of Ophthalmic Education and The Khan Group Inc. are proud to announce their upcoming 30th Bi-Annual Optifair Canada Trade Show running concurrently with their National Eye Care Continuing Education Seminar on Sunday October 19, 2008 at the Toronto Congress Centre in Toronto, Ontario.

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 trade shows are often oversold with over 1,000 delegates in attendance!

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 exhibitor's 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.

We provide all of our exhibitors extra exposure by serving our coffee breaks and lunch in the exhibits hall and admission to the trade show is always free.

Give your company even more exposure by becoming a sponsor. Sponsorships range from lecture spots in our main programs, workshop rooms, breakfast and lunch sponsorships, etc. (our complete list of sponsorships is included) 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.

The Toronto Congress Centre will provide a superb and elegant setting for our seminar and trade show with its spacious and well-appointed meeting rooms. The Toronto Congress Centre's commitment to quality and service will dazzle our guests. The Toronto Congress Centre's centralized location is easily accessible by highway and its free on-site parking will accommodate our large turnout.

Please find enclosed our Exhibitor's Registration and Conference Sponsorship Package for your information. If you have any questions, please contact Claudia Marks, Event and Program Coordinator at 905-731-6022 or cmarks@aoece.com.

We look forward to seeing you at our event.

Sincerely,



Y. Ali Khan, Chairman

**Reserve your booth before
June 30, 2008 and save money!**

Trade Show Information

Trade Show Date and Time: Sunday October 19, 2008 from 9:30 am to 4:30 pm

Toronto Congress Centre – Hall C

650 Dixon Road

Toronto, Ontario M9W 1J1

Tel: 416-245-5000

Web: www.torontocongresscentre.com

Set-Up Time:

Saturday October 18, 2008 from 9:30 am to 4:30 pm

Dismantling Time:

Sunday October 19, 2008 starting at 4:30 p.m.

Included with all 10 x 10 square foot booths:

- A fully partitioned and silk draped booth space
- Booth carpeting
- One fully dressed and skirted table per 10 x 10 square foot booth
- Two chairs per table
- Two complimentary lunch tickets per 10 x 10 square foot booth – additional lunch tickets can be pre-purchased
- Name badges for your attending representatives
- Your company's name and booth number on our floor plan



There will be no electrical power included with your booth – Exhibitors will be responsible for ordering electricity through our convention-approved provider

Your Role In Participating In Our Trade Shows

With the generous support of industry suppliers throughout the years, The Academy of Ophthalmic Education has been able to keep educational costs considerably low for opticians, optometrists, ophthalmologists and their sales and support staff.

Through participation in our trade shows, suppliers have many benefits including:

Generating Important Leads by meeting 100's of decision makers all in one day and under the same roof!

Boosting Your Sales by endorsing your products and services and offering special show promotions

Networking by creating visibility and awareness of your company

Creating a Client Data Base by collecting valuable contact information and establishing your very own contact and mailing lists

Conference Sponsorship Opportunities

<p style="text-align: center;">Bronze Sponsorship \$3,000.00</p> <ul style="list-style-type: none"> - Sponsorship announcement and logo placement in all of our mailings and promotional materials for the conference - An additional 4 lunch tickets 	<p style="text-align: center;">Silver Sponsorship \$5,000.00</p> <ul style="list-style-type: none"> - Sponsorship announcement and logo placement in all of our mailings and promotional materials for the conference - An additional 4 lunch tickets - 4 complimentary seminar registration forms - Placement of 2 display banners in the lecture and exhibits hall (the sponsor is responsible for producing and hanging the banners)
<p style="text-align: center;">Gold Sponsorship \$10,000.00</p> <ul style="list-style-type: none"> - Sponsorship announcement and logo placement on the front page of our mailings and promotional materials for the conference - A double booth (10' x 20') to display your products - One of the day's coffee breaks will be credited to your company - Placement of 3 display banners in the lecture and exhibits hall (the sponsor is responsible for producing and hanging the banners) 	<p style="text-align: center;">Diamond Sponsorship \$15,000.00-\$20,000.00</p> <ul style="list-style-type: none"> - Standalone sponsorship announcement and logo placement on the front page of our mailings and promotional materials for the conference - A freestanding pavilion booth (20' x 20') with special positioning in the exhibits hall - An additional 8 lunch tickets - 16 complimentary seminar registration forms - Lunch will be credited to your company - Placement of 4 display banners in the lecture and exhibits hall (the sponsor is responsible for producing and hanging the banners)

Other Available Sponsorship Opportunities

Coffee break (three sponsorships available)	\$2,000.00 each
Breakfast (one sponsorship available)	\$5,000.00
Lunch (two sponsorships available)	\$15,000.00 each
Lecture spot in the main programs	\$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
Educational grants will provide you with acknowledgement throughout the conference and a listing in the day's program	\$2,000.00 +
Seminar registration brochures, in multiples of 100, to provide complimentary attendance to your preferred accounts	20% discount
Seminar supplies, including conference bags, pens, notebooks, lanyards, name badge pouches, envelopes, etc.	Please enquire

If you have any other sponsorship opportunity ideas that you would like to share with us, please let us know at 905-731-6022.

Exhibitor's Registration Form

Optifair Canada Trade Show - Sunday October 19, 2008



COMPANY 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 Booking Price Before June 30, 2008
Single Booth (10 x 10 square feet)	\$2,150.00	\$1,999.00
Double Booth (10 x 20 square feet)	\$3,950.00	\$3,725.00
Premium Booth (20 x 20 square feet)	\$6,200.00	\$6,000.00
Sponsorship	Please enquire	Please enquire
Subtotal	\$	\$
Include 5% G.S.T.	\$	\$
Total Amount Payable	\$	\$

Booth Selection

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

1st Choice

2nd Choice

3rd Choice

Upon receiving full payment for your booth(s), further detailed information will be sent to you.

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 and I have read and I agree with the terms and conditions of the contract.

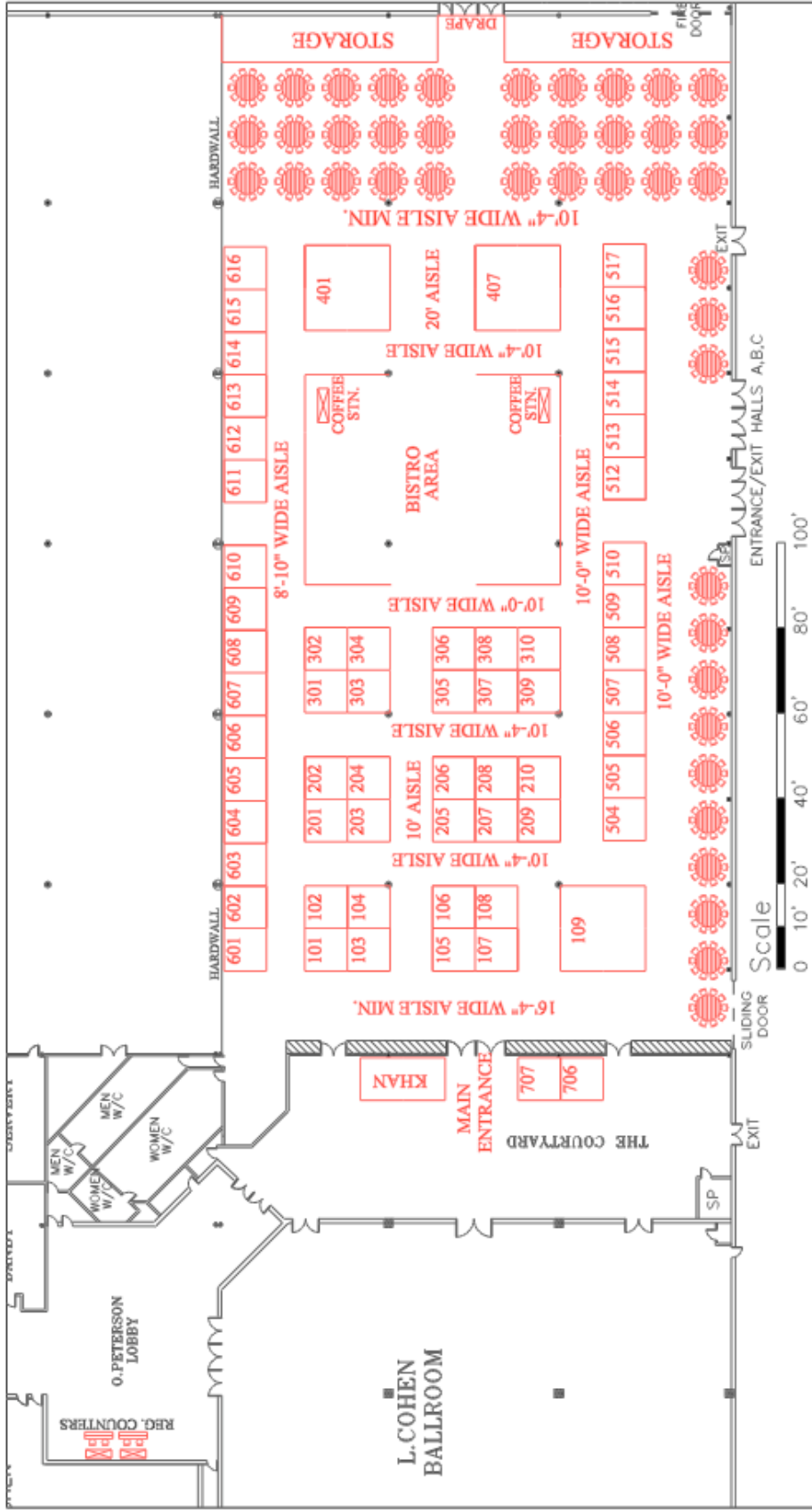
Authorized Signature

Mail or fax your completed registration form and payment to:

The Khan Group Inc. | 35 West Pearce Street | Unit 36 | Richmond Hill | Ontario | L4B 3A9
Tel: 905.731.6022 | Fax: 905.731.8235 | Email: info@aoece.com

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

<p style="text-align: center;">Booth Allocation</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;">Cancellation Policy</p> <p>If cancellation of the contract is indicated, the Exhibitor must provide The Khan Group Inc. with written notice before August 19, 2008, in which case all monies paid by the Exhibitor will be refunded with the exception of a \$400.00 administration charge per allocated 10' x 10' booth. If cancellation of the contract is indicated after October 1, 2008, all monies paid by the Exhibitor will not be refunded.</p>
<p style="text-align: center;">Set-Up and Dismantling</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 located steps from the trade show floor for storage of boxes, etc.</p>	<p style="text-align: center;">Booth Furnishings</p> <p>Each standard 10' x 10' booth space will be fully partitioned and silk draped and carpeting will be provided for all booths. One fully dressed and skirted table will be provided per 10' x 10' booth and two tables for larger booths; two chairs per table will also be provided. Any other booth furnishings that are required, including additional tables, chairs, etc. can be ordered directly through our convention approved provider Stronco Show Services</p>
<p style="text-align: center;">The Khan Group Inc. Rules and Regulations</p> <p>The rental of any sales room or trade show space available in the Toronto Congress 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 Inc.</p>	<p style="text-align: center;">Toronto Congress Centre Rules and Regulations</p> <p>The Exhibitor agrees to comply with all the rules and regulations put forth by the Toronto Congress 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;">Loading Dock and Material Receiving</p> <p>The Toronto Congress 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;">Signs and Banners</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;">Security</p> <p>Security will be implemented in the exhibit's hall throughout the night on Saturday October 18, 2008 until the morning of Sunday October 19, 2008. 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;">Electricity</p> <p>The Khan Group Inc. will not be providing the trade show area with electricity. Any Exhibitor requiring electricity must order it in advance through our convention-approved provider SHOWTECH Power and Lighting.</p>



KHAN GRP 2008
October 19th, 2008
TORONTO CONGRESS CENTRE
Hall C
650 Dixon Road, Toronto

Drawn by R.N
 Dated 22nd April, 2008
 Rev. # 1: 23rd April, 2008
 Total No. of 100 s.f Units: 71;
 Food Area Seating: 430.
SUBJECT TO ON-SITE VERIFICATION.

STRONCO
 SHOW SERVICES
 T: 905.270.6767; F: 905.270.6771

CLIENT APPROVAL: _____ DATE: _____ FACILITY APPROVAL: _____ DATE: _____