



Michigan Optometric Association  
113th Annual Meeting  
July 17-18, 2009  
Boyne Mountain Grand Lodge  
Boyne Falls, MI 49713



*Please Make Your Reservations Today!*

- Dedicated time with attending optometrists
- Breaks, lunch and dinner served in the exhibit hall
- Floor plan designed to maximize exhibitor exposure
- Scavenger Hunt and door prize drawings held during dinner, Friday, July 17th
- All firm representatives are invited to attend the Welcome Reception and dinner, Friday, July 17th.
- Exhibitor agenda designed to allow you networking and recreation opportunities with colleagues and clients
- All firm representatives are invited to attend the MOA Installation Dinner on Saturday, July 18th
- Exhibit booth fees will be applied towards level of sponsorship in the *MOA Partner Program*
- Optometrists will be up-to-date on the exhibit hall agenda and ready to meet you!

*Please don't forget to register to donate a door prize!  
All door prizes must be registered by July 1, 2009.*



**Questions?**  
Contact Carrie Barton,  
Member Services Coordinator  
Michigan Optometric Association  
517-482-0616  
carrie@themoa.org



**Michigan Optometric Association  
113th Annual Meeting  
July 17-18, 2009  
Boyne Mountain Grand Lodge, Boyne Falls, MI, 49713**

Dear Friends of the Ophthalmic Industry:

The Michigan Optometric Association cordially invites you and your associates to participate as product/service exhibitors at The *MOA 113th Annual Meeting* at the **Boyne Mountain Grand Lodge, Boyne Falls, MI, July 17-18, 2009.**

**Important Exhibitor Details:**

- **Registration fee of \$650.00 includes one 8'x10' booth space, two exhibit booth representatives, lunch, welcome reception and dinner on Friday, July 17, 2009 and two tickets to the Installation Dinner on Saturday, July 18, 2009. Fee for a second booth and two additional exhibit booth representatives is \$450.00 (50% of the total exhibit space fee must accompany the contract form. Payment in full is due by Wednesday, June 17, 2009.**
- Booths will be assigned on an "as received" basis. The exhibit hall layout is designed to provide maximum exposure for *all* booth spaces. Please see enclosed floor plan.
- Exhibit booth material, equipment, and literature must meet the professional standards of the Michigan Optometric Association. The association reserves the right to prohibit any person from exhibiting if, in the opinion of the association, a display is not suitable nor in keeping with the character of the Annual Meeting.
- Single space exhibit includes one 8' x 10' exhibit space, booth drapes, exhibitor identification sign, one skirted and covered six foot table, two chairs, and one electrical outlet. Fees quoted do not include special lighting, special signs, drayage or placement of display equipment. Multiple space exhibitors will receive an additional table, chairs and electrical outlet (if required) for each additional booth space reserved. Forms for ordering special exhibit services will be e-mailed with exhibitor confirmation letters.
- Exhibits may be set up in the Matterhorn A, C, and D on Thursday, July 16, 2009, after 7:00 p.m. or Friday, July 17, 2009 at 8:00 a.m. Exhibits will be open Friday, July 17, 2009 from 9:00 a.m. until 5:00 p.m. and may be dismantled after 9:00 p.m. Friday, July 17, 2009. Exhibitors who desire to remain at the Annual Meeting after Friday, July 17, 2009 may do so without additional registration fee.
- Exhibitors are responsible for staffing booths and security during exhibit hours. Exhibit hall will be locked during non exhibit hours.
- Confirmation of exhibitor registration, booth diagram, space assignment, meeting agenda and shipping instructions, will be e-mailed after registration material is received in the association office.
- Room rates for the Boyne Mountain Grand Lodge are detailed on the enclosed room reservation form. Exhibitors are responsible for making their own overnight room reservations, **due no later than June 16, 2009.**
- For good cause, exhibit space applications may be cancelled if notice is received by the Michigan Optometric Association **not later than June 17, 2009.** All cancellations/refunds must be submitted in writing to the MOA office. In such event, full refund of exhibit space fees will be made.
- **No refunds after June 17, 2009.**

Thank you for your consideration of the enclosed materials. We look forward to greeting you and your associates at **The MOA 113th Annual Meeting!** For questions, please contact Carrie Barton, Member Services Coordinator at 517-482-0616 or e-mail [carrie@themoa.org](mailto:carrie@themoa.org).



**EXHIBITOR CONTRACT  
113TH ANNUAL MEETING  
MICHIGAN OPTOMETRIC ASSOCIATION**

Please reserve \_\_\_\_\_ exhibit space(s) for the **113th Annual Meeting** of the Michigan Optometric Association at the Boyne Mountain Grand Lodge, Boyne Falls, MI, July 17-18, 2009.

We understand a single space exhibit will include one 8' x 10' exhibit space, booth drapes, exhibitor identification sign, one skirted and covered six foot table, two chairs, one electrical outlet . The name of our company will appear in the Annual Meeting program if this contract is received not later than June 17, 2009. Registration fee for one exhibit space will entitle our firm to have up to two exhibit booth representatives in attendance, lunch, welcome reception and dinner on Friday, July 17, 2009, and two tickets to the Installation dinner on Saturday, July 18, 2009. Registration for each additional exhibit space will entitle our firm to have two additional representatives.

Exhibitor assumes entire responsibility and liability for losses, damages and claims arriving out of injury or damage to the exhibitor's displays, equipment and other property brought upon the premises of the Boyne Mountain Grand Lodge and shall indemnify and hold harmless the Michigan Optometric Association and the Boyne Mountain Grand Lodge agents, servants and employees from any and all such losses, damages and claims.

We agree to pay the sum of \$650.00 for the first exhibit space and \$450.00 for each additional space. Complete contract and mail deposit of 50% of exhibit space, balance is **due Wednesday, June 17, 2009. Registration and booth assignment confirmation will be e-mailed to contact person and exhibit booth representatives.**

**Registration and booth assignment confirmation will be e-mailed to contact person and exhibit booth representatives.**

Name: \_\_\_\_\_ E-mail address \_\_\_\_\_

Name: \_\_\_\_\_ E-mail address \_\_\_\_\_

Name: \_\_\_\_\_ E-mail address \_\_\_\_\_

Contact name \_\_\_\_\_ E-mail address \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

- **Total number of exhibitors attending lunch Friday, July 17, 2009** \_\_\_\_\_
- **Total number of exhibitors attending welcome reception & dinner Friday, July 17, 2009** \_\_\_\_\_
- **Total number of exhibitors attending Installation Dinner Saturday, July 18, 2009** \_\_\_\_\_
- **(Saturday, July 18, 2009 lunch on your own)**

Exhibitor space \$650.00 (50% of cost) = _____	Balance due (June 17, 2009) = _____
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard (only) Cardholder Name _____	
Card Number:    /    /    /	Exp Date: ____ / ____    Security Code: _____
Cardholder Signature: _____ Total amount: _____	

**YES! we will donate and bring the following door prize:** \_\_\_\_\_  
*(door prize drawings will be held during dinner on Friday, July 17, 2009)*

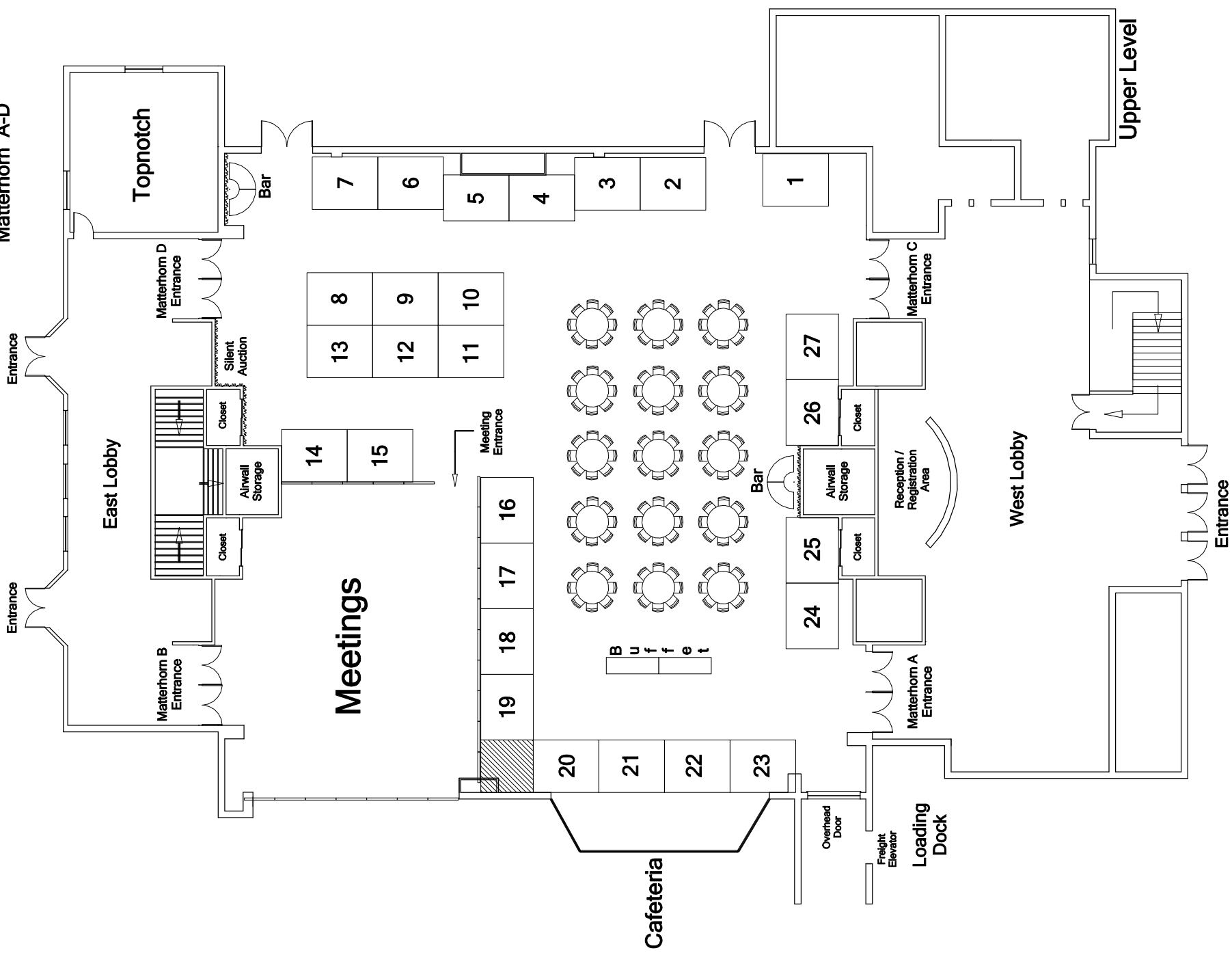
Return form **by June 17, 2009** with payment to: Michigan Optometric Association  
530 W. Ionia Street, Ste. A  
Lansing, MI 48933-1062  
Phone 517-482-0616 \* Fax 517-482-1611

*MOA Annual Meeting Sponsorship opportunities available. Please contact Carrie Barton, Member Services Coordinator at the MOA office, 517-482-0616 or e-mail [carrie@themoa.org](mailto:carrie@themoa.org).*

# Michigan Optometric Association

July 17th, 2009 • Boyne Mountain Resort - Civic Center

Matterhorn A-D



# Scavenger Hunt Commitment Form

**Easy!**

**MOA 113th Annual Meeting**

**Boyne Mountain Grand Lodge**

**Friday, July 17, 2009**



**Yes! We will donate and bring the following door prize:** \_\_\_\_\_

**Yes! We would like to be included in the “Scavenger Hunt”. We will provide the following item(s) at our booth for attendees to find:**

**Fun!**

**Examples of exhibitor clues that may be found at your booth may include:**

- *Contact Lens cases*
- *Pens*
- *Flash Drives*
- *Water bottles*
- *Candy*
- *Post It Notes*
- *Lens cloth*

*Each attendee will receive a list of clues to find throughout the exhibit hall. Doctors that find all of the items on the list will be registered for the door prize drawing.*



Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Door Prize Value: \_\_\_\_\_

\*\*Door prize value will go towards your level of sponsorship with the MOA Partner Program.

*Please return via fax: 517-482-1611 or e-mail: [carrie@themoa.org](mailto:carrie@themoa.org).*



# BOYNE MOUNTAIN RESERVATION FORM

**Group Name:** Michigan Optometric Association

**Dates:** July 16-19, 2009

Reservations must be made utilizing this form and be received by **June 16, 2009**. Reservation requests received after this date will be taken on a space available basis at current room rates.

When making travel arrangements, please note the check-in and check-out times are on the second page with the room descriptions. Check in and check out takes place at the Mountain Grand Lodge Front Desk for all room types.

**Accommodations:** Please indicate your 1<sup>st</sup> and 2<sup>nd</sup> lodging preference below. If room type requested is not available, the next available room type and rate will be confirmed. **We cannot guarantee specific rooms/units.**

**To better serve all of our guests, reservations cannot be accepted by phone or on-line.**

<b>ACCOMMODATIONS</b>		
<b>ROOM TYPE</b>	<b>Single or Double Rates</b>	<b>INDICATE 1<sup>ST</sup> &amp; 2<sup>ND</sup> CHOICE</b>
Mountain Grand Lodge - Parlor	\$140.00	
Mountain Grand Lodge - Queen	\$140.00	
Mountain Grand Lodge - King	\$140.00	
Mountain Grand Lodge - 1 Bedroom Suite	\$227.00	
Mountain Grand Lodge - 2 Bedroom Suite	\$288.00	

Rates are based on the European Plan which includes lodging only. Rates are per room per night.

Rates are subject to a 6% Michigan State Use Tax, a 2% Local Lodging Assessment and 7% Resort Service Fee.

Boyne Mountain is a smoke free facility.

**Tax exempt individuals:** Please present the state tax exempt form at check in. Indicate your method of deposit below. Personal funds are not exempt from state tax or local assessments.

- Company check is enclosed with this registration form.
- Please use my personal credit card to guarantee the reservation. A check will be mailed from the company or presented upon arrival.

**Deposits:** A deposit equal to the first night's lodging is required with each reservation. Please make check or money order payable to Boyne USA Resorts or include a credit card number. The card will be charged upon receipt of form. Do not send cash.

**Cancellation Policy:** Cancellation and changes affecting arrival/ departure dates must be made 7 days prior to arrival date in order to receive refund of deposit, less a \$10.00 administrative fee.

### Please mail or fax to:

BOYNE  
 Central Reservations Department  
 P.O. Box 19  
 Boyne Falls, MI 49713  
 Fax: (231)549-6844  
 Phone: 1-800-GO-BOYNE

**GROUP RESERVATIONS CANNOT BE ACCEPTED OVER THE PHONE**

*PLEASE PRINT*

ARRIVAL DAY/DATE: \_\_\_\_\_

DEPARTURE DAY/DATE: \_\_\_\_\_

SHARE WITH: \_\_\_\_\_

NUMBER IN PARTY: \_\_\_\_\_

NUMBER OF ADULTS IN PARTY: \_\_\_\_\_

AGES OF CHILDREN 18 & UNDER: \_\_\_\_\_

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE / BUSINESS: \_\_\_\_\_

PHONE / HOME: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

BOYNE REWARDS #: \_\_\_\_\_

SPECIAL REQUESTS \*: \_\_\_\_\_

*\*BOYNE does its best to accommodate requests, but cannot guarantee them.*

### PAYMENT METHOD

CHECK ENCLOSED \$ \_\_\_\_\_

American Express  Visa  MasterCard  Diners Club  Discover

CREDIT CARD # \_\_\_\_\_ Expiration Date \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

*All reservations must be guaranteed by check or credit card deposit.*

*Checks/money orders should be equivalent to one nights' stay, payable to Boyne USA Resorts*

*Credit card imprint is required at check-in for all guests.*

*Please provide tax exempt form at check in.*



One Boyne Mountain Road, Boyne Falls, MI 49713

## BOYNE MOUNTAIN ROOM DESCRIPTIONS

### **Parlor**

One queen bed, one sofa bed, bathroom with tub, wet bar (microwave/mini fridge) and electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out.

### **Queen**

Two queens, bathroom (shower only) and wet bar (mini fridge). The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out.

### **King**

One king bed, bathroom (shower), in room whirlpool tub, wet bar (mini fridge), and electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out.

### **One bedroom Suite**

One bedroom suite with one king or two queens in bedroom upstairs with bathroom, one sofa bed in living room, bathroom (with tub), wet bar (mini fridge), electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out.

### **Two Bedroom Suite**

Two bedroom suite with one king in master bedroom, two queen beds in second bedroom, and bath (tub) all upstairs with one sofa bed in living room, bath (shower), kitchen with table and four chairs, and electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out.