



Opticians Association  
of Virginia

**Exhibitor Registration**

and

**Conference Sponsorship Package**

Opticians Association of Virginia  
*presents*

**Boots & Buckles**

Spring Convention  
and  
Trade Show

April 21 & 22, 2012

Holiday Inn Koger Center  
Richmond, VA



**Register Online**  
<http://register.vaopticians.org>

# Trade Show

Saturday April 21, 2012

## INCLUDED WITH ALL BOOTHS:

- 8' x 8' pipe and draped booth
- One skirted table with two chairs
- Carpeted flooring
- Company Booth sign
- Continental breakfast served in the lobby starting at 7:00 a.m.
- Complimentary lunch for all representatives
- Electrical power and additional tables, if requested



## Trade Show Information

The OAV Annual Trade Show theme this year is "Boots and Buckles" - A Western theme. The trade show is being held Saturday April 21, 2012 starting at 12 noon.

Saturday April 21, 2012 | 12 noon to 2:00 p.m.  
Holiday Inn Airport, Richmond

**Set Up Time**  
Saturday April 21, 2012  
8:00 a.m. to 12 noon

### Best Booth and Best Dressed

The best decorated booth will receive complimentary 2013 Trade Show registration and there will be prizes for the best dressed exhibitors!

### Door Prizes

Any prize value is appreciated and each company who donates a door prize will be recognized during the trade show. Please bring prizes to the show.

### OAV Bucks

To encourage attendees to conduct meaningful conversations with the exhibitors on the trade show floor, exhibitors are provided with "discretionary" tickets or OAV Bucks that can be given to attendees at vendor discretion for sales or potential leads. The tickets go into a drawing for a TV or equivalent prize. See sponsorship on next page to sponsor the prize.

### Hotel Accommodations

Holiday Inn Koger Center South  
1031 Koger Center Boulevard  
Richmond, VA 23235

**Discounted Room Rate:** \$91/night plus tax

To reserve room, please contact 804-3789-3800 or 1-888-HOLIDAY, mention Opticians Association of Virginia when booking to receive discounted rate.

### Driving Directions. Travelling:

**I-95 South:** Take Exit 79 (Powhite Parkway-195 Toll Road). Keep to the left and follow Powhite (toll road) to Midlothian Turnpike (Route 60-West). Follow Midlothian Turnpike 2 miles to Koger Center Boulevard. Holiday Inn Koger Center will be on your right.

**I-95 North:** Take Exit 67, Chippenham Parkway. Follow Chippenham Parkway 10 miles to Midlothian Turnpike (Route 60) West. Travel 5 miles to Koger Center Boulevard. Holiday Inn Koger Center will be on your right.

**I-64 West:** Stay on I-64 West. Follow signs to I-95 (do not take I-295N). Stay on I-95 North to Powhite Parkway Toll Road 195 (Exit 79). Follow Powhite Parkway to Midlothian Turnpike West (Route 60) for 2 miles to Koger Center Boulevard. Holiday Inn Koger Center will be on your right.

**I-64 East:** Take exit for 288 South to Route 60/Midlothian Turnpike (East). Follow Midlothian Turnpike approximately 5 miles to Koger Center Boulevard. Holiday Inn Koger Center will be on your left.

**SPACE IS LIMITED!**  
Reserve your booth today

Register online at  
[www.HolidayInn.com](http://www.HolidayInn.com)  
and use  
Group Code  
**OAV**

# Sponsorship Opportunities

The OAV is pleased to offer vendors and suppliers the opportunity to participate as a sponsor at our largest event. We have added items our sponsorship packages to give our supporters the best value for money.

## “STAMPEDE” SPONSOR

### Luncheon & Main Sponsor - \$1,750

Attendees and exhibitors will enjoy a delicious lunch buffet. Sponsorship includes:

- First choice of booth location
- One Complimentary standard exhibit booth (Value of \$350)
- Opportunity to receive conference participant list two weeks in advance of conference to take in advantage of additional marketing opportunities
- Your logo displayed on the buffet table
- Your corporate banner displayed at the entrance to the exhibit area (sponsor responsible for supplying and hanging banner)
- Opportunity to briefly introduce yourself and your product or service at the beginning of the Membership Meeting at the Annual Conference
- Distribution of your company literature to all attendees in the conference folder
- Opportunity to provide one corporate specialty item at the registration table. (Specialty item is provided by sponsor, at their cost, through their preferred vendor.)

## “MOST WANTED” SPONSOR

### Hospitality Suite & Reception - \$1,000

After a full day of activities, this reception is the perfect end to a wonderful convention. There will be hors d'oeuvres and entertainment in a private suite where all attendees and exhibitors can unwind.

Receive:

- Second choice of booth location
- One Complimentary standard exhibit booth (Value \$350)
- Opportunity to receive conference participant list two weeks in advance of conference to take in advantage of additional marketing opportunities
- Verbal recognition at the opening of the reception and the opportunity to introduce your company
- Opportunity to provide one corporate specialty item at the registration table. (Specialty item is provided by sponsor, at their cost, through their preferred vendor.)

## “BOOT WRANGLER” SPONSOR

### Customized Sponsorship

Don't see anything that fits your company? Please call or email and we can help design an opportunity that will work for your budget and allow you to put your name in front of our membership!

## “HAPPY TRAILS” SPONSOR

### Trade Show Prize Giveaway - \$350

To encourage attendees to conduct meaningful conversations with the exhibitors on the trade show floor, exhibitors are provided with discretionary tickets that can be awarded to for sales and for potential leads. The tickets will go into a drawing for a TV or equivalent prize.

- Logo on the prize table and on OAV Bucks
- Verbal acknowledgement as sponsor of prize
- The opportunity for a company representative to take a picture with the winner

## “BEANS & BULLETS” SPONSOR

### Breakfast Saturday or Sunday- \$250

Attendees will be hungry and want to start their day off on the right foot. Sponsor a continental breakfast that will be located in front of the education sessions.

- Your logo displayed at the breakfast.
- Verbal recognition at the first education session of the day
- Recognition in the program book.
- Sponsor sign on booth

## “PONY EXPRESS” SPONSOR

### Attendee Conference Folder - \$250

All Education Conference attendees will receive a Conference Folder, containing handouts and other information about the Trade Show and Convention. Sponsor may provide folder with their logo.

- Your logo on the folder
- Your literature inside folder (sponsor to provide)

## “OK CORRAL” SPONSOR

### Afternoon Snack Station - \$150

An afternoon snack station will be set up just outside the trade show floor. Your sponsorship will provide the refreshments.

- Your logo displayed at the break.

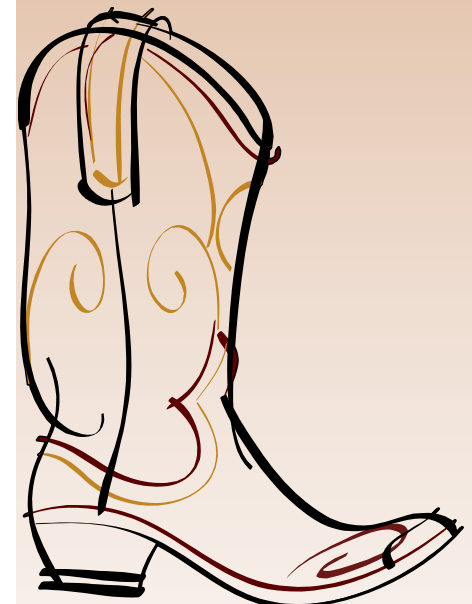
## “LASSO” SPONSOR

### Registration & Seminar Supplies

Sponsor may provide relevant registration and seminar supplies handed to attendees when they register. Such supplies include conference bags, pens, notebooks, lanyards, etc.

## EVERY SPONSOR WILL RECEIVE:

- Recognition as Sponsor in Conference Program, with your logo
- Your company featured on the OAV website sponsorship page which will include your logo and a link to your website for the remainder of 2011.
- Logo displayed in all conference communication and OAV Newsletter
- Sponsor sign on booth





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14 N. 8th Street  
Richmond, VA 23219



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**REGISTRATION AND SPONSORSHIP  
DETAILS INSIDE**