



The New Jersey Society of Optometric Physicians  
Proudly Invites You to...

# THERAPY BY THE SEA 2015

September 25-27, 2015

Harrah's Resort

777 Harrah's Blvd. Atlantic City, New Jersey 08401

## 2015 HIGHLIGHTS

New venue

New exhibitor lounge

Addition of dedicated AM & PM breaks on Saturday and AM break on Sunday  
in exhibit hall

Additional prize giveaways to ODs in exhibit hall throughout the weekend

Exhibitor raffle for free exhibit space at Snow School 2016  
(Jan. 30, 2016, Kalahari Resort, Mount Pocono, PA)

Exhibitor Contract

# Therapy by the Sea 2015

The NJSOP cordially invites you to participate at this year's *Therapy by the Sea 2015* (TBTS) convention; the Society's largest annual event attracting more than 200 optometric physicians from New Jersey and surrounding areas.

The NJSOP is pleased to offer this event at Harrah's Resort in Atlantic City, New Jersey - a location which enables TBTS to serve as an accessible and convenient one-stop-shop for continuing education and the latest in industry trends, technology, pharmaceuticals, and practice management tools. This location also allows for greater amounts of one-on-one time as attendees have the chance to meet with you in between classes, during meal breaks, and throughout social events held in the exhibit hall!

**There are two ways to become a TBTS exhibitor: you may exhibit at one of four NJSOP Partnership Program levels or register for the event-only rate of \$1,800 (early bird rate, by July 1, 2015) or \$1,900 (after July 1, 2015).**

## Partnership Program Diamond Level: \$15,000

- Largest available exhibit space with prominent placement at four continuing education programs, including *Therapy by the Sea 2015*;
- One meeting with the NJSOP Board of Directors;
- Corporate email blast to NJSOP members four times per year;
- One-time, full-page advertisement in the NJSOP magazine, *Eye on New Jersey*;
- One-time, full-page advertisement in the NJSOP E-newsletter;
- "Corporate stuffer" included with NJSOP monthly dues statement mailing twice per year;
- 5 Sponsored facebook posts on the NJSOP Facebook page - [www.facebook.com/NJSOP](http://www.facebook.com/NJSOP) (also posted to Twitter @NJEyeDocs);
- Web link to sponsor's company web site;
- Copy of attendee list prior to each of the four continuing education programs.

## Partnership Program Gold Level: \$10,000

- Prominent exhibit placement at three continuing education programs, including *Therapy by the Sea 2015*;
- One meeting with the NJSOP's Board of Directors;
- Corporate e-mail blast to NJSOP members twice per year;
- One-time, half-page advertisement in the NJSOP magazine, *Eye on New Jersey*;
- One-time, half-page advertisement in the NJSOP E-newsletter;
- "Corporate stuffer" included with NJSOP monthly dues statement mailing once per year;
- 3 sponsored facebook posts on the NJSOP Facebook page - [www.facebook.com/NJSOP](http://www.facebook.com/NJSOP) (also posted to Twitter @NJEyeDocs);
- Web link to sponsor's company web site;
- Copy of attendee list prior to each of the three continuing education programs.

## Partnership Program Silver Level: \$5,000

- Exhibit placement at two continuing education programs, including *Therapy by the Sea 2015*;
- Corporate e-mail blast to NJSOP members once per year;
- One-time, quarter-page advertisement in the NJSOP magazine, *Eye on New Jersey*;
- One-time, quarter-page advertisement in the NJSOP E-newsletter;
- 2 sponsored facebook posts on the NJSOP Facebook page - [www.facebook.com/NJSOP](http://www.facebook.com/NJSOP) (also posted to Twitter @NJEyeDocs);
- Web link to sponsor's company web site;
- Copy of attendee list prior to both of the continuing education programs.

## Partnership Program Bronze Level: \$2,500

- Exhibit placement at NJSOP's *Therapy by the Sea 2015*;
- Corporate e-mail blast to NJSOP members once per year;
- One-time, quarter-page advertisement in the NJSOP E-newsletter;
- One sponsored facebook post on the NJSOP Facebook page - [www.facebook.com/NJSOP](http://www.facebook.com/NJSOP) (also posted to Twitter @NJEyeDocs);
- Web link to sponsor's company web site;
- Copy of attendee list prior to *Therapy by the Sea 2015*.

## Exhibit Booth Information

- Exhibit Hall hours are Saturday 9/26, (set up beginning at 7 am) from 10 am - 6 pm; Sunday 9/27 from 10 am - 2 pm;
- The booth is one 8'x10' exhibit space with one 6 ft., covered, skirted table, 2 side chairs, 1 wastebasket, 1 single-line company sign. Electric is not included in your exhibit fee. An Electrical Services Form is enclosed. Form and payment for electrical services must be submitted directly to Encore Productions (Harrah's electrical services contractor) no later than 15 DAYS PRIOR TO THE SHOW.

# TBTS15 Exhibitor Contract

Participant (Company) Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please list the name and email address of the person(s) representing your company:

1. \_\_\_\_\_ Email: \_\_\_\_\_  
2. \_\_\_\_\_ Email: \_\_\_\_\_

Due to meal expenses for booth representatives, additional exhibit hall passes must be purchased at \$100 each for any person(s) your company wishes to have present at the booth, other than the two listed above. If you need additional passes, please include the representatives' names and email addresses below:

1. \_\_\_\_\_ Email: \_\_\_\_\_  
2. \_\_\_\_\_ Email: \_\_\_\_\_

List your competitors to avoid being placed in the same area: \_\_\_\_\_

## Hotel & Parking Information

Hotel rooms are not included and we recommend that you make your reservations early. Hotel rooms have sold out in the past! For reservations call: 888-516-2215. Advise you are with the NJSOP Therapy by the Sea group to receive the discounted room rate of \$155 (Waterfront Tower Room). Reservation cut-off date is September 3, 2015. Overnight guests will be issued a parking voucher for \$5/day self parking or \$10/day valet parking (subject to change).

## Terms & Agreement

The undersigned and all employees, agents, etc., of the undersigned makes this contract to act as a participant at the New Jersey of Optometric Physicians' *Therapy by the Sea 2015* convention. The undersigned hereby agrees that neither it, nor its agents, employees, etc., shall conduct activities including hospitality suites, booths, or seminars in other locations or use the term "Therapy by the Sea" or use the words, "New Jersey Society of Optometric Physicians", "NJSOP", or "New Jersey Society of Optometric Physicians' Annual Congress" without the express, prior written consent of the New Jersey Society of Optometric Physicians. NJSOP will not be held responsible for theft or damage to any items left unattended at exhibit booths.

It is further agreed that no booth space, workshop room, lecture room, or literature placement may be "subcontracted out" or given to any other company, organization or person other than that company which has entered into this agreement with the New Jersey Society of Optometric Physicians.

Because of the nature of the potential violations, the undersigned hereby agrees to pay the New Jersey Society of Optometric Physicians the sum of \$2,500 as liquidated damages for any violation of this contract.

By registering for a booth with this contract, we acknowledge we have read, understand, and will adhere to the NJSOP and Harrah's rules and regulations while exhibiting at the 2015 Therapy by the Sea Convention. Complete rules and regulations are located on our website at <http://njsop.org>. Click on the event link.

I authorize the New Jersey Society of Optometric Physicians to charge the fees indicated below.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Yes, I am interested in gaining the most exposure for my company. Please sign up my organization for the following:

☐ \$15,000 - Diamond Level      ☐ \$5,000 - Silver Level  
☐ \$10,000 - Gold Level      ☐ \$2,500 - Bronze Level

☐ I would like to register to exhibit at Therapy by the Sea at the event-only rate of \$1,800 (by 7/1) or \$1,900 (after 7/1)

☐ Extra meal passes, \$100 each (two are included)

TOTAL AMOUNT: \_\_\_\_\_

If paying by credit card: (AmEx/VISA/MC accepted)

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Fax to: 609.323.4014

If paying by check, please mail to:

NJSOP - *Therapy by the Sea 2015*  
4 AAA Drive, Suite 204 Hamilton, NJ 08691

☐ Our company is interested in full or co-sponsorship of the following events. Sponsorship includes recognition in the event program and signage at the sponsored event.

☐ Friday Welcome Reception

☒ Saturday Breakfast (SOLD)

☐ Saturday Lunch

☐ Saturday Reception

☐ Sunday Breakfast

☐ Sunday Brunch

An NJSOP representative will contact you regarding your sponsorship of the above event(s) upon receipt of this contract.

NJSOP Invites You to Join us for some....

# Therapy by the Sea

September 25-27, 2015

Harrah's Resort

777 Harrah's Blvd. Atlantic City, New Jersey 08401

**Don't miss the welcome reception!**

Join the NJSOP for the Therapy by the Sea  
welcome reception:

Friday, September 25, 2015

7:00 PM - 9:00 PM

at Harrah's Poolside Lounge

\_\_\_\_\_ RSVP required \_\_\_\_\_

☐

\_\_\_\_\_ will attend the Welcome Reception  
(company name)

Attendee Name (1): \_\_\_\_\_

Attendee Name (2): \_\_\_\_\_

Please return welcome reception RSVP with exhibitor registration form on opposite side.

Edward Harmer, OD, NJSOP President

Harvey Richman, OD, NJSOP CE Chair

William Marcolini, OD, Therapy by the Sea Event Chair