Exhibit Days & Times
Friday 5pm-8pm & Saturday 12n-6pm

Professional Opticians of Florida

1947 Greenwood Drive • Tallahassee, FL 32303 • 850/201-2622
POF's FEIN# 59-2114923 • **FAX: 850/201-2625** • info@pof.org

Vision Preview 2012 Exhibit Agreement

Greater Ft. Lauderdale/Broward County Convention Center
1950 Eisenhower Blvd. • Ft. Lauderdale, FL 33316

November 2 & 3 | Optical Education & Exhibits | www.VisionPreview.com

Below, list the name and address of the individual responsible for the exhibit. The exhibitor kit and all additional information will be mailed to this person. If the address and contact information you want listed in the Buyer's Guide is different, please provide on a separate sheet of paper.

Company Name_____

Print name *exactly* as you want it to be listed in the Buyer's Guide and on your booth sign

Name_____Title_____

MailingAddress_____

City_____ State_____ Zip_____

Phone _____Fax_____Email_____

Booths will be assigned at the sole discretion of show management, and will be based on the date of request and exhibit history. With reference to floor plan, please indicate your booth preference, (Priority & mini booths are marked.)

1st Choice _____ 2nd Choice_____ **Web Address: www.**_____

3rd Choice _____ 4th Choice_____

Booth Fees:

(P = Priority booth, m = Mini Booth, as indicated on Floor Plan)

		No. Requested	Before Oct. 10, 2012	After Oct. 10, 2012
Priority Booth P	8' x 10	_____@	$995	$1095
Standard	8' x 10'	_____@	$895	$995
Mini M	8' x 8'	_____@	$795	$845

Total $ _____

My Signature below indicates that I understand and agree to the Rules and Regulations attached to this agreement.

Authorized Company Representative's Signature _____

Make checks payable to: **Vision Preview-POF,** 1947 Greenwood Drive, Tallahassee, FL 32303

Or FAX with: MasterCard ❑ or VISA❑ or AMEX❑ or Discover❑ to 850/201-2625

Card #_____Exp. Date_____ CVV_____

Signature_____ List billing address if different than above

Displayed Products/Services

Indicate the products/services being displayed. First 10 words free; 11-25 words $25; 26-50 words $50. Additional directory listings are available. Please contact POF at 850/201-2622_____

_____

On-Site Representatives

Booth cost includes badges for four representatives. Additional representatives will be charged $10.00 per badge. POF must be notified by October 19, 2012 of name changes and/or additional representatives to insure availability of extra badges. Please list persons attending.

1)_____ 2)_____ 3)_____

4)_____ 5)_____ 6)_____

For POF office use only: Amount $_____ Check #_____ Date_____
Amount $_____ Check #_____ Date_____

Assigned Booth Number(s)_____ Date_____ Initialed_____

Agreement accepted for Professional Opticians of Florida by_____

VISION PREVIEW RULES & REGULATIONS

1. Contract

The following rules and regulations become binding upon acceptance of this contract between the applicant and their employees, sub & independent contractors , and the Professional Opticians of Florida (POF), the show sponsor.

2. Space Assignment

Booth assignments will be made according to exhibitors' request, date of receipt of validated application, with payment, and separation of competitor products, when possible.

3. Booth Description

Booths are 8' x 10' or 8' X 8' and equipped with a draped backdrop 8' high and side dividers 36" high. A complimentary sign identifying your company will be provided, as well as one 8' table and two chairs. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or with other exhibits. Booth arrangements must conform to the International Association of Exposition Managers guidelines; copies are available on request.

EXHIBIT DAYS & HOURS

4. Show Move-In & Move-Out –

Move-In

Thursday, November 1, 2012 .....2:00 p.m. - 5:00 p.m.

Friday, November 2, 2012.....8:00 a.m. - 5:00 p.m.

All exhibits must be set-up, manned and available for inspection by the trade show committee by 4:45 p.m. on Nov. 2, 2012.

Move-Out

Saturday, November 3, 2012 .....6:00 p.m.- 10:00 p.m.

5. Exhibit Hours

Friday, November 2, 2012..... 5:00 p.m. - 8:00 p.m.

Saturday, November 3, 2012 .....12:00 p.m. - 6:00 p.m.

6. Unoccupied Space

POF reserves the right, should any rented booth(s) that remain unoccupied after the first half hour of the show's opening or anytime thereafter, to rent or occupy said space.

7. Rental Services

A professional trade show decorator has been hired to set up the trade show. Information on the rental of electricity, carpet and furnishings will be mailed to the address indicated on the reverse side to receive all further correspondence. Freight shipping details also will be mailed. An exhibitors' service desk will be maintained during the show's installation and teardown for your convenience.

8. Food Service

POF reserves the right to provide food and beverage service during certain hours in the exhibit hall.

9. Cancellation

No cancellation shall be acknowledged unless received by POF's Tallahassee office in writing. Should an exhibitor wish to cancel 60 days before the set-up date, a 50% refund will be made by POF. No refunds will be made for cancellations with less than 60 days' notice.

10. Fire and Safety Regulations

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or show in booths.

11. Liability and Insurance

The convention center management and POF will take all reasonable precautions to avoid loss of exhibitor's property by theft or fire, but under no circumstances shall the convention center management, POF, or POF's management firm or it's employees be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of the following rules and regulations, the decision of the association is final.

12. Eligible Exhibits

The association reserves the right to determine the eligibility of any company or products for inclusion in the Trade Show and reserves the right to reject, evict or prohibit any exhibit, in whole or in part, or any exhibitor, or his representatives, with or without giving cause.

13. Noisy and Obnoxious Equipment

The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

14. Security

POF will arrange for security guards to supervise traffic flow and maintain security of the exhibit area, if required. Security will be provided during show hours. Individual companies are responsible for security of their booths. All persons entering the exhibit hall must be registered for the Trade Show and wear identifying badges.

15. Exhibit Floor Access

POF reserves the right to limit access to the exhibit floor to anyone during times the show is not officially open. No one will be permitted on the exhibit floor 60 minutes prior to the show's official opening or 30 minutes after closing.

16. Public Policy

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

17. Florida Sales Tax Collection

Retail Sales: In accordance with Florida Statutes Section 212.18(3) (b)3., this exhibitor agreement authorizes the retail sales of tangible personal property or services subject to sales tax. The exhibitor must register or be registered with the Florida Department of Revenue and must collect and remit the tax imposed on such sales.

Wholesale Sales: In accordance with Florida Statutes Section 212.813(3)(b)2., this exhibitor agreement also authorizes the wholesale sales of tangible personal property intended for resale. The exhibitor must obtain a resale certificate from the purchasing dealer, but the exhibitor is not required to register as a sales tax dealer.

18. Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining the booth during show hours. No exhibitor shall assign, sublet or share the booth space without the permission of the association.

19. Damage to Property

Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or to standard booth equipment.