

SOUTHWEST COUNCIL OF OPTOMETRY
312 SPRING STREET
FORDYCE, ARKANSAS 71742

Date of Contract _____

2011 EXHIBIT SPACE CONTRACT

Name of Company _____
Hereby applies to lease from SOUTHWEST COUNCIL OF OPTOMETRY (SWCO)

Booth Space Number: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

As shown on the official diagram (see Terms, Rules and Regulations on reverse for sizes and rental charges) for exhibiting, demonstrating and otherwise displaying their products in the interest of better vision care by the optometric profession on March 11-13, 2011 at the HOTEL INTERCONTINENTAL, DALLAS TEXAS in conjunction with the Annual Education Congress of Optometry sponsored by the Southwest Council of Optometry. Products and materials to be displayed are:

Exhibitors assumes entire responsibility and hereby agrees to protect indemnify, defend and save Southwest Council of Optometry. The Hotel InterContinental and its employees and agents harmless against all claims, losses arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hotel InterContinental, its employees and agents. In addition, Exhibitor acknowledges that Southwest Council of Optometry and The Hotel InterContinental does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. It is further agreed that the Exhibitor assumes all and complete responsibility for any damage to the building or property by reason of entry, display and exit of exhibits. It is further understood and agreed by and between the parties hereto that other rules and regulations established by the Exhibit and Congress Committee for the conduct of the Congress as set forth on the reverse side of this contract are in force throughout the show and the exhibiting company, its agents, employees and representatives agree to abide by the rules set forth herein. Exhibits at the Educational Congress of the Southwest Council of Optometry related to employment or practice opportunities shall be accepted only if they are sponsored by non-profit organizations, government entities, or education institutions. For and in consideration of this lease (your Company) _____
Hereby agrees to pay to the order of the Southwest Council of Optometry 50% of the lease price to accompany this application. \$ _____, the balance to be paid no later than February 1, 2011. The exhibitor is obligated to pay the full amount of space contracted for unless cancellation is made in writing to the Council prior to December 31, 2010. No refunds or reductions in the number of contracted booths will be made following the cancellation date. Exhibitor understands that no cancellation will be accepted by telephone. Exhibiting companies will not be allowed to set up booth unless rental amount is paid in full. Make all checks payable to Southwest Council of Optometry. IN WITNESS WHEREOF the parties hereto have, individually, or through properly authorized officers or agents caused these presents to be executed.

PLEASE COMPLETE THE FOLLOWING

Exhibitor (Company Name) _____ Phone _____

Address _____ City _____ State _____ ZIP _____

Authorized Signature _____ FAX _____

The Exhibitor hereby names the following as his duly authorized representative/company contact, in charge of said exhibit and to receive all information submitted by the Southwest Council of Optometry regarding such exhibit. Please print full name, address and phone number.

Representative Name _____ E-mail _____

Address (if different from company) _____ Phone _____

FAX _____ City _____ State _____ ZIP _____

Please make booth sign to read _____

Payment may be made by check, Visa or MasterCard

Visa _____

MasterCard _____

Security Code _____

Expiration Date _____ Signature _____

TERMS, RULES AND REGULATIONS THEREOF

Initial Deposit of 50% of the full rental price must accompany the contact. Any balance due on spaces must be paid by February 1, 2011, after which the Southwest Council of Optometry may, at its discretion, cancel Exhibitor's booth reservation. Otherwise, no cancellation of space may be made after December 31, 2011. All cancellations must be in writing. The Southwest Council of Optometry reserves the right to place exhibitors and to screen products and equipment offered for display in keeping with the education policies governing the Congress. A full description of the booth contents must be completed as provided for on the front of this contract. The Southwest Council of Optometry reserves the right to refuse an application for exhibit space if, in the opinion of the Exhibit Committee, Congress Committee or Executive Committee, the items or services to be displayed are not in keeping with the overall educational purposes of the Congress Exhibition.

Exhibitor shall not obstruct view of adjacent booths. All displays shall be placed in such a way as not to extend beyond ½ the depth of the booth along both sides. Exhibitors shall observe the regular hours set by the Congress Committee for putting up and taking down their booths.

Dismantling or removing of any equipment or display prior to the close of the show is not allowed. Exhibitors shall not allow any other firm or representative to share their booths and failure to comply shall render all contractual agreements by the Southwest Council of Optometry null and void and shall be cause for cancellation without refund.

Neither Exhibitors nor their agents shall injure or deface the walls or floors of the buildings or booths. Should such damage occur, the Exhibitor is liable to The Southwest Council of Optometry and the Hotel Inter-Continental for any and all repairs necessary.

All exhibiting firms shall observe the rules governing participation in the Congress as announced by the Congress Committee.

Booth Sizes and Rental Charge

Single Booth 6' x 10'	\$895.00
Single Booth 10' x 10'	\$1195.00
Double Booths 10' x 20'	\$2300.00
Island Booths 20' x 20'	\$4500.00

It shall be the responsibility of exhibitor to collect and pay any and all appropriate taxes.

Everyone must be registered and have a badge to enter the Exhibit Hall. For your own security there can be no exceptions. Exhibitor Registration will be at The Southwest Council of optometry Registration Desk during the following hours: Friday, March 11, 2011.....9:00 am –12:00 pm

Proper identification will be necessary to obtain a badge. Southwest Council must receive advance registration for booth personnel no later than February 26, 2011. Each exhibitor will be entitled to register free of charge 4 employees/single booth and 8 employees/double booth. All additional representatives will be charged \$25.00 per day. TO AVOID DELAY-REGISTER IN ADVANCE! Those who wait until the show to register may be subject to delays in registration. **PRE-REGISTER YOUR BOOTH PERSONNEL.**

Exhibitors may set-up in the Crystal Ballroom on Friday, March 11, 2011 from 8:00 am through 12:00 pm. The Hotel Inter-Continental or Freeman's will provide no set-up services after 12:00 pm Friday.

Exhibitors may dismantle Saturday, March 13, 2011 after 3:00 pm

Show Hours: Friday, March 11, 2011.....12:30 pm - 4:00 pm
Saturday, March 12, 2011.....12:30 pm - 3:00 pm

The Exhibitor shall pay the hotel for all electrical and other utilities charges. Exhibitor shall arrange directly with the The Exhibit Service Contractor at his own expense for any booth furniture, displays, or equipment, over and above his own. Arrangements for special electrical service must be made directly with the hotel at least 14 days in advance at the expense of the exhibitor.

Exhibit booth signs as described on floor layout will be designated, subject to conditions herein stated, with name signs and number being supplied to each exhibitor without additional charge. Except where they form an integral part of your booth sign, only the booth name sign is allowed.

ALL SHIPMENTS MUST BE COSIGNED TO:

Exhibiting Company Name / Booth # _____
SWCO Annual Meeting
C/O Freeman
5130 Cash Rd
Dallas, TX 75247

Ph: (214) 634-1463
fax (469) 621-5601

and MARKED FOR THE SOUTHWEST COUNCIL OF OPTOMETRY. The Hotel Inter-Continental will accept no payments. Any shipments sent to The Hotel Inter-Continental will be forwarded to Freeman Exhibits., at the expense of the exhibitor. To avoid possible loss, do not ship directly to the hotel.

Hospitality Rooms or special receptions add to the social appeal and are encouraged. Each Hospitality Room must be registered in advance with the exhibit Chairman or SWCO Administration. Remember, the hotel cannot give out room numbers in advance. No unregistered Hospitality Rooms will be allowed and we request that no displays of equipment be done in your Hospitality Suite. All Hospitality Rooms must be closed during the Continuing Education Sessions. The Southwest Council of Optometry prohibits distribution of promotional literature in any area of the hotel other than your Hospitality Room or your Exhibit booth. Distribution of literature or materials by non-exhibitors will not be tolerated. Please report any such instances to the Exhibit Chairman.