

Northern Rockies Optometric Conference July 21 - 23, 2011
Snow King Conference Center - Jackson, Wyoming

Exhibitor Agenda

Thursday, July 21, 2011

3:00 - 5:00 pm **Exhibitor Registration at Conference Center**
100 E. Snow King Ave.

3:00 - 5:00 pm **Exhibits may be set up in Conference Center.**

Friday, July 22, 2011

8am – 10:00 am **Registration continues and exhibits may be set up in Conference Center.**

10:30 am – 2pm **Exhibitor Show**
(Exclusive - no other programs)

2:30 - 4:30 pm **Exhibits must break down**

Hotel Room Reservations for Northern Rockies Optometric Conference

Rates apply for nights of July 21 - 24, 2011. You must mention NROC Conference for discount.

Snow King Resort Reservation Phone: 1/800-522-KING

PO Box SKI, 400 E. Snow King Ave., Jackson, WY 83001
(1 block to conference center)

Rates: Single \$205, Double \$205, Triple \$215, Quad \$225

Please note sales tax is not included. Check in time is 4:00 p.m. and check out is noon. First night's deposit is required to hold room. Room block is being held for the NROC until 40 days prior to the meeting. 72 hour notice required for cancel or revision.

Return with check payment to: NROC Conference, P.O. Box 1967, Cheyenne, WY 82003

\$_____ **\$790 Single booth.** 8' x 10' booth with carpet, drapes, one table, two chairs and sign provided.

_____ **\$1,120 Double booth.** 8' x ' 20'. Indicated double booth space in booth choice request below.

_____ **\$ 30** Each exhibit is entitled to two representatives. Add \$30 each for **representatives exceeding two**.

\$_____ **Total. Make check to Northern Rockies Optometric Conference.** Upon receipt of this registration and your check, we will direct Design West to send your exhibitor packet to you.

Company _____ Telephone ___/___/___ Fax ___/___/___

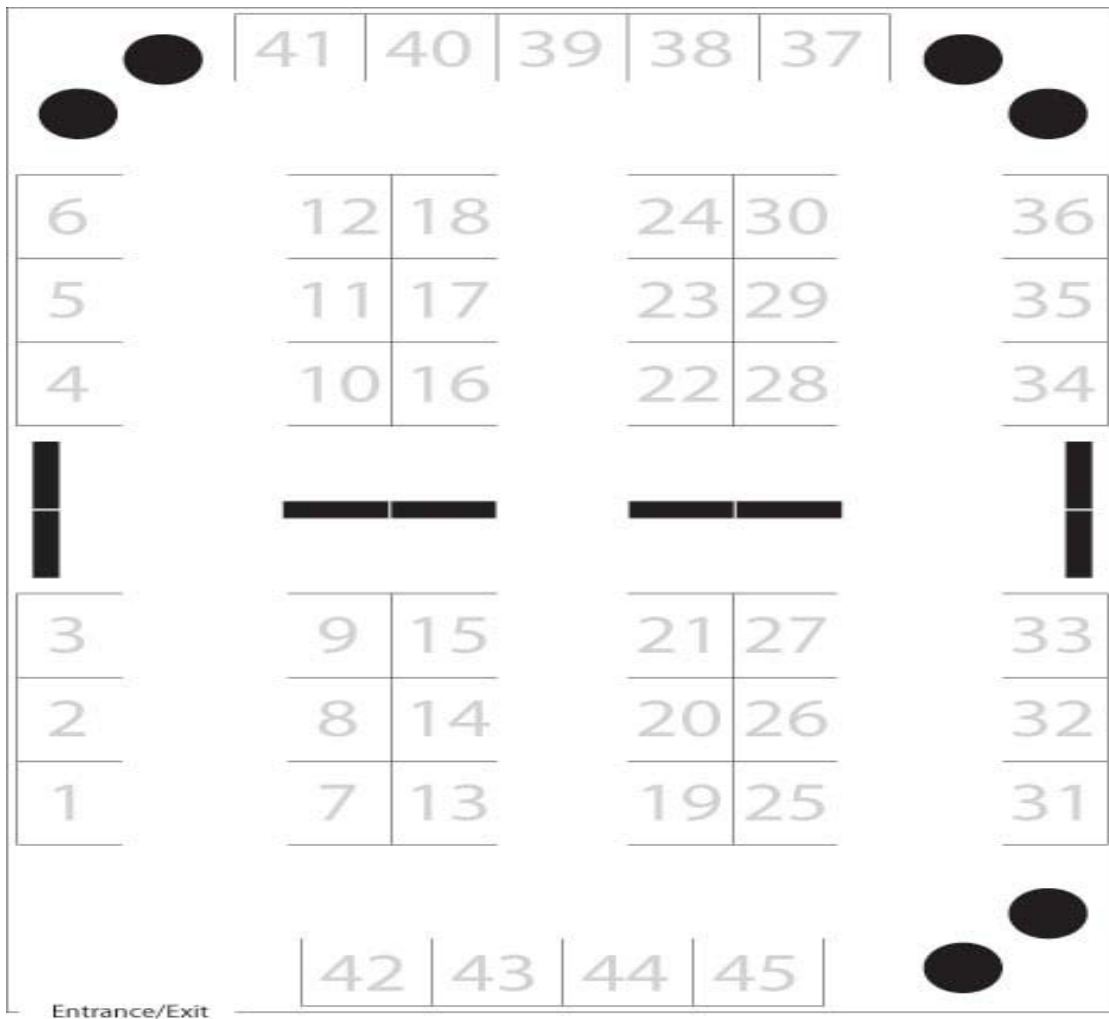
Name of Exhibit Show Coordinator if available _____ Email: _____

Address _____ / _____ State _____ Zip _____
Street or PO City

Name/s of Representative/s _____

Booth #/s Requested _____ 1st, _____ 2nd, _____ 3rd, _____ 4th, choice.

Floor plan is as follows:



Northern Rockies Optometric Exhibitor Notice

July 21 - 23, 2011 Conference - Jackson Hole, Wyoming

P.O. Box 1967, Cheyenne, WY 82003 ♦ Phone 307/632-8819 ♦ Fax 307/632-7927

Three State Conference Invite Ophthalmic Exhibitors

Enclosed is your registration to exhibit at the annual Northern Rockies Optometric Conference in beautiful Jackson Hole, Wyoming.

***Excellent Exhibit
Schedule!
July 22, 2011
Snow King Center
Jackson, Wyoming***

Three state optometric Associations from Wyoming, Idaho and Montana host the Northern Rockies conference. This is a fantastic opportunity for exhibitors to talk with over 200 optometrists and paraoptometric staff from these three Rocky Mountain States and around the nation.

Optometric Assistants Participate in NROC

Optometric Assistants from the three states also hold a joint meeting during the NROC and participate in all exhibit functions.

Single or Double Booths Available to Meet Your Needs

Space will be reserved on a first come, first paid basis. Please indicate your first, second, third and fourth choice booth spaces.

Booths will be 8' x 10' with arrangements for 8' x 20' double booths available. Each booth comes with carpet, backgrounds, 42" dividers, one table, two chairs and a sign with your company name.

**Please, no shared booths
between companies.**

***We've sold out our
booths since 2005, so
register early to assure
that you receive the
booth you want!***

We Listen To You - Exclusive Exhibit Time!

We listened to your suggestions, and have condensed the show into a quality, one-day event with no competing events.

Exhibit Space Will Go Fast in 2011

The last six NROC shows have been sold out prior to the conference. Quality space usually is taken as early as February. We encourage you to register early!

Exhibitor Service

Serving you at the 2011 NROC will once again be the booth services of Design West Decorating. Upon receipt of your booth registration at our NROC office, we will instruct Design West to forward a booth packet to you. If you have further questions about your booth needs, you may contact Rich Stewart at Design West by calling 800/445-9627 or faxing to 801/281-2651. Design West offers a number of services including electrical and shipping.

If you elect to ship materials directly to the Snow King Center all shipments must be received at the Snow King Center, 100 E. Snow King Avenue, Jackson, WY 83001. Jeff Bloomer, Group Services Coordinator at the Snow King Center can be contacted by calling 307/734-3178 or fax 307/734-3093.