

## **In Conjunction with Events Rules, Regulations and Application**

### **What events can be held?**

Space is to be used for internal company, institutional, or organizational meetings, social functions, and is subject to the HOAECC ICW Rules and Regulations as described here and as amended in the future. In the event that a meeting space is used for unauthorized functions, HOAECC reserves the right to revoke and reassign space. All payments will be forfeited, and your company, institution, or organization risks revocation of exhibitor priority points.

In order to be approved, the mission of the requesting organization or company must be consistent with that of the HOAECC.

In order to be approved for an educational program either immediately before of immediately after the Heart's meeting (four days before or one day after), the program may not conflict with the Heart's education program, and the attendees must be encouraged to also register for the Heart's annual meeting.

Sponsoring organizations, institutions, and companies may not charge a registration fee for the event if the event is held on Friday through Sunday of the Heart's annual meeting. Events approved and held immediately before or immediately after may have an admission fee.

Any function request not listed above must be approved by the Director of Arrangements and may include a room rental and/or management fee.

### **When do these rules and regulations apply?**

These rules and regulations apply for events requested and held in the general vicinity of the host city on the conference dates, and four days leading up to and one day following the Heart's annual meeting.

### **When can ICW events be held?**

There are restrictions on when ICW events may be held.

The following Heart-sponsored events are always and entirely unopposed; no ICW events may be scheduled in opposition to them or starting within 15 minutes of the end of the specified Heart program event:

- Heart Luncheon/Business Meeting
- Heart Dinner/Banquet

Furthermore, the only events or meetings held by for-profit companies that may be scheduled at the same time as Heart education on Friday through Sunday of the meeting, or during Exhibit Hall hours, are those that are primarily intended for non-ODs, such as press conferences or sales meetings. Each of these events, if approved, must be for fewer than 25 people and by invitation only.

All requests that fall outside of these parameters must be approved by the Director of Arrangements.

### **Where will events be held?**

Typically, the Heart controls all meeting and social event space and suites in the contracted hotels and convention centers during the Annual Meeting, including time of registration and set-up. Events will be assigned to the best possible locations based on availability, on a first-come, first-served basis, with the caveat that there are numerous competing requests for space that we try our best to accommodate.

If, because of space limitations at the convention center and contracted hotels, an organization or company needs to secure space for an event or function at any other host city venue (not a contracted HOAECC hotel), you may contract the venue directly, but must first receive approval from the Heart on the purpose, date and time of the proposed event, as well as the need to go outside the contracted properties for space.

No outside food or beverage may be brought in to any event at a contracted property.

Do NOT contact the convention center or the hotel until you have received your confirmation from the Heart.

The Heart will not support or promote education, meetings or events being offered immediately before, during or after the Heart's annual meeting, if they are held in the same geographic area as the Annual Meeting but not requested through the Heart and/or conducted at a Heart-contracted property. Sponsors of such events may not use the Heart or the Annual Meeting in any way to promote or publicize their event, and will be held liable for violation of these Rules and Regulations.

Because of space limitations, under no circumstances will applications be approved that request an all-day hold.

### **Costs**

Schools and Colleges of Optometry are welcome to hold alumni events as part of the annual meeting. The Heart schedules these events based on the applications received through the Director of Arrangements. There is no rental or management fee to hold an alumni event at any of the contracted properties, if the requested by the deadline of January 15.

There is no rental or management fee for ICW events/receptions hosted by Diamond and Platinum sponsors. There is a management fee of \$750 for ICW events/receptions hosted by Gold sponsors and \$1250 for ICW events/receptions hosted by Silver sponsors. The Heart will schedule these events based on the

applications received through the Director of Arrangements. All other for-profit companies are prohibited from hosting an ICW event/reception.

Food and beverage and other services for all events must be ordered directly through the hotel or convention center as assigned and paid by the sponsoring organization. The Heart will assist sponsors with contact information to order needed services.

All charges for services levied by the contracted hotel or convention center are solely the responsibility of the affiliate group sponsor. The Heart has no responsibility or authority over any charges, including but limited to: food and beverage minimums, audio-visual pricing, internet charges, electric costs, etc. Once an event is approved, the Heart will provide hotel or convention center contact information to the affiliate group sponsor.

#### **Use of HOAECC Name, Logo, Marks, etc.**

The use of the words “Heart of America Eye Care Congress,” the letters “HOAECC,” the Heart logo, and the Heart’s annual meeting logo may not be used in any non-Academy promotional materials without the written consent of the HOAECC Board of Directors.

The following must appear prominently and legibly in all printed material promoting the affiliate/exhibitor event (including emails and publication on the web): “This is not an official function or event of the Heart of America Eye Care Congress.”

The mention of a free or complimentary gift is strictly prohibited in all invitations and promotional material.

#### **To Reserve a Space**

Applications for ICW events must be submitted by January 15. All ICW/affiliate events must be approved by HOAECC or its designee, and approval will be based on the regulations outlined in these policies. All space will be assigned on a first-come, first-served basis.

No institution, organization or company is permitted to reserve meeting rooms directly through the contracted hotels or convention center.

Email the Director of Arrangements at [arrangments@hoaecc.org](mailto:arrangments@hoaecc.org) to apply for ICW event space. All space applications are due no later than January 15.

**No exceptions to these policies are permitted without the express written consent of the Board of Directors. Violations may cause individuals or organizations to forfeit the privilege of sponsoring, exhibiting, advertising or attending the Annual Meeting, or the revocation of priority points for exhibit space selection.**