EXHIBIT HALL SCHEDULE

FRIDAY, FEBRUARY 12TH

Exhibit Booth Setup ................................................................. 8:00 AM - 2:30 PM
Exhibitor Lounge Hours .............................................................. 8:00 AM - 6:00 PM
Exhibitor Welcome Meeting and Prize Drawing ......................... 2:30 PM - 3:00 PM
Exhibit Hall Grand Opening ....................................................... 3:00 PM
Exhibiting Hours ......................................................................... 3:00 PM - 8:00 PM
Heart of America Craft Beer Tour ................................................ 6:30 PM - 8:00 PM
Para, Optometrist and Exhibitor Event

SATURDAY, FEBRUARY 13TH

Exhibiting Hours .......................................................................... 9:00 AM - 2:00 PM
Exhibitor Lounge Hours .............................................................. 9:00 AM - 2:00 PM
Grand Prize Drawings
Paraoptometric ........................................................................... 10:00 AM
Optometrist .................................................................................. 10:30 AM
Exhibit Hall Buffet Luncheon
Exhibitor ..................................................................................... 11:30 AM - 12:30 PM
Paraoptometric and Optometrist .................................................. 12:30 PM - 1:30 PM
Heart of America Business Meeting ............................................. 1:30 PM
Heart of America Presidential Gala .............................................. 7:00 PM
Para, Optometrist, and Exhibitor Event
Participate in the Camaraderie, Education and Innovation at the Crown Center Exhibit Hall

The Heart of America Eye Care Congress invites you to showcase your products and services at the Midwest’s premier optometric congress. Participate in the Heart’s camaraderie, education and innovation at the Sheraton Kansas City Hotel at Crown Center and Crown Center Exhibit Hall February 12-14, 2021.

The Heart hosts the largest Exhibit Hall in the Midwest. Attendees agree the Exhibit Hall is one of the outstanding features of the Congress as it provides access to Exhibitors who will contribute to the success of their practices.

To facilitate interaction with Exhibitors and to increase traffic to all vendors, the Heart is continuing the Exhibit Hall Scavenger Hunt and Doctor’s Meet and Greet. Providing over $15,000 in prizes encourages Exhibit Hall attendance and Exhibitor interaction. Attendees and Exhibitors are invited to sample local craft beer during the Heart of America Craft Beer Tour on Friday at the conclusion of Exhibiting hours.

Booth registration includes five exhibitor name badges per booth space. Additional name badges are available for $50 each.

If you do not use your allotment of name badges, you can transfer them to clients to enable them to visit you in the Exhibit Hall. Exhibitor registration includes tickets for the Friday Night Exhibit Hall Heart of America Craft Beer Tour and two buffet luncheon tickets for Saturday. Extra luncheon tickets can be purchased at the attendee registration booth.

Using the Heart’s Exhibitor Portal, Exhibitors can directly upload their company description, web page address and contact information to fully utilize the Heart’s interactive Virtual Exhibit Hall at www.HOAЕCC.org. Company representatives are encouraged to enter their business cards in the Exhibitor prize drawing during the Friday Exhibitor Meeting. Three lucky Exhibitors will win a prize courtesy of the Heart of America.
Dear Exhibitor,

The Heart of America thanks all our participating sponsors and exhibitors for continuing to create the Heart’s reputation as the premier optometric meeting in the Midwest. Last year when we promised for an exciting year, we had no idea what that would truly mean. We feel fortunate to have had the 2020 Heart Congress prior to the pandemic.

The true question is what will 2021 look like? It will be our 60th year of the Heart of America Eye Care Congress and we know it will look different. Our hope is to have an Exhibit Hall like years past with prizes, refreshments, amazing vendors and sponsors. Regardless of the changes our board is working diligently to provide you with the premier experience you have come to know at the Heart of America Eye Care Congress.

Exhibit Hall registration and payment is easy online. The fee for each 10’ by 10’ booth is $2000. A $350 deposit per booth is required by October 1st for priority booth assignment. Companies paying their booth deposit by October 1st will be assigned booths first. A limited number of 20’ x 20’ island booths are available for $10,000 and require a $1,750 deposit. An additional $200 administrative fee will be charged for booth fees not paid in full by January 1st. Payments can be made online with Visa or MasterCard. Each 10’x10’ Exhibitor booth will be equipped with an 8’ back drape, two 3’ side drapes and one Exhibiting company identification sign. Exhibitors who do not bring their own booth furnishings or carpet may rent these items from George E. Fern Exposition and Event Services. Obtaining tables, chairs, carpeting and other booth furnishings are the responsibility of the Exhibitor. George Fern will provide an electronic Exhibitor Service Kit to all registered Exhibitors.

Checks payable to HOAECC can be mailed to

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<tr>
<th>Steve Sloan, OD</th>
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<tr>
<td>HOAECC Exhibits Director</td>
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<tr>
<td>1723 Carriage Hill Court</td>
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<td>Dubuque, Iowa 52003</td>
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From the Heart,

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<tr>
<th>Steve Sloan, OD</th>
<th>Dawn Williams, OD</th>
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<tr>
<td><a href="mailto:exhibits3@hoaecc.org">exhibits3@hoaecc.org</a></td>
<td><a href="mailto:exhibits2@hoaecc.org">exhibits2@hoaecc.org</a></td>
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Dear Exhibitor,

We would love to have you celebrate our 60 year Diamond Anniversary with the Heart in February 2021. The “Heart Congress” annually draws 1300 Doctors, Opticians, Students, and Staff from across the Midwest region. Many of these attendees look to this Congress as a time to learn about new technology, advances in eye care, and purchase new equipment. We would like invite you to be a Sponsor for 2021. The Heart Board of Directors realize there are many requests for your Sponsorship Funds, so we have developed opportunities for your corporation to reach our attendees. Our complete Sponsorship Prospectus and Branding and Marketing Guide are listed at:

https://www.hoaecc.org/documents/heart-sponsorship-levels.pdf


We look forward to seeing you at our Diamond Celebration. If your company would like to be a corporate sponsor or has questions regarding advantages of sponsorship, please contact:

- Printed sponsor recognition to all registrants at the conference
- Sponsor recognition displayed throughout the conference and Exhibit Hall
- Sponsor recognition on the Heart website
- Sponsor recognition in the summer Heart newsletter following the conference
- Sponsor recognition in the November Heart synopsis
- Sponsorship recognition in the December Heart Congress Program
- Opportunity to host private meetings for Heart attendees during the Heart Congress

_The Newsletter, Synopsis, and Program mailings each reach approximately 3,000 doctors and staff who practice in the Midwest._

If your company would like to be a corporate sponsor or has questions regarding the advantages of sponsorship, please contact:

Duane Thompson, OD
Public & Professional Relations Director
ppr@hoaecc.org
The Heart of America invites your company to advertise in the Heart registration packets which are given to every Heart attendee. This benefit is free to Diamond and Platinum sponsors. The rate for Exhibitors is $400 per one page advertisement, and for non-exhibitors $1,000 per one page advertisement. All marketing inserts and flyers must be shipped to Sharon Green, OD, Director of Registration by February 1. Contact Dr. Green for more information at registration@hoaecc.org.
**Hold Harmless Clause:** The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, employees, and Heart of America members and Board of Directors from any and all such losses, damages, and claims. Submission of your payment indicates agreement with the terms of the Hold Harmless Clause.

**Booth Information**
Booth assignment is highly competitive. Booth assignments will be based upon:

For companies making their deposit before October 1st booth assignments will be based upon:

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Loyalty/Longevity of exhibiting at the HOAECC Congress.
3. Date of receipt of deposit.

For companies making their deposit after August 15 booth assignments will be based upon:

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Date of receipt of deposit

**Refund Policy**
A. The $350 deposit per 10’x10’ booth is non-refundable.
B. Companies canceling their exhibit space on or before November 30, receive a refund of all payments made to date less the non-refundable deposit.
C. Companies canceling their exhibit space on or after December 1, and before December 31, receive a refund of all payments made to date less a 25% penalty and the non-refundable deposit.
D. Companies canceling their exhibit space on or after January 1 receive no refunds.
E. Companies canceling their exhibit space immediately before the Heart of America Eye Care Congress due to circumstances beyond their control may have their payments credited to exhibit at the Heart of America Congress, minus the $350 non-refundable deposit, the following year. Approval of this credit will be at the discretion of the Heart of America Board of Directors.
George E. Fern Exposition and Event Services of Kansas City, Missouri will assist you with your Exhibit Hall arrangements. Each 10’ x 10’ Exhibitor booth will be equipped with an 8’ back drape, two 3’ side drapes and one Exhibiting company identification sign.

George E. Fern Exposition and Event Services is available to arrange booth furnishings, booth carpeting, electrical services, shipping instructions and all other Exhibitor needs. They will be available for the duration of the Congress to assist Exhibitors with on-site needs. Assembling and dismantling Exhibitor booths is the responsibility of the Congress, not the responsibility of Exhibitors.

816-221-0525
www.FernExpo.com