

Foundation Fighting Blindness National Conference

VISIONS 2008

WASHINGTON, D.C.

AUGUST 8-10, 2008 | HYATT CRYSTAL CITY, VIRGINIA



EXHIBITOR PROSPECTUS

The Foundation Fighting Blindness VISIONS Conference on August 8-10, 2008 is unlike any other!

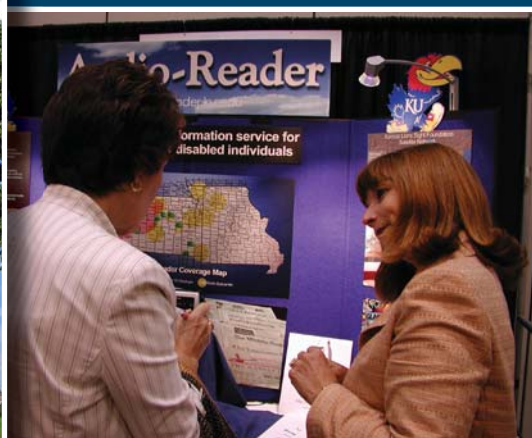
Taking place at the Hyatt Crystal City, located just outside historic Washington, D.C., VISIONS provides an opportunity for sight-impaired individuals and their families to learn about the latest research advances, assistive products, services, and support. Details on the VISIONS Conference agenda are on our website, www.FightBlindness.org/VISIONS.

VISIONS 2008 is the National Conference of the Foundation Fighting Blindness and is designed for those affected with retinal degenerative diseases. These inherited diseases cause progressive blindness and include macular degeneration, retinitis pigmentosa, Usher syndrome, Stargardt disease, and others. Together, these diseases affect over 9 million Americans and millions more around the world.

Our popular Exhibit Hall is always a highlight of the conference!

To request booth space or to discuss promotional possibilities for your company, please contact Linda Gorsuch at (800) 683-5555, x1168 or Lgorsuch@FightBlindness.org.

Completed exhibit applications must be received no later than July 1, 2008 to be included in the VISIONS 2008 Program Book and Conference materials.



VISIONS 2008

It's Good Business to Exhibit at VISIONS!

Through science lectures, information sessions and exhibits, attendees will learn about recent developments in medical research, daily living skills, and products and services for members of the low vision community.

- More than 600 visually impaired individuals and their families and friends are expected at this year's conference.
- A great way to market to conference attendees about products and services that make coping with vision loss easier to manage.
- Your products and services will also be of interest to the prominent scientists and physicians attending the conference.
- VISIONS attendees are motivated and have buying power.
- The Exhibitors Reception on Friday, August 8th from 6:00 pm to 7:30 pm., offers vendors dedicated time with conference attendees.
- All conference coffee breaks and breakfasts in the Exhibit Hall ensure increased traffic.
- Extra exposure can be gained through underwriting of sessions, food and beverage breaks, social events, conference materials, and giveaways. Additional promotional opportunities include ad placement and serving as a presenter. We can work with you to fit your needs.
- All Exhibitors will be listed in the VISIONS 2008 Program Book, with a description of their products/services, and promoted on the conference web site at www.FightBlindness.org/VISIONS.

Exhibitors have the opportunity to gain extra exposure by presenting during one of our information sessions. Please indicate your suggested topic on your registration form. Presenters will be selected based on availability and interest. We will contact you to coordinate your presentation if you are selected.



VISIONS 2008

Conference Program At-A-Glance

Friday, August 8, 2008

8:00am - 9:00pm	Conference Registration & Information Desk Open
8:30am - 10:30am	Exhibitor Set-up
10:30am - 12:30pm	Exhibit Area Open and Hotel Tours
12:30pm - 2:00pm	Opening Luncheon with Speakers
2:00pm - 7:30pm	Exhibit Hall Open
2:30pm - 3:15pm	Concurrent Science Sessions
3:15pm - 3:45pm	Coffee Break in Exhibit Hall
3:45pm - 4:30pm	Concurrent Information Sessions
4:45pm - 5:45pm	Concurrent "The Doctor Is In" Sessions
6:00pm - 7:30pm	Exhibitor Reception
8:00pm - 10:00pm	Concurrent Networking Sessions

Saturday, August 9, 2008

8:30am - 9:00am	Coffee in Exhibit Area
8:30am - 4:00pm	Exhibit Hall Open
9:00am - 9:45am	General Science Session
9:45am - 10:15am	Coffee Break in Exhibit Hall
10:15am - 11:45am	Concurrent "The Doctor Is In" Sessions
12:00pm - 1:00pm	Lunch on your own
1:00pm - 2:00pm	Concurrent Information and Science Sessions
2:15pm - 3:15pm	Concurrent Information and Science Sessions
3:15pm - 3:45pm	Coffee Break in Exhibit Hall
3:45pm - 5:00pm	Exhibitor Break-down
3:45pm - 5:00pm	General Science Session
6:30pm - 12:00am	Reception & Dinner/Dance

Sunday, August 10, 2008

8:30am - 9:00am	Continental Breakfast
9:30am - 11:30am	Closing Session with Speakers

Conference schedule is subject to change.

Exhibit Fees & Advertising

Exhibit Booths

Basic Booth includes:

- 8' x 10' exhibit booth with 8' high back wall and 3' high side wall.
- 7" x 44" black and white, one-line identification sign.
- 6' x 30' skirted banquet table topped in white vinyl.
- 2 folding chairs.
- Waste basket.
- General area security service (Booth security and the protection of special valuable items are at the exhibitor's own expense.)
- Trash removal.
- Two complimentary registrations for each 8' x 10' space reserved, including Friday's Exhibitors Reception and access to all conference sessions. *(Does not include Friday's Opening Luncheon or Saturday's Reception & Dinner/Dance.)**
- Name Listing with description of company or organization in VISIONS 2008 Program Book.
- One copy of the VISIONS 2008 Program Book.
- Listing on VISIONS 2008 website, www.FightBlindness.org/VISIONS.

* Tickets to attend these meal functions are available for an additional fee.

Exhibit Fees

Early Bird Registration (before July 1)

Commercial: \$575 Non-Profit: \$425

Regular Registration (After July 1)

Commercial: \$725 Non-Profit: \$525

All registration forms for exhibit space must be received no later than July 1, 2008 in order for the vendor listing to be included in the VISIONS 2008 Program Book.

Program Advertising

Advertising space is available in the VISIONS 2008 Program Book. This large-print program is used as a resource guide year-round by attendees and gives you another great opportunity to reinforce your message.

All camera-ready artwork must be received by July 1, 2008 to be included in the VISIONS 2008 Program Book. Please send to Jennifer Bridges at jbridges@FightBlindness.org.

Advertising Space Fees

Inside Front Cover	\$750
Inside Back Cover	\$600
Full Page	\$475
Half Page	\$300
Quarter Page	\$175
Acknowledgment	\$100

VISIONS 2008

Foundation Fighting Blindness National VISIONS Conference

August 8-10, 2008 | Hyatt Crystal City, Arlington, VA

Exhibit and Advertising Registration Form

REGISTER NOW!

Company Name: _____

Contact Person: _____

Title: _____

Street Address: _____

City/State/Zip: _____

Email: _____ Phone: _____ Fax: _____

Names of individuals who will staff your booth (Maximum 2)

Please describe (25 words or less) the products or services provided by your organization. Description will be included in the conference press kits and promotion listings.

Standard Exhibit Package Benefits

(9999 4401 2300)

Exhibit Dates: August 8-9, 2008

- Includes 2 exhibit registration passes.
- Company listed in exhibitor section of FFB website (www.FightBlindness.org/VISIONS).
- Company listed in exhibitor section of VISIONS 2008 Program Book and all applicable listings of exhibitors for conference.
- A one-line identification sign listing company name and booth number.
- A two-line description of the company along with contact information and logo in VISIONS 2008 Program Book.
- Possible program presentation opportunities depending on coping or assisted technology topics.
- Full access to all sessions.

Select your package below. Note: Early Bird prices are applicable to registrations made on or before July 1, 2008. Non-profit companies will need to provide evidence of their non-profit status and services provided to the visually-impaired audience.

Commercial Rates:

Early Bird \$575

Regular \$725

Non-Profit Rates:

Early Bird \$425

Regular \$525

Are you interested in giving a presentation at the conference? Yes No

Please describe below the information that you would present in a session.

See reverse side

Exhibit and Advertising Registration Form - Side 2

Conference Program Advertising

(9999 4052 2300)

Please email all camera-ready artwork to Jennifer Bridges at jbridges@FightBlindness.org.

- | | |
|---------------------------------------------|-------|
| <input type="checkbox"/> Inside Front Cover | \$750 |
| <input type="checkbox"/> Inside Back Cover | \$600 |
| <input type="checkbox"/> Full-page | \$475 |
| <input type="checkbox"/> Half-page | \$300 |
| <input type="checkbox"/> Quarter-page | \$175 |
| <input type="checkbox"/> Acknowledgment | \$100 |

Conference Meal Functions

(9999 4400 2300)

Your Standard Exhibit Package does not include Friday's Opening Luncheon or Saturday's Reception & Dinner/Dance. If you would like to attend one or both functions, please indicate the number of tickets you will need for each below.

_____ Friday's Opening Luncheon \$40 _____ Saturday's Reception & Dinner/Dance \$130

Total Exhibit, Advertising and Meal Function Charges: \$ _____

Please make checks payable to the Foundation Fighting Blindness or bill credit card account:

- | | |
|-----------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Company Credit Card | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Personal Credit Card | <input type="checkbox"/> Master Card |
| | <input type="checkbox"/> American Express |

Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____ Date: _____

Questions? Contact Linda Gorsuch at (410) 568-0168 or Lgorsuch@FightBlindness.org. **Forms and payment must be received by July 1, 2008 for inclusion in the VISIONS 2008 Program Book.** A confirmation letter will be sent to you upon receipt of this registration form and payment.

Please complete this form, enclose payment, and mail to:

Foundation Fighting Blindness

Attn: Jennifer Bridges

11435 Cronhill Drive

Owings Mills, MD 21117-2220

Or fax to 410-363-2393 (credit card payments only).



Official Exhibit Service Contractor

Viper Tradeshow Services

21010 Southbank St., Suite 400
Sterling, VA 20165
Phone: 571-291-2903
Fax: 571-291-2954
www.vipertradeshow.com
Contact: Doug Whittemore

An Exhibitor Service Kit containing a complete list of available services and work rules will be mailed to exhibitors by Viper Tradeshow Services in late Spring 2008. The kit will include: order form, labor charges for set-up, information and rates for drayage, signage, furniture, decor, freight labor, freight forwarding, floral, photography, and empty box removal during set-up. A complete list of rules and regulations for Viper Tradeshow Services and the Hyatt Regency Crystal City will be included in the Exhibitor Service Kit.

The Hyatt Regency Crystal City has no facilities for receiving or storing advance shipments. Should an exhibitor send packages early, they will not be accepted. Therefore, all shipments that must arrive prior to move-in day (Friday, August 8th) must be coordinated through Viper Tradeshow Services. Contact Doug Whittemore at 571-291-2903 for more information on pre- & post-show drayage and material handling.

Rules & Regulations for Exhibitors

Booth Location Exhibit space will be assigned on a first-come, first-served basis, according to the date of receipt of completed paid Exhibitor Registration Forms. Previous years' exhibitors will be given preferred locations, as available. Placement considerations will include whether your business is service-based or product-based.

Payment Exhibit Registration Forms must be accompanied by payment in full (check, MasterCard, American Express, Visa, or purchase order). Checks should be made payable to "Foundation Fighting Blindness." **Early bird registration fees must be paid by July 1, 2008.**

Cancellation Notification of an exhibitor's decision to cancel must be submitted in writing on or before July 1, 2008. A refund, less a \$100 processing fee, will be given for cancellations received on or before this date. Refunds will not be given if cancellation occurs after July 1, 2008. No refunds will be given for cancellation of VISIONS 2008 Program Book advertising.

Exhibit Set-up and Break-down We ask that you set up by 10:30am on Friday, August 8 and not begin break-down until 3:45pm on Saturday, August 9. All exhibits should have a staff person present during open exhibit hours.

Display Materials Nothing shall be posted on, tacked, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.

Indemnification Exhibitor assumes responsibility and agrees to indemnify and defend the Foundation Fighting Blindness, Inc. (FFB) and the Hyatt Regency Crystal City and their

respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

Insurance The exhibitor understands that neither the Foundation Fighting Blindness nor the Hyatt Regency Crystal City maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance. Each exhibitor is required to maintain adequate insurance coverage against injury to persons, fire, theft, and other damage to or loss of property. The Exhibitor shall provide the Foundation, upon request, a certificate of insurance naming the Foundation Fighting Blindness, Inc. as an additional insured.

Compliance With Laws Exhibitors shall bear responsibility for compliance with all local, city, state and federal safety, fire and health laws, statutes, ordinances, and regulations which are in force or applicable during the conference, including the Americans with Disabilities Act, regarding the installation and operation of the exhibit.

Drawings The Foundation encourages the use of contests and drawings to create excitement amongst participants. To better promote them and to increase both Exhibit Area attendance and the visibility of exhibitors who provide prizes, we ask that all contests and drawings be coordinated through Linda Gorsuch at (410) 568-0168 or Lgorsuch@FightBlindness.org.

No Smoking This is a non-smoking conference. Smoking is only allowed outdoors in designated areas.

Hotel Information

A contemporary and spacious landmark hotel, Hyatt Regency Crystal City offers easily accessible accommodations, brightly-lit meeting space, outstanding service and exceptional dining. Just minutes away from Ronald Reagan Washington National Airport, the hotel offers a free shuttle service for your convenience. Nearby Washington, D.C., has many historic sights right on the Metro Line. The hotel also offers a free shuttle service to the nearest Metro stop. You may also want to explore the many restaurants and shops of nearby Old Town, Alexandria and Georgetown.

The Foundation has reserved a block of rooms at the significantly reduced rate of only \$139/night, single or double occupancy, plus applicable state and local taxes. The cut-off date for this block of rooms is July 8, 2008.

Visit www.FightBlindness.org/VISIONS or call the hotel directly at 800-633-7313 for information on making your hotel reservations. Be sure to request the group rate for the "Foundation Fighting Blindness VISIONS Conference." Reservations made after the cut-off date will be subject to rate and space availability. Make your reservation early to ensure your accommodations.

Hyatt Regency Crystal City
2799 Jefferson Davis Highway
Arlington, VA 22202
www.crystalcity.hyatt.com
703-418-1234

Checklist of Dates to Remember

July 1, 2008

Early Bird Registration Fee Due
Exhibit Registration Due
Last date to be included in the VISIONS 2008 Conference Program
Program Advertising Due
Exhibit Cancellation Deadline

July 8, 2008

Hotel room block cut-off date