

XXXII
INTER-AMERICAN COURSE
An Advanced Course in Clinical
Ophthalmology



EXHIBITORS' INFORMATION

October 24-27, 2010
Intercontinental Hotel
Miami, Florida

October 2009

Dear Exhibitor:

We invite you to participate in Bascom Palmer Eye Institute's 32nd Inter-American Course in Clinical Ophthalmology, scheduled for October 24-27, 2010 at the Intercontinental Hotel, 100 Chopin Plaza, Miami, Florida. We designed the course for practicing ophthalmologists, with maximum emphasis on practical approaches to selected clinical problems.

The Inter-American Course has enjoyed 31 years of success. Judging by the ever-increasing number of commercial exhibitors each year, we conclude that the course provides companies with a unique marketing opportunity to reach a broad spectrum of active and well-established ophthalmologists from Latin America, the Caribbean and Spain.

The 2010 program will focus on glaucoma, cataracts, diabetic retinopathy, pediatric ophthalmology, retina and vitreous surgery, PDT, refractive surgery, plastic surgery, among other topics, with the participation of invited speakers and of the Bascom Palmer Eye Institute faculty. It is the only ongoing bilingual - English-Spanish - university-sponsored course in clinical ophthalmology with professional simultaneous translation.

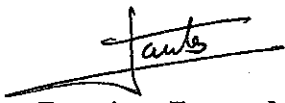
Booths will be filled on a first-come, first-served basis **upon receipt of payment**. Space is limited so we encourage you to reserve early.

We hope to see you in October 2010!

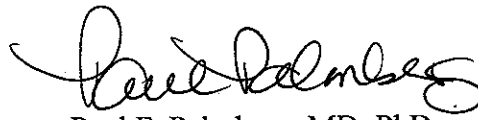
Cordially,



Eduardo C. Alfonso, MD
Co-Director



Francisco Fantes, MD
Co-Director



Paul F. Palmberg, MD, PhD
Co-Director

**APPLICATION AND CONTRACT FOR
EXHIBIT BOOTH SPACE**

This will serve as authorization to reserve space for the "XXXII Inter-American Course in Clinical Ophthalmology," October 24-27, 2010 at the Intercontinental Hotel, Miami, Florida. Booth rental fees are: \$1750 (1 booth) \$3250 (2 booths) \$4500 (3 booths). Please make check payable to: Bascom Palmer Eye Institute/Curso and mail to the address below, or you may pay by credit card.

The following is our booth preference:

1st choice - Booth # _____

2nd choice - Booth # _____

3rd choice - Booth # _____

Name of Cardholder: _____
Credit Card: MasterCard Visa American Express
Card No. _____
Expiration Date: _____
Signature: _____

Exhibit booths are assigned according to date of **receipt of full payment**, number of booths reserved, and previous record of exhibiting. Every attempt will be made to accommodate requests, but the Course reserves the right to relocate booth assignments in order to develop a compact, well-orchestrated show.

We the undersigned agree to comply with the instructions for Exhibitors as attached.

Company Name: _____

Contact Name: _____

Name of Sales Representative: _____

Authorized Signature: _____

Address: _____

City/State/Zip: _____

Phone Number: () _____

Fax: () _____ email: _____

We require a standard booth identification sign, which should read:

(Exhibiting Company Name)

Products: _____

I wish to be near: _____ away from _____

Please complete and return to:
XXXII Inter-American Course
Bascom Palmer Eye Institute
900 NW 17th Street
Miami, Florida 33136
Attn: Karen Davila
TEL: (305) 326-6110
FAX: (305) 326-6518

SPACE IS LIMITED - REGISTER EARLY

**RULES AND REGULATIONS
FOR EXHIBITING**

SPACE ASSIGNMENTS

Applications for exhibit space are subject to the approval of the Committee of Exhibits. The course reserves the right to relocate booth assignments if necessary, in order to develop a compact, well-knit show.

SET UP & DISMANTLING

Exhibit Hall will be available for setting up exhibits between 12 noon and 5 p.m. Saturday, October 23, 2010. All exhibits must be installed, ready for opening by 7:30 a.m. Sunday, October 24, 2010.

Any exhibit not unpacked by this time will be placed in storage and can be returned only after the exhibits close on the first day of exhibiting (Sunday), or may be ordered set up by the exhibit management and the cost charged to the exhibitor.

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PLEASE NOTE: No refuse, such as empty cartons, may be placed in the aisles after the final sweeping of the aisles in the exhibit area. Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning of the public area.
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Exhibits must be staffed **at all times** during the hours of exhibits. As a courtesy to the physicians and your fellow exhibitors, the Committee on Exhibits requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours.

EXHIBIT HOURS

Set Up:
Saturday, October 23 12:00noon-5:00 p.m.

Exhibits open:
Sunday, Oct. 24 8:00 a.m. - 5:30 p.m.
Monday, Oct. 25 7:00 a.m. - 5:00 p.m.
Tuesday, Oct. 26 7:00 a.m. - 5:00 p.m.
Wednesday, Oct. 27 7:00 a.m. - 4:00 p.m.

Dismantle:
Wednesday, Oct. 27 4:00 p.m. - 8:00 p.m.

Dismantling of exhibits may commence at 4:00 p.m., Wednesday, October 27, 2010, and not before. **All exhibits must be removed from the exhibit area by 8 p.m.** No packing of equipment or dismantling of exhibits, etc. will be permitted until the official closing time. Exhibits left in place at 8 p.m. will be removed by the Official Service Contractor at exhibitor's expense.

IMPORTANT: To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. Bascom Palmer Eye Institute, the XXXII Inter-American Course in Clinical Ophthalmology, the Hotel Intercontinental and Expo Convention Contractors will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.
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EQUIPMENT AND SERVICES AVAILABLE

BOOTH FURNISHINGS

Each booth will contain the following equipment:

- Flameproof drapes (8'x 10' booth) with
8' high wall and 3' high side walls*
- 2 upholstered chairs*
- 1 wastebasket*
- 1 - 6' draped table*
- One (1) one-line identification sign (7" x 44")
containing the Exhibitor's name, if ordered
on application for exhibit space.*

Electrical service is not included in the fee

Special furniture, rugs, signs, etc. may be obtained from the Official Service Contractor, Expo Convention Contractors, 57 NE 179 Street Miami, FL 33162, Miami, FL; telephone number (305) 751-1234. Special order forms for standard furnishing will be forwarded to each exhibitor in advance by Expo. In order to ensure prompt delivery to the booth of all equipment and/or furnishings required, all exhibitors are urged to forward their orders to Expo Convention Contractors at least one month in advance of opening date. All furnishings ordered by exhibitors will be at their own expense.

LABOR

Labor will be available from the Official Service Contractor, Expo Convention Contractors. Straight time labor rates are charged during the hours of 8:00 a.m. to 4:30 p.m. on weekdays; overtime is charged at all other times.

SHIPPING INSTRUCTIONS FIRE REGULATIONS

In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are available to exhibitors by Expo Convention Contractors.

No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

REGISTRATION FOR EXHIBITORS

Identification badges will be issued to representatives of exhibiting firms possessing proof of their affiliation. Each representative of any exhibiting company must wear the official badge at all times while in the exhibit area. Identification badges may be made only in the name of the company shown on the application for space. The Exhibitor Registration Desk will be open during the same hours as the installation of exhibits. Exhibitors must have a badge to enter the exhibit area, meeting room and dining room.

Please provide us with a list of your representatives attending the meeting prior to **October 8, 2010**. **A maximum of four representatives per booth will be allowed. Daily luncheon tickets for two company representatives will be issued.** Additional luncheon tickets may be purchased at the meeting.

INSURANCE

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy protecting them against loss through theft, fire, damage, etc.

All shipments must be PREPAID. Advance shipment will be accepted from **September 24 – October 15, 2010**. After this date a 25% late fee will be added. All shipments must be consigned as follows:

Show Name: XXXII Inter-American Course

Your Company Name: _____

Booth #: _____

Expo Convention Contractors, Inc.

57 NE 179th Street

Miami, FL 33162

Delivery of the shipment to the booth, removal of empty crates at close of show, and delivery of out shipment to the loading platform for pick-up will be provided by Expo Convention Contractors.

Exhibitors will be forwarded Shipping Information and Handling Rate Sheets in advance of show opening date. Necessary Bills of Lading will be available for exhibitors and freight placed on outgoing carriers. Bills of lading for all shipments must be mailed to Expo Convention Contractors as soon as shipment is made. Exhibitors are urged to cooperate in this matter, to ensure proper receipt and handling of their equipment. **The Intercontinental Hotel will refuse all exhibit materials sent to the Hotel, except for Direct Shipment – only on Saturday, October 23, 2010 to:**

Intercontinental Hotel

C/O Expo Convention Contractors, Inc.

100 Chopin Plaza

Miami, FL 33131

GENERAL CONDUCT

The following practices are prohibited by decision of the Committee on Exhibits:

1. Noisy electrical or mechanical apparatus, interfering with other exhibitors.
2. Operation of X-ray or laser equipment.
3. Canvassing or distributing any material outside the exhibitor's own space
4. Sub-leasing of exhibit space.
5. The use of billboard advertisements and/or display of signs outside of the exhibit area.
6. Soliciting participation in surveys, or otherwise harassing registrants.
7. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the exhibit hours.
8. Contests, lotteries, raffles or games of chance may only be held with the approval of the Exhibit Committee.
9. The use of open audio systems is discouraged. Requests to use an open audio system must be approved by the Exhibit Committee and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to the registrants or adjacent exhibitors.
10. Entry in another exhibitor's booth without permission.
11. Photographing or examining another exhibitor's equipment without permission.
12. Food and/or beverages are not to be served by exhibitors in the exhibit area, except with approval of Exhibit Committee.

Character of the exhibits is subject to the approval of the Committee on Exhibits. The right is reserved to refuse the applications of concerns not meeting standards required or expected, as well as the

right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc. Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.

TELEPHONE

For those exhibitors wishing a telephone, order forms will be provided by Expo Convention Contractors in the Exhibitor Service Kit.

ELECTRICAL SERVICE

If lighting and electrical service is required by exhibitors, it should be ordered at least **one month in advance** of the show opening date. Special order forms for Edlen Electric will be forwarded to each exhibitor by EXPO Convention Contractors in advance. **Electrical service or lighting ordered by exhibitors will be at their own expense.**

BOOTH SPACE CANCELLATIONS

- (a) If a company cancels its space between 61 and 90 days prior to the opening date of the meeting it will be responsible for paying **30%** of the total cost of the space.
- (b) When the cancellation occurs 60 days or less prior to the opening of the meeting the company will be responsible for paying the full cost of the booth space.

LIABILITY

Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, floors, etc., in such manner as to deface or destroy.

INDEMNIFICATION

The University of Miami Miller School of Medicine, Department of Ophthalmology, Bascom Palmer Eye Institute shall not be liable or responsible for, and shall be saved and held harmless by Expo Convention Contractors from and against any and all claims and damages of every kind arising out of or attributed, directly or indirectly, to the materials and services furnished by and the operations or performance of Expo Convention Contractors for Bascom Palmer Eye Institute, Inter-American Course, October 24 – October 27, 2010 and the Intercontinental Hotel, Miami, Florida.

It is agreed that exhibitors shall assume all responsibility for damage to the exhibit hall and they shall indemnify and exempt the Inter-American Course, the University of Miami Miller School of Medicine, Department of Ophthalmology, Bascom Palmer Eye Institute and the above organizations will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised to protect all exhibits.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hotel, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of property. Exhibitor's liability shall include all losses, costs, damages, or

expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

The foregoing instructions and regulations have been formulated for the best interest of exhibitors and the hearty cooperation of our patrons is requested. All points not covered are subject to settlement by the Exhibit Committee.

Kindly address all communications pertaining to exhibits to:

**XXXII Inter-American Course
900 NW 17 Street
Miami, Florida 33136
Telephone: (305) 326-6110
Toll-free in the U.S.: 1-800-329-7000
Fax: (305) 326-6518
Email: curso@med.miami.edu**

Intercontinental Hotel

XXXII INTER-AMERICAN COURSE

October 24 – 27, 2010

Single Room US\$185.00 plus tax
Double Room US\$185.00 plus tax

Name of Cardholder: _____
Credit Card: MasterCard Visa American Express

Card No: _____

Expiration Date: _____

Signature: _____

Check-in: 4:00 pm. Check-out: 12:00 Noon

Special rate applies 3 days before and 3 days after meeting based on availability.

Reservation request must be accompanied by a first night's deposit in the form of a cashier's check or major credit card. Please include credit card number, cardholder's name as it appears on the credit card, cardholder's signature and expiration date as well as a copy of your credit card (front and back) and a copy of your driver's license.

Name _____

Address _____

City/State _____

Country _____

Telephone _____

Fax _____

Arrival date _____

Departure date _____

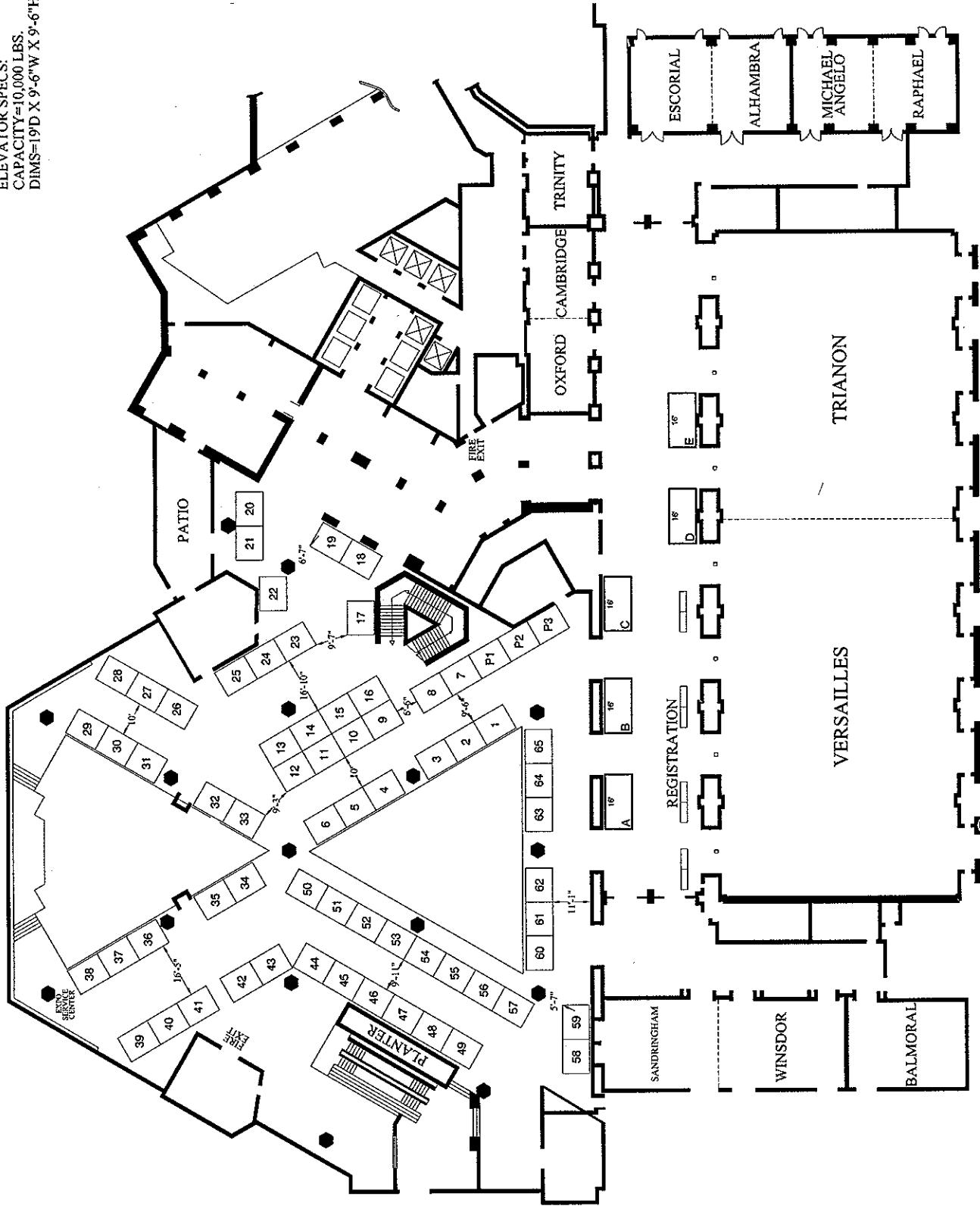
Cancellation must be received 72 hours in advance or room will be billed for one night.

TO RECEIVE CONVENTION RATE, RESERVATIONS MUST BE RECEIVED BY OCTOBER 4, 2010 REGISTER EARLY!

Please send above reservation form together with your deposit before October 4, 2010 directly to:

Attn: RESERVATIONS/ Intercontinental Hotel
100 Chopin Plaza
Miami, FL 33131
Telephone: (305) 577-1000
Fax: (305) 577-0384

ELEVATOR SPECS:
 CAPACITY=10,000 LBS.
 DIMS=19'D X 9'-6" W X 9'-6" H



XXXII INTER-AMERICAN COURSE IN CLINICAL OPHTHALMOLOGY

2010
 68 BOOTHS 8'X10'
 5 BOOTHS 8'X16'

HOTEL
 INTER CONTINENTAL
 MIAMI, FL

Presented By
EXPO
 CONVENTION SERVICES INC
 87 N.E. 170TH STREET
 MIAMI, FLORIDA 33162
 PHONE: 305-751-1334
 FAX: 305-751-9022

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DRAWING NO. 1
 DATE: 10-22-09
 SCALE: N.T.S.
 DRAWN BY: JLF
 REVISIONS: