



# EXHIBITOR BADGE ORDER FORM – VISION WEST 2010

*(For Exhibiting Companies and their Booth Personnel Only)*

International Vision Expo West is pleased to announce the co-location of the Optical Laboratory Association's OLA Annual Meeting. The Optical Laboratories Association (OLA) is an international business association founded in 1894 to serve the needs of the optical surfacing laboratory industry.

**As you register for badges on the next page, you will also have the opportunity to register for the OLA All Access Pass and the time-honored Hall of Fame Dinner.**

## **OLA All Access Pass – \$200**

- **OLA Lounge on the Vision Expo Show Floor**
  - Only exhibit staff with the OLA All Access Pass and OLA meeting attendees will be allowed entry into the OLA Lounge with OLA meeting attendees.
  - Located on the show floor in Booth #LP2090, the lounge will be open from 8:00 am until the show floor closes.
  - Thursday, October 7 & Friday, October 8: The lounge will host afternoon cocktail receptions.
  - Friday, October 8 & Saturday, October 9: The lounge will host a morning coffee break from 8:00 am – 10:00 am sponsored by Zyloware.
- **OLA Annual Meeting**
  - Located in private meeting room areas on Level 4 of the Venetian Meeting Rooms, only exhibitors with the OLA All Access Pass will be allowed entry into the OLA Annual Meeting with OLA meeting attendees.
  - Network at two luncheons with Keynote speakers
  - Benefit from 12 hours of education that tackles the important issues and problems facing optical labs
  - Attend the Awards of Excellence Ceremony
- **About your Badge**
  - When you register for the OLA All Access Pass, your exhibitor badge will say "OLA Exhibitor" which gives you entry into the Annual Meeting and OLA Lounge.

## **Hall of Fame Dinner – \$75**

Kick off the OLA 2010 Annual Meeting the right way by joining labs and suppliers to celebrate the rich heritage of the optical lab industry. Join us for the open-bar reception, sumptuous buffet dinner, and presentation of the Hall of Fame Honorees and Directors' Choice Award Recipient for 2010. Sponsored in part by Reed Exhibitions and The Vision Council.

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**--- PLEASE NOTE: THE PRE-REGISTRATION DEADLINE DATE: *October 6, 2010* ---**

All badges ordered after October 6th or over booth allotment are \$10.00 per badge.

## MAILING INFORMATION ONLY

Mailing Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_ Booth Size: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**IMPORTANT:**

- Exhibitors are entitled to 5 complimentary exhibitor badges per 100 sq. ft. of booth space purchased.
- Badges requested that exceed the allotted amount will be \$10.00 per badge.  
Example: 10x20 (200 sq ft) = 10 badges
- Please indicate the staff that would like to register for the OLA All Access Pass and Hall of Fame Dinner.

For additional questions or information call our Client Services Team at (800) 811-7151 or (203) 840-5610.

**NOTE:** Mailing Contacts do not automatically get a badge unless their name is included in the Booth Personnel list below. *Exhibitor badges are strictly for personnel working in your booth.*



Preferred Registration Method:  
Register On-line:  
[www.visionexpowest.com](http://www.visionexpowest.com)



Fax to: (972) 620-3099



Mail to:  
International Vision Expo West 2010  
c/o ARI 350 E. Royal Lane, Suite 100  
Irving, TX 75309-3105

*Please type or print clearly as you would like it to appear on badge and photocopy blank form for additional names.*

| Name     | Company Name | City, State and/or Country | OLA All Access Pass<br>\$200 | Hall of Fame Dinner<br>\$75 |
|----------|--------------|----------------------------|------------------------------|-----------------------------|
| 1. _____ | _____        | _____                      |                              |                             |
| 2. _____ | _____        | _____                      |                              |                             |
| 3. _____ | _____        | _____                      |                              |                             |
| 4. _____ | _____        | _____                      |                              |                             |
| 5. _____ | _____        | _____                      |                              |                             |
| 6. _____ | _____        | _____                      |                              |                             |
| 7. _____ | _____        | _____                      |                              |                             |

## METHOD OF PAYMENT (if applicable):

Number of Badges over allotment : \_\_\_\_\_ x \$10.00 + any OLA All Access Passes & Dinner Registrations Total Amount: \$ \_\_\_\_\_

Method of Payment:  Check Check # \_\_\_\_\_ (Make checks Payable to Reed Exhibitions)

Credit Card:  MasterCard  Visa  American Express

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholders Signature: \_\_\_\_\_

*(I agree to pay the total amount according to my card issuer agreement)*