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July 16 2024,

Dear Exhibitor:

The New Orleans Academy of Ophthalmology (NOAO) is looking forward to our upcoming 74th Annual Symposium **Eye-Conic Adventures: Exploring the Marvels of Retinal, Neuro-Ophthalmic, and Anterior Segment Innovations** to be held February 20th-23rd, 2025. **Mandatory exhibit days are Friday February 21st and Saturday February 22nd.**

We invite you to be a part of a cooperative effort to provide educational excellence in ophthalmology in the Gulf South and beyond. We are confident that our 2025 topics and faculty will make for an even stronger meeting, and it is our sincerest hope that you will again choose to exhibit with us. As in previous meetings, we will feature coffee breaks and entry paths through exhibits to help maximize your exposure to attending physicians. In addition, we are offering a one-time special for resident alumni from New Orleans for complimentary entry to the 2025 Annual Symposium- a whole new audience!

The 2025 meeting will be held at the Sheraton New Orleans Hotel at 500 Canal Street. **For room accommodations, please call (504) 525-2500 and ask for the room block under the New Orleans Academy of Ophthalmology.** Rooms are \$269 per night and should be reserved before January 11, 2025. Please make your reservations well in advance, as there will be limited room availability after January 11.

This year, we are offering four tiers for exhibit space- see page 3 for tier pricing details. **Please note that for 2025 the optional booth package has again been incorporated into our prices. The basic booth fee** includes: an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket. The tabletop package includes two chairs, a table with standard skirting, and a wastebasket. Exhibitors may purchase additional materials or furnishings directly through Alliance Exposition. In addition, each exhibitor will have their own personal "Exhibit Expert" to assist with any service and answer any questions.

Opportunities are available for corporate support of our many events and activities. For more information on how your company can underwrite an event, please call 504-861-2550.

A booth application, floor plan, and FAQs are enclosed. Applications can be returned by email to courtneyf@noao.org.

Please don't miss this opportunity to exhibit at the NOAO 2025 Symposium. If you have any questions or concerns, feel free to call us at 504-861-2550.

Cordially,

A handwritten signature in cursive script that reads 'Courtney Finkelstein'.

Courtney Finkelstein
Executive Director

New Orleans Academy of Ophthalmology
74th Annual Symposium Eye-Conic Adventures: Exploring the Marvels of
Retinal, Neuro-Ophthalmic, and Anterior Segment Innovations
Frequently Asked Questions:

Why should my company exhibit at the NOAO Symposium?

Our Symposium is an ideal size and location for reaching a variety of ophthalmologists from urban and rural communities and have in-depth conversations on how your company can fulfill their needs.

How is this event formatted?

The Annual Symposium will be held as an in-person event only. The event will consist of one General Session with coffee breaks in the Exhibit Hall throughout the day; workshops will be held in the afternoon. Opportunities for corporate-supported events are available during lunch or evenings.

What is the usual number of MDs that attend?

The symposium draws more than 300 attendees annually. This does not include over 30 local Residents and Fellows.

What is the usual number of ODs that attend?

None.

What other groups might attend?

Technicians and Residents/Fellows. There is a concurrent technicians' conference on Friday with over 100 attendees.

What is included in the fee for booth exhibitors?

The basic booth fee includes the 8' high back drape, 3' high side dividers, one 7"x44" one-line identification sign, a standard skirted table, two chairs, and a wastebasket ONLY. Tabletop booths will not include pipe and drape. Additional materials and furnishings can be purchased through Alliance Exposition.

Is there a limitation on the number of company representatives per booth?

5 representatives are allowed per company. Additional name badges cost \$50 each.

Can we use a banner stand behind our table?

Yes.

Are there any limitations on the type of equipment we can exhibit?

There is no real limit to what can be displayed, except that we cannot have anything in the exhibit hall that would produce a flame or put anyone in danger (like an open burner).

Can we pick and choose which days we'd like to exhibit?

Exhibitor check-in is on Thursday. All exhibits are required to be staffed on both Friday and Saturday.

APPLICATION FOR EXHIBIT SPACE

New Orleans Academy of Ophthalmology

74th Annual Symposium Eye-Conic Adventures: Exploring the Marvels of Retinal, Neuro-Ophthalmic, and Anterior Segment Innovations

February 20th-23rd, 2025

The New Orleans Academy of Ophthalmology (NOAO) is hereby authorized to reserve exhibit space as indicated by preference for the undersigned company. The space will be available at the NOAO 2025 Annual Symposium.

We, the undersigned, hereinafter referred to as exhibitor, hereby agree to assume all responsibility for the use of all tables, table drapes and other materials provided to exhibitor for displaying and exhibiting at the NOAO's Annual Meeting held at the Sheraton New Orleans Hotel during the period of Feb. 20-23, 2025. Exhibitor understands that floor plan may be subject to change. The exhibitor further agrees to release the Sheraton New Orleans Hotel and the NOAO from any and all liability and to hold either or both of them harmless of any breakage, damage or mishap occurring because of, or arising out of, the use of these tables, drapes and other materials provided to the exhibitor. Exhibitor is obligated to occupy booth with display for the entire length of the exhibition as set forth by the NOAO. If cancellation notice is postmarked prior to thirty (30) days before the meeting, a cancellation fee of two hundred fifty dollars (\$500.00) will be retained by the NOAO. If cancellation notice is postmarked less than thirty (30) days prior to the meeting, a cancellation fee of five hundred dollars (\$750.00) will be retained.

Attendees will be incentivized to visit each booth through a raffle program. Each attendee will receive a printed floor plan and the opportunity to collect a sticker from each booth. We will provide you with the stickers. On Sunday morning, a drawing will be held from the completed floor plans and the winner will receive a gift basket.

EXHIBIT DAYS ARE FRIDAY FEBRUARY 21ST AND SATURDAY FEBRUARY 22ND 7:00 AM-5:30 PM

Choose one of the following options for exhibit space:

Tier 1 - Fee: \$4000. Postmarked after Dec. 30, 2023: \$4,250

Includes an 8'x10' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

Tier 2 - Fee: \$3750. Postmarked after Dec. 30, 2023: \$4000

Includes an 8'x10' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

Tier 3 - Fee: \$2750. Postmarked after Dec. 30, 2023: \$3000

Includes a 6'x8' booth, an 8' high back drape, 3' high side dividers and a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

Tier 4 - Fee: \$1,750. Postmarked after Dec. 30, 2023: \$2,000

Includes an 8' tabletop booth, a 7"x44" one-line identification sign, two chairs, a table with standard skirting, and a wastebasket only.

Installation and dismantle labor will be provided by our exhibitor service contractor, Alliance Exposition Services. Additional materials or furnishings can be purchased through Alliance Exposition Services. **Booth materials MUST be shipped through Alliance Exposition Services.**

The accompanying floor plan indicates the location of vendor booths. Indicate your location preferences below.

****All three choices must be for the same tier. See floor plan for details****

1st _____

2nd _____

3rd _____

\$ _____ Total

Your booth selection will not be confirmed until payment is received. Once we receive your application, an invoice will be generated via Quickbooks. If you provide payment details now, the invoice will be generated, paid and an email receipt will be sent to the contact information below.

PLEASE PRINT: Company: _____ Contact: _____

-Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Credit card #: _____ Exp. Date: _____ CVC Code: _____

Name on Card: _____ Signature: _____

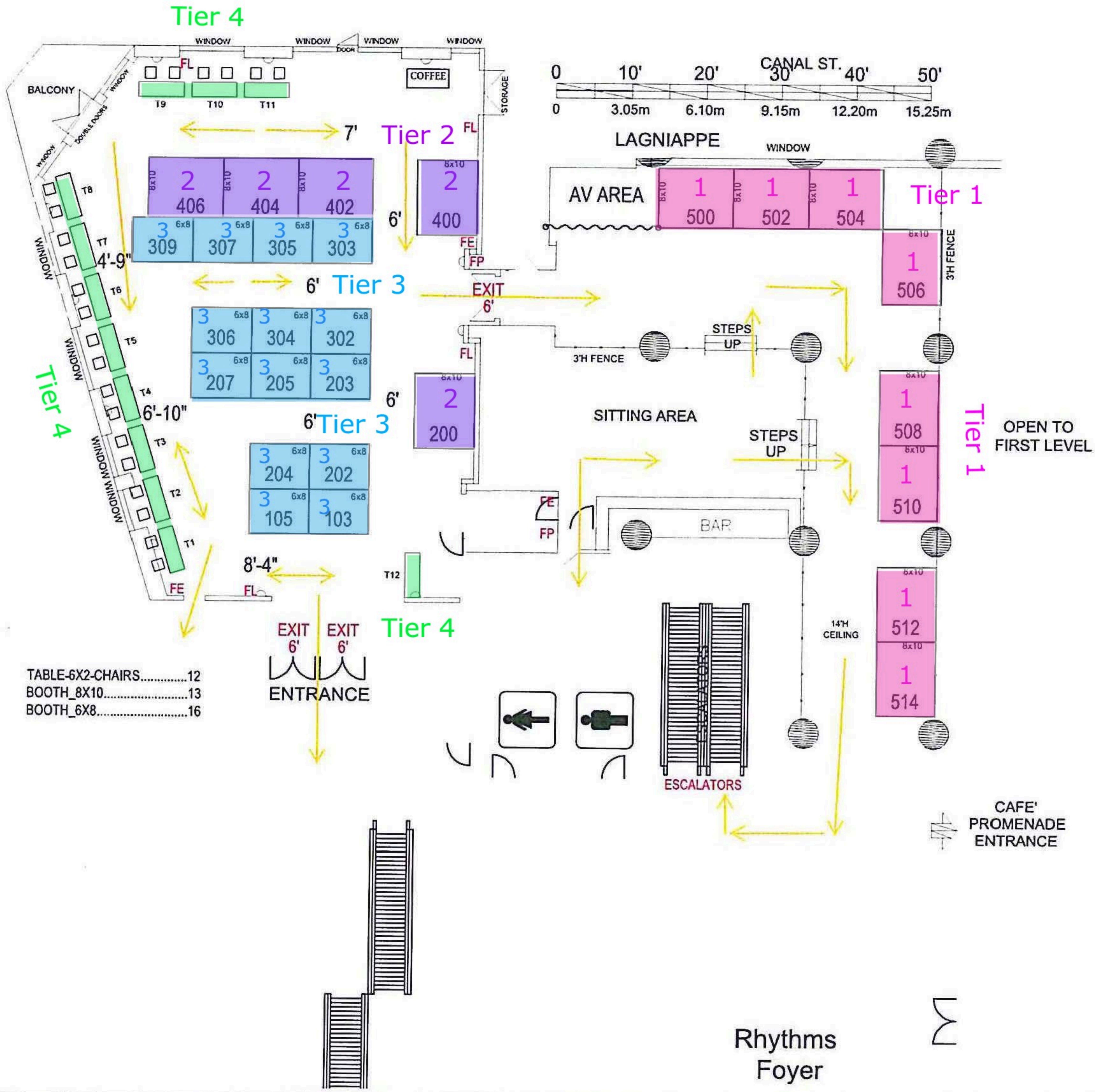


TABLE-6X2-CHAIRS.....	12
BOOTH_8X10.....	13
BOOTH_6X8.....	16

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type.	See Specific Instructions on page 3.	<p>1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p> <p>New Orleans Academy of Ophthalmology</p>	
		<p>2 Business name/disregarded entity name, if different from above.</p>	
		<p>3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p>Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) _____</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the United States.)</i></p>
		<p>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/></p>	
		<p>5 Address (number, street, and apt. or suite no.). See instructions.</p> <p>8131 Oak Street Suite 300</p>	<p>Requester's name and address (optional)</p>
		<p>6 City, state, and ZIP code</p> <p>New Orleans LA 70118</p>	
		<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number									
or									
Employer identification number									
5	8	-	2	0	8	0	2	4	2

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person *Courtney Finkelstein*

Date 06/16/2024

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they