


MANITOBA
ASSOCIATION OF 
Optometrists

We invite you to join us April 8-10, 2022 for our Annual Convention at the RBC Convention Centre in Winnipeg. The Manitoba Association of Optometrists usually hosts a Tradeshow every other year which means our last one was in 2018!

We expect over 250 optometrists and optometric assistants to attend the Tradeshow, which will run from 5-9 pm on Friday evening. The event will include a cocktail lounge prior to the show opening, an open bar for the first hour and prize draws for attendees throughout the evening. Continuing education for optometrists will be held earlier on Friday, leading into the Tradeshow, and MAO's AGM and President's Banquet will follow on Saturday. Optometric assistants will attend the Tradeshow on Friday prior to their CE on Saturday and Sunday.

Proof of vaccination will be required for all exhibitors and attendees, and COVID protocols and cancellation provisions will be in place. If the event is cancelled by MAO due to COVID, booth fees will be refunded to exhibitors. The safety of exhibitors and attendees is our top priority!

We look forward to getting together in person in 2022! Thank you again for supporting the Manitoba Association of Optometrists.

- Irene Mestito-Dao, OD & Melina Chow, OD, Convention Committee Co-Chairs

**Partnership Opportunities
& Exhibitor Package**
Tradeshow April 8, 2022

Attendees

- Manitoba Optometrists
- Manitoba Optometric Assistants
- Visiting Optometrists and Assistants from neighbouring provinces

Attendee Perks & Prizes

To keep the Tradeshow fun and engaging for corporate and member participants, we provide:

- Cocktail lounge in the concourse hall from the end of CE until the Tradeshow opens
- Complimentary hors d'oeuvres
- Open bar for first hour of Tradeshow, soft drinks complimentary throughout the evening
- Dessert bar at 8 pm
- Hourly door prize draws and a Tradeshow quiz to enter the grand prize draw

Display Facilities

- Large ballroom, fully carpeted with high ceilings
- 8' x 10' booths, including 6' decorated table
- Electrical outlets if booked with registration (additional cost)
- Drayage and booth setup available from display contractor
- No on-site storage is available before or after the Tradeshow

Fees

Single Booth

Early Bird \$1045 Regular Rate \$1195

Double Booth

Early Bird \$1945 Regular Rate \$2225

Triple Booth

Early Bird \$2835 Regular Rate \$3245

Fees are subject to GST. Early Bird deadline is Jan 31 2022. (postmarked no later than Jan 26)

From MAO's President

It's been a long time! MAO's Tradeshow is an opportunity to create new relationships and to renew and strengthen existing relationships between industry and optometry. Our Tradeshow is held every second year to provide a more valuable investment of your time, and we are pleased to host again in 2022 after a 4-year gap! We look forward to a fun and unforgettable evening for industry and optometry to finally reconnect in person!

We also welcome you to our President's Banquet, a formal evening on Saturday, April 9, to celebrate optometry with our friends and colleagues. MAO's President's Award, Distinguished Service Award and Emerging Leader Award for both 2020 and 2022 will be presented at the banquet.

Thank you for your support of MAO, we hope to see you in 2022!

-Brooks Barteaux, OD, President

Accommodations

The Tradeshow will be held at the RBC Convention Centre in Winnipeg. Guest rooms are available next door at the Delta Hotel, 350 St. Mary Ave. Exhibitors are offered the Delta Hotel's MAO convention rate, \$140 + taxes (single or double), subject to availability. Call the Delta, 204.942.0551 or 1.888.311.4990, and mention MAO group block. For group rate, book by March 10, 2022.

President's Banquet

A formal evening of dining and dancing

Saturday, April 9, 2022

Cocktails at 6:00 pm, Dinner at 7:00 pm

Location TBA

Tickets \$110 (incl. GST)

COVID Protocols, Vaccination & Cancellation

All exhibitors and attendees must provide government issued proof that they are fully vaccinated.

We expect that masks will be required at all times when you are not actively eating or drinking.

All participants must comply with Manitoba's Public Health Orders and all COVID protocols put in place by the RBC Convention Centre and MAO. These protocols may change without notice.

If exhibitors cancel after February 8, 2022 for any reason, there will be no refunds issued.

MAO may cancel the Tradeshow/Convention due to Public Health event restrictions, insufficient participation, or for any other reason, without notice. If MAO cancels the Tradeshow, MAO will issue refunds for booth fees and sponsorship but will not be held responsible for any additional expenses incurred by exhibitors (such as flights, display arrangements, etc.).

We reserve the right to change any arrangements.

Partnership Opportunities

Platinum Sponsor
\$10,000

SPONSOR

President's Banquet

PROMO MATERIAL

Logo featured as Platinum Sponsor in registration material

Logo featured beside sponsored event in registration material

Priority listing in Tradeshow Program

MAO WEBSITE

Recognition as Platinum Sponsor

SIGNAGE

Logo displayed at CE lectures, Tradeshow, and President's Banquet

ANNOUNCEMENTS

Tradeshow

Big screen at the AGM

President's Banquet

Opportunity to bring greetings at the President's Banquet

COMPLIMENTARY ITEMS

Free double booth at the Tradeshow

4 complimentary tickets to the President's Banquet

Gold Sponsor
\$5,000

SPONSOR

Cocktail Reception at President's Banquet *OR*
Joint MAO/MPOA Saturday Luncheon *OR*
MAO Friday Luncheon

PROMO MATERIAL

Logo featured as Gold Sponsor in registration material

Logo featured beside sponsored event in registration material

Priority listing in Tradeshow Program

MAO WEBSITE

Recognition as Gold Sponsor

SIGNAGE

Logo displayed at CE lectures & Tradeshow

Logo displayed at sponsored event

ANNOUNCEMENTS

Tradeshow

COMPLIMENTARY ITEMS

Free single booth at the Tradeshow

2 complimentary tickets to the President's Banquet

Silver Sponsor
\$2,500

SPONSOR

Buffet Breakfast (Fri or Saturday morning) *OR*

First hour Open Bar at Tradeshow *OR*

Cocktail Lounge prior to Tradeshow

PROMO MATERIAL

Logo featured as Silver Sponsor in registration material

Company name featured beside sponsored event in registration material

MAO WEBSITE

Recognition as Silver Sponsor

SIGNAGE

Logo displayed at CE lectures & Tradeshow

ANNOUNCEMENTS

Tradeshow

Bronze Sponsor
under \$2,500

SPONSOR

Coffee Break

PROMO MATERIAL

Logo featured as Bronze Sponsor in registration material

Company name featured beside sponsored event in registration material

MAO WEBSITE

Recognition as Bronze Sponsor

SIGNAGE

Company name displayed at CE lectures & Tradeshow

ANNOUNCEMENTS

Tradeshow

Alternatively, Partnership can involve sponsorship of continuing education session(s) for optometrists or optometric assistants.

Tradeshow Quiz Prizes & Door Prizes

Participate in our Tradeshow Quiz! Attendees will visit participating booths to collect quiz answers for entry into our grand prize draw. To participate, we will ask you to provide one or two questions for the quiz and donate either three prize packs for door prizes or one grand prize. Contact imestito-dao@hendersonvision.com by **March 21, 2022** with details of the prizes you will provide. Tradeshow quiz questions must be provided to mao@mb-opto.ca by **March 21, 2022**.

For more info, contact:

Irene Mestito-Dao,

imestito-dao@hendersonvision.com

Melina Chow, mchow@hendersonvision.com

Convention Committee Co-Chairs

Wynne Haaksma, whaaksma@mb-opto.ca

MAO Administrative Manager

or call the MAO office at 204.943.9811

Booth Amenities

Booth amenities (tables, signage, etc.) are available through our display contractor, Central Display.

Please contact them directly at:

Central Display Ltd., #7 - 850 Marion Street, Winnipeg, Manitoba

Ph. 204.237.3367 • Fx. 204.235.1063 • Email info@centraldisplay.ca • Web www.centraldisplay.ca

Storage

The RBC Convention Centre, where our 2022 Tradeshow will be held, will not allow advance deliveries, on-site storage, or assistance in organizing deliveries or pickups. *Deliveries will be accepted only on Friday April 8 at the RBC Convention Centre loading dock. We recommend using Central Display for drayage service.* To ensure minimal delivery and storage confusion, Central Display will transport goods between its warehouse and the convention site before and after the Tradeshow.

Exhibit Setup

Central Display will erect 8' x 10' booths consisting of one 8' high backwall, two 3' high sidewalls, and one 6' draped table by 12:00 pm on Friday, April 8.

If you require power to your booth, you must book your electrical requirements on the Registration Form as this is arranged directly by MAO. If you book electrical, Standard 15 Amp - 120 Volt Double Outlet(s) will be provided; if you require a different type of outlet, contact the MAO office for prices and booking. Electrical must be booked and paid at the time of registration (additional charges may apply for late booking).

Exhibitors may set up displays commencing at 12:00 pm. Set-up assistance can be arranged through Central Display. All booths must be set up by 4:00 pm.

Exhibit Removal

Exhibitors must remove exhibit materials from the RBC Convention Centre immediately following the close of the Tradeshow. If necessary, removal/storage after the Tradeshow can be arranged with Central Display.

Neither the RBC Convention Centre nor MAO will assume any responsibility for goods left at the Convention Centre.

Dates & Times

Tradeshow

April 8, 2022

RBC Convention Centre, First Floor, Rooms 1 & 2

375 York Avenue, Winnipeg

12:00 - 4:00 pm Exhibit Setup

5:00 - 9:00 pm Tradeshow Open

President's Banquet

April 9, 2022

6:00 pm - 1:00 am

Tickets \$110 (incl. GST)

Location TBA, Winnipeg

Continuing Education for Optometrists & Assistants

April 8-10, 2022

RBC Convention Centre, Winnipeg

Contacts

General Questions

Manitoba Association of Optometrists

Ph. 204.943.9811

mao@mb-opto.ca

www.mb-opto.ca

Questions Related to Booth Amenities

Central Display

Ph. 204.237.3367

info@centraldisplay.ca

www.centraldisplay.ca

Booking Guest Rooms

Call the Delta Hotel, 204.942.0551 or 1.888.311.4990

Quote "Manitoba Association of Optometrists"

Book by March 10, 2022 for MAO group rate, \$140 + taxes