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## LETTER OF REQUEST

The Southern Eye Congress (SEC), formerly known as Southeast Regional Eye Meeting, is a 3-day scientific symposium for ophthalmologists, technicians and administrators from Alabama, Mississippi, Louisiana and Tennessee.

SEC 2021 is requesting your support by exhibiting your products/services at this Annual Meeting. Your support allows us to continue with these educational offerings to our attendees. I hope this will encourage you to participate in the various sponsorships our conference needs.

SEC 2021 is September 16-19 at the Baytowne Conference Center, Sandestin Golf and Beach Resort, 9300 Emerald Coast Pkwy W, Miramar Beach, FL 32550. Room reservations may be made by calling (800) 320-8115 with group code 23K4HE. Room rates begin at \$232 per night. The room reservation deadline is August 16.

Exhibit viewing hours are 6:30 a.m. to 2:00 p.m. Friday, Saturday and Sunday.

The \$1,800 exhibit fee covers two company representatives and includes a display table, two chairs and a wastebasket. Additional representatives may attend for an additional fee of \$250 each. Company representatives are welcome to attend all meals and receptions.

**Expand your brand outside the exhibit hall by sponsoring an item with your company logo!** Sponsorships are available on a first come first serve basis. See the Exhibitor Registration form for details.

SEC staff is expecting approximately 225 attendees at this event. The event will be offered as educational programs. All display and marketing opportunities for our corporate friends are separate from the educational portion of the meetings and support a distinct portion of the event that does not include the educational program. If you have questions, please let me know. We greatly appreciate your continued support of the attendees at SEC.

Make checks payable to Alabama Academy of Ophthalmology or pay online at [www.southerneyecongress.com](http://www.southerneyecongress.com). Mail registration form and payment to:

Meghan Martin  
SEC 2021  
PO Box 1900  
Montgomery, AL 36102

Sincerely,

Meghan Martin  
Director of Membership and Specialty Society Services

# Southern Eye Congress 2021 Exhibitor Opportunities

**Annual Meeting**  
**Thursday, Sept. 16 - Sunday, Sept. 19, 2021**  
**Baytowne Conference Center**  
**Sandestin Golf and Beach Resort**  
**Destin, Florida**



**Southern Eye Congress**  
**P.O. Box 1900**  
**Montgomery, AL 36102**  
**(334) 954-2500 | Fax (334) 269-5200**  
**[www.southerneyecongress.com](http://www.southerneyecongress.com)**

# About Southern Eye Congress...

The Southern Eye Congress is a collaborative society of eye care providers from the Southeast that fosters communication between leading eye surgeons, technicians and industry.

For over a decade the previously named "Southeast Regional Eye Meeting" was held as the annual conference for the Alabama, Mississippi, Louisiana and Tennessee state ophthalmology societies. With a goal of more collaboration with colleagues from across the South and throughout the United States, this meeting has been modernized and was rebranded in 2018 as the

Southern Eye Congress. This 3-day scientific symposium offers ophthalmologists, technicians, and administrators an opportunity to learn what's new in their respective professions, while at the same time interacting with many of the country's top ophthalmic commercial companies.

Contact exhibit coordinator, Meghan Martin, at [mmartin@alamedical.org](mailto:mmartin@alamedical.org) for more information. For the 2021 agenda visit [www.southerneyecongress.com](http://www.southerneyecongress.com).

## Exhibitor Guidelines...

### Conference Date and Location

**Annual Conference – Sept. 16-19, 2021**

Baytowne Conference Center  
Sandestin Golf and Beach Resort  
Miramar Beach, FL 32550

Room rates begin at \$232 per night. For room reservations call (800) 320-8115 with group code 23K4HE.

### Exhibit Setup

Exhibit space includes one six-foot display table, two chairs and trash can. Pipe and drape is not available. Exhibitors may use stand-alone or table-top exhibits. Set up times are 2:00-9:00 p.m., Thursday, Sept. 16, on the first floor of the Baytowne Conference Center. Exhibit viewing hours are 6:30 a.m. to 2:00 p.m. Friday, Saturday and Sunday.

For electrical, telephone, food and beverage, or audio and visual equipment, see the Sandestin 2021 Trade Show Vendor Kit included in this packet.

### Special Requests

If you have a special request for booth placement in the Exhibit Hall to accommodate pop-up displays or other media, please let us know. If you have questions regarding the Exhibit Hall, please contact **Meghan Martin** at (334) 954-2513 or by e-mail at [mmartin@alamedical.org](mailto:mmartin@alamedical.org).

### Company Recognition

In order to ensure your company's recognition in printed meeting materials, your registration form and payment must be received no later than Aug. 17, 2021.

### Exhibit Staff and Event Attendance

Exhibit registration includes attendance for up to **two representatives**, display time, meals and receptions. Please update SEC staff as soon as possible if there is a change in your representative. Up to two additional representatives are welcome for an additional fee of \$250 per representative.

### Booth Sharing

No subletting or sharing exhibit space by more than one company or organization will be permitted. Two companies who desire to exhibit together must pay for two booths. Upon request, SEC staff will make every effort to place companies next to each other in the exhibit hall.

### Concurrent Events

No exhibitor may hold any event at the same time as any SEC-sponsored event. However, there are no restrictions on exhibitors that would like to provide dinners and events – on-site or off-site – during "free" times.

### Shipping Booth and Exhibit Materials

Veal Convention Services will handle all conference packing, shipping and receiving services. Please contact Veal at (800) 844-8325 or [orders@vealco.com](mailto:orders@vealco.com) with any questions. See the enclosed Veal Convention Services Service Order Form for details.

At the end of the event, please make sure you have made arrangements for your booth materials before you leave the venue. SEC will not be responsible for anything left in the Exhibit Hall at the end of the day.

### Cancellation Policy

The deadline to cancel exhibit space is **30 days prior** to the date of the event. Cancellations must be in writing by mail or e-mail and will not be accepted by telephone. If a company fails to cancel by the 30-day cut-off, it will be listed as a "No show" and the company will not receive a refund.

### Suitcasing Policy

Suitcasing is the action of soliciting business during the SEC conference, including another company's booth, the conference facility lobby, or general meeting and event areas. Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who HAVE NOT paid for an Exhibit Booth at the conference that is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied.

# 2021 SEC Exhibitor Registration Form (page 1)

## COMPANY INFORMATION *PLEASE PRINT CLEARLY*

Exhibiting Company Name to appear on promotions: \_\_\_\_\_

Company Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

Primary Phone: ☐ Office ☐ Cell \_\_\_\_\_ Business Type: \_\_\_\_\_

Company Address: \_\_\_\_\_

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

## EXHIBITOR OPPORTUNITIES: *Deadline to register for the Sept. 16-19, 2021, conference is Aug. 17, 2021*

**Single Booth (six foot table and two chairs) ..... ☐ \$1,800**

First Attending Rep's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Second Attending Rep's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

***Additional representatives are welcome for \$250 each.***

Third Attending Rep's Name \_\_\_\_\_ E-mail \_\_\_\_\_ ☐ \$250

Fourth Attending Rep's Name \_\_\_\_\_ E-mail \_\_\_\_\_ ☐ \$250

**Expand your space with a Double Booth (additional six feet of space and two additional reps) ..... ☐ \$1,800**

Additional Rep's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Rep's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

***(Additional representatives are \$250 each.)***

**Total Due \$ \_\_\_\_\_**

*See payment information on next page.*

**List competitors not to be located near.**

## ACCOMMODATIONS

**Sandestin Golf and Beach Resort, 9300 Emerald Coast Pkwy W, Miramar Beach, FL 32550**

A block of rooms has been reserved for the Southern Eye Congress. For room reservations call (800) 320-8115 with group code 23K4HE. Rates begin at \$232 per night. The SEC exhibit hall is on the first floor of the Baytowne Conference Center.

**Room reservation cutoff is August 16.**

# 2021 SEC Exhibitor Registration Form (page 2)

Company Name \_\_\_\_\_

## METHOD OF PAYMENT

☐ Check payable to Alabama Academy of Ophthalmology (ALAO) with memo: SEC 2021

Credit card payment may be made online at [www.southerneyecongress.com](http://www.southerneyecongress.com) or complete the following information:

Name on Card: \_\_\_\_\_ E-mail address for receipt: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Your signature acknowledges your understanding that exhibitors assume all responsibilities and agree to protect against all claims, losses and damages to persons or property; and guarantees payment in full as indicated on this form. SEC, Alabama Academy of Ophthalmology and the Medical Association of the State of Alabama shall not be held responsible for any claims, losses and/or damages to persons or property. SEC reserves the right to reject a company or agency as an exhibitor without explanation.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## INSTRUCTIONS

Return signed form (**both pages**) with your payment to Meghan Martin, P.O. Box 1900, Montgomery, AL 36102. Or, to pre-reserve your booth (recommended), fax this form to (334) 269-5200 or e-mail it to [mmartin@alamedical.org](mailto:mmartin@alamedical.org) and note that payment will follow under a separate cover.

**ALAO Tax ID#: 63-0809050**

For office use only.

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**Request for Taxpayer  
Identification Number and Certification**

**Give Form to the  
requester. Do not  
send to the IRS.**

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Alabama Academy of Ophthalmology</b>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input checked="" type="checkbox"/> Other (see instructions) ► <b>Non Profit Organization</b>	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) See instructions. <b>19 South Jackson Street</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Montgomery, AL 36104</b>	
7 List account number(s) here (optional)	

**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.

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

<b>Social security number</b>	
<b>or</b>	
<b>Employer identification number</b>	
6	3
-	0
8	0
9	0
5	0

**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.

<b>Sign Here</b>	Signature of U.S. person ► <i>Philip Randolph CPA</i>	Date ► <i>12-1-20</i>
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**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](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*



# 2021 TRADE SHOW VENDOR KIT

## Southern Eye Congress

Sept 16 -19, 2021

*FORMS SUBMITTED AFTER 9/3/21 ARE SUBJECT TO A 20% LATE SERVICE FEE*

### **VENDOR POLICIES:**

On behalf of Sandestin Golf and Beach Resort, we are excited to have you as our guest. As a trade show vendor, please abide by the following conference center rules.

- **Outside Food and Beverage is not permitted.** Food and beverage 'give-a-ways' are restricted to small individual 'bite-sized' candy items. Anything larger is not permitted inside the facilities. Food and Beverage items are available for purchase in this vendor kit..
- Exhibit items are restricted to the defined exhibit space per vendor. No items may be attached, pinned, taped or by any means attached to conference center walls, elevators, floors or any surface.
- Vendor assumes all responsibility for exhibit display and items.

### **VENDOR PROFILE:**

CONTACT NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

BOOTH NUMBER (IF AVAILABLE, OR LEAVE BLANK): \_\_\_\_\_

EMAIL ADDRESS (FOR RECEIPT PURPOSES): \_\_\_\_\_

**VENDORS - PLEASE SUBMIT ELECTRICAL / TELEPHONE ORDERS VIA FAX TO 850-267-5514. TO PROTECT YOUR CREDIT CARD INFORMATION, WE DO NOT ACCEPT COMPLETED FORMS VIA EMAIL.**



## VENDOR ORDER FORM

Southern Eye Congress

Sept 16 -19, 2021

## 2021 TRADE SHOW VENDOR KIT

## Electrical Services

Quantity	Description	Rate	Total
	<b>110 Volt</b> - up to 20 amps (one plug)	\$ 125.00	
	<b>208 Single Volt</b> - Up to 20 Amps (one plug)	\$ 175.00	
	<b>208 Single Volt</b> - Up to 50 Amps (one plug)	\$ 225.00	
	<b>3 Phase</b> - 20-50 Amps (one plug)	\$ 200.00	
	<b>3 Phase</b> - 50-100 Amps (one plug)	\$ 225.00	
	<b>110 Volt Panel</b> (Over 10 Circuits)	\$ 875.00	
	<b>208 Single Volt Panel</b> (Over 10 Circuits)	\$ 1,225.00	
	<b>200 Amp 3 Phase Panel</b> (10 Circuits)	\$ 1,400.00	

## Additional Electrical Services

Quantity	Description	Rate	Total
	<b>Power Strip</b> (supports multiple devices)	\$ 50.00	

## Request for Internet &amp; Telephone Service

Quantity	Description	Rate	Total
	Telephone Line	\$ 120.00	
	Wired Internet (per computer)	\$ 250.00	
	Number of Days (\$50/Day/Computer)	\$ 50.00	

Special Instructions:

Electrical Subtotal:	
Fees (if applicable):	
Service Charge (24%):	
Sales Tax (7%):	
Total:	

*Sandestin Golf and Beach Resort offers complimentary standard Wi-Fi in the conference facility. On-site requests for services will be subject to availability. An 2% Arts and Entertainment Fee is applicable to all events held at the Baytowne Conference Center.*





## VENDOR ORDER FORM

Southern Eye Congress

Sept 16 -19, 2021

## 2021 TRADE SHOW VENDOR KIT

## Audio Visual Services

Quantity	Days	Description	1st Day	Additional Days	Total
		Projector Package with 6' Screen	\$ 600.00	\$ 350.00	
		21" Monitor	\$ 115.00	\$ 80.00	
		32" HD LED Monitor	\$ 150.00	\$ 100.00	
		43" HD LED Monitor	\$ 250.00	\$ 200.00	
		55" UHD LED Monitor on Stand	\$ 350.00	\$ 300.00	
		70" HD LED Monitor on Stand	\$ 495.00	\$ 400.00	
		70" HD Touch Monitor on Stand (additional internet charges may apply)	\$ 695.00	\$ 500.00	
		Laptop	\$ 150.00	\$ 100.00	
		DVD / BlueRay Player	\$ 50.00	\$ 35.00	
		Rolling Cart with Skirt (42" or 54")	\$ 30.00	\$ 10.00	
		Fostex Speaker with Computer Audio	\$ 75.00	\$ 45.00	
		Mackie SRM450 with Computer Audio	\$ 116.00	\$ 75.00	
		Personus ULT12 with Computer Audio	\$ 165.00	\$ 135.00	
		Wireless Lavalier or Handheld Microphone	\$ 165.00	\$ 100.00	
		Uplight with Colored Gel	\$ 50.00	\$ 30.00	
		LED Uplight	\$ 65.00	\$ 50.00	
		Flipchart Easel w/Pad and 4 Markers	\$ 60.00	\$ 35.00	
		Black Velour Pipe & Drape 10' Section	\$ 150.00	\$ 100.00	

Special Instructions:

AV Subtotal:

Fees (if applicable):

Service Charge (24%):

Sales Tax (7%):

Total:

Sandestin Golf and Beach Resort offers complimentary standard Wi-Fi in the conference facility. On-site requests for services will be subject to availability. An 2% Arts and Entertainment Fee is applicable to all events held at the Baytowne Conference Center.



# Food & Beverage Order Form

Southern Eye Congress

Sept 16 -19, 2021

FORMS SUBMITTED AFTER 9/3/21 ARE SUBJECT TO A 20% LATE SERVICE FEE

**OUTSIDE FOOD AND BEVERAGE IS NOT PERMITTED**

## Request for Beverage Service

Quantity	Description	Rate	Total
	Local Craft Beers (6 pack)	\$ 48.00	
	Domestic Beers (6 pack)	\$ 39.00	
	Imported Beers (6 pack)	\$ 45.00	
	Premium Bottle Red Wine	\$ 38.00	
	Premium Bottle White Wine	\$ 38.00	

## Request for Food Service

Quantity	Description	Rate	Total
	<b>Chef's Tropical Trail Mix Blend</b>   Almonds + Kiwi + Papaya + Pineapples + Bananas + Coconut + Passion Fruit + Cashews (per pound)	\$ 39.00	
	<b>Chef's Dark Choco and PB</b>   Dark Chocolate Chunks + Mini Peanut Butter Cups + Peanut Butter Chips + Honey Roasted Peanuts + Pretzels (per pound)	\$ 36.00	
	<b>Caramel Corn Crunch</b>   Caramel Corn + Peanut Brittle + Dried Peaches + Yogurt Covered Craisins (per pound)	\$ 38.00	
	<b>Bayou Blend</b>   Cajun Corn Sticks + Pork Rinds + Tiny Slim Jim + Cheddar Crackers (per pound)	\$ 37.00	
	Assorted Jumbo Cookies (per dozen)	\$ 60.00	
	Pastry Bars (per dozen)	\$ 60.00	
	Fresh Individual Popped Popcorn (per dozen)	\$ 48.00	

Delivery Date: \_\_\_\_\_

Delivery Time: \_\_\_\_\_

Food Subtotal:	
Fees (if applicable)	
Service Charge (24%)	
Sales Tax (7%)	
Total:	

Special Instructions: \_\_\_\_\_

*Sandestin Golf and Beach Resort offers complimentary standard Wi-Fi in the conference facility. On-site requests for services will be subject to availability. An 2% Arts and Entertainment Fee is applicable to all events held at the Baytowne Conference Center.*



## VENDOR ORDER FORM

Southern Eye Congress

2021 TRADE SHOW VENDOR KIT

Sept 16 -19, 2021

*FORMS SUBMITTED AFTER 9/3/21 ARE SUBJECT TO A 20% LATE SERVICE FEE*

### Method of Payment

☐

Paying by Check

Send checks payable to Sandestin Investments, LLC to:  
Sandestin Golf and Beach Resort  
ATTN: Terri Sumerford  
9300 Emerald Coast Pkwy West  
Destin, FL 32550

☐

Paying by Credit Card

Type of Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp: \_\_\_\_ / \_\_\_\_

CCV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Email (receipts): \_\_\_\_\_

☐

Tax Exempt (Must provide FL tax exemption)

Electrical, Internet &amp; Phone orders will be processed upon receipt.

COMPLETED VENDOR FORMS CAN BE SENT TO:

SECURE FAX LINE: 850-267-5514

ACCOUNTING QUESTIONS: 850-267-6836

GENERAL QUESTIONS: 850-267-7791

**To protect your credit card information, only submit vendor forms to the secure fax line.  
Do not submit vendor forms via email.**



**SANDESTIN GOLF & BEACH RESORT**  
**SERVICE ORDER FORM for**  
**CONFERENCE PACKAGE**

**SHIPPING ADDRESS** Sandestin Golf & Beach Resort  
Attn: Veal Convention Services, Inc.  
Southern Eye Congress Sept 16 -19, 2021  
9300 Emerald Coast Parkway West  
Miramar Beach, FL 32550

***Payments for shipping must be made directly to Veal Convention Services.***  
***We are available at 1-800-844-8325 and at orders@vealco.com to assist you with any issues.***

***Please use our online ordering at [veal.boomerecommerce.com](http://veal.boomerecommerce.com) to place your order for Conference Package Shipping / Receiving Services.***

Ship to the above address using the attached labels. Your packages need to arrive at least 7 days in advance of your group's arrival date.

Orders and / or shipments received less than 7 days before group arrival date are subject to a 30 percent special handling fee.

Shipments will be accepted 21 days prior to group arrival date. Freight received earlier than 21 days will be subject to a weekly storage fee of thirty percent of total handling fees.

**PACKAGE SHIPPING AND RECEIVING HANDLING CHARGES**

**RECEIVING HANDLING FEES**

**per piece**

Up to 20 lbs	\$20
21 - 50 lbs	\$40
51 - 100 lbs	\$60
100 + lbs	\$0.60 / lb

**OUTBOUND HANDLING FEES**

**per piece**

Up to 50 lbs	\$20
51 - 100 lbs	\$40
100+ lbs	\$0.40 / lb

***Online ordering is available at: [veal.boomerecommerce.com](http://veal.boomerecommerce.com)***

***Please call 1(800)844-8325 with any questions you may have regarding your order.***

**Forklift Services are also available. Please contact VCS directly to arrange.**

**ADDITIONAL AVAILABLE SERVICES.** Rates quoted in the MATERIAL HANDLING SERVICE ORDER FORM do not include any unpacking, uncrating, unskidding, positioning, leveling, blocking, spotting, bracing, installing, dismantling, repacking, recrating or reskidding. See the Forklift and Labor Order forms to order these services. On request, VCS will provide banding for securing outbound shipments at a rate of \$3 per foot, plus labor (one hour minimum). Shrink wrap of a pallet will be charged at \$30 per pallet. Local pickups and/or deliveries are available for \$150 per hour straight-time, \$225 per hour overtime (rates include truck and driver).

**RETURNED SHIPMENTS TO VCS WAREHOUSE** Where no disposition has been made for outbound shipments or later scheduled pickups are necessary; VCS will return exhibit materials to the warehouse and load on outbound carriers at the rate of \$39 per CWT (with a minimum charge of \$79) for each shipment returned. Storage is available for \$1 per cubic foot per month with a monthly minimum of \$64.



**ADVANCE SHIPMENT LABELS  
SANDESTIN CONFERENCE PACKAGE  
SHIPPING / RECEIVING**

***RUSH! Conference Freight RUSH! Conference Freight RUSH!***

Southern Eye Congress  
Sept 16 -19, 2021

From:

TO:

Sandestin Golf and Beach Resort  
Shipping and Receiving Department  
Attn: Veal Convention Services  
9300 Emerald Coast Parkway West  
Miramar Beach Florida, 32550

Exhibiting Company:

Booth Number:

Number \_\_\_\_\_ of \_\_\_\_\_ pieces

Carrier:

***RUSH! Conference Freight RUSH! Conference Freight RUSH!***

Southern Eye Congress  
Sept 16 -19, 2021

From:

TO:

Sandestin Golf and Beach Resort  
Shipping and Receiving Department  
Attn: Veal Convention Services  
9300 Emerald Coast Parkway West  
Miramar Beach Florida, 32550

Exhibiting Company:

Booth Number:

Number \_\_\_\_\_ of \_\_\_\_\_ pieces

Carrier:

These shipping labels are provided for your convenience to assist in preparing shipments to the advance warehouse. Please cut along the dashed lines and affix one to each piece of your shipment to the advance warehouse. Please make additional copies of these labels as needed.

NOTE: Warehouse is not temperature controlled. Hazardous materials will not be accepted at warehouse.





## OUTBOUND SHIPMENT INSTRUCTIONS SANDESTIN CONFERENCE PACKAGE SHIPPING / RECEIVING

To ensure that your outbound shipment is handled according to your instructions, please be advised of the following:

**CONTACT YOUR CARRIER TO SCHEDULE PICK UP OF YOUR SHIPMENT.** You must call your carrier, unless you are using the show recommended carrier. Carriers, including FED EX and UPS, will not pick up your shipment unless you have made arrangements with them. For your convenience, show recommended carriers are available to handle outbound transportation. Our designated carrier is Old Dominion Freight.

All exhibitor freight not picked up by the exhibitor-designated carrier by the time stated in the GENERAL SHOW INFORMATION, page 1, will be forced out and either re-routed onto YRC Freight or returned to the VCS warehouse. Additional charges will apply.

**PACK AND LABEL YOUR MATERIALS.** Banding, shrink wrap and shipping labels are available at the VCS Service Desk.

**COMPLETE AND TURN IN A VCS BILL OF LADING FOR EACH OUTBOUND SHIPMENT.** Bill of ladings may be obtained from the VCS Service Desk. Complete a bill of lading for each shipment/destination. Turn in all completed bill of ladings to the VCS Service Desk once your shipments are ready to be loaded out. Freight sent back to the VCS warehouse will be charged for the additional handling.

### Ship to:

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

### Bill to:

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_



## **PAYMENT PROCEDURE and POLICY SANDESTIN CONFERENCE PACKAGE SHIPPING / RECEIVING**

### **PAYMENT POLICY**

***Online ordering is available at: [veal.boomerecommerce.com](http://veal.boomerecommerce.com)  
Please call 1(800)844-8325 with any questions you may have regarding your order.***

PLEASE FAMILIARIZE YOURSELF WITH THIS POLICY BEFORE ORDERING ANY SERVICES  
\*\*\*NO SERVICES WILL BE RENDERED WITHOUT FULL PAYMENT IN ADVANCE\*\*\*

**PAYMENT SERVICES:** Veal Convention Services, Inc. (VCS) requires payment in full at the time the services are ordered. Further, VCS requires that you provide a credit card authorization to charge your account for services which may include freight handling, storage, labor, material handling, etc. plus any applicable fuel or energy surcharge.

**ADVANCE ORDERS:** To qualify for discount pricing, orders must be received with payment in full on or before seven (7) days in advance of group's arrival date. Purchase orders do not qualify for advance prices.

**SHOW SITE ORDERS:** Services ordered at show site will not be processed without full payment at the time the order is placed.

**THIRD PARTY ORDERS:** If you contract your work to a display or exhibit house and require services from VCS, the payment policy stated above applies. Please pass this information on to them.

**METHOD OF PAYMENT:** VCS accepts Master Card, Visa, American Express, and company checks (no personal checks accepted) as acceptable forms of payment. Any bank fees for wire transfers are the responsibility of the exhibitor. Purchase orders are not considered payment. All payments must be made in US funds drawn on a US bank. Exhibitors will be charged \$50 for each returned NSF check.

**ADJUSTMENTS / CANCELLATIONS:** No adjustments to invoices will be made after the close of the show. Cancellation of service(s) made prior to actual delivery or installation will be charged a 50% cancellation fee. Cancellation of service(s) made after actual delivery or installation will be charged a 100% cancellation fee. **COLLECTIONS FEES:** ALL CHARGES MUST BE PAID IN FULL PRIOR TO CLOSE OF SHOW BY CASH, CHECK OR CREDIT CARD. A fee equal to 2% per month (24% per annum) will be assessed on any unpaid balance. Client is responsible for any fees, including, but not limited to, collection fees, attorney's fees and court costs, that may be incurred in effort to collect any unpaid balance.

**ORDERING:** Please familiarize yourself with these forms before you log onto the online storefront site and place your order. ***VCS REQUIRES YOUR CREDIT CARD TO BE ON FILE EVEN IF YOU CHOOSE TO PAY BY COMPANY CHECK OR WIRE TRANSFER.***

***Online ordering is available at: [veal.boomerecommerce.com](http://veal.boomerecommerce.com)  
Please call 1(800)844-8325 with any questions you may have regarding your order.***



## IMPORTANT SHIPPING /FREIGHT HANDLING TERMS & CONDITIONS

**VCS'S RESPONSIBILITIES.** VCS is responsible only for services which it directly provides. VCS assumes no responsibility for any persons, parties or other contracting firms not under VCS's direct supervision and control. VCS shall not be responsible for loss, delay or damage due to any cause beyond VCS's reasonable control, including, but not limited to, fire, strikes, accidents, transportation contingencies, theft, weather, acts of God, civil disturbances, explosions, acts of terrorism or war, etc. nor for ordinary wear and tear in the handling of materials. VCS will provide material handling services as the EXHIBITOR'S agent, not as bailee or shipper, and shall have no responsibility or obligation as such.

**INBOUND SHIPMENTS.** All shipments must have a bill-of-lading or delivery receipt showing number of pieces, true weight, and description of merchandise. If shipments arrive without weight on bill-of-lading and weight is unobtainable, VCS will estimate the weight. If actual scale weights are not submitted prior to move-out the estimated weight will be final and binding. All shipments received are subject to reweigh. Copies of bills-of-lading, with the name of the carrier, should be forwarded to VCS as soon as shipments are made. This will assist in tracing, if required. Confirm delivery date and time with your carrier and have all necessary shipping information in the hands of your on-site representative. Be sure your on-site representative knows who to call to track your shipment should it not arrive at your anticipated time. VCS shall not be liable for shipments received without individual freight bills, such as UPS, FedEx or other carriers who deliver in bulk and do not wait for shipment count and condition to be verified for individual shipments. Such shipments will be subject to verification and correction of count and condition and VCS's receiving paperwork indicating any exceptions as delivered shall take precedence over shipper's signature of receipt. Shipments received without receipts or freight bills such as UPS or FedEx or US Mail will be delivered to the booth without guarantee of piece count or condition. No liability will be assumed for such shipments. Consistent with trade show industry practices, there may be a lapse of time between delivery of shipments to the booth and the arrival of EXHIBITOR or its representatives, and during such time the material will be left unattended. VCS will not be responsible or liable for any loss, damage, theft, or disappearance of EXHIBITOR'S materials after same have been delivered to EXHIBITOR'S booth at the show site. Shipments received at the warehouse after scheduled exhibitor set-up or shipments received at show site after exhibitor move-in times, are subject to surcharges to cover additional trucking or labor and will be billed accordingly.

**OUTBOUND SHIPMENTS.** Each outbound shipment must have a completed Bill of Lading accompanying the shipment. Exhibitors are responsible for labeling their exhibit materials and providing outbound shipping information. Bills of lading and shipping labels are available at the VCS service desk. We recommend that you prepare bills and labels ahead of time. Exhibitors selecting non-official carriers will need to make their own arrangements for pick-up. Pick-ups for local deliveries or small package shipments, i.e., UPS, FedEx and Parcel Post should be dealt with in the same manner as all other outbound shipments. When materials are labeled, packed and ready to be shipped, completed bills-of-lading should be turned in at the Service Desk. Consistent with trade show industry practices, there may be a lapse of time between the completion of packing and the actual pick - up of materials from the booth for loading onto a carrier, and during such time the material will be left unattended. VCS shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor's booth for reloading after the show. An exhibitor representative should remain on-site to insure that your shipment is picked up. Alternatively, VCS recommends that the EXHIBITOR engage security services from the facility or show management. Bills-of lading covering outgoing shipments will be checked at time of actual pickup from the booth and corrections made where discrepancies occur. In order to expedite removal of materials as required by show management and/or the facility, VCS shall have the authority and reserves the right to change the EXHIBITOR designated carriers, if such carriers fail to pick-up or refuse to accept shipments at the appointed time. VCS retains the right to dispose of materials left on the show floor without liability if left unattended, left without labels or not correctly labeled. Where no disposition is made by EXHIBITOR, materials may be taken to a warehouse to await EXHIBITOR'S shipping instructions and EXHIBITOR agrees to be responsible for charges relating to such rerouting and handling. In no event shall VCS be responsible for any loss resulting from such rerouting or handling. Any shipments that remain on-site past the outbound shipping deadline may be forced on VCS's carrier of choice and the exhibitor billed accordingly. Shipments sent using VCS's account numbers and/or charges otherwise invoiced to VCS will result in a service fee to your account amounting to 30 percent of the carrier's total charges. Use of VCS Freight Handling services authorizes VCS to pay outbound freight charges for your shipments by any carrier using the credit card on file for your company.

**DAMAGE / LOSS.** Relative to shipments consigned to VCS's warehouse, VCS will exercise all possible diligence and care in receiving, handling, and transporting your shipment. VCS shall not be liable for loss or damage from fire, natural disaster or contingencies beyond the control of VCS. In any case, the liability of VCS is limited to \$0.30 per pound with a maximum of \$50.00 per item, and a maximum of \$1,000.00 per shipment while exhibitor goods are in VCS's warehouse or VCS-owned and operated vehicles for delivery to show-site.

**A) MAXIMUM RECOVERY.** If found liable for any loss, VCS's MAXIMUM liability and EXHIBITOR'S exclusive remedy is limited to \$.10 per pound per article with a maximum liability of \$50.00 per item, or \$1,000 per shipment, whichever is less.

**(B) BREACH OF CONTRACT AND/OR NEGLIGENCE ONLY.** VCS's liability shall be limited to any loss or damage which results solely from VCS's gross negligence in the actual physical handling of the items compromising the EXHIBITOR'S shipment(s) OR which results from BREACH OF THIS CONTRACT and not for any other type of loss or damage. In no event shall VCS be liable to EXHIBITOR or to any other party for special, collateral, exemplary, indirect, incidental, consequential or punitive damages. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic issues.

**INSURANCE.** It is understood that VCS is not an insurer. Insurance on exhibit materials, if any, shall be obtained by the EXHIBITOR, at its sole costs and expense from a third - party insurance provider. BE SURE THAT THE MATERIALS YOU SHIP TO SHOW SITE ARE INSURED FROM THE TIME THEY LEAVE YOUR WAREHOUSE UNTIL THEY ARE RETURNED. CONTACT YOUR INSURANCE REPRESENTATIVE TO ARRANGE THIS COVERAGE.