

We know return on investment is crucial to your success. Take note of these FREE opportunities and amenities, created with you in mind.

- ❖ **Dedicated first-time exhibitor ambassador to help with all questions leading up to and at Optometry's Meeting®.**
 - TBD – Coming Soon!
- ❖ **Dedicated web page on Optometry's Meeting® website to access important information, deadlines, and FREE marketing programs.**
 - Be sure to ask for your free copy of the pre-registrant list.
 - Be sure to take advantage of a free coupon opportunity to announce show specials.
- ❖ **Exhibitor Referral Program**
 - You may invite your prospects to attend the Optometry's Meeting® Exhibit Hall for FREE.
- ❖ **Show Specials and New Products**
 - Promote your company's Show Specials: Show only discounts, contests or raffles, special events, new technological advances, etc., online via your virtual booth space.
- ❖ **Pre-Show Opportunities**
 - Upload your logo, literature, press release(s), show specials, etc. online through your virtual booth space.
 - Dedicated First-Time Exhibitor press release sent to full media list.
- ❖ **Optometry's Meeting® Monthly E-Newsletter to prospects**
 - Exhibitor Information prominently displayed in each monthly issue.
- ❖ **Opportunity to Schedule a Press Conference at Optometry's Meeting®**
 - Best used to create excitement around a product launch or other newsworthy announcements.
- ❖ **Company Name and Booth Number Listings**
 - Listed in the On-Site Program Book
 - Listed on the mobile phone app
 - Listed on www.optometrismeeing.org
- ❖ **First-Time Exhibitors Called Out**
 - Online
 - In On-Site Program Book
- ❖ **First-Time Exhibitors On-Site**
 - Exhibitor tent card displayed at your booth
- ❖ **FREE Informational Content and Videos from Freeman**
 - <http://www.freemanco.com/freemanco/resources/resourceLibrary.jsp>

MEET THE EXHIBITS MANAGER



KELLIE RODRIGUE, CEM

Your success is my business!
I can assist you with all your exhibitor questions and needs.

Contact Kellie at
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