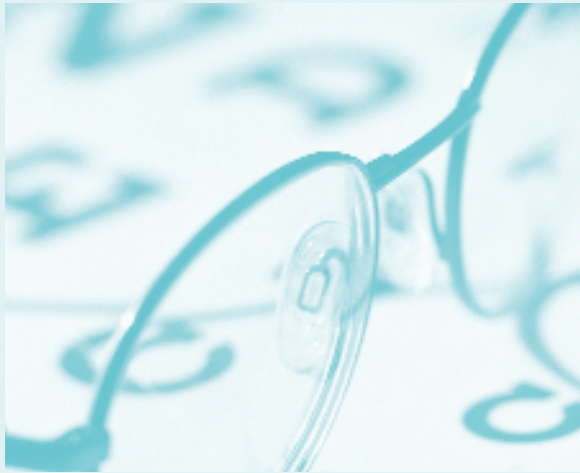


GWCO Congress 2005

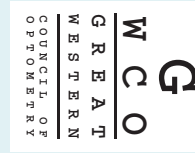
Here's your opportunity to exhibit at Portland's largest eyecare convention, GWCO 2005! The Great Western Council of Optometry, representing eleven Western states, offers you a prime chance to reach hundreds of optometrists, paraoptometric and assistants, opticians and related staff from the United States and Canada.

Booth space is limited. Be sure to register early to secure your space.



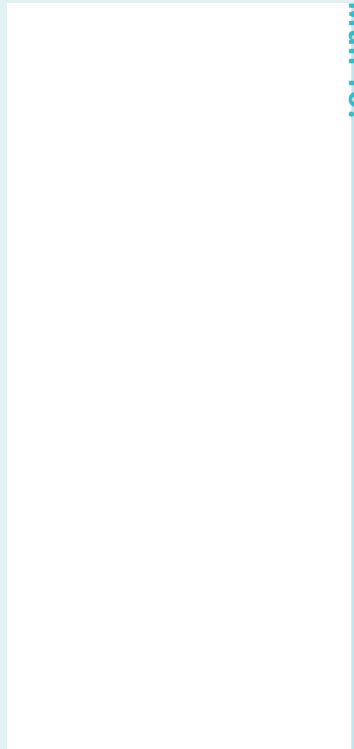
**Oregon Convention Center
means bigger,
10 feet square!
taller,
30-foot ceilings!
booths
for bigger,
taller exhibits!**

ADDRESS CORRECTION REQUESTED



Great Western Council of Optometry
36 S. Last Chance Gulch, Suite A
Helena, MT 59601 USA
www.gwco.org

Mail To:



Standard Postnet
U.S. Postage
PAID
Permit #221
Helena, MT 59601

GWCO Congress 2005

Invitation to Exhibit
Convention & Exposition
October 13-16

Oregon Convention Center
Portland, Oregon

GWCO Congress 2005, Oregon Convention Center, Portland Oregon

EXHIBIT HOURS

Friday, October 14 12:00 noon–6:00 pm
Saturday, October 15 10:00 am–12:30pm

Exhibit Move Hours

In: Friday, October 14 8:00 am–12:00 noon
Out: Saturday, October 15 12:00 noon–5:00 pm

DOOR PRIZES

Exhibitors may provide a door prize (**limit 1 item**) to be given away during exhibit hours. Please indicate on your registration form whether or not you will give away a door prize.

GOLF SCRAMBLE

Exhibitors are invited to participate in the golf tournament on Thursday at 12:30 pm. Take advantage of this opportunity to spend some one-on-one time with the doctors.

SECURITY

Entrance to the exhibit hall will be by official GWCO badge only. Badges must be worn at all times. GWCO will provide reasonable security during the show and overnight on Friday, but cannot be responsible for exhibitors' possessions. It remains exhibitor's responsibility to protect his/her equipment and materials. GWCO assumes no liability for loss.

ACCOMMODATIONS

The conference hotel is the Doubletree-Lloyd Center, 1000 N.E. Multnomah, Portland, OR 97232. Reservations may be made online at www.doubletree.com or call the hotel directly at (503) 281-6111 or (800) 996-0510. Please indicate you are with GWCO to receive the group rate of \$133 single or double. Reservation deadline: **Sunday, September 18, 2005.**

HOSPITALITY SUITES

GWCO controls reservations of all hotel suites. Suite requests must be submitted in writing to GWCO, Attn: Marti Wangen, by mail at 36 South Last Chance Gulch, Suite A, Helena, MT 59601; by fax (406) 443-4614; or e-mail: info@gwco.org.

BOOTH DETAILS

Registration includes:

- ◆ One 10' x 10' professionally draped booth
- ◆ One 8' professionally draped table
- ◆ Two chairs
- ◆ One 7" x 44" booth identification sign
- ◆ Two name badges (additional name badges may be purchased at \$100 each)
- ◆ Two tickets to Friday's Gala Evening

Please note that due to fire marshal regulations, you will not be allowed to have any exhibit materials outside the 10' x 10' area of your booth. This will be strictly enforced.

Exhibitor service kits will be mailed to you from the convention decorator, DWA Trade Show & Exposition Services, upon full payment of your registration fee. **Payment in full of the registration fee is due by August 1, 2005. No refunds will be given.** For additional requirements concerning your booth, please contact DWA at (503) 228-6800.

Registration packets, including name badges, will be available at the GWCO registration desk Friday at 8 am at the Oregon Convention Center (OCC), 777 NE Martin Luther King, Jr. Blvd., Portland, OR 97232. **Exhibitors not wearing name badges will be denied access to the exhibit hall. No lighter-than-air balloons shall be permitted in the facility without express prior written approval by GWCO and the OCC Executive Director.**

WEBSITE LISTING

Exhibitors who register (paid in full) by August 27, 2005, will be listed on the GWCO website. Please be sure to complete the description of product/service section of the registration form so this information may be included in the website listing. Website listing will be alphabetical and by category. Please indicate on the registration form in which of the following categories you wish your company to be listed.

- ◆ Contact Lenses, Solutions & Accessories
- ◆ Dispensing Equipment & Accessories
- ◆ Educational Organizations, Service Organizations & Institutions
- ◆ Educational Reference Materials & Consultants
- ◆ Examination Equipment, Instruments, Diagnostic Aids & Pharmaceuticals
- ◆ Frames, Sunglasses, Cases, Display & Other Accessories
- ◆ Laboratories & Related Services
- ◆ Office Practice Management, Service & Related Equipment
- ◆ Optometric Services
- ◆ Specialty Lenses, Other Lenses
- ◆ Vision Therapy
- ◆ Miscellaneous/Other

The Great Western Council of Optometry (GWCO) cannot be held liable for events beyond its control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism, or any other emergency, making it inadvisable or impossible to hold the Congress. GWCO will make every effort to inform participants of any cancellation as soon as possible to enable participants to cancel hotel and flight arrangements.