

# Exhibitor Newsletter

## Inside This Issue

- 1 Buyers' Guide Listing
- 1 Exhibitor Service Manual
- 1 Housing and Registration
- 2 Sales Team Message Board
- 2 Maximize Your Exposure at the Expo
- 2 Free PR Opportunities
- 3 Exhibit Hours Move In/Out
- 3 Key Contacts

## Upcoming Deadlines

- **29 August** [Buyers' Guide Submissions](#)
- **19 September** [Housing Deadline](#)
- **22 September** [Registration Deadline](#)
- **29 September** [Vendor Discount Deadline](#)

## Don't miss the **29 August** deadline! Submit Your Buyers' Guide Listing Today

[Submit Description](#)

The Exhibit Buyers' Guide is the show directory that is provided to each attendee. Each exhibiting company receives a free listing in the guide. In addition, each company will receive an online listing, or "digital booth."

Any changes or submissions received after this deadline may not be reflected in the print version. Companies may continue to submit changes to their online digital booth at any time. Should a company miss this deadline, only the contact information as it appears in the FiO: 2014 Exhibitor database will appear. Management reserves the right to edit submissions as necessary.

## EXHIBITOR SERVICE MANUAL

The manual contains all the information you'll need for a successful exhibit including deadlines, vendor forms, rules and regulations, shipping and more. The primary contact of each company has received the link and show code to access the Service Manual.

The Service Manual is located in the [Exhibitor Service Center](#)

**Please note the following Exhibit Set-up hours and plan your travel accordingly.**

### Exhibit Move-In Hours:

Monday, 20 October, 2014

10:00 – 18:30 For Booth set-up in [Salon 7](#)  
15:00 – 18:30 For Table Top set-up in [Salon 6](#)

### Exhibit Move-Out Hours:

Wednesday, 22 October, 2014 14:00 – 18:00

## New for FiO 2014!

### Exhibitor Appreciation Reception

*sponsored by*

*OSA Corporate Associates*

*Tuesday, 21 October*

*4:00 – 5:30*

*In the exhibit hall*

# Housing and Registration are open – BOOK TODAY!

## Exhibitor Housing

The [Exhibitor Housing Web Site](#) give you access to forms, hotel maps, amenity charts and much more. For more information or assistance, contact FiO/LS Housing at [fiio@tphousing.com](mailto:fiio@tphousing.com).

[Exhibitor Housing](#)

## Exhibitor Registration

Save time when you arrive at the conference by pre-registering! Don't spend time on-site filling out registration forms and waiting in line. **Complete your [registration form](#) today.** Each Exhibitor receives 1 complimentary technical registration badge with their 10x10 booth or tabletop and unlimited exhibitor personnel badges. Exhibitors cannot register online. For registration questions, contact Customer Service at [CustServStaff@osa.org](mailto:CustServStaff@osa.org) or +1 202.416.1907 or +1 800.766.4672.

[Exhibitor Registration](#)

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## Sales Team Message Board

STAND OUT FROM THE CROWD – Be a sponsor! Sponsorships increase brand awareness and drive traffic to your display. Act now!

Contact [Crystal Krason](#) (+1 202.416.1428) today to build your brand at FiO 2014!!

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## New Public Relations Benefit for OSA Corporate Members Exhibiting at FiO/LS

- New this year, OSA Corporate Members exhibiting at FiO/LS can book one-on-one, 30-minute appointments with OSA's public relations team to discuss anything from press release writing to media relations and social media. Trying to get press coverage for your company, but aren't sure which outlets to target? Interested in social media, but not sure how to get started? Curious about what PR benefits come with OSA membership? We can help! Spots in the program are limited, so contact Lyndsay Meyer at [lmeyer@osa.org](mailto:lmeyer@osa.org) by October 15 to set up yours today.

## Free PR Opportunities for FiO/LS Exhibitors

- Press release posting on the [FiO website](#) is now open – get your news and product announcements directly to FiO press attendees by emailing your press release to the [FiO PR Team](#).
- FiO Exhibitor PR Toolkit – packed with templates, tips and other information about FiO publicity opportunities designed to help you get the most out of your PR efforts. The Toolkit is included in your online Exhibitor Service Manual or you may email the [FiO PR team](#) for access.

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## Maximize Your Exposure at the Expo

Are you making use of all the **FREE** Expo tools available to promote your exhibit at FiO? Here are just a few opportunities to make the most of your Exhibiting Experience:

- Post [online banners](#) to your Company's website announcing your Exhibit
- Be sure to leverage use of the FiO [Social Media](#) tools
  - Let more than 3,350 @OpticalSociety Twitter followers know that you are exhibiting at the FiO Exhibit by using the official hashtag [#FiO14](#).
  - Tell the nearly 9,900 [LinkedIn](#) members what exciting new technologies or products you will be showcasing.



### Exhibition Hours:

Tuesday, 21 October, 2014 10:00 – 16:00  
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### Advanced Shipping to Warehouse

17 September – 14 October, 2014

The ballroom will be carpeted in a multi-color carpet. The drape color will be Plum. Exhibitors will *not* be allowed to dismantle their exhibits or begin packing before 14:00 on Wednesday, 22 October. Please make travel arrangements accordingly. This policy is strictly enforced.

### Operations & Exhibitor Services

Kathleen O'Driscoll, CEM, Exhibit Operations  
+1 202.416.1995 or [fiorexhibits@osa.org](mailto:fiorexhibits@osa.org)

### Exhibit Payments, Invoices, Primary Contact Changes

Sia Mullen, Sales Administrative Coordinator  
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### Exhibits, Promotional Opportunities

Tom Markusson, CEM  
Exhibits Sales & Sponsorships Director  
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### Exhibits, Job Fair, Booth Location and Size Changes

Crystal Krason, Sales Manager  
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### Media Relations

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