



May 2021

Dear Exhibitor:

On behalf of the state ophthalmology societies in Arkansas, Kansas, Missouri and Oklahoma, we are very pleased to invite your company to participate as an exhibitor in the 2021 Table Rock Regional Roundup. After a year of social distancing and virtual meetings, we are excited to be returning to the Big Cedar Lodge this fall for an in-person conference!

The meeting will take place on Thursday evening, September 23rd through noon Saturday, September 25th at the Big Cedar Lodge located near Branson, Missouri. The exhibit hall will be open throughout the day on Friday, September 24 in the same area where meals and breaks will be served.

Exhibit spaces will be pipe and draped booths with a table, two chairs and a waste basket. We are offering three sizes:

- 8x8-foot – \$2,000
- 10x10-foot – \$2,200
- 16x6-foot “endcap” – 3,800

This annual conference attracts approximately 85-90 ophthalmologists from the four states, as well as some guest physicians from neighboring states. Unlike more traditional conferences at which physicians may attend only for a day or even a single lecture, our doctors tend to arrive in time for the Thursday reception and stay through the rest of the weekend. Thus, the Table Rock Regional Roundup offers exhibitors a unique opportunity for direct contact with participating doctors in a very relaxed and informal atmosphere.

In addition to the exhibit space, each company will be recognized in the meeting handouts and on the conference website. Exhibitors will be provided an advance registration list about one week before the meeting, as well as the final attendee list. On-site signage and announcements during the general session also will provide additional visibility to exhibiting companies. All exhibiting company representatives are invited to attend the welcome reception on Thursday evening at the Top of the Rock. Those staffing exhibit booths are welcome to enjoy the breakfast and lunch served to attendees during the day on Friday, and they are invited to attend the Friday night family cookout (advance reservations required).

The Table Rock Regional Roundup conference is sponsored each year by the Arkansas Ophthalmological Society, the Kansas Society of Eye Physicians & Surgeons, the Missouri Society of Eye Physicians & Surgeons, and the Oklahoma Academy of Ophthalmology. General sessions are accredited for continuing medical education, the planning for which is completely independent of any commercial influence. While the exhibit hall is open throughout the conference, it is in a space separate from where the educational lectures are presented. Exhibit fees should be made payable to the Table Rock Regional Roundup; our federal tax ID number is: 26-4184333.

Please refer to the Table Rock Regional Roundup website for additional details:
<https://www.tablerockregionalroundup.org>

We hope you will join us in September for the in-person 2021 Table Rock Regional Roundup!

Sincerely,

Richard H. Paul

*Arkansas Ophthalmological Society • Kansas Society of Eye Physicians & Surgeons
Missouri Society of Eye Physicians & Surgeons • Oklahoma Academy of Ophthalmology*

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