



**OPTICA** | Formerly  
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EXHIBITOR SERVICES MANUAL

# Optica Biophotonics Congress: Biomedical Optics

07 – 10 April 2024

The Westin Fort Lauderdale Beach Resort  
Fort Lauderdale, Florida, USA

Co-Located Topical Meetings:

Clinical and Translational Biophotonics (Translational)

Microscopy, Histopathology & Analytics (Microscopy)

Optical Coherence Tomography (OCT)

Optical Tomography and Spectroscopy (OT&S)

Optics and the Brain (Brain)

[Optica.org/LifeSciencesOPC](https://Optica.org/LifeSciencesOPC)

# Optica Biophotonics Congress: Biomedical Optics

## ***Welcome!***

Thank you for participating in the Optica Biophotonics Congress: Biomedical Optics at the Westin Fort Lauderdale Beach Resort, Fort Lauderdale, FL. This Exhibitor Services Manual includes important information and deadlines to help you prepare for the Congress. Please distribute this manual to anyone who will be attending the meeting to staff your company's exhibit.

If you have any questions or need more information regarding the logistics, please contact Exhibit Operations at [exhibits@optica.org](mailto:exhibits@optica.org).

## **Important Deadlines**

<b>Deadline Date</b>	<b>Item</b>
<b>31 December 2023</b>	Earlybird Encore Booth Services Orders Deadline
<b>08 March 2024</b>	Congress App and Online Listing Form Deadline
<b>15 March 2024</b>	Hotel Room Reservation Deadline
<b>29 March 2024</b>	Encore Booth Services Orders Due
<b>05 April 2024</b>	Westin Fort Lauderdale Beach Resort begins accepting shipments

## **Congress App and Online Listing Form – Deadline: **Friday, 08 March****

Each exhibiting company receives one (1) free Online Listing and one (1) in the Congress App. Both are a valuable marketing tool for your company. To ensure your company name, contact information, and product description is included in the Exhibitor Listings, complete the Congress App and Online Listing Instructions on the next page no later than **Friday, 08 March 2024**.

**Online Listing Submission Deadline: Friday, 08 March 2024**

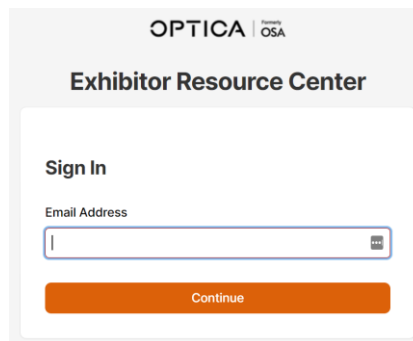
Any changes or submissions received after this deadline may not be reflected in the Congress App. Exhibiting companies may continue to submit changes to their Online Listing at any time. Should a company miss this deadline, only the contact information entered by the exhibitor in the online profile for the current year will appear. Information entered in previous years is not carried over. Management reserves the right to edit any submissions if necessary.

**\*\*\* Submissions must be done online. Email [exhibits@optica.org](mailto:exhibits@optica.org) if you have questions.\*\*\***

Each exhibiting company receives one free listing in the Congress App. In addition, each company will receive one (1) Online Listing and one (1) in the Congress App.

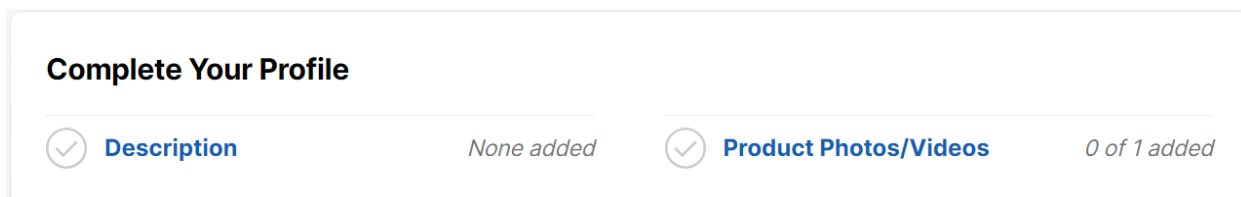
**Submission Instructions:**

1. Go to <https://opticaevents2024.exh.mapyourshow.com> and log in to your Exhibitor Resource Center using your assigned credentials received by email from [service@mapyourshow.com](mailto:service@mapyourshow.com). Please contact [exhibitaccounts@optica.org](mailto:exhibitaccounts@optica.org) if you have not received your credentials.



The screenshot shows the 'Exhibitor Resource Center' sign-in page. At the top, it says 'OPTICA | OSA'. Below that is the title 'Exhibitor Resource Center'. Underneath is a 'Sign In' section with an 'Email Address' label and a text input field. Below the input field is an orange 'Continue' button.

2. Click on the "Description" button under Complete Your Profile to go to the submission site.



The screenshot shows the 'Complete Your Profile' section. It has a title 'Complete Your Profile' and two items listed below it. The first item is 'Description' with a checkmark icon and the text 'None added'. The second item is 'Product Photos/Videos' with a checkmark icon and the text '0 of 1 added'.

3. Under Company Information, enter Headquarter Information. Enter the company name, address, city, state/ province, postal code, country, telephone, Company Email, Company description, and applicable social media sites. Please enter Company Email and Company Description **as you wish attendees to see**. This should be a **general email** or an **information email, not your personal email**.

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### Company Information

If changes/corrections to company name or address, please submit to Exhibit Sales Team at [exhibitsales@optica.org](mailto:exhibitsales@optica.org).

\* Indicates a required field

\* **Company Name**

**Address**




4. Click "Update Company Information" button once information entered.

### Edit Company Information

\* **Company Name**

\* **Address**

**City**

**State/Province**

**Postal Code/Zip Code**

\* **Country**

**Telephone**

**Fax**

\* **Company Email**

Please use the full URL for website

**Website**

**Facebook**

**Instagram**

**LinkedIn**

**Twitter**

**Company description**  40 Words Left

5. Where the submitted information will appear:

Online Listing (online only)	Congress App
Headquarter Information (all information)	Headquarter Information (all information)
Online Company Profile (all information)	Online Company Profile (all information)
<b>Categories</b>	
Products & Multi-Media <i>Gold &amp; Silver Online Listing upgrades only</i>	N/A

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6. To ensure **complete** and **accurate** information for your listing in your Online Listing, please review and submit the following:

Online Listing Features	Standard Level	Silver Level	Gold Level
	Included	USD 295	USD 495
Contact Information	✓	✓	✓
Booth Number	✓	✓	✓
Website	✓	✓	✓
Links to Social Media	✓	✓	✓
Product Categories	✓	✓	✓
50-Word Company Description	✓	✓	✓
Product Gallery Image with Description	1	2	5
Show Features	1	2	5
Event Online Contacts	1	2	4
Pieces of Collateral	-	2	4
Show Offer	-	1	1
Company Logo	-	✓	✓
Exhibitor Scheduled Events	-	-	4
Priority Placement in Search Results	-	-	✓
Highlighted Booth with Corner Peel	-	-	✓

## Upgrade Your Online Listing

Be sure to stand out from your competition and give attendees more detail about your company offerings. An upgraded Online Listing is a great investment for maximum web exposure. Reach out to the Exhibit Sales Team to upgrade your Online Listing at [exhibitsales@optica.org](mailto:exhibitsales@optica.org).

## Sharing Your Exhibit Space with Another Division of Your Company?

There is a USD 250 fee for each Booth Share. To include separate printed and Online Listings for another division or branch of your company, please contact the Exhibit Sales Team at [exhibitsales@optica.org](mailto:exhibitsales@optica.org) to secure your Booth Share.

# Optica Biophotonics Congress: Biomedical Optics

## Exhibit Schedule – Atlantic Ballroom

Date	Time
<b>Sunday, 07 April</b>	
Exhibitor Move-in	12:00 – 15:00
<b>Monday, 08 April</b>	
Exhibitor Move-in	07:00 – 09:30*
Coffee Break with Exhibitors	10:00 – 10:30
Poster Session II and Coffee Break with Exhibitors	15:00 – 16:30
Congress Reception**	18:30 – 20:00
<b>Tuesday, 09 April</b>	
Coffee Break with Exhibitors	09:30 – 10:00
Coffee Break with Exhibitors	15:00 – 15:30
Networking Industry Reception (TBD) **	17:30 – 19:00
<b>Wednesday, 10 April</b>	
Coffee Break with Exhibitors	10:00 – 10:30
Exhibitor Move-Out	10:31 – 16:30
Farewell Toast	16:30 – 17:00

\*All exhibits must be completely installed by 10:00 on Monday, 08 April.

**\*\*Special Events:** Exhibitors are invited to attend the Congress Reception at a cost in the SkyView Terrace. Additional tickets may be purchased on-site per person. In addition, the Optica Biophotonics Congress: Biomedical Optics will offer a Networking Industry Reception which all participants are welcome to attend for at a cost.

Exhibiting companies' booth staff members are not required to remain at their display for the entire Congress; **however, booths should be staffed during Exhibit, Coffee Breaks and Poster Session hours listed above.** Attendee traffic patterns vary for each meeting. Most attendees will visit the Exhibits for the coffee breaks and lunches that are located in the Exhibit Area, and then they will return to the sessions. Please secure your booth when unattended as attendees have access to the Exhibit Area during coffee breaks. Exhibit traffic is limited during other times. Reach out to attendees and schedule meetings, extend yourself for extra time and/or attend the sessions.

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## Booth Display Details

The exhibits, poster sessions, and coffee breaks will all take place in the Atlantic Ballroom. Booth floor/space assignments are determined by show management based on the date and order that space contracts were received.

Booth displays include the following:

- One (1) 6' x 30" table, skirted
- Two (2) chairs
- One (1) wastebasket
- A table display sign with company name

Your display must fit completely within your 10' x 10' booth space. In the front half of the booth (from aisle), the total height of all materials must not exceed 4 feet; in the back half, the total height must be no higher than 8 feet. There will be no pipe & drape provided.

**Decorations and/or signage may not be attached to or hung from any permanent structure.** Optica highly recommends removing valuables from your exhibit when it is unattended. Overnight security services are *not* provided by Optica.

## Booth Requirements

### ***Audio Visual, Internet Service and Electrical Services***

Encore Global Event Solutions will be providing audio visual services, internet, power and lighting for this Congress. If your booth requires any of these services, place your orders [HERE](#) no later than **Friday, 29 March 2024**. Earlybird prices end on **Wednesday, 31 December 2023**. If you have any questions, contact Nash Pessin-Selvester at [nash.pessin-selvester@encoreglobal.com](mailto:nash.pessin-selvester@encoreglobal.com) or 954.254.3065. To avoid any on-site challenges, please be sure that you are aware of the requirements of your booth prior to arriving to the Congress.

For your convenience, complimentary wireless internet will be available in the exhibit hall for checking emails only, *not* for downloading or connecting to your office.

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## Security

Security will not be provided by Optica to monitor the Exhibit Area during exhibit hours or overnight. Show management strongly recommends that you take any valuable equipment (i.e. laptops, small components, or other materials) with you or secure them each night. It is also recommended that you bring a drape or cloth to cover your table each night. Each exhibitor is required to have adequate insurance levels, and basic precautions should be taken. Please do not store valuables under the table, or leave valuable objects such as phones, cameras, etc. on your table unless the booth is staffed. **Neither Show Management nor the Westin Fort Lauderdale Beach Resort are responsible for lost or stolen items.**

## Shipping Guidelines

### *Inbound Shipping – Direct Shipping*

If you plan to ship your booth materials directly to the Westin Fort Lauderdale Beach Resort please address your materials as follows, in addition to the airbill:

The Westin Fort Lauderdale Beach Resort  
**(Optica Biophotonics Congress) (Arrival Date)**  
Hold For Guest: **(Guest Name) (Guest Cell Number)**  
**(Booth Company Name) (Atlantic Ballroom) (Booth Number)**  
321 N. Fort Lauderdale Beach BLVD.  
Fort Lauderdale, FL 33304

**The hotel will begin accepting shipments no earlier than 05 April 2024 and no later than 07 April 2024.** Your booth materials will be stored in a secure location prior to the show and delivered to the exhibit area (Atlantic Ballroom). If your booth staff needs to retrieve their booth materials prior to exhibit set-up time, they may contact the hotel's shipping manager, Corey Landry at [CLandry@heihotels.com](mailto:CLandry@heihotels.com) or +1 954.467.1111. Please email tracking numbers for any package to Corey Landry.

### *Outbound Shipping*

All outbound packages must have a completed carrier airbill affixed to each package. Packaging supplies (boxes, tapes, and etc.) are available for purchase within the Westin Fort Lauderdale Beach Business Center. FedEx Express shipping supplies and airbill forms are also available and are complimentary. Outbound packages being picked up by a third-party courier should be coordinated in advance with a Westin Fort Lauderdale Beach Office team member. Outbound Handling Fees will be applied to all packages, regardless of carrier, in addition to shipping/transportation fees. Optica cannot take responsibility for any exhibiting company's booth materials left behind at the Westin Fort Lauderdale Beach Resort.



## Inbound Guest Packages - Shipping Instructions

Please follow the recommended label addressing standards, illustrated below, to prevent package routing delays. All packages received by The Westin Fort Lauderdale Beach Resort require a release signature before being released from The Westin Fort Lauderdale Beach Resort's custody to the intended recipient. Release signatures are captured at the time of package pick-up from the Westin Fort Lauderdale Beach Business Center or during delivery of package(s) to the recipient. Inbound receiving and applicable delivery fees will be applied on a per package basis, as outlined in the fee schedule below. These fees are applied in addition to any shipping/transportation charges.

Please use the name of the recipient whom will be onsite to receive and sign for the package(s). Please do not address your package(s) to the Hotel Staff or a Show Manager as this could cause confusion in package sorting or your package(s) to be delayed. Packages (excluding pallets/crates) will be available for pick-up at the front desk of the Westin Fort Lauderdale Beach Resort. Package deliveries may be scheduled by contacting the Westin Beach Business Center at 954-245-3078 Package deliveries should only be scheduled after the recipient has checked into the hotel.

**Please schedule your shipment(s) to arrive 1-2 days prior to the event start date.**

### Event Shipment(s) - Label Standard:

Affix a label with the following information (in addition to the airbill).

The Westin Fort Lauderdale Beach Resort  
*(Event Name) (Arrival Date)*  
Hold For Guest: *(Guest Name) (Guest Cell Number)*  
*(Guest Company Name) (Meeting Room) (Booth Number)*  
321 N. Fort Lauderdale Beach BLVD.  
Fort Lauderdale, FL 33304

### Individual Shipment(s) - Label Standard:

Affix a label with the following information (in addition to the airbill).

The Westin Fort Lauderdale Beach Resort  
Hold For Guest: *(Guest Name) (Arrival Date)*  
*(Guest Cell Number)*  
321 N. Fort Lauderdale Beach BLVD.  
Fort Lauderdale, FL 33304

## Outbound Guest Packages - Shipping Instructions

All outbound packages must have a completed carrier airbill affixed to each package. Packaging supplies (boxes, tapes, and etc.) are available for purchase within the Westin Fort Lauderdale Beach Business Center. FedEx Express shipping supplies and airbill forms are also available and are complimentary. Outbound packages being picked up by a third party courier should be coordinated in advance with a Westin Fort Lauderdale Beach Office team member. Outbound Handling Fees will be applied to all packages, regardless of carrier, in addition to shipping/transportation fees.

## Package Handling Fees

Package handling fees may be charged to a guest room, master account, FedEx account, or billed to a credit card. Fees are applied on a per item basis.

Weight Class	Inbound Receiving Fee	Inbound Receiving/Delivery Fee	Outbound Drop Off Handling Fee	Outbound Pickup/Handling Fee
0.0 - 1.0 lbs.	\$0.00	\$5.00	\$0.00	\$5.00
1.1 - 10.0 lbs.	\$10.00	\$15.00	\$10.00	\$15.00
10.1 - 20.0 lbs.	\$15.00	\$20.00	\$15.00	\$20.00
20.1 - 30.0 lbs.	\$20.00	\$30.00	\$20.00	\$30.00
30.1 - 40.0 lbs.	\$25.00	\$40.00	\$25.00	\$40.00
40.1 - 50.0 lbs.	\$25.00	\$50.00	\$25.00	\$50.00
50.1 - 60.0 lbs.	\$25.00	\$50.00	\$25.00	\$50.00
60.0 lbs. and Over	\$25.00	\$70.00	\$25.00	\$70.00
Crate & Pallet *	\$150.00	\$150.00	\$150.00	\$150.00

\* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of \$150.00, which is applied to each pallet/crate handled. A Labor Fee of \$70.00 per hour will apply for breaking down pallets, building pallets, or excessive package handling/moving due to a customer's request. The Labor Fee can be charged in 15 minute increments.

## Package Storage and Oversize Item Fees

Package Storage Fees will apply to each package received and stored for more than five calendar days. Items measuring over 6.5 feet on all sides are considered oversize and will be assessed the Oversize Fee if stored for more than five calendar days.

Days	Storage Fee/Day	Oversize Fee/Day
1 - 5 Days	No Charge	No Charge
6 - 7 Days	\$25.00	\$25.00
8 Days and Over	\$50.00	\$25.00

**Terms & Conditions:** Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping. OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING. Neither the Hotel nor the employees, agents or contractors of either firm will be liable for any damages, whether direct or indirect damages, relating to or arising out of any loss or damage to any package or its contents, unless a package is lost after receipt at the Hotel, in which case such liability shall be limited to the lesser of \$100 or the liability of the carrier indicated above. By sending your package to the Hotel, you agree to be bound by any additional terms and conditions that the Hotel may establish from time to time for receiving and delivering of packages.

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### ***Preferred Customs Broker***

Airways Freight is Optica's preferred vendor for international shipping for the Optica Biophotonics Congress: Biomedical Optics. All shipments traveling internationally **MUST** use a customs broker. Show Management is not responsible for any shipments that may be stopped at customs or for any additional charges that may be incurred for international shipments. Additional information about Airways Freight is included in this manual.

NOTE: If you are shipping from outside of the U.S. to the Westin Fort Lauderdale Beach Resort and your shipment includes laser equipment for display, be sure to include [FDA Form 2877](#), *Declaration of Imported Electronic Products Subject to Radiation Control Standards*. Failure to include this form may result in your shipment being held up at U.S. Customs. For more information, click [here](#).

Event

# Optica Biophotonics Congress: Biomedical Optics

07 - 10 April 2024

The Westin Fort Lauderdale Beach Resort  
Fort Lauderdale, Florida USA



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# Optica Biophotonics Congress: Biomedical Optics

## Registration

### ***Exhibitor Staff Name Badges***

Pre-register your exhibit personnel now to avoid having to stand in line to register onsite! Signing up as an exhibiting company for the Optica Biophotonics Congress: Biomedical Optics does **NOT** automatically register you or your booth personnel for the Congress. **Exhibiting company staff cannot register online.** To gain access to the exhibit area during set up and breakdown times or prior to show hours, all participating companies' booth staff must have a name badge. Please complete the exhibitor/sponsor badge registration form included in this manual for each attending booth staff member, and sent it directly to [ExhibitorReg@optica.org](mailto:ExhibitorReg@optica.org).

Each exhibiting company receives three (3) complimentary badges. **A completed Exhibitor/Sponsor Badge Registration form must be submitted for each person staffing a booth.**

- One (1) Exhibitor Technical Badge – includes access to all technical sessions, exhibits, the Congress reception and access to papers on Optics InfoBase.
- Two (2) Exhibitor Personnel Badges – access to the exhibit area only

**If additional badges are needed, each person must purchase an Exhibitor Full Congress Upgrade Badge (EXU) for USD 799 before or on 12 March (USD 1,010 afterward).**

The Exhibitor/Sponsor Badge Registration form can be found in this Manual. Completed forms must be sent to Exhibit Operations at [ExhibitorReg@optica.org](mailto:ExhibitorReg@optica.org)

### ***On-site Hours***

The Registration Desk will be open during the following hours for your exhibiting company's staff to pick up their badges:

Sunday, 07 April	Monday, 08 April	Tuesday, 09 April	Wednesday, 10 April
07:00 – 17:00	07:30 – 17:00	07:30 – 17:00	07:00 – 17:00

# Optica Biophotonics Congress: Biomedical Optics

## Promotional Opportunities

Maximize your company's meeting presence through the unique sponsorships available at the Optica Biophotonics Congress: Biomedical Optics. Increase your company's visibility among qualified attendees while utilizing a cost-effective way to gain a competitive advantage. Don't miss your chance to reach hundreds of attendees! To take advantage of a sponsorship opportunity, please email [exhibitsales@optica.org](mailto:exhibitsales@optica.org).

## Hotel and Travel

**Reservation Deadline: *Friday, 15 March 2024***

Optica has reserved special room rates at The Westin Fort Lauderdale Beach Resort. Click [here](#) for information on hotel reservations, travel and transportation, and letters of invitation and visa information.

### Room Rates:

Single/ Double	USD 259, per night plus taxes
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### Please Note:

Housing poachers are companies offering discounted hotel rates and may claim to be working with the Optica Biophotonics Congress: Biomedical Optics. Some companies may be reselling rooms they have secured from another source. They may require fully pre-paid, non-refundable rates, subject to steep change fees.

Show Management has NO affiliation with these organizations and in no way endorses their services. Reservations made through these "pirate" agencies or companies will be at your own risk. These companies are contacting you by phone (and in some cases email). Please note that the Optica Biophotonics Congress: Biomedical Optics does not provide them with any contact information.

If you are contacted by any non-official vendors, always ask them to send you details in writing and please provide [exhibits@optica.org](mailto:exhibits@optica.org) with the details regarding these calls or emails. We will follow up aggressively with them. This includes outside companies offering hotel rooms, listings in show directories as well as more standard items for your booth such as A/V or internet.

## Health and Safety Practices

### *COVID testing*

- We strongly recommend you self-test before leaving home and upon arriving in the meeting location.
- The Optica website will be a resource for international attendees who may need to secure testing to return to their country, or for any attendee who is feeling unwell and would like to get tested.

### *Vaccinations*

- COVID vaccination records will not be required/checked onsite this year. However, we strongly encourage COVID vaccination and boosters, as vaccines are proven to reduce the threat of critical illness.
- We strongly encourage you to get your flu shot, if available to you in your country, to further reduce the threat of illness.

### *Masks*

- Masks will be available upon request on site.
- Mask wearing for Optica Meeting participants will be a matter of personal choice and preference, and we encourage everyone to be respectful of mask decisions made by other individuals. Wear a mask indoors if you are more comfortable; we ask that you respect those around you that choose to do so.
- We advise high-risk individuals, and those with family or colleagues who are at a higher risk of getting COVID, to wear a CDC-recommended mask, such as the N95 type.

### *Healthy habits*

- Wash hands frequently, including after utilizing washroom facilities.
- Use hand sanitizer.

### *More questions?*

If you have specific questions that are not addressed here, please contact [custserv@optica.org](mailto:custserv@optica.org).