



One Vision | One Voice | One UOA Conference
Industry Partner Webinar May 28th 3PM ET
Key Outcomes

The UOA Team led a logistics webinar for industry partners ahead of the **One Vision, One Voice, One UOA Conference** (June 25-27, 2026, in Chicago).

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Key Takeaways

Shipping & Logistics Requirements

- **Two mandatory forms:** Package Handling Form and Hold Harmless Form must be completed before shipping. Both can be accessed on the Conference website <https://www.uoaleadership.org/vendor-information>
- **Address format:** Ship to hotel attention Amanda Thomas, marked "Hold for UOA" with start date June 25th; **swag items must include "UOA Swag"** in address to route to war room instead of exhibit tables
- **Loading dock constraints:** Single small loading dock; early shipments (before June 19th) may not be accepted by the hotel if space is not available.
- **Swag shipping window: Hotel accepts packages June 19-24 ONLY** SWAG items must arrive by June 23rd clearly marked with UOA Swag so that the UOA team can assemble the attendee bags on the 24th. All other items should arrive by the 25th and will be placed in the Grand Ballroom by 4pm on the 25th for set up. The hotel will NOT accept any packages prior to June 19th and only those clearly marked with UOA Swag will be delivered to the UOA team directly.

- **Swag quantity:** 200 pieces per item required; excess will be returned to vendors

Setup schedule: Innovators set up Wednesday June 24th in Lindbergh Room; all other vendors set up Thursday at 4 PM in Grand Ballroom area

- **Lindbergh Room (Thursday):** Innovation Day set up on Wednesday June 24th The Lindbergh room is adjacent to Grand Ballroom
- **International Ballroom (Thursday evening):** Welcome reception with photo booth, stage, informal seating
- **Grand Ballroom (Friday-Saturday):** Vendor tables around perimeter and in adjacent foyer; tight but adequate space; some tables pre-assigned for scheduling reasons
- **Table specs:** 6x30 tables with 2 chairs each and black tablecloths; chairs removable on request
- **Wall space:** Available behind most tables for banners; use painter's tape only (no nails/damage to wallpaper)
- **Electricity:** First-come, first-served; vendors advised to bring extension cords
- **Breakdown options:** Vendors can break down on Friday at 4 PM or leave booths until Saturday noon. If a vendor does not plan to stay until Saturday, their booth must be broken down by 4:30 Friday so the Grand Ballroom can be transformed for the Eye on Impact Awards Dinner.

Eye Spy game prizes: Attendees will answer fun questions about colleagues, and industry. We welcome prizes from our partners to give to the top Eye Spy winner. Please bring prizes and deliver to Karen, Gabi, Katherine, Bob, or Gwen on-site

Conference Schedule & Participation

- **Innovation Day (Thursday June 25th):** Two field trip slots to Europa and MEI Systems; innovators set up in Lindbergh Room with morning/afternoon sessions; all attendees together for lunch. Vendors are invited to participate.
- **Welcome Reception (Thursday 6-9 PM):** Allegiant sponsoring photo booth with themed props (superhero glasses, logo temples); informal networking; vendors encouraged to participate and bring costume accessories.
- **Vendor Experience (Friday-Saturday):** Official partner responsibilities begin Friday 8 AM in Grand Ballroom; breakout sessions on the International Ballroom side
- **Eye On Impact Awards Dinner (Friday evening):** Blue carpet experience, Matt Havens keynote speaker will be fabulous; upscale cocktail attire encouraged ("show up to glow up")

Presentation & Content Deadlines

- **Headshots due June 1st:** Required for all general session speakers and panelists
- **PowerPoint decks due June 15th:** Absolute deadline for general session presentations; must be PowerPoint format (not Keynote); can email to Gwen gcooper@opticians.org or Bob balexander@opticians.org Please no last-minute jump drives at the AV table--this will cause delays
- **AV check-in:** Speakers must arrive 10 minutes before session for mic setup; Karen, Katherine, and Gwen will assist with check-in

General Communication, Registration & Hotel Information

- **Hotel block expires June 10th:** Hotel filling rapidly; many industry partners have not yet reserved rooms
- **Vendor registration opens Wednesday 4 PM:** Badge pickup and information distribution outside Lindbergh Room. General Conference registration opens Wednesday at 7PM.
- **Questionnaire:** All attendees will complete the questionnaire that will arrive in your inbox on June 3rd. This includes information for the field trips, food and special requests.

Marketing & Engagement

- **Social Media Toolkit live:** Includes "I'm Attending," "I'm Exhibiting," "I'm Speaking" graphics with/without presenting sponsor logo; customizable versions allow company logos; available under Extras on conference website. Please take advantage of these assets and help promote the Conference.
- **Conference app:** Download the Conference app beginning June 1st
Click on this link: <https://wix.app/mobile.apps/NJ2WzeS?ref=mam>
You may be prompted to create an account
If you are asked for a code, please enter in TA6RAX
Verify your email
Create your profile
- **Professional headshots:** Take advantage of this great opportunity to grab a professional headshot on Friday in the Lindbergh room.

Key Contacts & Support

Post-Conference Follow-Up

- **Attendee list distribution:** Full contact list shared with industry partners (few opt-outs)
- **Survey participation:** Partners asked to complete post-event survey to inform 2027 planning
- **2027 early bird specials:** Partnership opportunities for next conference will be offered shortly after event

- **State association involvement:** Partners encouraged to join state associations and participate in 2027 planning committees

Pending Confirmation

- **High-resolution logos:** Some partners have not submitted high-res logos. Please submit ASAP

Action Items

- ✓ Complete hotel reservations by June 10th
- ✓ Complete Questionnaire when you receive it on June 3rd
- ✓ **If shipping:** Complete Package Handling Form and Hold Harmless Form before shipping
- ✓ **If shipping swag:** Deliver to hotel June 19-23 with "UOA Swag" notation; 200 pieces per item
- ✓ **General session speakers:** Submit headshots by June 1st
- ✓ **General session presenters:** Submit PowerPoint decks by June 15th
- ✓ **All vendors:** Bring raffle prizes for Eye Spy game; deliver UOA Team on site
- ✓ **All vendors:** Share social media graphics widely before and during conference