

2009 New York State Society of Opticians *Annual Conference and Marketplace*

Exhibitor and Professional Partnership Invitation and Conference Application



Opticians in 'Toga

... Saratoga that is!
(The Summer Place to Be)

WHERE

The Saratoga Hilton
Downtown Saratoga Springs

WHEN

Friday, July 17, 2009
through
Sunday, July 19, 2009

*An Invitation to
Potential Professional Partners,
Exhibitors, Donors, Advertisers
and Event Sponsors*



*New Conference Format &
Partnership Opportunities...*

...See Inside

EXPERIENCE
SARATOGA

The Perfect Choice

SARATOGA SPRINGS, NEW YORK

Celebrating New York State's Ophthalmic Dispensing Profession

The New York State Society of Opticians, Inc. (NYSSO) has been advancing and protecting the ophthalmic dispensing profession since 1936. This is who we are — this is what we are all about — with members from Montauk Point to Niagara Falls, and from Massena on the Canadian border to Staten Island.

We are very pleased to offer this opportunity for New York State's licensed opticians to come together at The Saratoga Hilton, located on Broadway in the heart of Saratoga Springs. Conference attendees and vendors will have easy access to all activities "The Summer Place to Be" has to offer!

WE ASK YOU TO JOIN US AS A PARTNER FOR THIS WONDERFUL CONFERENCE...

There are many ways that your company can work with NYSSO is presenting your services and products to our members and licensed opticians across New York State — both throughout the year — and as a part of the 2009 Annual Conference and Marketplace. Please read on for more details...

DON'T MISS OUT!

Become a professional partner, event partner, exhibitor or advertiser and make an impact on New York State's licensed opticians... you will not be disappointed!

*The Annual Conference
Planning Committee*

2009 New York State Society of Opticians New Conference and Marketplace Format

We have changed around the conference itinerary this year in an effort to respond to excellent suggestions received from company representatives and NYSSO members.

Among the changes...

Friday Evening Welcoming Party off-site at the Saratoga Automobile Museum.

The Conference Marketplace will take place during the day on Saturday from 10:00 a.m.-2:00 p.m. — with two major planned infusions of opticians during the conference's continuing education program:

- * Morning Coffee Break
- * Awards Luncheon

All these functions will be held in the same room. *It is our goal to provide vendors with a maximum number of conference goers and visitors.*

Saturday evening we will hold an Opticians in 'Toga Conference Bash — where vendors are free to intermingle with all the conference attendees and guests in a fun atmosphere. *We want this to be a great opportunity to celebrate the profession — as well as an opportunity for our members to learn more from you on a one-on-one basis, and for you to improve client relations and expand your customer base.*

Companies will also have the opportunity to present prizes during random drawings at Saturday evening's Bash.

We also have a number of other opportunities for partnering with NYSSO during this conference (see page 4).

New Conference Format!

2009 Annual Conference & Marketplace

Creative Partnership Opportunities

The 2009 Annual Conference offers a number of creative partnership opportunities that we know will excite our members and add to the energy and excitement of this wonderful event. Perhaps your company would like to put your name on one of these partnerships.

Welcoming Party at the Saratoga Automobile Museum

Located in the heart of Saratoga State Park, this one-time bottling plant now houses an extensive collection of antique automobiles and interactive exhibits that showcase the history of automobiles and driving in the New York State. This wonderful event sponsorship is open to only one company and is available for \$3,000.00.



Saturday Coffee Break Sponsor

With our new conference schedule, conference attendees and opticians taking continuing education courses will be brought into the Marketplace area on Saturday morning for a major coffee break—and the opportunity to learn about the latest products in the field. The Coffee Break Sponsor will have a banner showing their support, as well as the opportunity to come on stage to speak to the assembled group about your company and products. This sponsorship opportunity is available for \$1,500.00.

NYSSO Awards Luncheon Sponsor

This year, the Annual Conference will feature a luncheon, where NYSSO will present its Annual Awards—including Optician of the Year and Lifetime Achievement Award. Conference Attendees and opticians taking continuing education will be ushered into the hotel ballroom where the Marketplace and Luncheon will take place. Opticians will have ample opportunity to meet with vendors prior to the start of lunch. The Luncheon Sponsor will be denoted by a banner, table signs, and provided with the opportunity to provide company literature and giveaways at each table setting, as well as an opportunity to address conference-goers from the podium. This sponsorship package is available for \$3,000.00.



Saratoga Photo Booth - Turn Conference Attendees into Models for your Latest Styles!

The nostalgic photo booth is coming back as a unique and high quality activity for special events. These vintage-style digital photo booths provide interactive entertainment, amazing instant photos, and a valuable marketing/branding opportunity – your company logo can be imprinted on every photo! The photo booth is always a huge hit and will be an excellent icebreaker at the conference for a sponsorship of \$2,500.00.

“A Night at the Races” at Saturday Evening Bash

How can we conference in Saratoga Springs without celebrating the races? As part of the Saturday evening Opticians in “Toga Bash, we will have an exciting handicapping, “betting” and cheering on of NYSSO breeds. Your company logo and information will be located on the NYSSO Racing Form. This sponsorship is \$2,500.00.

‘Toga Bash Sponsor

Make your mark on New York State Opticians in Saratoga! Become the ‘Toga Bash Sponsor! This sponsorship includes the Saturday evening cocktail party, “Night at the Races” set-up (see above) and an opportunity to present to the conference goers. Your support will be recognized by a major banner in the room, table signs throughout the room, and a presentation from the stage. This sponsorship package is available for \$5,000.00.

Let Us Work With You!

Besides these opportunities, NYSSO is always glad to work with you to create the perfect marketing package for your company. *If you were present at prior Conferences, you can upgrade your advertising presence at the 2009 Conference by utilizing the enclosed special offer coupon.*

If you have any questions about NYSSO’s 2009 State Conference & Marketplace, please contact Society Administrator Brian Buff at (518) 426-0599 or nysso@caphill.com.

Thank you for your ongoing support of NYSSO. We hope that you will join us in Saratoga Springs!

NYSSO Conference & Annual Professional Partnership Opportunities

Four Star: \$7,500.00

Partnership level includes:

- (1) Marketplace Booth
- 4 full conference registrations
- Recognition in the conference program and a full page advertisement in the conference program
- A five minute presentation of your company's products at the start of one of the weekend's events
- Advance copy of the Participant listing as of July 1, 2009
- Advertisement on the NYSSO website from August 1, 2009 until May 30, 2010

Three Star: \$5,000.00

Partnership level includes:

- (1) Marketplace Booth
- 3 full conference registrations
- Recognition in the conference program and a full page advertisement in the conference program
- Recognition during a break period
- Advertisement on the NYSSO website from August 1, 2009 until May 30, 2010

Five Star:\$10,000.00

Highest Level of Partnership – Limited to one Company per Industry.

Highest Level of Partnership includes:

- Preferred location in the Marketplace with (2) Booths or Double-Sized Booth (Your Choice)
- 5 full conference registrations
- Recognition on the Conference program front cover and a full page advertisement in the conference program
- A 10 minute presentation of your company's products and services at one of the weekend's events—first registered, first choice.
- Company logo on all promotional mailings including brochures, pamphlets, letters, correspondence, etc. prior to the conference and all conference related materials during the conference including participant hospitality bags
- Recognition during the break periods
- Advance copy of the participant listing as of July 1, 2009
- Advertisement on the NYSSO website from August 1, 2009 until May 30, 2010

Two Star: \$2,500.00

Partnership level includes:

- (1) Marketplace Booth
- 2 full conference registrations
- Recognition in conference program and a 1/2 page advertisement in the conference program
- Advertisement on the NYSSO website from August 1, 2009 until May 30, 2010

One Star: \$1,500.00

Partnership level includes:

- (1) Marketplace Booth
- 1 full conference registration
- Recognition in conference program and a 1/4 page advertisement in the conference program
- Advertisement on the NYSSO website from August 1, 2009 until May 30, 2010

NOTE

These levels include both Conference and full exposure throughout the year in NYSSO newsletters, e-blasts, and on our website.

Exhibiting & Advertising Information

Registration deadline is Friday, June 26, 2009

Please select the appropriate line on the application/contract form that corresponds with these rates.

Pre-Registration: \$500.00 (payment & application received prior to December 31, 2008)

Regular Registration: \$650.00 (payment & application received after January 1, 2009)

Conference Dates: Friday, July 17, through Sunday, July 19, 2009

Exhibitor Date: Saturday, July 18, 2009, 10:00 a.m.-3:00 pm

Location: The Saratoga Hilton, Saratoga Springs, New York

Accommodations: All exhibitors are encouraged to arrange their accommodations at The Saratoga Hilton, 518-693-1004, www.thesaratogahotel.com

Exhibitor Package (*see next page for Marketplace layout/booth position*):

Booth Size: Table Size: 6' table with skirting

Signage: Standard sign mounted on table

Registration: One full conference registration with dinner is included in fee (additional meals are extra)

Attendees: A list of all conference attendees will be provided

Door Prizes: We invite all Exhibitors to bring a door prize for additional company exposure. Door prizes will be raffled during the high-profile Marketplace period

For exhibitor information, contact Brian Buff at 518-426-0599 or nysso@caphill.com

IMPORTANT NOTICE

All Professional Partners, Exhibitors and Advertisers are asked to submit their logo(s) in electronic format only (the following are the specifications):

300 dpi (minimum) JPEG or .jpg files only

NO EXCEPTIONS

All submissions must be received no later than June 26, 2009 for inclusion in the Conference Program



***ACT BY DECEMBER 31 TO SAVE OR
INCREASE YOUR EXPOSURE TO NYSSO MEMBERS!***

*Redeem this coupon for a free Quarter Page ad in the 2009 Conference Program,
or an advertisement upgrade if you become a Conference Star Partner.*

*Exhibitors can save \$150 by reserving their Marketplace booth
by December 31.*

NYSSO Annual Conference & Marketplace

Professional Partner, Event Partner, Exhibitor, and Advertiser

Contract Application/Contract

INSTRUCTIONS:

*Please complete this form and send it to the address listed below with your payment.
Please send any artwork electronically to nyssso@caphill.com. Please keep a copy of this contract for your records.*

Company Name: _____ Contact Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ E-Mail: _____ No. of attendees from co.: _____

PROFESSIONAL _____ Five Star (\$10,000) _____ Three Star (\$5,000) _____ One Star (\$1,500)
 PARTNERSHIP: _____ Four Star (\$7,500) _____ Two Star (\$2,500)

A Star Partner is also an Exhibitor and receives a booth in the Marketplace, as well as a conference registration and a certain level of advertising. Refer to the partnership level definitions for more information.

EXHIBITOR: _____ Before December 31, 2008 (\$500) _____ After January 1, 2009 (\$650)

EVENT PARTNERSHIPS: _____ Welcome Party at Automobile Museum (\$3,000) _____ Hospitality Bags (\$800)
 _____ Saratoga Photo Booth (\$2,500) _____ Neck Wallets (\$750)
 _____ Cocktail Party (\$2,000) _____ Conference Shirts (\$1,500)
 _____ "A Night at the Races" (\$2,500) _____ Conference Giveaway (\$600)
 _____ "Opticians in Toga Bash" (\$5,000) _____ Marketplace Coffee Break (\$1,500)
 _____ Saturday Awards Luncheon (\$3,000)

ADVERTISERS (Available to those who do not purchase a Professional Partnership):

_____ Full Page (7.5" x 10") Ad (\$300) _____ Inside Cover (7.5" x 10") Ad (\$400)
 _____ 1/2 Page (7.5" x 4.75") Ad (\$150) _____ Back Cover (7.5" x 10") Ad (\$500)
 _____ 1/4 Page (3.5" x 4.75") Ad (\$75)

Professional Partner: \$ _____ (Star Level _____) Check here if taking advantage of coupon offer on Page 5
 Exhibitor Only: \$ _____
 Event Partner: \$ _____
 Advertiser Only: \$ _____
 TOTAL ENCLOSED: \$ _____

Mail check payment to:
 NYSSO Annual Conference & Marketplace
 90 State Street, Suite 1009, Albany, NY 12207

Fax credit card payment to:
 518-463-8656

Check # _____ (payable to NYSSO)

_____ Visa _____ Mastercard _____ American Express _____ Discover

Card Number: _____ Exp. Date: _____ Signature: _____

As my company's representative, I hereby acknowledge that either myself or my company will be responsible to pay the amount listed for total services selected. I understand that additional information will be provided upon receipt of my payment. I have read and agree to abide by the rules and regulations regarding exhibitors set forth in this document.

Signature _____

Name (Printed) _____

QUESTIONS? CONTACT: Brian Buff, Society Administrator, 518-426-0599, nyssso@caphill.com