



# 2010 ANNUAL OPTICIANS GALA & PROFESSIONAL DEVELOPMENT SYMPOSIUM

## CELEBRATING NEW YORK STATE'S OPHTHALMIC DISPENSING PROFESSION

### Don't Miss Out!

Bringing more Opticians & Vendors together – more networking and learning time for all!

Casino Match Play & Diamond Card for Every Gala Attendee!

#### SATURDAY, MAY 1<sup>ST</sup>

- Reception
- Gala Banquet Program
- Annual NYSSO Awards Ceremony  
*\* New York State Optical Retailer of the Year Award*
- After Event Party on Casino Floor

#### SUNDAY, MAY 2<sup>ND</sup>

- 8 hrs. of Professional Development
- Continuing Education Program (NYS, ABO & NCLE credits)

An excellent chance to gather, meet with vendors, network and learn the latest about the profession and industry.

# MAY 1-2, 2010

## TURNING STONE CASINO & CONFERENCE CENTER

### VERONA, NY

RIGHT OFF EXIT 33 OF THE NEW YORK STATE THRUWAY

**Register NOW!**



# Turning Stone®

Resort • Casino



Full event details & registration available online:  
[www.nyssso.org](http://www.nyssso.org)

# 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 Turning Stone Casino, located in the heart of New York State.

There are many ways that your company can work with NYSSO in 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 2010 Annual Gala & Professional Development Day. Please read on for more details ...

**DON'T MISS OUT!** Become a professional partner or advertiser and make an impact on New York State's licensed opticians ... you will not be disappointed!

## New Event Format for 2010

*Bringing More Opticians Together & More Networking Time for Vendors*

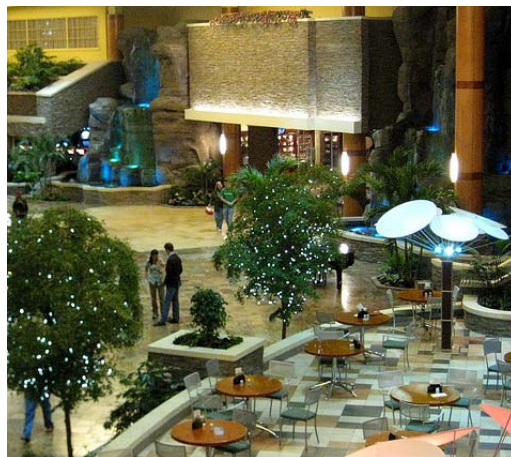
We have changed the event itinerary this year in an effort to respond to excellent suggestions received from company representatives and NYSSO members.

### Saturday Evening Gala Reception & Banquet

- An exciting reception and banquet program is being organized at a proven venue.
- Vendors can buy tables and give their tickets to favorite customers, potential clients or employees.
- Vendors will get more “face time” with current and potential clients; no exhibit shipping costs or multiple hotel nights involved.
- NYSSO is establishing a vendor sponsored Optical Retailer of the Year Award; vendors part of review committee.
- Vendors will be able to distribute product literature and giveaways through sponsored hospitality bags.
- Opticians will have extra encouragement to attend because of the venue, less expense with a one night stay and many will receive free tickets from vendors.

### Sunday Educational Program

- A full day's program of professional development and NYS-Approved Continuing Education will be held.
- Sponsorship opportunities and vendor supported speakers.



# Sponsorship & Advertising Information

## Saturday Evening Gala Reception & Banquet (May 1, 2010)

Partner with NYSSO by sponsoring tables for this event. We encourage you to share your tickets with your favorite customers, potential clients or employees.

### Platinum Level (Keynote Address Sponsor) - \$7,500.00

*3 tables of 8 (24 tickets); company logo and acknowledgement on all promotional mailings for event; program front cover recognition and program cover ad; company representative introduced during event program/keynote address; table display at event; banner acknowledgement*

### Platinum Level (Optical Retailer of the Year Award Sponsor) - \$7,500.00

*3 tables of 8 (24 tickets); company logo and acknowledgement on all promotional mailings for event; program front cover recognition and program cover ad; award named after company; company representative presents award during event program; table display at event; banner acknowledgement*

### Gold Level - \$5,000.00

*2 tables of 8 (16 tickets); acknowledgement on all promotional mailings for event; program inside cover ad; company representative presented during event program/brief remarks; banner acknowledgement*

### Silver Level - \$2,500.00

*2 tables of 8 (16 tickets); acknowledgement on all promotional mailings for event; program full page ad; banner acknowledgement*

### Bronze Level - \$1,500.00

*Table of 8; company listing in program; program 1/2 page ad; banner acknowledgement*

### Copper Level - \$750.00

*Shared Table with 4 Tickets; company listing in program*

### *New Level Added!*

### Company Presentation Level - \$600.00

*Company provided with display table at Gala; 2 Reception & Banquet Tickets; program listing*

### Company Representative Sponsor - \$500.00

*2 Reception & Banquet Tickets; program listing*

### Single Ticket - \$250.00

*Reception & Banquet Ticket; program listing*

### **Other Sponsorships Available**

Conference Giveaway      \$1,000.00  
Hospitality Bags          \$ 800.00  
*(given to both Saturday & Sunday attendees)*

### **Program Advertising Rates**

Back Cover	\$1,500.00	1/2 Page	\$250.00
Inside Cover	\$1,000.00	1/4 Page	\$100.00
Full Page	\$500.00		

*(Distributed on both days; and to all NYS Opticians after event)*

## Sunday Professional Development/Continuing Education Program (May 2, 2010)

### Professional Development Sponsor - \$2,500.00 (Can be divided between 2 companies)

*Sponsor will be given display area right outside CE rooms; can distribute handouts and giveaways to all CE participants; will be introduced at beginning of morning and afternoon segments of CE program; also sponsors coffee break.*

### **Accommodations**

All professional partners are encouraged to arrange their accommodations at Turning Stone; several special NYSSO rates available: Hotel/Tower - \$169.00; The Lodge (all suites) - \$345.00; The Inn (1/2 mile from Casino) - \$84.00.

### **Company Literature & Giveaways**

All professional partners are encouraged to share information on their company which will be included in conference hospitality bags.

For further information, please contact Society Administrator Brian Buff at 518-426-0599 or [nysso@caphill.com](mailto:nysso@caphill.com).

# NYSSO Annual Gala

## Professional Partner, Sponsor, 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](mailto: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    \_\_\_ Platinum/Keynote (\$7,500)    \_\_\_ Silver (\$2,500)    \_\_\_ Copper (\$750)  
 PARTNERSHIP:    \_\_\_ Platinum/Award (\$7,500)    \_\_\_ Bronze (\$1,500)    \_\_\_ Company Sponsor (\$500)  
                      \_\_\_ Gold (\$5,000)    \_\_\_ Company Presentation (\$600)    \_\_\_ Single (\$250)

### ADDITIONAL SPONSORSHIPS:

\_\_\_ Conference Giveaway (\$1,000)                    \_\_\_ Hospitality Bag (\$800)  
 \_\_\_ Sunday Continuing Education Program (\$2,500)

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

\_\_\_ Full Page (7.5" x 10") Ad (\$500)                    \_\_\_ Inside Cover (7.5" x 10") Ad (\$1,000)  
 \_\_\_ 1/2 Page (7.5" x 4.75") Ad (\$250)                    \_\_\_ Back Cover (7.5" x 10") Ad (\$1,500)  
 \_\_\_ 1/4 Page (3.5" x 4.75") Ad (\$100)

Professional Partnership:    \$ \_\_\_\_\_  
 Additional Sponsorship:    \$ \_\_\_\_\_  
 Advertiser:                    \$ \_\_\_\_\_  
 TOTAL ENCLOSED:            \$ \_\_\_\_\_

**Mail check payment to:**  
 NYSSO 2010 Annual Gala  
 1450 Western Avenue, Suite 101, Albany, NY 12203

**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 my company or I 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](mailto:nyssso@caphill.com)