



2010 Annual Opticians Gala

Professional Partnership Invitation

May 1-2, 2010
Turning Stone
Casino and
Conference Center

Verona, New York
*(right off Exit 33 of the New
York State Thruway)*

Saturday, May 1, 2010
Gala Banquet Program
& Awards Ceremony

Sunday, May 2, 2010
Professional Development &
Continuing Education Program

Learn more inside...

*A Totally New
Event Format
and Partnership
Opportunities*



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.

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. 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