



Looking
to the Future

Did you know that by 2018, the wearable eye product market will be a \$12 billion business! Are you staking out your place in the future of vision care?



NEW YORK STATE
SOCIETY OF OPTICIANS, INC.

presents a

Technology in Vision Care Summit

Sponsor this NEW NYSSO EVENT!

Sunday, December 7, 2014 9:00 a.m. – 4:00 p.m.
3 West Club, 3 West 51st Street, New York, NY 10019

This dynamic summit will feature the latest updates on technology in the vision care industry and “hands-on” demonstrations of some of the latest products on the market.

Join us to learn what’s really going on out there...so you can be part of the future!

A number of marketing opportunities available....

Summit Sponsor (\$1,000)

Includes premier display location, company logo on all event materials & publicity, introduction at event, free full page ad in event program.

Demonstration Sponsor (\$500)

Includes display table, scheduled time for conducting demonstration, announcement & gathering of attendees for demonstration, free quarter page ad in event program.

Exhibitor (\$250)

Includes display table and listing in event program.

Program Advertiser (\$25 – 100)

Full details can be found on following page.



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NYSSO's Technology in Vision Care Summit

Sunday, December 7, 2014 9:00 a.m. – 4:00 p.m.
3 West Club, 3 West 51st Street, New York, NY 10019

SUMMIT SCHEDULE

9:00 – 9:30 a.m. - Registration/Coffee/**Early Networking-Exhibitor Time**

9:30 – 9:45 a.m. - Summit Welcoming & NYSSO Updates

9:45 – 10:45 a.m. - *Understanding a Shifting Eyewear Market*

10:45 – 11:45 a.m. - *A Synergistic Approach to Pioneering
New Ophthalmic Technologies*

11:45 a.m. – 1:00 p.m. - Lunch Provided/**Networking-Exhibitor Time**
Demonstrations by Sponsors...See the Future Up Close!

1:00 – 2:00 p.m. - *The Science of Blue Light: Patients in a Digital World*

2:00 – 3:00 p.m. - *The Future of Digital Vision and Wearable Technology*

3:00 – 4:00 p.m. - *Wavefront Aberrometry: High-Order Aberrations
& What It Means to the Future of Your Business*

A great opportunity to show off your products & services...

Demonstrations by Sponsors...See the Future Up Close!

After enjoying lunch, attendees will visit with our sponsors & exhibitors to learn about their products and services. We will be presenting a number of demonstrations. These will be announced so attendees can gather around the demonstration location.

Sponsorship/Exhibiting Agreement can be found on following page.



NEWYORK STATE
SOCIETY OF OPTICIANS, INC.

TECHNOLOGY IN VISION CARE SUMMIT SPONSORSHIP FORM

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

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

E-Mail: _____ Phone: _____

SPONSORSHIP: _____ **Summit Sponsor (\$1,000)**

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Includes display table and listing in event program.

_____ **Full Page Ad (\$100)** _____ **½ Page Ad (\$50)** _____ **¼ Page Ad (\$25)**

PAYMENT:

Total Enclosed: \$ _____

Check #: _____ (Payable to NYSSO) Check Date: _____

Credit Card: _____ Visa _____ Mastercard _____ American Express _____ Discover

Card Number: _____ Exp. Date: _____

Card Holder Name: _____

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.

Date: _____ Signature: _____

Return this form with payment to:

NYSSO Technology in Vision Care
1450 Western Avenue, Suite 101, Albany, NY 12203-3539

Phone: 518-426-0599 **Fax:** 518-463-8656 **E-Mail:** nysso@caphill.com