

# NY SSO STATE OF MIND

Your Voice. Our Priority.

2019 ANNUAL CONVENTION  
Exhibitor & Sponsor Prospectus

May 4 & 5 / Turning Stone Resort & Casino  
5218 Patrick Road, Verona, NY 13478



NYSSO  
New York State Society  
of Opticians, Inc.

YOU  
BELONG.  
HERE

# Join us in 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. Obtaining and maintaining an Ophthalmic Dispenser's license in New York State is a commitment to continuing education. NYSSO's commitment to supporting and upholding NYS requirements, and supporting its members in professional growth and excellence, is the cornerstone of our association.

There are many ways your company can work with NYSSO in presenting your products and services to our members and Licensed Opticians across New York State – both throughout the year – and as part of our events.



## The POWER of the Ad:

Repeat exposure of your company increases brand recognition. With a sponsorship of \$5,000 or more, your company will be featured on the NYSSO website for a year. An investment in NYSSO is an investment in your brand.

# Convention Marketing Packages

## NYSSO's Full Year Premium Sponsor

### Visionary Class | \$9,000

This sponsorship also includes all **PLATINUM BENEFITS** and all **REGIONAL BENEFITS** through next year!

- Identification as a Visionary Class Sponsor along with your company logo and website link prominently displayed on the NYSSO website
- A banner ad with your logo and website link placed on the NYSSO website
- An advertisement in our e-Newsletter
- Your company logo prominently displayed and a link to your website in all e-mail communications promoting each meeting
- A complimentary vendor table at each event and includes one complimentary registration
- A 5 minute speaking opportunity at each event
- An advertisement in the conference journal
- Placement of your promotional items or literature at the registration desk
- Recognition from the Moderator at each event
- Signage with your logo strategically placed at each event
- Registration list sent to you after each meeting
- Sponsor ribbon placed on representatives' badges

## Saturday Reception & Banquet

### Platinum Level | \$7,500

*(Keynote Address Sponsor)*

- 2 tables of 10 (20 tickets)
- Company logo & acknowledgment on all promotions for event
- Program front cover recognition
- Program cover ad (first come, first serve)
- Company representative introduced during event keynote address
- Table display at event
- Signage recognition

### NEW!

### Crystal Level for those who clearly see our future | \$5,000

*Which award will you sponsor?*

**Optical Retailer of the Year Award Sponsor** - Awarded to an optical retailer showing outstanding dedication to the field

**Best of Profession Award Sponsor** - Four awards will be given to those achieving excellence in one of the four lanes of our industry: Ophthalmic Dispensing, Contact Lens Specialist, Ophthalmic Technology and Industry Sales Advisors.

- 18 tickets with reserved tables
- Company logo & acknowledgment on all promotions for event
- Program front cover recognition
- Program cover ad (first come, first serve)
- Award named after company
- Company representative presents award during event program
- Table display at event
- Signage recognition

### Gold Level | \$3,500

- 16 tickets with reserved tables
- Acknowledgment on all promotions for event
- Program inside cover ad (first come, first serve)
- Signage recognition

### Bronze Level | \$1,500

- 6 tickets with reserved table
- Company listing in program
- Program ½ page ad
- Signage recognition

### Silver Level | \$2,500

- 12 tickets with reserved tables
- Acknowledgment on all promotions for event
- Program full page ad
- Signage recognition

### Copper Level | \$950

- 4 tickets with reserved table
- Company listing in program

### Company Presentation Level | \$650

- Company provided with display table
- 2 reception & banquet tickets
- Company listing in program

## Sunday Education Program

### Professional Development Sponsor | \$2,500

- Display area outside CE room
- Ability to distribute handouts/giveaways to participants
- Introduced at beginning of each program segment
- Coffee break signage & recognition

### On Site Sponsors

Giveaway Sponsor	\$800
Hospitality Bag Sponsor	\$800
Back Cover Ad Sponsor (first come, first serve)	\$1,500
Full Page Ad Sponsor	\$500
½ Page Ad Sponsor	\$250
¼ Page Ad Sponsor	\$100

### Great Exposure:

All vendors may set up their booths May 4th between 11am and 6pm in the Clubhouse. Exhibit tables will be set around the outside of the hall for the entire program. Don't miss this opportunity to network, educate and sell your products and services.

## Book your hotel today!

The Hotel at Turning Stone Resort Casino is located at the heart of the Resort with convenient access to gaming, dining and pool and spa activities. Call Turning Stone Resort & Casino at 1-800-771-7711 and mention 'NYSSO' for our discounted room rate. Be sure to book by Wednesday, April 3, 2019 to secure a rate of \$174/night.



Exhibit space is based on availability.

# EXHIBITOR INFORMATION & REGISTRATION

NAME \_\_\_\_\_

COMPANY NAME TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY STATE ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

### FULL YEAR PREMIUM SPONSOR

Visionary Class ..... \$9,000

### SATURDAY RECEPTION & BANQUET SPONSOR

Platinum Level (Keynote)..... \$7,500

Crystal Level..... \$5,000

Gold Level..... \$3,500

Silver Level..... \$2,500

Bronze Level..... \$1,500

Copper Level..... \$950

Company Presentation Level..... \$650

### SUNDAY EDUCATION PROGRAM SPONSOR

Professional Development Sponsor..... \$2,500

### ON SITE SPONSORS

Giveaway Sponsor..... \$800

Hospitality Bag Sponsor..... \$800

Back Cover Ad Sponsor..... \$1,500

Full Page Ad Sponsor..... \$500

1/2 Page Ad Sponsor..... \$250

1/4 Page Ad Sponsor..... \$100

### REGISTRATION TOTAL

SPONSORSHIP \$ \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_

## PAYMENT INFORMATION

Your reservation is only guaranteed when full payment is received and all payments are due prior to the start of the conference.

Check (Make checks payable to 'NYSSO')

or

**Credit Card:**  Visa  MasterCard  AMEX

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP. DATE 3-DIGIT SECURITY CODE COUNTRY \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/PROVINCE ZIP/POSTAL CODE \_\_\_\_\_

### Please return with payment to:

NYSSO | 136 Everett Road | Albany, New York 12205