

# THE NEW ENGLAND OPHTHALMOLOGICAL SOCIETY

March 29, 2010

## **RE: EXHIBITING AT 2010-2011 NEW ENGLAND OPHTHALMOLOGICAL SOCIETY MEETINGS**

Dear Corporate Supporter:

On behalf of the 703 members of the New England Ophthalmological Society, and approximately 400 attendees of our New England Ophthalmic Medical Personnel (OMP) meeting, I would like to take this opportunity to thank the exhibitors who have supported our Society.

To those considering exhibiting at our meetings for the first time, we extend a cordial invitation, and offer some pertinent information concerning our Society and the meeting facilities:

### **History and Statistics of NEOS Meetings**

The New England Ophthalmological Society is the oldest ophthalmological society in the Western Hemisphere: our meeting in October will be our 731<sup>st</sup> meeting. The average attendance for meetings of the past five years has been over 300 per meeting. Attendance at our combined meeting with ophthalmic medical personnel at the Hynes Convention Center on February 26 was 550.

### **Invitees and Printed Program Distribution to 1300 New England Ophthalmologists**

Meetings are open to all New England ophthalmologists, residents, fellows, medical students, ophthalmic medical personnel and office personnel. The meetings offer Continuing Medical Education credits for the physicians and ophthalmic medical personnel.

### **Exhibitor Advertisement in Printed Program and on Web Site**

Twelve hundred printed programs, which contain the names, phone number, email and web site addresses of exhibiting companies, are mailed to ophthalmologists' offices throughout New England, as well as all New England ophthalmology residents and fellows, approximately one month prior to each meeting. Our web site, which publishes abstracts for presentations at the upcoming meeting, will include an announcement of exhibitors.

## **New England Ophthalmic Medical Personnel Meetings**

The NEOS sponsors an annual meeting for ophthalmic medical personnel. These meetings are held in conjunction with our scientific session. Our meeting has the second highest attendance after the Academy meeting for OMPs. The program containing outlines of each presentation will include a listing of exhibitors and one sentence advertisement of their product.

## **Meeting for Ophthalmologists' Office Managers and Support Personnel**

NEOS conducts a concurrent meeting for ophthalmologists' office managers and personnel, which will be held on December 3, 2010. The goal of the meeting is to familiarize support personnel in our member's practices with administrative, business and technology issues important to the conduct of an ethical and efficient practice.

## **Subspecialty Meetings**

One half-day meeting for subspecialists or members especially interested in cornea, retina, glaucoma, neuro-ophthalmology and pediatrics are scheduled annually. These meeting stress an interactive format between the attendees and speakers on clinically oriented topics and problems or controversies in management.

## **Resident and Fellows**

NEOS holds an annual resident and fellow poster contest with prizes awarded at \$500, \$300, \$200 and three \$50 honorable mentions.

### **Dates and Topics**

#### **Please note the dates and topics of the next year's NEOS meetings:**

October 1, 2010	Ethics and Risk Management; Cornea/Refractive
December 3, 2010 (Hynes Conv. Center)	Office Efficiency; Cataract Meeting for Ophthalmic Medical Personnel Meeting of Office Administrators
March 4, 2011	Oculoplastics; Subspecialty sessions (pediatrics/neuro/compliance)
April 15, 2011	Glaucoma; Cataract
May 20, 2011	Retina; Ophthalmic Emergencies

## Exhibiting Fees

### ➤ **SPONSOR**

- ❖ Space: Two 6 foot tables
- ❖ Free full-page advertisement in program – please submit text
- ❖ Formal recognition and statement of appreciation by the Society in front matter of printed program or inside back cover and on web site describing the program
- ❖ Web site listing
- ❖ Number of Sales Representatives: Maximum 8
- ❖ Choice of exhibit location, according to receipt of registration
- ❖ A slide stating the Society's appreciation of patrons will be on screen for 10 minutes prior to the morning and afternoon sessions.
- ❖ **Fee: \$1,295 per meeting; \$5,500 for 5 meetings (15% discount when paid in full in advance)**

### ➤ **EXHIBITOR**

- Space: One 6 foot table
- Advertising: Listing of phone, fax, email address in printed program
- A slide stating the exhibitors will be projected on the screen for 10 minutes prior to the morning and afternoon sessions.
- Web site listing
- Number of Sales Representatives: Maximum 4
- Exhibit location: According to receipt of registration and prior exhibiting history
- **Fee: \$620 per meeting; \$2,635 for 5 meetings (15% discount when paid in full in advance)**

## Online Payments

You may register easily and quickly for exhibitor space online from our website homepage: [www.neos-eyes.org](http://www.neos-eyes.org) or you may go directly to the page: <http://neos-eyes.org/exhibitorinfo.asp>. You must pay by credit card (MasterCard or Visa) for any online meetings you select. Payment must be in full, no partial payments can be accepted online.

## Printer Deadline

In order for your company name to appear in the printed program, we must know that you are planning to exhibit at least two months prior to the meeting, at which time all material for our program is submitted to the printer.

## Deposits

A deposit in the amount of 50% of the total exhibiting fee will be accepted when registering for three or more meetings with final payment due January 1, 2011. Registration for one or two meetings will require payment in full 30 days prior to the meeting date. Due to the limitations of space, a table will not be held without a deposit.

## Cancellation of Exhibit Space

Notification of an exhibitor's decision to cancel assigned exhibit space must be submitted in writing. Exhibitors may cancel their participation without penalty up to 60 days prior to the meeting; cancellation received 30-60 days prior to the meeting will be subject to a 50% penalty; cancellation less than 30 days prior to the meeting is subject to a 100% penalty. The penalty amount will be based on fee paid, (i.e., amount paid for an individual meeting, or less 15% per meeting if registered for all five.)

## Application and Check Submission

If you wish to exhibit, you may register on line if paying with a credit card (after the June 4<sup>th</sup> meeting due to computer setup), or please complete the enclosed form and mail with check payable to *NEOS* to:

NEOS  
PO Box 9165  
Boston, MA 02114

If you have any questions concerning exhibiting at the NEOS meetings, feel free to contact Judy Cerone Keenan or me at 617/227-6484 or [neosjudy@aol.com](mailto:neosjudy@aol.com).

Once again, thank you for your support of the New England Ophthalmological Society.

Sincerely,

*Mike Bradbury*

Michael J. Bradbury, MD  
Executive Director