



The Eyes have it at the “Eyes of New York”

What is “Eyes of New York?”

The Eyes of New York Program is designed to generate greater exposure, excitement, and brand awareness for your product. It literally brings your advertising message to life - through the use of Vision Expo Show Models. This is an offer that is open only to International Vision Expo Exhibitors.

Benefits to Exhibitors?

- Great Impact - Low Investment.
- Allows advertiser to create a total ‘look’ and attitude about their product.
- Allows advertiser to efficiently and effectively create brand exposure outside traditional trade booth boundaries.

How it Works

International Vision Expo has teamed up with Judy Venn Associates, a national firm specializing in professional talent specifically for trade shows/convention. You select the type of Vision Expo Model you would like - male, female or child - for your special product message. These models will then walk the common areas of the convention center handing, wearing and speaking your message.

Price?

Price per model for one day \$2,800...two days \$3,800...three days \$4,800

Yes, Please sign me up for number of models ___ per number of days ___

Fax Back to Dana Brady at 203-840-9362

Questions? Please contact Dana at 203-840-5362 or dbrady@reedexpo.com

ADVERTISER/EXHIBITOR: _____

ADDRESS: _____

PHONE/FAX: _____ EMAIL: _____

AUTHORIZED SIGNATURE/DATE _____

Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.