



Promote your New Products at Vision Expo East

The #1 reason buyers and media come to the show is to see and evaluate new products – in fact, 91% of attendees tell us that is the reason they attend International Vision Expo East!

There is no better way to highlight your participation at International Vision Expo East than the **New Product Gallery Showcase!**



- New Product Gallery Showcase \$1,155** Companies will be identified with a small card listing the exhibitor's name, booth number and "bingo" number to be entered in the Vision Choice Awards, where attendees vote for the BEST New Product at Vision Expo East. **The actual display area in each showcase measures 18 3/4" tall x 30" wide x 20" deep** (see photo). You will be decorating your showcase to highlight your product any way you like! You choose your showcase at the show during check-in on a first come first serve basis.

Sign up today! Simply check off the option above, complete the information below and FAX back to Dana Brady: (203) 840-9362

Questions? Contact Dana at (203) 840-5362 or email 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.