



Medical & Scientific Pavilion Theater

As an exhibitor at International Vision Expo East 2010, you have the opportunity to utilize the Medical and Scientific Pavilion Theater to offer programs that educate attendees and drive traffic to *your* booth.

Choose from the following options:

Education Program or Sales/Marketing Presentation

With this maximum flexibility option, you can present a 50-minute education, sales, or marketing program on the show floor! Education programs can be given with or without CE credit.

Price per presentation: \$3,050 (plus \$35 per attendee if the class is for CE credit*)

Date: _____ Time: _____

Power Lunch

Sponsor a 50-minute sit-down lunch in the Medical & Scientific Theater. You will present a seminar on the topic of your choice or give a class for Continuing Education credit. (Theatre is set for up to 120 people. Lunch quantities will be determined based on pre-registration numbers two weeks before the show)

Available: Friday, 12:00-1:00pm; Saturday, 1:00-2:00pm; and Sunday, 12:00-1:00pm

Price: \$9,250 for hot lunch or \$6,200 for boxed lunch (circle one) (plus \$35 per attendee if the class is for CE credit*)

Date: _____ Time: _____

Power Cocktails

Become the exclusive sponsor of a cocktail hour on the show floor! Give out drink tickets to your customers prior to the event. You can give a sales and marketing presentation or present a seminar on the topic of your choice. This is a great way to launch your new line!

Price: \$9,250 (plus \$35 per attendee if the class is for CE credit*)

Date: _____ Time: _____

*You will be billed for CE credits after the show, based on the number of attendees. Sponsors are billed in order to provide ophthalmic professionals with the opportunity receive free CE.

Complete and fax this form to Dana Brady at 203-840-9362.

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

Company Name: _____ Contact Name: _____

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.