

NEW ENGLAND OPHTHALMOLOGICAL SOCIETY

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RE: EXHIBITING AT 2017-2018 NEW ENGLAND OPHTHALMOLOGICAL SOCIETY MEETINGS

Dear Corporate Supporter:

On behalf of the 700 members of the New England Ophthalmological Society, and approximately 390 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 766th 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 and office administrators at the Hynes Convention Center last year on September 30, 2016, was 700.

Exhibitor Advertisement

Please see separate advertising notice.

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.

PO BOX 9165 - 50 STANIFORD STREET, 7TH FLOOR, BOSTON, MA 02114
617/227-6484; 617/367-4908 (fax); neosjudy@aol.com

Meeting for Ophthalmologists' Office Managers and Support Personnel

NEOS conducts a concurrent meeting for ophthalmologists' office managers and personnel annually. 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 at the last meeting in June each year.

Dates /Topics / Moderators

Please note the dates, topics and moderators of the next year's NEOS meetings:

| | | |
|----------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| October 20, 2017 (Hynes/OMP) | Pediatric Ophthalmology Cataract | Erin Salcone, MD Sherleen Chen, MD |
| December 1, 2017 | Ocular Surface/Dry Eye Ethics/Risk Mgt | Erin Fogel, MD Shiyoung Roh, MD |
| March 9, 2018 | Retina Innovations | Brian Kim, MD Peter Veldman |
| April 20, 2018 | Glaucoma Infections | Susan Liang, MD Lucia Sobrin, MD |
| June 1, 2018 | Complications Subspecialty Sessions: Neuro Oculoplastics Uveitis | Samir Melki, MD Thomas Hedges, MD Daniel Lefebvre, MD Nicholas Butler, MD |

We are pleased that we are able to maintain the registration fees the same as last year. Please note October will be our annual meeting for ophthalmic personnel often held in December. As you can imagine, rental fees/food and beverage/AV support is much more expensive at the Hynes than the Back Bay Event Center. Therefore, there will be a higher fee for that meeting only, per below.

Exhibiting Fees: We are pleased to offer the following rates to exhibit:

★ ***SPONSOR***

- Space: **Two** 6 foot tables
- ***Choice of exhibit location***, according to receipt of registration
- Listing of your phone, fax, website with a link on our web site
- Number of Sales Representatives: **Maximum 8**
- A slide stating the Society's appreciation of patrons will be on screen for 10 minutes prior to the morning and afternoon sessions.
- **Fee: \$2,625 per meeting (\$3500 for October); \$11,900 for 5 meetings (15% discount when paid in full in advance)**

★ ***EXHIBITOR***

- Space: One 6 foot table
- Exhibit location: According to receipt of registration and prior exhibiting history
- Listing of your phone, fax, website with a link on our web site
- Number of Sales Representatives: **Maximum 4**
- A slide stating the exhibitors will be projected on the screen for 10 minutes prior to the morning and afternoon sessions.
- **Fee: \$685 per meeting (\$1,000 for October); \$3,740 for 5 meetings (15% discount when paid in full in advance)**

Online Payments

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

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, 2018**. 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, or please complete the enclosed form and mail with check payable to **NEOS** to:

NEOS
PO Box 9165
Boston, MA 02114

E-BLAST SERVICE

A number of companies have already taken advantage of our new e-blast service to our exhibitors. Email Blasts can be sent on your behalf to our members and meeting attendees to announce company sponsored events and programs. The fee for this service is \$1,000 and includes **three** email blasts of the announcement, an initial email blast announcement and two reminder notices sent on your preferred timing. Please contact neosjudy@aol.com for further information.

If you have any questions concerning exhibiting at the NEOS meetings, feel free to contact me at 617/227-6484 or neosjudy@aol.com.

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

Sincerely,

Michael Bradbury, MD
Executive Director