



# VISION SCIENCES SOCIETY TENTH ANNUAL MEETING

Naples Grande Hotel, Florida

May 7-12, 2010

## VSS MEETING HIGHLIGHTS

### Friday, May 7

- Onsite Registration
- Member-Initiated Symposia
- Opening Night Reception
- Evening Poster Session
- Exhibits Load-in

### Saturday, May 8

- Talk and Poster Sessions
- Exhibits Open

### Sunday, May 9

- Talk and Poster Sessions
- Exhibits Open
- Keynote Speaker: Robert Wurtz

### Monday, May 10

- Talk and Poster Sessions
- Exhibits Open
- Demo Night

### Tuesday, May 11

- Talk and Poster Sessions
- Exhibits Open
- Exhibits Load-out
- Club Vision Dance Party

### Wednesday, May 12

- Talk and Poster Sessions
- No Exhibits

Welcome...



**The Vision Sciences Society** is committed to progress in understanding vision and its relation to cognition, action and the brain. Our primary goal is to host a yearly meeting where both new and established investigators can present and discuss their work in a relaxed informal setting. Our interdisciplinary nature is reflected by the program committee and review board.

VSS is now in its third year at the beautiful Naples Grande Hotel in Naples, Florida. Naples is a picturesque city bordered by the gentle waters of the Gulf of Mexico to the west, and the mysterious Everglades to the south. Naples offers many experiences, from savoring lunch in a quaint diner to five-star cuisine in a restaurant. Naples is also a shopper's delight, where you can explore exclusive boutiques for the most unusual items, to regional malls. Naples is also home to world-class entertainment, with the Naples Philharmonic Center for the Arts, and many theaters that offer shows to delight audiences.

Expect to see more than 1,600 national and international researchers and professionals, all members of VSS, representing all fields related to vision science. This six-day program of speakers, panels, posters, and exhibits addresses various aspects of vision science education and research.

**Your company is invited to exhibit** at the tenth annual VSS Meeting, May 7-12, 2010, at the Naples Grande Hotel in Naples, Florida. See the Exhibitor Information page for exhibit rates and details.

**Your company is invited to advertise** in the meeting program and distribute product flyers in the attendee meeting packet. See the Advertising Information page for advertising rates.

### **Other opportunities...**

If you have other ideas for supporting VSS that you would like to discuss, please don't hesitate to contact the VSS Exhibit Manager at 415.883.3301 or [exhibits@visionsciences.org](mailto:exhibits@visionsciences.org).

## PAST EXHIBITORS

- ◆ Applied Science Laboratories
- ◆ Arrington Research, Inc.
- ◆ ARVO
- ◆ Cambridge Electronic Design, LTD
- ◆ Cambridge Research Systems
- ◆ Dimensional Imaging
- ◆ Motion Imaging Corporation
- ◆ Nature Publishing Group
- ◆ Neurometrics Institute
- ◆ Oxford University Press
- ◆ Sensics, Inc.
- ◆ SensoMotoric Instruments
- ◆ Sinauer Associates, Inc.
- ◆ Smart Eye AB
- ◆ SR Research Ltd.
- ◆ Starr Life Sciences Corp.
- ◆ The MIT Press
- ◆ Tobii Technology
- ◆ Tucker-Davis Technologies (TDT)
- ◆ VPixx Technologies Inc.
- ◆ WorldViz

# EXHIBITOR INFORMATION



## EXHIBIT SPACE

Exhibit booths will be located in the foyer of the ballroom at the Naples Grande, allowing for more visibility to attendees. Exhibit space is one 8' deep by 10' wide booth, which includes curtain side rails and backdrop, 6' x 30" skirted table, two chairs, and identification sign.

Exhibitor applications and payment are due by March 17, 2010 (although exhibit space may sell out before March 17). Exhibit space is assigned on a first-come first-served basis.

Please use the Exhibitor Application form to reserve exhibit space. No telephone reservations will be accepted. Payment in full must accompany all Exhibitor Applications.

Complimentary advance registration for two staff is included with each exhibit space. Staff names and email addresses should be entered on the Exhibitor Application. Additional representatives must pay the applicable meeting registration fee. All exhibitors and their representatives are required to wear badges in the exhibit area.

Exhibitor information, which includes information about shipping, storage, conference registration and special requests, will be sent to you in mid March, 2010.

## PAYMENT & DEADLINES

**The deadline for reserving exhibit space and a listing in the VSS 2010 Meeting Program is March 17, 2010.** Applications received after this date will be considered as space allows, but exhibit space is not guaranteed.

The fee for an Early Regular exhibit space is \$1,600; fee for Early Premium exhibit space is \$1,800.

The fee for a Late Regular exhibit space is \$1,700; fee for Late Premium exhibit space is \$1,900.

## EXHIBIT HOURS

*Exhibit hours are tentative.*

DATE	HOURS	EVENT
Friday, May 7	<b>4:00 - 8:00 pm</b>	Exhibitor Set-Up
Saturday, May 8	<b>7:00 - 8:30 am</b>	Exhibits Load-in/Set up
	<b>8:30 am - 6:30 pm</b>	Exhibits Open
Sunday, May 9	<b>8:30 am - 6:30 pm</b>	Exhibits Open
Monday, May 10	<b>8:30 am - 1:00 pm</b>	Exhibits Open
Tuesday, May 11	<b>8:30 am - 6:30 pm</b>	Exhibits Open
	<b>6:30 am - 8:30 pm</b>	Exhibitor Tear-Down
Wednesday, May 12		No Exhibits

Set-up may not begin before 6:00 pm on Friday, May 7, 2010. Any exhibit space not set up and occupied by 8:30 am on Saturday, May 8, 2010, may be cancelled without refund and reassigned by VSS.

No materials may be removed and no packing will be allowed before 6:30 pm on Tuesday, May 11, 2010.

# EXHIBITOR APPLICATION



The undersigned hereby authorizes VSS to reserve exhibit space for use by the company or organization listed below during the VSS 2010 Annual Meeting. The undersigned acknowledges receipt of and agrees to abide by the Exhibitor Agreement, which is by reference hereby made a part of this application. The undersigned acknowledges that the most suitable and available space will be assigned on a first-come, first-served basis.

**The deadline for reserving exhibit space and listing in the VSS 2010 Meeting Program is March 17, 2010.**

## EXHIBIT SPACE

<b>Early Pricing:</b>	<b>Regular Booth: \$1,600</b>	<b>Premium Booth: \$1,800</b>	<b>by February 19, 2010</b>
<b>Late Pricing:</b>	<b>Regular Booth: \$1,700</b>	<b>Premium Booth: \$1,900</b>	<b>by March 17, 2010</b>

## CONTACT INFORMATION

We would like to exhibit at the VSS 2010 Annual Meeting.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name (as it will appear in program) \_\_\_\_\_

Company URL (link to be posted on VSS website) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

We would like to reserve: \_\_\_\_\_ Regular booth \_\_\_\_\_ Premium booth

I agree to the terms and conditions outlined in the Exhibitor Agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Each booth may be staffed by up to two company representatives. Please indicate how names should appear on badges.

First badge \_\_\_\_\_ Email \_\_\_\_\_

Second badge \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT

Total payment: \$ \_\_\_\_\_. Payment must accompany Exhibitor Application and be received by March 17, 2010.

### TO PAY BY CREDIT CARD

Fax this application to: 415.593.7606 Credit card type:  Visa  MasterCard  American Express  Discover

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_ Signature: \_\_\_\_\_

### TO PAY BY CHECK OR MONEY ORDER

Make check payable to "VSS." Mail application and check to: VSS Exhibits, 19 Richardson Road, Novato, CA 94949.

There is a \$25 charge on all returned checks.

# EXHIBITOR AGREEMENT



**EXHIBIT SPACE:** Exhibit space is one 8' deep by 10' wide booth, which includes curtain side rails and backdrop, 6' x 30" skirted table, two chairs, and identification sign.

Exhibit space is assigned on a first-come first-served basis. No telephone reservations will be accepted.

**EXHIBIT SPACE RESERVATION:** Exhibit space will be reserved upon receipt of the completed Exhibitor Application and payment. Confirmation of booth reservation will be sent via email. Booth reservation can be made by mail or fax.

**PAYMENT:** Payment must accompany your Exhibit Application. Payment can be made by check, money order, or credit card. To reserve by fax, complete the Exhibitor Application, including credit card information, and fax to 415.593.7606. To reserve by mail, complete the Exhibitor Application and mail, along with payment, to: VSS Exhibits, 19 Richardson Road, Novato, CA 94949. There is a \$25 charge for returned checks.

**BOOTH STAFFING:** Each booth reservation includes complimentary meeting registrations for up-to-two company representatives. Named badges will be issued as indicated on the Exhibitor Application. Exhibitors are required to wear badges at all times when in the exhibit area. Additional representatives must pay regular meeting fees to attend.

**EXHIBIT SPACE SETUP/TEARDOWN:** Exhibitors shall not set up or tear down their exhibit space during exhibit hours. Any exhibit space not occupied by the start of exhibit hours may be cancelled without refund and reassigned by VSS. Failure to occupy booth space in no way releases an exhibitor from the obligation to pay the full exhibitor fee.

**EXHIBIT POLICY:** All exhibitors are responsible for being aware of and adhering to the following policies.

- Exhibitors must keep their exhibit space open and staffed during exhibit hall hours.
- Exhibitors shall not schedule or promote competitive activities during the time of the meeting, except with the approval of VSS.
- Exhibitors may not sublet or assign any portion of their exhibit space.
- Exhibitors agree to comply with all decisions of the Exhibit Manager.
- VSS shall deny, within its sole discretion and for whatever reason, participation at the Meeting of any exhibitor which VSS deems to be inappropriate for the Meeting or which VSS believes would be disruptive to the activities of the Meeting.
- Exhibitors shall not schedule or promote competitive activities during the time of the Meeting except upon the pre-approval of VSS.
- Exhibitors acknowledge that the term "VSS" and "VSS 2010" and any associated logos are servicemarks of VSS. These servicemarks, or any other servicemark owned or controlled by VSS, may not be used by exhibitors except as prescribed by VSS. Exhibitors may not use any VSS servicemark as a basis for scheduling or promoting any events that would be competitive to the activities of the Meeting.
- VSS reserves the right to relocate booths for the overall benefit of the meeting.

**SECURITY:** The exhibit hall will be locked during non-exhibit hours. However, liability for all equipment and materials remains with the individual exhibitor.

**MEETING SERVICES:** Exhibitor information will be emailed to you in March, 2010, which describes your options for ordering equipment and services, such as furniture, computer, audiovisual, electrical, Internet access, and telecom. If you have not received exhibitor information by March 30, 2010, please contact the VSS Exhibit Manager at 415.883.3301 or [exhibits@visionsciences.org](mailto:exhibits@visionsciences.org).

**FREIGHT HANDLING:** Shipment of equipment and supplies must be arranged through Forefront Productions, which will transport your shipment to the meeting, deliver it to your booth, remove it at the conclusion of the meeting, and ship it back to your company. All your representatives have to do is set up your exhibit and dismantle it. Confirmed exhibitors will receive shipping information along with a complete kit from Forefront Productions approximately 60 days prior to the meeting.

**CANCELLATION POLICY:** Exhibit space reservations may be canceled if written notification is received by the VSS Exhibit Manager on or before March 1, 2010. In such event, a refund of exhibit space fees will be given, minus a \$50 handling charge. There will be no refunds for exhibit space cancellations received after April 1, 2010. For cancellations, contact the VSS Exhibit Manager at 415.883.3301 or [exhibits@visionsciences.org](mailto:exhibits@visionsciences.org).

**INSURANCE:** All exhibitors may be required to sign an Indemnity and Liability Limitation Agreement.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither the Meeting nor the VSS, nor any of their officers, agents, employees, affiliates or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also indemnify and hold harmless VSS from demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind of nature, including but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, claims of property or personal injury caused by or attributable in whole or in part to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its officers, agents, employees or other representatives, and claims of damage or loss to any third party resulting from an infringement of a copyright or patent or the unauthorized use of a registered trademark.

**MUSIC AND AMPLIFICATION:** The use of amplification, recordings, videos, slides or other audio-visual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

**SOLICITATION:** All demonstrations and interviews must be conducted within your assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within your assigned booth space. Aisle space must be kept clear to permit for a smooth flow of traffic. Distribution of printed materials, souvenirs and other articles in the registration area, common areas outside the exhibit hall, meeting rooms, or food and beverage areas is prohibited. The operation of lotteries or games of chance is permitted within applicable law. VSS reserves the right to prohibit the distribution of items it deems objectionable or otherwise inappropriate.

# ADVERTISING INFORMATION



VSS is pleased to offer the following advertising opportunities.

Advertising is assigned on a first-come first-served basis. Advertising applications and payment are due by March 17, 2010. A 10% discount on advertising is offered to companies who also reserve exhibit space.

Please use the Advertising Application to apply for advertising space. No telephone reservations will be accepted. Payment in full must accompany all advertising applications.

## ADVERTISE IN THE MEETING PROGRAM

### Program Advertising Rates:

Half page B&W \$500  
Full page B&W \$750  
Inside back cover COLOR \$950

Publishers, product manufacturers, and service providers are invited to place advertisements in the VSS 2010 Meeting Program. This publication will be distributed free of charge to more than 1,500 vision science professionals, including VSS members and meeting registrants.

Camera-ready copy or PDF (preferred) is due by March 30, 2010. Half-page copy size is 7.5" wide by 4.75" high; full-page copy size is 7.5" wide by 10" high. Proofs will not be provided.

## ADVERTISE IN THE ATTENDEE MEETING PACKET

**Distribution of Flyers:** \$550 per unique piece. **Distribution of Brochures/Journals:** \$700 per unique piece.

Companies may choose to insert a flyer, journal, or brochure of their own design into the attendee meeting packet to be distributed to each of the expected 1,500 attendees. Flyers are limited to a single sheet, not to exceed 8.5" x 11" in size. Journals or brochures are also limited to 8.5" x 11" in size, but can be multiple pages.

A sample of your flyer or journal/brochure must be submitted for VSS approval no later than April 18, 2010. Flyers/Journals/Brochures must arrive at the Naples Grande Hotel no later than Tuesday, May 4, 2010. Shipping instructions will be provided with your advertising order confirmation.

## MEETING HOTEL

The tenth annual meeting of the Vision Sciences Society will be held at the beautiful and recently renovated Naples Grande Resort & Club in Naples, Florida. VSS has negotiated the following room rates for attendees:

Single/Double: \$179  
\$25 for each additional person

To reserve your room, call 1-888-722-1270 or reserve online by going to:

<http://waldorfastoria.hilton.com/en/wa/groups/personalized/APFNGWA-AABX-20100501/index.jhtml>

If you want to stay at the meeting hotel, make your reservation soon, as rooms will sell out early.



# ADVERTISING APPLICATION



VSS invites you to advertise in the VSS annual meeting program and the attendee packets. Advertising is assigned on a first-come, first-served basis. Payment in full must accompany all Advertising Applications.

**The deadline for reserving advertising is March 17, 2010.**

## ADVERTISING

Select the advertising you wish to order below.

Companies who purchase more than one advertising opportunity, or also purchase exhibit space, will receive a 10% discount on all advertising.

### ADVERTISE IN THE MEETING PROGRAM

- Half page, B&W ad \$500
- Full page, B&W ad \$750
- Inside back cover, COLOR ad \$950

### ADVERTISE IN THE ATTENDEE PACKET

- One inserted flyer \$550
- One inserted journal or brochure \$700

\* Price reflects 10% discount for multiple advertising items.

## CONTACT INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT

Total payment: \$ \_\_\_\_\_. Payment must accompany Advertising Application and be received by March 17, 2010.

### TO PAY BY CREDIT CARD

Fax this application to: 415.593.7606

Credit card type:  Visa  MasterCard  American Express  Discover

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_ Signature: \_\_\_\_\_

### TO PAY BY CHECK OR MONEY ORDER

Make check payable to "VSS." Mail application and check to: VSS Exhibits, 19 Richardson Road, Novato, CA 94949.

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