

Our goal is for you to have an even more Successful Show at our New & Improved Location



POF is working hard to make sure your show is a great of a success for you & your company by offering:

- Free Custom Exhibit Hall Passes - ENCLOSED with this letter
- Vision Preview **SHOW ONLY** Specials
- Prizes Needed Buyer Incentives to Place Order at the Show

### Promote your Products in Advance with **SHOW ONLY** Specials

Give **BUYERS** another good reason to come to see you at the Show...

We invite you to offer **Vision Preview SHOW ONLY** Specials that we will promote for you in advance of the show with direct marketing to **ALL OF THE OPTICAL BUYERS In South Florida**. Additionally, we have dedicated one page of [VisionPreview.org](http://VisionPreview.org) to promoting these one-time only specials and have told Vision Preview attendees to expect exceptional deals.

To take advantage of this unique promotional opportunity, we must have the details of your **SHOW ONLY Specials** by **OCTOBER 6, 2016**. Plan to join in with this premium marketing opportunity!

**Company Name:** \_\_\_\_\_

### Vision Preview **SHOW ONLY** Specials

Yes! We will be running Vision Preview **SHOW ONLY** Specials. They are as follows:

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No. We will not be participating in this great marketing opportunity.

*\*POF management reserves the right to determine what qualifies to be included in Show Only Specials promotions and to edit submissions as to length.*

### Increase buying during the Show & Promote your Company by sponsoring a Buyer's Gift!

Buyers that purchase during the show will receive tickets for a raffle. The more they buy the more they may win. Only qualified **BUYERS** can win your Raffle Prize (min. \$40 value) that you are providing as a **BUYER's PRIZE**. To participate, please let us know in the space below what your Buyer's Prize will be. We will pull names each day from the buyers raffle tickets and let them know they won your prize. **HERE's** the **BEST** Part, the **Winners** will pick up prizes from **YOUR BOOTH**.

Yes! We provide the following **BUYER's PRIZE(s)** at our booth:

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No. We will not be giving away a prize this year.

Thank you and we look forward to seeing you at the Bonaventure Resort

Complete this form and Return to POF office by Fax 850/201-2947 or by email to [dee@pof.org](mailto:dee@pof.org)