

**Connecticut Society of Eye Physicians
Virtual Zoom Scientific CME Meeting
June 12, 2021 8:00 am - 1:00 pm**



Exhibitor Prospectus



Register Today

Exhibit Rooms & Product Theaters Available

WELCOME

Dear Corporate Sponsor/Exhibitor,

The Connecticut Society of Eye Physicians is excited to offer a series of ophthalmology education virtually and has many opportunities for industry friends to participate on various levels.

This state-of-the-art series also features panel discussions with national educators on controversial issues and surgical techniques, lectures on drug therapies and other instructional CME presentations.

Our virtual events webinar partner is Zoom

This series presents a unique opportunity for you to interact with the members of CSEP over 250 strong, an organization representing over 92% of ophthalmologists practicing in Connecticut and display your innovations and drug therapies.

In this prospectus, you will find information on sponsorships, chat room and other digital advertising opportunities.

Your support is vital during these challenging times and our success depends upon our industry friends. Our goal is to educate our members and unite the CSEP community.

Mark your calendar and register for this important CSEP Series.

With best regards,

Deborah Osborn
Executive Director

SATURDAY, JUNE 12, 2021

VIRTUAL SESSION SCHEDULE

8:00 am	Treatment of Advanced Keratoconus - What you didn't know: CAIRS, CACXL, DALK – Soosan Jacob, MS, DNB, FRCS (Glasg), MNAMS, FERC <i>Objectives: 1. Treating advanced keratoconus with minimally invasive surgery 2. Learning about Corneal Allogenic Intra-stromal Ring Segments (CAIRS) - a form of allogenic ring implants implanted at mid-stromal cornea into channels or under flaps. 3. Learning about Contact Lens Assisted CXL for cross-linking thin corneas 4. DALK - techniques and complications - a quick overview</i>
9:00 am	Third, Fourth and Sixth Nerve Palsies: A Taste of Each Flavor - <i>Herbst Lecture</i> – Jonathan Trobe, M.D. <i>Objectives: 1. To bring listeners up to date on the causes and management of ocular motor palsies 2. To alert listeners to the manifestations of perceptual disorders and their diagnosis.</i>
9:30 am	Seeing But Not Recognizing – Jonathan Trobe, M.D. <i>Objective: 1. To suggest how ophthalmologists can improve patient care by honing their interactions with other medical specialists.</i>
10:00 am	Non-organic Visual Loss – Robert Lesser, M.D. <i>Objectives: 1. To understand how to test for non-organic disease 2. To review terminology 3. To learn how to counsel patients with non-organic disease</i>
10:30 am	<i>Sponsored Break</i>
11:00 am	The Toric IOL: What You Need to Know – Warren Hill, M.D. <i>Objective: Using this approach for the toric IOL, the attendee should be able to anticipate a residual refractive astigmatism of ≤ 0.50 D for 90% of cases.</i>
11:25 am	<i>Sponsored Break</i>
11:40 am	IOL Power Selection by Artificial Intelligence – Warren Hill, M.D. <i>Objective: Understand the difference between IOL power selection methods using Gaussian mathematics and artificial intelligence.</i>
12:20	Title TBA

The Connecticut Society of Eye Physicians designates this educational activity for a maximum of 4.0 AMA PRA Category I Credit(s)TM.

CSEP SPONSOR/EXHIBITOR OPPORTUNITIES

Platinum Sponsor

Cost: \$10,000 (plus 6.35% CT sales tax \$635) **if signed contract is received by May 12, 2021.**

\$11,000 (plus 6.35% CT sales tax \$698.50) **if contract or payment is received after May 12, 2021.**

Platinum level recognition in CSEP e-communications, final program, during conference and website (including logo).

- 2 sponsored talks during breakouts (30 minutes each or 1 45 minute Product Theater)
- Platinum level booth in virtual exhibit hall with primary placement with up to three representatives
- Full page advertisement in the CSEP newsletter
- 2 approved targeted email blasts to CSEP membership
- Logo, link and description on CSEP website (max 200 words)
- Banner ad on virtual platform
- 6 representative registrations
- Zoom Room

Gold Sponsor

Cost: \$5,000.00 (plus 6.35% CT sales tax \$317.50) **if signed contract is received by May 12, 2021..**

\$6,000.00 (plus 6.35% CT sales tax \$381) **if contract or payment is received May 12, 2021.**

Gold level recognition in CSEP e-communications, final program, during conference and website (including logo).

- Gold level booth in virtual exhibit hall with preferred placement with up to three representatives
- Half page advertisement in the CSEP newsletter
- 2 approved targeted email blasts to CSEP membership
- Logo and description on CSEP website (max 150 words)
- Banner ad on virtual platform
- 6 representative registrations
- Product Theater (15 minutes)
- Zoom Room

Silver Sponsor

Cost: \$1,095.50 (plus 6.35% CT sales tax \$69.56) **if signed contract is received by May 12, 2021.**

\$1,295.50 (plus 6.35% CT sales tax \$82.26) **if contract or payment is received after May 12, 2021.**

Silver level recognition in CSEP e-communications, final program, during conference and website (including logo).

- Silver level booth in virtual exhibit hall with preferred placement with one representative
- Quarter page advertisement in the CSEP newsletter
- Logo and description on CSEP website (max 100 words)
- Banner ad on virtual platform
- 1 representative registration
- Zoom Room

Logo and Advertisement only - \$1,050 (plus 6.35% CT sales tax \$66.68)

Exhibitor recognition in CSEP e-communications, final program, website (including logo).

- Logo and line with description on CSEP website (max 75words)

****Instead of membership, you may choose to e-blast conference attendees. You may also choose a direct mailer instead of sending an e-blast, either to membership or conference attendee.**

CSEP SPONSORSHIP & PAYMENT FORM JUNE 12, 2021

I, _____ as authorized representative for OPTOS accept the following conditions of the Sponsorship.

Signature of Authorized Card Holder

Company Name (please print)

Representative Name (please print legibly)

Company Accounting Email Address

Title

City State Zip

Representative Cell Phone #

Telephone #

Representative Email Address

Fax #

Deborah Osborn
CSEP Authorized Signature

CSEP Tax ID#: 23-7452113

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Fax 860-567-3591 • Phone 860-567-3787
email debbieosborn36@yahoo.com • Debbie Osborn Cell phone 860-459-4377

Credit Card Payment Form

_____ Visa _____ Mastercard _____ American Express

_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____
(16 digit card number)

_____/_____/_____
(Expiration date)

Billing Zip * Required

Security Codes

_____/_____/_____
*3 digit # that appears on the back of the MC/VISA card

_____/_____/_____/_____
*4 digit # that appears on the front of AMEX card

****These numbers are needed to run payment through with a merchant discount***

\$ _____ Sponsorship Amount

Attendee Representative Names:

\$ _____ 6.35% CT sales tax charged

\$ _____ **Total amount charged including tax**

(Card holder name)

(Card holder signature)

(Card holder address)

* _____
* **Required - (Billing Address City - State - Zip Code)**

Please fill out completely!

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Connecticut Society of Eye Physicians

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

- ☐ Individual/sole proprietor or single-member LLC
- ☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
- ☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____
- Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.
- ☐ Other (see instructions) ► _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

26 Sally Burr Road

6 City, state, and ZIP code

Litchfield, CT 06790

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-				
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or

Employer identification number

2	3	-	7	4	5	2	1	1	3
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign
Here**

Signature of
U.S. person ►

Deborah Osborn

Date ► **January 21, 2021**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Speaker Bios



Warren Hill, M.D.

Dr. Hill has been the Medical Director of East Valley Ophthalmology in Mesa, Arizona for the past 24 years, specializing in consultative ophthalmology, challenging anterior segment surgery for other ophthalmologists, intraocular lens power calculations and diagnostic ophthalmic ultra-sonography. Dr. Hill completed BS and BA undergraduate degrees at the University of Maryland, received his Doctor of Medicine from the University of Arizona College of Medicine, completed two years of internal medicine training at Good Samaritan Medical Center in Phoenix, Arizona and three years of ophthalmology training at the University of Rochester, in Rochester, New York. He is certified in general ophthalmology by the American Board of Ophthalmology and has subspecialty certification in anterior segment surgery by the American Board of Eye Surgery. Dr. Hill is also a member of the International Intra-Ocular Implant Club, a Fellow of the American College of Surgeons, the American Academy of Ophthalmology, the International College of Surgeons and the American College of Eye Surgeons. In 1995, 1996, 1998, 2002 and again in 2004 Dr. Hill was voted a "Top Doc" in the specialty of ophthalmology by medical peers in Phoenix Magazine. In 2005 and 2006 Dr. Hill was voted "One of the Top 50 Opinion Leaders in Cataract and Refractive Surgery" by the readership of Cataract and Refractive Surgery Today.

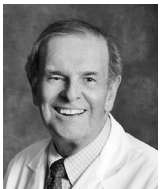


Soosan Jacob, MS, DNB, FRCS (Glasg), MNAMS, FERC

Dr. Jacob is Director and Chief of Dr. Agarwal's Refractive and Cornea Foundation (DARCF) and Orbit & Oculoplasty in Dr. Agarwal's Eye Hospital, Chennai, India. She is a gold medalist in Ophthalmology and has won many (40) international awards for her innovative techniques and video films at prestigious international conferences. In addition she is a two-time recipient of the prestigious Golden Apple award for Most Outstanding Case in Complications and Challenging Cases Symposium in Cataract Surgery at the American Society of Cataract and Refractive Surgery (2008-2010).

Dr. Jacob was the first to bring out the concept of Anterior segment transplantation which was featured in all major newspapers and on India Today as one of the Top 10 Medical Breakthroughs in 2009. She is now working on Allogenic Presbyopic implants as a new technique for decreasing spectacle independence for presbyopes.

Dr. Jacob has authored numerous peer reviewed publications (76) as well as more than 188 chapters in 29 textbooks by international and national publishers and is also the editor for 15 textbooks in Ophthalmology.



Robert Lesser, M.D.

Dr. Lesser obtained his medical degree from Weill Cornell University Medical College and his Bachelor of Science degree from Queens College, City University of New York. He completed his ophthalmology residency at Yale University in the Department of Ophthalmology and Visual Science and did additional training in Neuro-Ophthalmology at the Bascom Palmer Eye Institute. He is a Clinical Professor of Ophthalmology and Visual Science and Neurology at Yale and Clinical Professor of Neurology and Neurosurgery at the University of Connecticut School of Medicine.

Dr. Lesser was on the editorial board of the Journal of Neuro-Ophthalmology and is the former Chief of Neuro-Ophthalmology at Yale. He is a recipient of the American Academy of Ophthalmology Honor and Senior Honor Awards. He has received the Excellence in Clinical Teaching Award from the Department of Ophthalmology and Visual Science at Yale on four separate occasions. He is a fellow of the North American Neuro-Ophthalmology Society, the American Academy of Ophthalmology and former president of Yale Alumni in Ophthalmology.



Jonathan D. Trobe, MD

Professor of Ophthalmology and Neurology University of Michigan

I was born in Pittsburgh, Pennsylvania (USA) in 1943. At age 4, I moved with my family to Europe, where my father directed services to Holocaust survivors. I attended international schools in Vienna, Geneva, Rome, and Paris, graduating from high school in 1960.

In that year, I returned to the USA to attend Harvard College and Harvard Medical School, where I graduated in 1968. After a 1-year internship in internal medicine at Rush Presbyterian Medical School in Chicago, I began a 3-year residency in ophthalmology at the Wills Eye Institute in Philadelphia, where I served as chief resident in my final year.

From 1972 to 1974, I served as a major in the United States Air Force at Andrews Air Force Base, Washington, DC. With a plan to become a corneal surgeon, I entered a fellowship in corneal disease at the University of Florida. After serving on the faculty there for two years, I decided instead to become a neuro-ophthalmologist, doing a fellowship in that field at the University of Miami. In 1977, I returned to the University of Florida to direct the neuro-ophthalmology service. In 1983, I gave up my faculty position to complete a residency in neurology at the University of Miami.

After completing the neurology residency in 1986, I accepted a faculty position with joint appointments in ophthalmology and neurology at the University of Michigan, where I have been for 30 years. I am board-certified in ophthalmology and neurology. I have first-authored or co-authored over 150 peer-reviewed journal articles, first-authored or co-authored eight books, including The Physician's Guide to Eye Care (American Academy of Ophthalmology), The Field Guide to the Eyes (Lippincott); The Neurology of Vision (Oxford), Clinical Decisions in Neuro-Ophthalmology (Mosby), and Rapid Diagnosis in Neuro-Ophthalmology (Elsevier). I am the author of an online and mobile app program called The Eyes Have It. I am associate editor for ophthalmology of the online general medical resource called Up To Date and associate editor for neuro-ophthalmology of the online neurology resource called Medlink Neurology. I served as editor of The Journal of Neuro-Ophthalmology, the official journal of the North American Neuro-Ophthalmology Society, from 2001 to 2010.