

# THE VISION COUNCIL

The Vision Council represents the manufacturers, suppliers, providers and retailers in the vision community. We offer a wide variety of resources and tools to help our members succeed in their businesses, from research and training to industry networking events and consumer outreach.

## MEMBERSHIP APPLICATION

Company: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax\*: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*\* I understand that by providing the fax number above on behalf of my company/organization, I agree to receive faxes sent by or on the behalf of The Vision Council.*

Referred by: \_\_\_\_\_

### Division:

- |   |  |
|---|--|
| <input type="checkbox"/> Eyewear & Accessories (Frames) | <input type="checkbox"/> Optical Retail      |
| <input type="checkbox"/> Lab                            | <input type="checkbox"/> Sunglass & Reader   |
| <input type="checkbox"/> Lens                           | <input type="checkbox"/> Supplier (Services) |
| <input type="checkbox"/> Lens Processing Technology     | <input type="checkbox"/> Trade Media/Press   |
| <input type="checkbox"/> Low Vision                     | <input type="checkbox"/> Other               |

**Eyewear and Accessories Division:** Focuses on promoting eyewear as a fashion accessory, manufacturing standards and regulations and industry benchmarking.

**Lab Division:** Provides information, publications, education, and programs to help members operate and improve their business and their lab operations.

**Lens Division:** Creates standards and regulations, reviews lens-specific manufacturing issues and educates eye care professionals and consumers about lens technologies.

**Lens Processing Technology Division:** Monitors and establishes industry standards and creates industry-accepted compliance procedures.

**Low Vision Division:** Works to raise awareness of low vision rehabilitation among eye care professionals, visually impaired consumers and their caregivers.

**Optical Retail:** Provides information and programs to help members operate and improve their businesses in addition to supplier networking.

**Sunglass and Reader Division:** Promotes the fashion and function of sunwear and readers and provides guidance on standards and regulations.

**Trade Media Division:** Comprised of any person, firm or corporation providing trade media service to members of The Vision Council.

**Supplier Division:** Designed for any person, company or organization that provides business or partnership opportunities to members of The Vision Council and vision community, but do not otherwise fit into a specific division. Members include consultants, advisors, logistics, and more.

*(Please select all that may apply):*

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research            | <input type="checkbox"/> Regulatory Affairs                |
| <input type="checkbox"/> Finance/Administration     | <input type="checkbox"/> Tradeshows                        |
| <input type="checkbox"/> Technical Issues/Standards | <input type="checkbox"/> Sales & Marketing                 |
| <input type="checkbox"/> Public Relations/Brands    | <input type="checkbox"/> Professional Development/Training |
| <input type="checkbox"/> Product Development        |  |

### We sell/service the following products:

- |   |   |
|---|---|
| <input type="checkbox"/> Ophthalmic Frames (fronts and temples) | <input type="checkbox"/> Sunglasses                   |
| <input type="checkbox"/> Optical Instruments                    | <input type="checkbox"/> Spectacle Cases              |
| <input type="checkbox"/> Ophthalmic Lenses                      | <input type="checkbox"/> Contact Lenses               |
| <input type="checkbox"/> Optical Equipment                      | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Laboratories                           | _____   |

### Additional Company Contacts:

*(Please add any additional personnel on page 4 of this application)*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address 1 (if different from Key Contact): \_\_\_\_\_

Address 2: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*(Please select all that may apply):*

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research            | <input type="checkbox"/> Regulatory Affairs                |
| <input type="checkbox"/> Finance/Administration     | <input type="checkbox"/> Tradeshows                        |
| <input type="checkbox"/> Technical Issues/Standards | <input type="checkbox"/> Sales & Marketing                 |
| <input type="checkbox"/> Public Relations/Brands    | <input type="checkbox"/> Professional Development/Training |
| <input type="checkbox"/> Product Development        |  |



# MEMBERSHIP TYPES

(Please select one below):

**Full Member:** Available to any person, firm or corporation conducting business in North America whose primary business is the manufacturing, processing and/or distribution of optical equipment, frames, lenses, contact lenses and other eyewear and eyecare related products and/or services, and who exhibits at one trade event sponsored by The Vision Council each calendar year.

*Exhibit Information: Our company is a paid exhibitor at the following trade show:*

- Vision Expo East
- Vision Expo West

## Full Members Dues Structure

Annual Sales in North America	Dues Rate
\$2,000,000 and Below	\$1,000
\$2,000,001- \$3,000,000	\$1,500
\$3,000,001- \$5,000,000	\$2,000
\$5,000,001 - \$10,000,000	\$3,500
\$10,000,001 - \$15,000,000	\$5,000
\$15,000,001 - \$20,000,000	\$6,500
\$20,000,001 - \$25,000,000	\$8,000
\$25,000,001 - \$30,000,000	\$9,500
\$30,000,001 - \$35,000,000	\$11,000
\$35,000,001 - \$40,000,000	\$12,500
\$40,000,001 - \$45,000,000	\$14,000
\$45,000,001 - \$50,000,000	\$15,500
\$50,000,001 - \$55,000,000	\$17,000
\$55,000,001 - \$60,000,000	\$18,500
\$60,000,001 - \$65,000,000	\$20,000
\$65,000,001 - \$70,000,000	\$21,500
\$70,000,001 - \$75,000,000	\$23,000
\$75,000,001 - \$80,000,000	\$24,500
\$80,000,001 and above	\$25,000

**Associate Member:** Available to any person, firm or corporation who provides services to the optical industry, or any person, firm or corporation who meets the description of a Full Member but who is not a current exhibitor at a trade event sponsored by The Vision Council.

## Associate Members Dues Structure

Annual Sales in North America	Dues Rate
\$2,000,000 and Below	\$1,250
\$2,000,001- \$3,000,000	\$1,875
\$3,000,001- \$5,000,000	\$2,500
\$5,000,001- \$10,000,000	\$4,375
\$10,000,001- \$15,000,000	\$6,250
\$15,000,001- \$20,000,000	\$8,125
\$20,000,001- \$25,000,000	\$10,000
\$25,000,001- \$30,000,000	\$11,875
\$30,000,001- \$35,000,000	\$13,750
\$35,000,001- \$40,000,000	\$15,625
\$40,000,001- \$45,000,000	\$17,500
\$45,000,001- \$50,000,000	\$19,375
\$50,000,001- \$55,000,000	\$21,250
\$55,000,001- \$60,000,000	\$23,125
\$60,000,001- \$65,000,000	\$25,000
\$65,000,001- \$70,000,000	\$26,875
\$70,000,001- \$75,000,000	\$28,750
\$75,000,001- \$80,000,000	\$30,625
\$80,000,001 and Above	\$31,250

**Trade Media Member:** Available to any person, firm or corporation providing trade media service to Full or Associate Members of The Vision Council. Dues: \$3,000.



# MEMBERSHIP PAYMENT

**Primary Financial Contact** (for *The Vision Council* dues):

\_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Annual Sales (*confidential*): \_\_\_\_\_

Dues Rate: \_\_\_\_\_

**Billing** (*Please select one*):

Annual Billing

Check Payment (*Payable to The Vision Council*)

We hereby apply for membership as a full/associate/trade media member in The Vision Council and agree to abide by its bylaws, to comply with all provisions thereof and to pay all such dues and assessments as may be levied there under by action of the regular members. We certify that the above information is true and correct to the best of our knowledge.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



**Please remit completed application to:**

The Vision Council  
Attention: Member Services  
225 Reinekers Lane, Suite 700  
Alexandria, VA 22314

For added convenience, completed applications may be emailed to The Vision Council at [info@thevisioncouncil.org](mailto:info@thevisioncouncil.org) or faxed to 703.548.4580, Attention: Member Services.

Visit [www.thevisioncouncil.org/members](http://www.thevisioncouncil.org/members) to learn more about the wide variety of resources and tools available to help you succeed in your business.

# ADDITIONAL COMPANY CONTACTS

## 2-Additional Company Contacts:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address 1 (if different from Key Contact):  
\_\_\_\_\_  
Address 2:  
\_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

(Please select all that may apply):

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research                | <input type="checkbox"/> Regulatory Affairs                    |
| <input type="checkbox"/> Finance/Administration         | <input type="checkbox"/> Tradeshows                            |
| <input type="checkbox"/> Technical Issues/<br>Standards | <input type="checkbox"/> Sales & Marketing                     |
| <input type="checkbox"/> Public Relations/Brands        | <input type="checkbox"/> Professional Development/<br>Training |
| <input type="checkbox"/> Product Development            |  |

## 3-Additional Company Contacts:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address 1 (if different from Key Contact):  
\_\_\_\_\_  
Address 2:  
\_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

(Please select all that may apply):

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research                | <input type="checkbox"/> Regulatory Affairs                    |
| <input type="checkbox"/> Finance/Administration         | <input type="checkbox"/> Tradeshows                            |
| <input type="checkbox"/> Technical Issues/<br>Standards | <input type="checkbox"/> Sales & Marketing                     |
| <input type="checkbox"/> Public Relations/Brands        | <input type="checkbox"/> Professional Development/<br>Training |
| <input type="checkbox"/> Product Development            |  |

## 4-Additional Company Contacts:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address 1 (if different from Key Contact):  
\_\_\_\_\_  
Address 2:  
\_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

(Please select all that may apply):

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research                | <input type="checkbox"/> Regulatory Affairs                    |
| <input type="checkbox"/> Finance/Administration         | <input type="checkbox"/> Tradeshows                            |
| <input type="checkbox"/> Technical Issues/<br>Standards | <input type="checkbox"/> Sales & Marketing                     |
| <input type="checkbox"/> Public Relations/Brands        | <input type="checkbox"/> Professional Development/<br>Training |
| <input type="checkbox"/> Product Development            |  |

## 5-Additional Company Contacts:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address 1 (if different from Key Contact):  
\_\_\_\_\_  
Address 2:  
\_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

(Please select all that may apply):

### Professional Interests:

- |   |  |
|---|--|
| <input type="checkbox"/> Market Research                | <input type="checkbox"/> Regulatory Affairs                    |
| <input type="checkbox"/> Finance/Administration         | <input type="checkbox"/> Tradeshows                            |
| <input type="checkbox"/> Technical Issues/<br>Standards | <input type="checkbox"/> Sales & Marketing                     |
| <input type="checkbox"/> Public Relations/Brands        | <input type="checkbox"/> Professional Development/<br>Training |
| <input type="checkbox"/> Product Development            |  |