

## A CASE STUDY — Event Staging.

2005 Annual Meeting  
Medical Society of the State of New York

**How we deliver success  
each time, every time!**

We stage – with the experience to make it flawless – all kinds of events, from award dinners to large venue events with complete multimedia support.

With a thorough knowledge of room sizes, seating arrangements and equipment set-up and placement, we'll keep your audience focused like no one else.

‘ . . . I rely on their advice and professional judgment in all things concerning sound, projection, word processing . . . ’



MEDICAL SOCIETY OF THE STATE OF NEW YORK  
420 LAKEVILLE ROAD, P.O. BOX 5404, LAKE SUCCESS, N.Y. 11042  
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FAX: (516) 616-9285

May 19, 2005

David J. Foor  
President  
Visual Technologies  
1620 Burnet Avenue  
Syracuse, NY 13206-3525

Dear Mr. Foor:

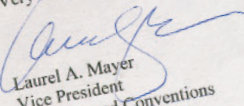
You will find enclosed the completed "post-meeting" survey which you sent – I have completed your survey with pleasure, but feel it does not do justice to Ken Powers and Don Farrington.

I felt you should know how very much I value the assistance these two gentlemen provide to me at our annual meeting each year. They are consummate professionals, demonstrate complete expertise and are totally familiar with their equipment. They consistently go the extra mile, demonstrate extraordinary patience both with me and my staff, and often suggest more efficient ways in which to do things. Because of this, I rely on their advice and professional judgment in all things concerning sound, projection, word processing etc.

Ken and Don have become much more than the "hired help" since we began utilizing Visual Technologies for our annual meeting in 1998. They are trusted colleagues and friends. Their good natured and easy going personalities really help my meetings go more smoothly – not only from an operations standpoint but from a mental health one as well. I consider them to be an invaluable and virtually irreplaceable part of our meetings.

Visual Technologies is indeed fortunate to have Ken and Don as a part of their team. I consider myself fortunate to have them working with us each year.

Very truly yours,

  
Laurel A. Mayer  
Vice President  
Meetings and Conventions

Enclosure

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**EVENT STAGING Annual Meetings.**



VIDEO PRODUCTION

**Conventions.**



**Award Dinners.**

SALES / RENTAL

**Trade Shows.**



VIDEO CONFERENCING

**VISUAL  
TECHNOLOGIES**