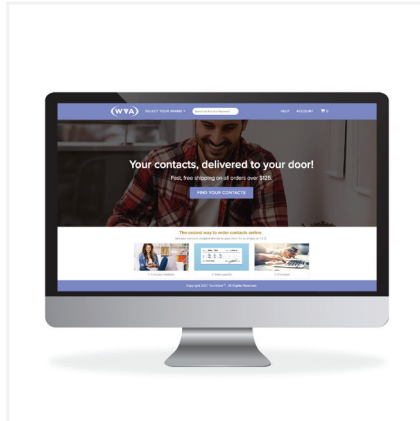


MARKETING

Services & Materials



DIGITAL • PRINT • CUSTOM DESIGNS

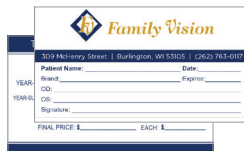
FAIT
DISTRIBUTION

CONTENT

Print Materials



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Custom Ship-To-Patient Invoice

Your Logo & Customized Message on ‘Ship to Patient’ Invoices

We have designed our STP invoices to look like they’re shipping directly from you. Your practice name, address, and logo are, prominently, displayed at the top of the invoice.

When your patients are ready to reorder, we want them to think of you first.

You can also create a customized message to remind your patients how much you appreciate serving them. Including spaces between words and lines). Your custom message is also a cost-effective way to run in-office promotions and drive sales!

YOUR PRACTICE NAME HERE
456 PROFESSIONAL BLVD
HOMETOWN, WI 53105
(800) 747-9000

JOHN DOE
123 PATIENT ST
HOMETOWN, WI 53105

Your Logo

YOUR PRACTICE'S NAME & INFO

QTY	POWER	DESCRIPTION
1	07145+0050-075K080	AIR OPTIX FOR ASTIGMATISM - 6 PK - PATIENT: JOHN DOE (R)
1	06142+0050	AIR OPTIX AQUA SPHERE - 6 PK - PATIENT: JOHN DOE (L)

"We sincerely thank you for choosing "Your Practice" for all your eye care needs. We look forward to seeing you at your next visit. We appreciate your continued business and your referrals!"

YOUR CUSTOM MESSAGE IS DISPLAYED HERE

ATTENTION: IF YOU ARE HAVING ANY OF THE FOLLOWING SYMPTOMS, REMOVE YOUR LENSES IMMEDIATELY AND CONSULT YOUR EYE CARE PRACTITIONER BEFORE WEARING YOUR LENSES AGAIN: UNEXPECTED EYE DISCOMFORT, VISION CHANGE, REDNESS, OR WEARING

Your message can be up to 9 lines long (with up to 79 characters per line).

Example “Thank You” Message:

"We sincerely thank you for choosing "Your Practice" for all your eye care needs. We look forward to seeing you at your next visit. We appreciate your continued business and your referrals!"

Example “Promo” Message:

"Bring in this packing slip and receive 10% off your next frame or sun wear purchase!"

To customize your STP invoices, simply email your logo and customized message to support@faitco.com with your account number as the subject line—we will do the rest!

PRICING

Custom STP: **FREE!**

Custom Removable Reorder Stickers

Convenient

Direct-to-patient marketing is made easy with these customized Reorder Labels.

Each time they reach for a new lens, the sticker will be a reminder to reorder from your office either by phone or online. Custom QR codes can be added to make it even easier.

The QR code is great option for those with a long URL. It takes them directly to the your custom YourStore™ order page.



Check off “Left” ☒ or “Right” ☒ for your patients to easily identify when they have different scripts in each eye.

Removable

The labels (2.6”x1”) are designed to be placed directly on the contact lens boxes. The labels can be easily removed from boxes to accommodate returns or exchanges.



Sticker Design Options

1

YOUR LOGO ☐ L ☐ R

To **REORDER**, call (123) 456-7890
or visit **www.yoursite.com**

- Your Logo
- Phone Number
- Website
- Left and Right Descriptors

2

YOUR LOGO ☐ L ☐ R

To **REORDER**, Scan QR Code
123.456.7890 | yoursite.com

- Your Logo
- Phone Number
- *and/or Website
- Left and Right Descriptors
- Custom QR Code links to your website

**Size of your name/ logo and length of your website address will slightly alter the designs.*

PRICING

120 sheets (30 stickers per sheet): **\$98.00**

No other quantities or pricing offered.

Custom Contact Lens Reorder Cards

Encouraging your patients to reorder their contact lenses directly from your office has never been easier! Simply provide Fait with your practice logo, contact information, and website address and we will print these customized Reorder Cards specifically for your office.

Ensuring each of your contact lens patients receives one of these cards during their appointment provides them with all the information they need to reorder their lenses by calling your office or visiting your website.

Front



Back Design Options



PRICING

250: \$50.00

500: \$70.00

1,000: \$85.00

Custom Text2Order Cards

NEW

Remind Your patients just how easy it is to reorder their contact lenses with Text2Order. They won't even need their prescription information after you get them enrolled!

The front of the card includes your logo and business information. The back of the card is your walking billboard for the Text2Order feature.

Front



Choose from two options

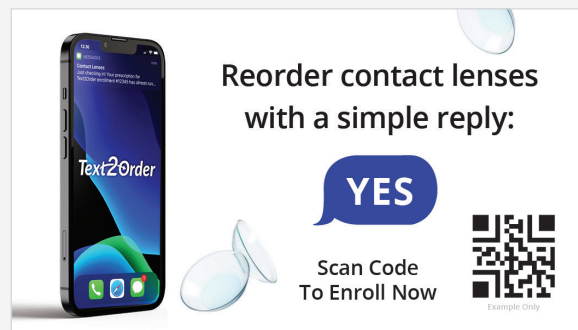
- 1) includes your website address , or
- 2) has a Custom QR code that leads directly to your website.

Back Design Options

1



2



PRICING

250: \$50.00

500: \$70.00

1,000: \$85.00

Custom Annual Supply Savings Cards

Unfortunately patients sometimes just want their prescription. Oftentimes this is because they think that they can get their contact lenses for less online or elsewhere.

Send them home with this annual supply savings card so that they can compare and see how much they will actually save from your office.

Front

	
TELEPHONE 262.747.9000	ADDRESS 309 McHENRY ST. BURLINGTON, WI 53105
WEBSITE WWW.FAMVIS.COM	

Back

FAMILY VISION ANNUAL SUPPLY SAVINGS	
PRODUCT: _____	
YEAR-SUPPLY COST: \$ _____	EACH: \$ _____
YEAR-SUPPLY DISCOUNT: \$ _____	
MFG REBATE: \$ _____	
INSURANCE DISCOUNT: \$ _____	
FINAL PRICE: \$ _____	EACH: \$ _____

PRICING

250: **\$50.00**

500: **\$70.00**

1,000: **\$85.00**


Other quantities are available

Custom Prescription / Annual Supply Hybrid Cards

Taking the perks from our contact lens reorder cards and our annual supply cards, we've created an extremely handy, hybrid card, which allows for multiple facets of valuable information to be held on one card!

Essential contact information and prescription details display on the front, while annual supply details display on the back!

Front

 Family Vision	
309 McHenry Street Burlington, WI 53105 (262) 763-0117	
Patient Name: _____	Date: _____
Brand: _____	Expires: _____
OD: _____	
OS: _____	
Signature: _____	

Back

TO ORDER, VISIT WWW.FAMVIS.COM	
PRODUCT: _____	
YEAR-SUPPLY COST: \$ _____	EACH: \$ _____
YEAR-SUPPLY DISCOUNT: \$ _____	
MFG REBATE: \$ _____	
FINAL PRICE: \$ _____	EACH: \$ _____

PRICING

250: **\$50.00**

500: **\$70.00**

1,000: **\$85.00**

Other quantities are available

Custom YourStore™ Counter Cards

Custom-designed and laminated, these counter cards are a great way to let your patients know that they can reorder their contact lenses online through your office!

Put these on any table or counter for an instant advertisement! Stand with adhesive strip included.



PRICING

1-8 Counter Cards: **\$10.00 each**

9+ Counter Cards: **\$8.00 each**

Custom EyeSubscribe™ Counter Cards

These EyeSubscribe™ counter cards are a great way to let your patients know that they can receive recurring contact lens shipments exactly as they need them, right to their door.

These are the perfect visual for waiting rooms or for table or counterspace in your practice.

Stand with adhesive strip included. Select from one of the three below offered layout options!

Partner one of these with a Counter Card to promote your YourStore™ or Text2Order and you're fully covered!

Design Options

1



2



PRICING

1-8 Counter Cards: **\$10.00 each**

9+ Counter Cards: **\$8.00 each**

Text2Order Counter Cards

These Text2Order counter cards are a fantastic way to let your contact lens patients know that you offer a texting service that prompts them to reorder, all via text! Put these on any table or counter to capture patient enrollment during checkout.

Choose from the two ready to print options below. OR - choose a customizable option and we will add your logo and website information!

Design Options

1



Text2Order
ALWAYS ON THE GO? WE'LL TEXT YOU!
Reorder **contact lenses** with a simple reply:

YES

With **Text2Order**, simply reply **"YES"** back to confirm your order.

Your contacts will be delivered to your door, right on time.

You can even pause a shipment if needed. We'll text a reminder later.

Scan QR Code with your phone's camera to view video



The easiest way to re-order contacts.

2

NEW



Always On The Go?
We'll Text You!
Reorder contact lenses with a simple reply:

YES

Your contacts will be delivered to your door, right on time.
You can even pause a shipment if needed. We'll text a reminder later.

Text2Order 
The easiest way to re-order contacts.

Ask Us How to Enroll Today

PRICING

1-8 Counter Cards: **\$10.00 each**

9+ Counter Cards: **\$8.00**

Custom Text2Order Counter Cards

NEW

Design Options

4



Always on the go?
We'll Text you!

Reorder **contact lenses** with a simple reply:

YES

With **Text2Order**, simply reply "YES" back to confirm your order. Your contacts will be delivered to your door, right on time.

You can even pause a shipment if needed. We'll text a reminder later.



Scan Code
To View Video



Visit

5



Never run out of
contacts again.

Reorder **contact lenses**
with a simple reply:

YES

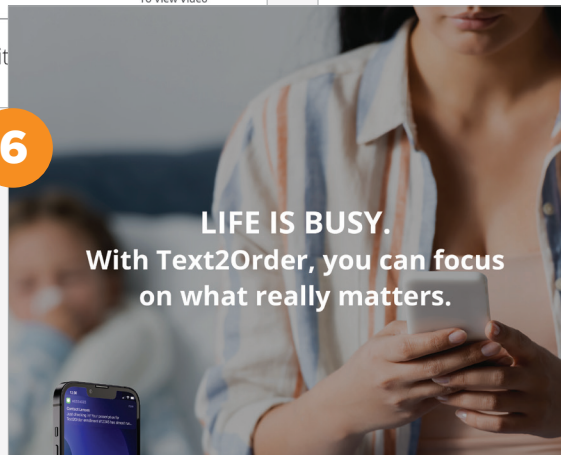
With **Text2Order**, simply reply "YES" back to confirm your order. Your contacts will be delivered to your door, right on time.

You can even pause a shipment if needed. We'll text a reminder later.



Visit **famvis.com** To Enroll

6



LIFE IS BUSY.
With **Text2Order**, you can focus
on what really matters.

The easiest way to re-order **contact lenses**.

We will send you a Reorder text.

Simply reply: YES

Your contacts will be delivered to your door, right on time.
You can even pause a shipment if needed. We'll text a reminder later.



Visit **famvis.com** To Enroll

Your
Logo &
Website



PRICING

1-8 Counter Cards: **\$10.00 each**

9+ Counter Cards: **\$8.00**

Text2Order/Eyesubscribe Hybrid Counter Card

Your retail and counter space is valuable. Save some space with this Hybrid Counter Card that gives both options of EyeSubscribe and Text2Order on one card.

EyeSubscribe™ & Text2Order
hybrid design



Subscription-based contact lens renewal.

**ORDERING CONTACT LENSES
IS TRULY AS SIMPLE AS...**

1



2



3



Contacts at your door, right on time. Your eyes will thank you.

Never run out of contacts again with the convenience and dependability of EyeSubscribe. Sign up to receive contacts delivered directly to you.

No need to keep track of when to reorder — we'll send you exactly what you need, when you need it. You can even pause a shipment.

Sign up today!

Yes, it's *that* easy.

Text2Order

Reorder contact lenses with a simple reply.

**ALWAYS ON THE GO?
WE'LL TEXT YOU.**

YES

Ask us how.

With **Text2Order**, simply reply "YES" back to our text to confirm your order.

Your contacts will be delivered to your door, right on time.

You can even pause a shipment if needed. We'll text a reminder later.

NEW!
Text2Order



Your Contacts, Delivered At Your Convenience

PRICING

1-8 Counter Cards: **\$10.00 each**

9+ Counter Cards: **\$8.00**

Logo Design

Your image is a crucial component when marketing your business since patients associate your logo with your services. A great logo creates visibility and credibility, helping your business grow and achieve success. Our design team has the expertise to create a logo that is uniquely yours.

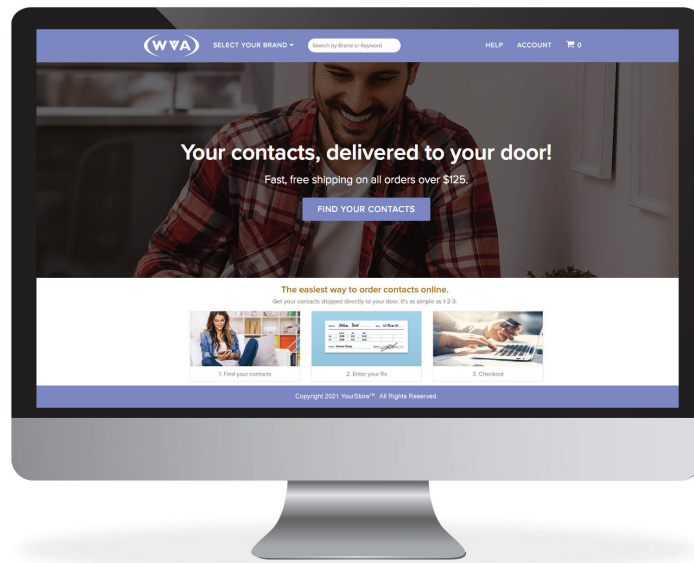


PRICING

Up to Two Logo design options, with two complimentary adjustments to the chosen design, if needed: **\$100.00** | Additional Changes: **\$50.00 each**

Website Design

Your number one way to communicate with your patients 24 hours a day, 7 days a week is through your website. Advertise your services and give potential patients information on who you are and why they should choose your practice.



First Three Pages **\$500.00**
Additional Pages: **\$75.00 each**

Hosting & Domain Name: **\$125.00**
Updates: **\$50.00 hourly**

Already have a website?

We can only make adjustments to websites we have constructed by our Fait marketing team. Any website we have not created the design files for - cannot be edited by us.

If you choose to start fresh with a brand new, Fait - created website, you can rest easy knowing the hosting of your website and domain can be taken care of and monitored on a regular basis.

Additionally, any and all updates or modifications would be addressed in a professional, timely fashion.