INDUSTRY PARTNER PACKAGE

OCTOBER 19-22, 2023
OREGON CONVENTION CENTER
PORTLAND, OREGON

RENEW FRESH FOCUS
GWCO 2023 CONGRESS

RESERVE YOUR SPONSORSHIP PACKAGE AND BOOTH TODAY!

OCTOBER 19-22, 2023
OREGON CONVENTION CENTER
PORTLAND, OREGON
GWCO CONGRESS IS YOUR OPPORTUNITY TO
ATTRACTION AND INFLUENCE attendees at every stage of their career — from students and entry-level optometrists to leaders in the field
DISCOVER new clients and untapped business opportunities
MEET new collaborators and reconnect with colleagues
NETWORK in the Exhibit Hall Marketplace, during receptions and social events, and at a multitude of other Congress events and activities
SUCCEED alongside nearly 100 returning sponsors and exhibitors and leave with a newfound respect for what the GWCO Congress can enable your company to accomplish

DON’T MISS YOUR OPPORTUNITY TO BE SEEN!

RESERVE YOUR SPONSORSHIP PACKAGE AND BOOTH TODAY!
Sign up at: WWW.GWCO.ORG/INDUSTRY-PARTNERS

Enhance your visibility at the Great Western Council of Optometry Annual Congress, one of the premier events for optometric professionals to gather for education seminars, networking, product and service shopping. A veritable social register of Optometric Industry key players, do not miss this chance for your products, services, and research to grab the attention of more than 350 attendees.

WHO WILL SEE YOU AT GWCO CONGRESS?
GWCO Congress Represents optometrists at every stage of their career — from students and entry-level to leaders in the field

58% Optometrists
23% Students
19% Office Staff

YOU WILL MEET ODS AND STUDENTS REPRESENTING 12 STATES

ALASKA  COLORADO  NEVADA  UTAH
ARIZONA  HAWAII  NEW MEXICO  WASHINGTON
CALIFORNIA  IDAHO  OREGON  WYOMING

GWCO IS A NONPROFIT ORGANIZATION THAT
• Provides a common voice for members within organized optometry
• Provides financial support to 12 member state associations
• Enhances professional development
• Facilitates communication

Through the sustained and important contributions of its partners in seeing the Optometric Industry thrive, GWCO has given back more than $2,000,000 in non-dues revenue to its member states since 1997!
**SPONSORSHIP LEVELS**

Being a GWCO Congress sponsor is the most effective way to show your potential/current customers that you support GWCO and the Optometric Industry. Sponsorship maximizes your presence at Congress.

Sponsorship levels and grants are determined and recognized independently. Sponsor recognition levels include contributions that directly reduce fixed/standard Congress expenses (e.g., items, events, and in-kind contributions approved by GWCO). Exhibit space and advertising in the onsite manual do not count toward sponsor level recognition.

### BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth</td>
<td>Corner Booth</td>
<td>Corner Booth</td>
<td>Standard Booth</td>
<td>50% off Standard Booth</td>
<td>PDF and One Link to be Provided Two Weeks Prior to Email Send Date</td>
<td></td>
</tr>
<tr>
<td>One Email Sent to Attendees from GWCO on Behalf of the Sponsor</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Collateral for Attendee Bag</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>To be Shipped to the Congress Decorator by September 28</td>
</tr>
<tr>
<td>Shout-Out/Mention in a Push Notification in the Mobile App</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Shout-Out/Mention on Social Media</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Additional Booth Representative (Includes Meals, Does not Include Access to Educational Sessions)</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>Contract Information due by September 15, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member State Leadership Contact Information</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Delivered by September 15, 2023</td>
</tr>
<tr>
<td>Featured Exhibitor in Mobile App</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Slide Show Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Logo Delivered by August 17</td>
</tr>
<tr>
<td>Company Logo Linked on Website Homepage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Logo Delivered by August 17</td>
</tr>
<tr>
<td>Company Logo on Sponsor Signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Logo Delivered by August 17</td>
</tr>
<tr>
<td>Company Logo on On-Site Manual</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Logo Delivered by August 17</td>
</tr>
<tr>
<td>Company Recognized and Linked in All Event Emails</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Logo Delivered by August 17</td>
</tr>
</tbody>
</table>

*Recognition of benefits contingent on full payment.

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*Logo must be delivered in vector format; .eps, .ai, .svg file or a .jpg or .png that is 900px or larger.

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**DATES & DEADLINES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, February 10</td>
<td>2022 Sponsor/Exhibitors Discounted Booth Rates Offered Through February 10, 2023</td>
</tr>
<tr>
<td>Sunday, February 11 – Tuesday, August 1</td>
<td>2023 Early Bird Booth Rate</td>
</tr>
<tr>
<td>Tuesday, August 1 – Friday, September 15</td>
<td>2023 Regular Booth Rate and End of Online Registration</td>
</tr>
</tbody>
</table>
| Thursday, August 17   | Promotional Material Artwork Due*  
Advertising Space Reservations  
Ad Copy for Onsite Manual  
Branding Seminar Details  
Company Logo (Prior Submission with Sponsor Reservation Requested)  
Customized Email Content to GWCO (500-1,000 Words, up to 3 Links, and up to 2 Images)  
Onsite Signage Artwork |
| Friday, September 15  | Attendee Pre-registration list distributed  
Member State Leadership Contact Information distributed |
| Thursday, September 28| Collateral Material to be shipped to Congress Decorator |
| Thursday, October 19 – Sunday, October 22 | GWCO Congress 2023 |
| Friday, October 20 – Saturday, October 21 | Exhibit Hall Marketplace Open |
| Friday, November 3    | Attendee Post-Event List Distributed |

*Recognition of benefits contingent on full payment.
## GWCO 2023 Congress

**Great Western Council of Optometry**

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### Be Seen at Events and Activities

GWCO offers a variety of special event sponsorship opportunities to increase your exposure and reflect your level of commitment to the optometric profession. Available on first come, first served basis.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>RATE</th>
<th>DAY(S)</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Refreshments (Three available)</td>
<td>$1,750</td>
<td>Thursday</td>
<td>Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 300+ Attendees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friday</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td></td>
</tr>
<tr>
<td>PM Refreshments (Three available)</td>
<td>$1,750</td>
<td>Thursday</td>
<td>Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 300+ Attendees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friday</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Refreshments (One available)</td>
<td>$4,500</td>
<td>Friday</td>
<td>Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 300+ Attendees</td>
</tr>
<tr>
<td>Vendor Breakfast (Four available*)</td>
<td>$3,500 per 12 mins.</td>
<td>Thursday</td>
<td>Vendor Breakfast (4 Available*) *Single company limit 2. Offers sponsors the opportunity to address attendees for 12 minutes over breakfast, 7:00AM – 8:00AM. Reach = 50-75 Attendees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friday</td>
<td></td>
</tr>
</tbody>
</table>
| Lunch Seminars (Six standard 1-hour seminars available) | $10,000 | Thursday   | Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. Standard Seminars:  
• 3 available on Thursday, 12:00 PM – 1:00 PM  
• 3 available on Friday, 12:00 PM – 1:00 PM  
Standard Seminar Reach = 75 Attendees |
|                                          |           | Friday     |                                                             |

### Event Rates Day(s) Description

**Presidents’ Council**

- **Rate:** $6,000
- **Day(s):** Thursday, Friday, Saturday*
- **Description:** Sponsorship is for all days and includes the opportunity to address the Presidents’ Council for 10 minutes. *Presidents’ Council schedule still to be determined.
- **Reach:** 60+ Organization Leaders

**Welcome Reception**

- **Rate:** $10,000
- **Day(s):** Thursday
- **Description:** Welcome Reception held at end of day and includes 5-10 minute presentation.
- **Reach:** 300+ Attendees

**Exhibit Hall Marketplace Ribbon Cutting**

- **Rate:** $10,000
- **Day(s):** Friday
- **Description:** Offers 5-10 minutes to address the attendees just prior to the ribbon cutting and opening of the Exhibit Hall Marketplace.
- **Reach:** 300+ Attendees

**President’s Reception**

- **Rate:** $10,000
- **Day(s):** Saturday
- **Description:** Offers the opportunity to address attendees for 5-10 minutes.
- **Reach:** 300+ Attendees

**Portland Outing**

- **Rate:** $15,000
- **Day(s):** Friday
- **Description:** Take the GWCO attendees out on the town in Portland. The sponsor is responsibility for coordinating this event.
- **Reach:** 100 Attendees

### Student Program Sponsorships & Travel Grants

**AM Program**

- **Rate:** $6,000
- **Day(s):** Saturday
- **Description:** Offers sponsor the opportunity to provide educational content to future optometric professionals. Reach = 75 Students

**Lunch**

- **Rate:** $5,000
- **Day(s):** Saturday
- **Description:** Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. Reach = 75 Students

**PM Program**

- **Rate:** $6,000
- **Day(s):** Saturday
- **Description:** Offers sponsor the opportunity to provide educational content for future professionals. Reach = 75 Students

**Dr. Harue J. Marsden Student Scholarship Donation**

- **Rate:** $3,000
- **Day(s):** N/A
- **Description:** Give a deserving student the opportunity to attend GWCO Congress.
**Digital Promotion**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Description</th>
<th>Reach</th>
<th>Rate</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App Sponsor</td>
<td>Put your brand front and center and make a stronger first impression. Get the attention of attendees by having this exclusive ad.</td>
<td>300+</td>
<td>$6,000</td>
<td>August 17</td>
</tr>
<tr>
<td>Wireless Internet Connection</td>
<td>As the sponsor of the wireless internet, attendees will be directed to your company website each time the wireless internet is accessed inside the Oregon Convention Center.</td>
<td>300+</td>
<td>$8,500</td>
<td>August 17</td>
</tr>
<tr>
<td>Customized Email to Attendees</td>
<td>Target registered attendees by sending them a custom email from GWCO. (500-1,000 words, up to 3 links, and up to 2 images)</td>
<td>300+</td>
<td>$500</td>
<td>August 17</td>
</tr>
<tr>
<td>Customized Ad</td>
<td>Add to your exhibitor or sponsor listing in the 2023 GWCO Congress App.</td>
<td>300+</td>
<td>$500</td>
<td>August 17</td>
</tr>
</tbody>
</table>

**Signage Promotion**

<table>
<thead>
<tr>
<th>Signage</th>
<th>Location</th>
<th>Rate</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>3’ x 6’ Double-Sided Panel Sign</td>
<td>Oregon Convention Center</td>
<td>$1,000</td>
<td>August 17</td>
</tr>
<tr>
<td>Water Cooler Station</td>
<td>Oregon Convention Center (Stations throughout the event space)</td>
<td>$1,750</td>
<td>August 17</td>
</tr>
</tbody>
</table>

**Promotional Items**

Create a lasting impression by providing attendees with promotional items to use at the Congress, as well as take back to their offices. Promotional merchandise is an easy and cost-effective way to boost your brand awareness and get your name out there.

You supply your logo/artwork and GWCO will handle the rest! GWCO reserves the right to have the GWCO logo and or Congress logo accompany sponsor logos. If sponsor chooses to provide/purchase items, such items must be provided in advance of the Congress and sponsor rate/fee remains.

<table>
<thead>
<tr>
<th>Item Sponsorship</th>
<th>Amount</th>
<th>Rate</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pens</td>
<td>1,000</td>
<td>$750</td>
<td>August 17</td>
</tr>
<tr>
<td>Customized Hotel Key Cards</td>
<td>500</td>
<td>$1,000</td>
<td>August 17</td>
</tr>
<tr>
<td>Reusable Water Bottles</td>
<td>1,000</td>
<td>$2,000</td>
<td>August 17</td>
</tr>
<tr>
<td>Name Badge Lanyard</td>
<td>1,500</td>
<td>$3,500</td>
<td>August 17</td>
</tr>
<tr>
<td>Umbrellas</td>
<td>500</td>
<td>$3,500</td>
<td>August 17</td>
</tr>
<tr>
<td>Congress Tote Bags</td>
<td>1,300</td>
<td>$5,000</td>
<td>August 17</td>
</tr>
</tbody>
</table>
On the Exhibit Hall Marketplace floor, exhibitors will have the opportunity to meet face-to-face with optometric professionals that are moving their practice and the Optometric Industry forward. The GWCO Congress’ non-compete hours enable exhibitors to have the undivided attention of attendees, as well as allow exhibitors the opportunity to participate in all scheduled events alongside attendees.

**EXHIBIT HALL MARKETPLACE HOURS**
Friday, October 20 | 2:00 – 4:00pm  
Saturday, October 21 | 9:30 - 11am & 12:00 - 2:00pm  
(All exhibit hours are non-compete)

**EXHIBIT MOVE IN/OUT HOURS**
In: Friday, October 20 | 7:00am – 12:30pm  
Out: Saturday, October 21 | 2:30 – 7:00pm

**SHOW LOCATION**  
Oregon Convention Center, Portland Ballrooms

**ACCOMMODATIONS**  
Visit: www.GWCO.org

**SHOW THEME**  
Renew, Refresh, Refocus

**BEST BOOTH CONTEST**  
Prizes will be given to the best of show booth.

**SHOW SPECIALS**  
Exhibitors are encouraged to provide show specials to increase logo branding, entice booth traffic, and generate sales/membership.

**DOOR PRIZES**  
Exhibitors may provide a door prize to be given away during exhibit hours. Please indicate on your registration form whether or not you will give away a door prize.

**EXHIBIT HALL DECORATOR**  
Fern Expositions  
6700 NE 59th Pl, Portland, OR 97218  
Tel: 503.228.6800  Fax: 503.228.6808  
www.fernexpol.com

**EXHIBIT HALL SERVICES**  
Exhibitor service kits will be e-mailed upon full payment of your registration fee. Payment in full of the exhibit fee is due at time of reservation. No refunds will be given.

- Exhibitors not wearing name badges will be denied access to the Exhibit Hall.
- Helium balloons are not allowed in the Oregon Convention Center. Penalty fees apply.
- No outside food and beverage (including water bottles). Small candies are allowed.
- All items brought to the Exhibit Hall must be properly disposed of or taken with you. Penalty fees apply.
- GWCO reserves the right to change booth assignments as deemed necessary.
- Exhibit booth space is non-refundable.
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QUESTIONS?
Questions regarding sponsorship or exhibiting, contact the GWCO Office at:

Email: sbarrett@gwco.org | Phone: (503) 546-0110
9600 SW Oak Street, Ste 565 | Tigard, Oregon 97223
www.gwco.org