



**Great Western Council  
of Optometry**

INDUSTRY PARTNER PACKAGE



**RE NEW  
FRESH  
FOCUS**

---

**GWCO 2023 CONGRESS**

**RESERVE YOUR SPONSORSHIP PACKAGE  
AND BOOTH TODAY!**

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

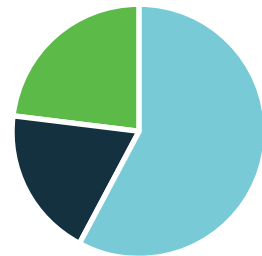
**RESERVE YOUR SPONSORSHIP PACKAGE AND BOOTH TODAY!**  
Sign up at:

**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    |

**DON'T MISS YOUR OPPORTUNITY TO BE SEEN!**

**GWCO CONGRESS IS YOUR OPPORTUNITY TO**

**ATTRACT 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

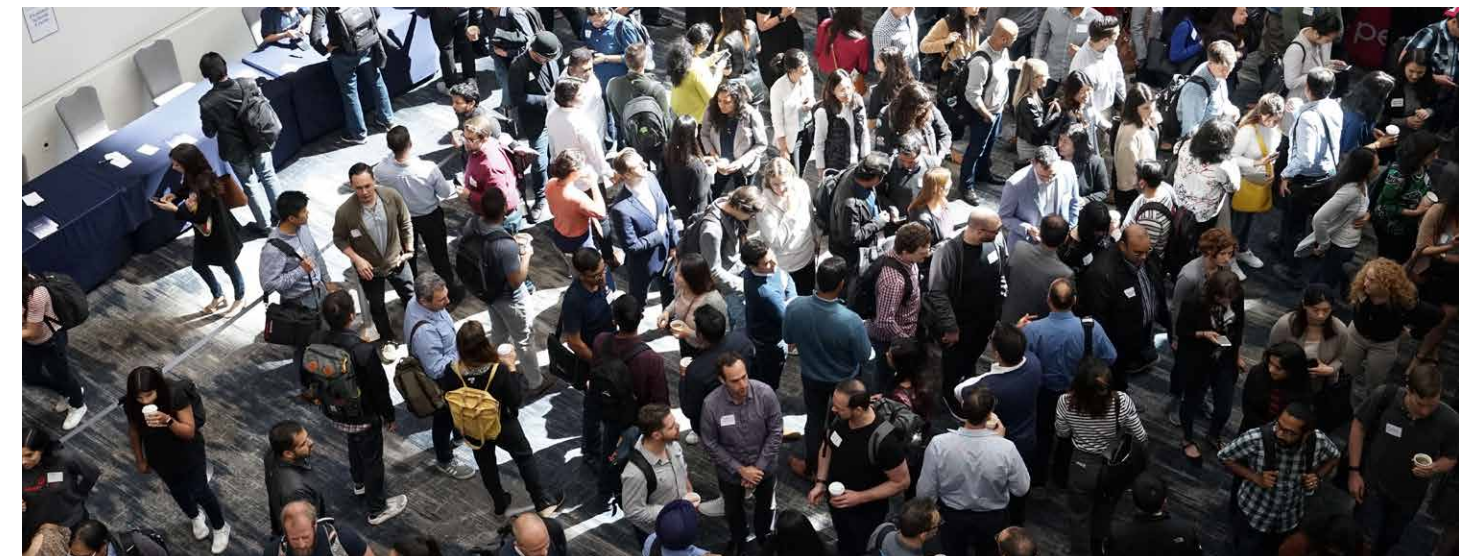
**NETWORK** in the Exhibit Hall Marketplace, during receptions and social events, and at a multitude of other Congress events and activities

**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

**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!



## DATES & DEADLINES

<b>Friday, February 10</b>	2022 Sponsor/Exhibitors Discounted Booth Rates Offered Through February 10, 2023
<b>Sunday, February 11 – Tuesday, August 1</b>	2023 Early Bird Booth Rate
<b>Tuesday, August 1 – Friday, September 15</b>	2023 Regular Booth Rate and End of Online Registration
<b>Thursday, August 17</b>	Promotional Material Artwork Due <sup>†</sup> 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
<b>Friday, September 15</b>	Attendee Pre-registration list distributed Member State Leadership Contact Information distributed
<b>Thursday, September 28</b>	Collateral Material to be shipped to Congress Decorator
<b>Thursday, October 19 – Sunday, October 22</b>	GWCO Congress 2023
<b>Friday, October 20 – Saturday, October 21</b>	Exhibit Hall Marketplace Open
<b>Friday, November 3</b>	Attendee Post-Event List Distributed

<sup>†</sup>Logo must be delivered in vector format; .eps, .ai, or .svg file or a .jpg or .png that is 900px or larger.

## 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	DIAMOND \$25,000+	PLATINUM \$20,000+	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	DEADLINE
<b>Exhibit Booth</b>	Corner Booth	Corner Booth	Standard Booth	50% off Standard Booth		
<b>One Email Sent to Attendees from GWCO on Behalf of the Sponsor</b>	✓					PDF and One Link to be Provided Two Weeks Prior to Email Send Date
<b>Collateral for Attendee Bag</b>	✓					To be Shipped to the Congress Decorator by September 28
<b>Shout-Out/Mention in a Push Notification in the Mobile App</b>	✓	✓				N/A
<b>Shout-Out/Mention on Social Media</b>	✓	✓				N/A
<b>Additional Booth Representative</b> (Includes Meals, Does not Include Access to Educational Sessions)	One	One	One			Contract Information due by September 15, 2023
<b>Member State Leadership Contact Information</b>	✓	✓	✓			Delivered by September 15, 2023
<b>Featured Exhibitor in Mobile App</b>	✓	✓	✓	✓		N/A
<b>Slide Show Recognition</b>	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
<b>Company Logo Linked on Website Homepage</b>	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
<b>Company Logo on Sponsor Signage</b>	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
<b>Company Logo on On-Site Manual</b>	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
<b>Company Recognized and Linked in All Event Emails</b>	Logo	Logo	Name	Name	Name	Logo Delivered by August 17

\*Recognition of benefits contingent on full payment.

# 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.

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

EVENT	RATE	DAY(S)	DESCRIPTION
<b>Presidents' Council (One available)</b>	\$6,000	Thursday Friday Saturday*	Sponsorship is for all days and includes the opportunity to address the Presidents' Council for 10 minutes. *Presidents' Council schedule still to be determined. <b>Reach = 60+ Organization Leaders</b>
<b>Welcome Reception (One available)</b>	\$10,000	Thursday	Welcome Reception held at end of day and includes 5-10 minute presentation. <b>Reach = 300+ Attendees</b>
<b>Exhibit Hall Marketplace Ribbon Cutting (One available)</b>	\$10,000	Friday	Offers 5-10 minutes to address the attendees just prior to the ribbon cutting and opening of the Exhibit Hall Marketplace. <b>Reach = 300+ Attendees</b>
<b>President's Reception (One available)</b>	\$10,000	Saturday	Offers the opportunity to address attendees for 5-10 minutes. <b>Reach = 300+ Attendees</b>
<b>Portland Outing</b>	\$15,000	Friday	Take the GWCO attendees out on the town in Portland. The sponsor is responsibility for coordinating this event. <b>Reach = 100 Attendees</b>
STUDENT PROGRAM SPONSORSHIPS & TRAVEL GRANTS			
<b>AM Program (One available)</b>	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content to future optometric professionals. <b>Reach = 75 Students</b>
<b>Lunch (One available)</b>	\$5,000	Saturday	Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. <b>Reach = 75 Students</b>
<b>PM Program (One available)</b>	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content for future professionals. <b>Reach = 75 Students</b>
<b>Dr. Harue J. Marsden Student Scholarship Donation</b>	\$3,000	N/A	Give a deserving student the opportunity to attend GWCO Congress.



# BE SEEN ON PROMOTIONS

## DIGITAL PROMOTION

PLACEMENT	DESCRIPTION	REACH	RATE	DEADLINE
<b>Mobile App Sponsor (One available)</b>	Put your brand front and center and make a stronger first impression. Get the attention of attendees by having this exclusive ad.	300+	\$6,000	August 17
<b>Wireless Internet Connection (One available)</b>	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.	300+	\$8,500	August 17
<b>Customized Email to Attendees (Six available)</b>	Target registered attendees by sending them a custom email from GWCO. (500-1,000 words, up to 3 links, and up to 2 images)	300+	\$500	August 17
<b>Customized Ad</b>	Add to your exhibitor or sponsor listing in the 2023 GWCO Congress App.	300+	\$500	August 17

## SIGNAGE PROMOTION

SIGNAGE	LOCATION	RATE	ARTWORK DEADLINE
<b>3' x 6' Double-Sided Panel Sign</b>	Oregon Convention Center	\$1,000	August 17
<b>Water Cooler Station (One available)</b>	Oregon Convention Center (Stations throughout the event space)	\$1,750	August 17

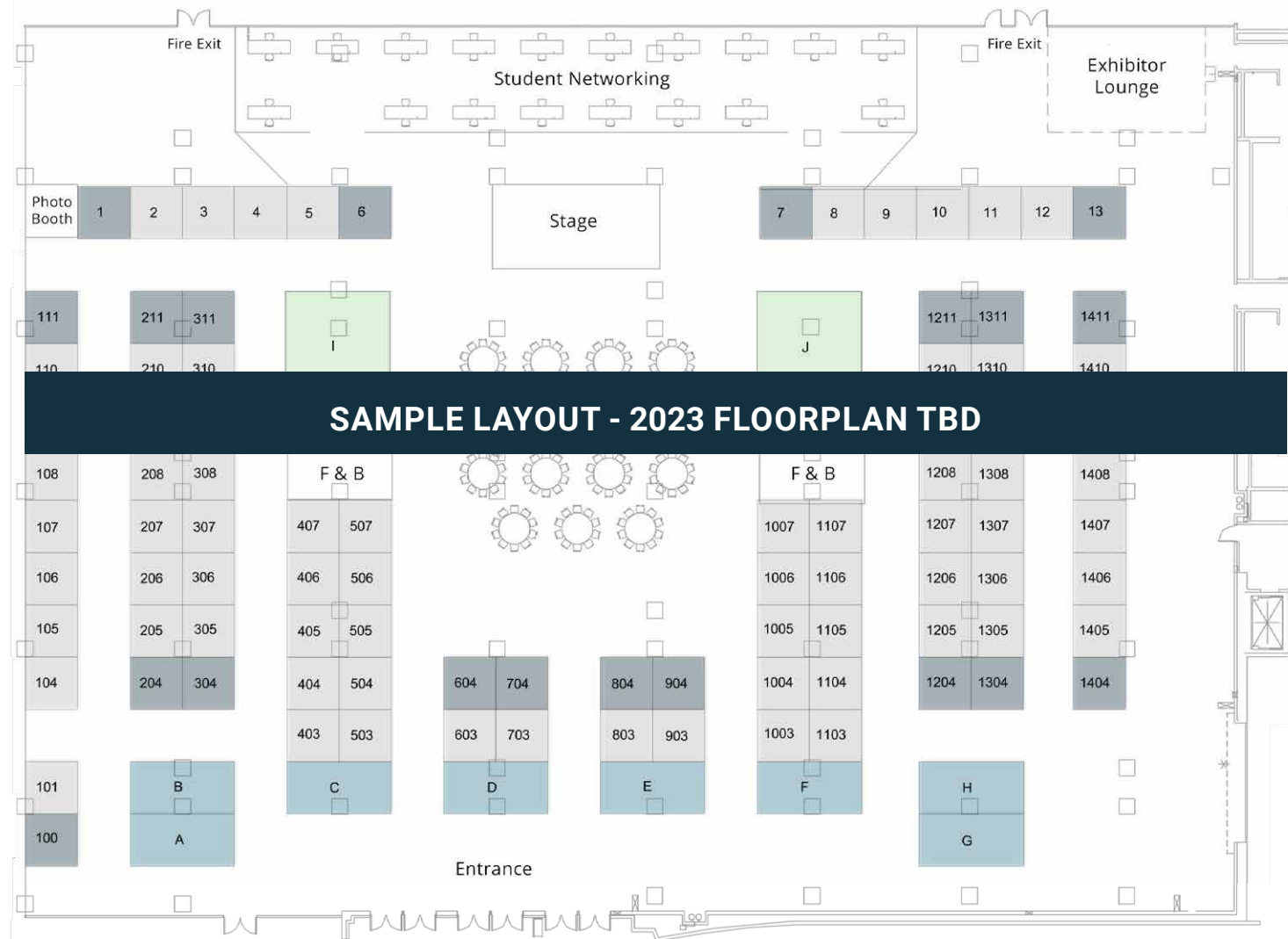
## PROMOTIONAL ITEMS

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.

ITEM SPONSORSHIP (One available for each)	AMOUNT	RATE	ARTWORK DEADLINES
<b>Pens</b>	1,000	\$750	August 17
<b>Customized Hotel Key Cards</b>	500	\$1,000	August 17
<b>Reusable Water Bottles</b>	1,000	\$2,000	August 17
<b>Name Badge Lanyard</b>	1,500	\$3,500	August 17
<b>Umbrellas</b>	500	\$3,500	August 17
<b>Congress Tote Bags</b>	1,300	\$5,000	August 17

# VENUE MAP & FLOORPLAN



**SAMPLE LAYOUT - 2023 FLOORPLAN TBD**

## BOOTH RATES

BOOTH	FEATURES	2022 RATE Through 2/11/2023	EARLY BIRD Through 7/8/2023	STANDARD Through 9/16/2023
<b>Standard</b>	Most Economical	\$1,700	\$1,800	\$2,000
<b>Corner</b>	Attract attendees from two sides	\$1,950	\$2,050	\$2,300
<b>Premium Entry (Booths A-H)</b>	Larger floor space. Impress attendees as they walk in the door	\$3,275	\$3,400	\$3,800
<b>Platinum Island (Booths I-J)</b>	Largest floor space. Open on all four sides. Food and drink area adjacent	\$4,920	\$5,200	\$5,600
<b>Additional Representative</b>		\$100 each		

# DETAILS

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](http://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](http://www.fernexpol.com)

## BOOTH PROVISION DETAILS

- One professionally draped booth
- One 8' professionally draped table
- Two chairs
- One 7" x 44" booth identification sign
- Two name badges/10 SF (additional at \$100 each)
- Saturday lunch provided

Please note that due to fire marshal regulations, you will not be allowed to have any exhibit materials outside your designated booth area. This will be strictly enforced.

## SECURITY

Entrance to the exhibit hall will be by official GWCO badge only. **BADGES MUST BE WORN AT ALL TIMES.** GWCO will provide reasonable security during the show and overnight on Friday, but cannot be responsible for exhibitors' possessions. It remains exhibitor's responsibility to protect their equipment and materials. GWCO assumes no liability for loss.

## 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.

# RE NEW FRESH FOCUS

GWCO 2023 CONGRESS

RESERVE YOUR SPONSORSHIP PACKAGE  
AND BOOTH TODAY!

Sign up at:  
[WWW.GWCO.ORG/INDUSTRY-PARTNERS](http://WWW.GWCO.ORG/INDUSTRY-PARTNERS)



**Great Western Council  
of Optometry**

## QUESTIONS?

Questions regarding sponsorship or exhibiting,  
contact the GWCO Office at:

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