



INDUSTRY PARTNER PACKAGE

LASER FOCUSED ON THE FUTURE

2024 GWCO CONGRESS

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

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ABOUT GWCO CONGRESS

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.

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 PROVIDING

- A common voice for members within organized optometry
- Financial support to 12 member state associations
- Enhances professional development
- Facilitates communication

Through the sustained 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!

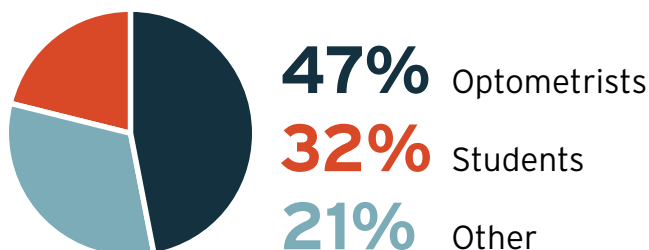
MEMBER STATES

Alaska
Arizona
California
Colorado
Hawaii
Idaho
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming



WHO ATTENDS GWCO CONGRESS?

GWCO Congress Represents optometrists at every stage of their career – from students and entry-level to leaders in the field.



DATES & DEADLINES

FEBRUARY 23	2023 Sponsor/Exhibitors Discounted Booth Rates Offered Through February 23, 2023
FEBRUARY 24 - AUGUST 1	2024 Early Bird Booth Rate
AUGUST 1 - SEPTEMBER 13	2024 Regular Booth Rate and End of Online Registration
AUGUST 15	Promotional Material Artwork Due [†] Advertising Space Reservations Ad Copy for On-site 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) On-site Signage Artwork
SEPTEMBER 13	Attendee Pre-registration list distributed Member State Leadership Contact Information distributed
SEPTEMBER 26	Collateral Material to be shipped to Congress Decorator
OCTOBER 17 - 20	GWCO Congress 2024
OCTOBER 18 - 19	Exhibit Hall Marketplace Open
NOVEMBER 1	Attendee Post-Event List Distributed

[†]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 current and potential new 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 on-site 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
Exhibit Booth	Corner Booth	Corner Booth	Standard Booth	50% off Standard Booth		
One Email Sent to Attendees from GWCO on Behalf of the Sponsor	✓					PDF and One Link to be Provided Two Weeks Prior to Email Send Date
Collateral for Attendee Bag	✓					To be Shipped to the Congress Decorator by September 26
Shout-Out/Mention in a Push Notification in the Mobile App	✓	✓				N/A
Shout-Out/Mention on Social Media	✓	✓				N/A
Additional Booth Representative (Includes Meals, Does not Include Access to Educational Sessions)	One	One	One			Contract info due by September 13
Member State Leadership Contact Information	✓	✓	✓			Delivered by September 13
Featured Exhibitor in Mobile App	✓	✓	✓	✓		N/A
Slide Show Recognition	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 15
Company Logo Linked on Website Homepage	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 15
Company Logo on Sponsor Signage	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 15
Company Logo on On-Site Manual	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 15
Company Recognized and Linked in All Event Emails	Logo	Logo	Name	Name	Name	Logo Delivered by August 15

*Recognition of benefits contingent on full payment.

SPONSORSHIP OPPORTUNITIES

EVENT	RATE	DAY(S)	DESCRIPTION
Vendor Experience (8 Available)	\$15,000	ANY	<p>Revolutionize event engagement with the Vendor Experience sponsorship! Attendees step into an immersive room to explore cutting-edge products through live demos. As a sponsor, captivate your audience with hands-on interaction, forging lasting connections beyond traditional booths. Elevate your brand and shape the future of engagement at our event.</p> <p>Creation of 1 website page Creation of 2 promotional emails 1 Push Notification on Mobile App Signage at event location Small enclosed room at the Hyatt 2 Chairs 1 Table *Refreshments available for separate purchase via the Hyatt</p>
Lunch Seminars	\$10,000	Thursday Friday Saturday	<p>Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. Standard Seminars: 12:00 PM - 1:00 PM</p> <ul style="list-style-type: none"> • 3 available on Thursday • 3 available on Friday • 3 available on Saturday <p>Standard Seminar Reach = 50 Attendees</p>
Registration (1 Available)	\$5,000	ALL	<p>Amplify your brand by sponsoring the on-site registration desks and make your logo visible to all conference attendees!</p> <p>Registration will be placed in a highly visible and central location, where all attendees will come to pick up their badge before entering the exhibit hall and education sessions.</p>
Photo Booth & Themed Props (1 Available)	\$5,000	ALL	<p>Provide a fun memento to attendees! Have your logo represented at the event photo booth, where guests can take photos with the event hashtag and industry props- including a prop with your logo on it! Includes: Table, props, and backdrop.</p>
Exhibit Hall Refreshments (2 Available)	\$4,500	Friday Saturday	<p>Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 300+ Attendees</p>
Name Badges (1 Available)	\$3,500	ALL	<p>All attendees, staff, and vendors will proudly sport your company logo when you purchase that Badge Branding Sponsorship.</p>
Breakfast & Coffee (4 Available*) *Single Company Limit Three	\$7,500	ALL	<p>Plaster your company logo across the well-attended breakfasts and coffee, grab a bite to eat before the morning CE sessions. This sponsorship includes continental breakfast, coffee, napkins branded with your logo, recognition on signage for the event, and in the mobile app during breakfast hours. 7:00AM - 8:00AM</p>

SPECIAL EVENT SPONSORSHIPS

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
Portland Outing	\$15,000	Friday	Take the GWCO attendees out on the town in Portland. The sponsor is responsibility for coordinating this event. Reach = 100 Attendees
Welcome Reception (1 Available)	\$10,000	Thursday	Welcome Reception held at end of day and includes 5-10 minute presentation. Reach = 300+ Attendees
President's Reception (1 Available)	\$10,000	Friday	Offers the opportunity to address attendees for 5-10 minutes. Reach = 300+ Attendees
Presidents' Council (1 Available)	\$6,000	Thursday Friday Saturday*	Sponsorship is for all days and includes the opportunity to address the Presidents' Council for 10 min. *Presidents' Council schedule still to be determined. Reach = 60+ Organization Leaders
Welcome Reception Drink Sponsor (1 Available)	\$2,500	Thursday	Make a lasting impression and elevate your brand's visibility by becoming the exclusive drink sponsor for the 2024 Welcome Reception! This is your opportunity to showcase your company's support for innovation, networking, and a vibrant social atmosphere.
Student Program Sponsorships & Travel Grants			
AM Program (1 Available)	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content to future optometric professionals. Reach = 75 Students
PM Program (1 Available)	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content for future professionals. Reach = 75 Students
Lunch (1 Available)	\$5,000	Saturday	Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. Reach = 75 Students
Dr. Harue J. Marsden Student Scholarship Donation	\$3,000	N/A	Give a deserving student the opportunity to attend GWCO Congress.

DIGITAL PROMOTIONS

PLACEMENT	DESCRIPTION	REACH	RATE	DEADLINE
WiFi Sponsor (One available)	As the sponsor of the wireless internet, you may choose the name of the WiFi network as well as the password, resulting in passive advertisement for your brand.	300+	\$8,500	August 15
Mobile App Sponsor (One available)	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 15
Customized Email to Attendees (Six available)	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 15
Customized Ad	Add to your exhibitor or sponsor listing in the 2023 GWCO Congress App.	300+	\$500	August 15

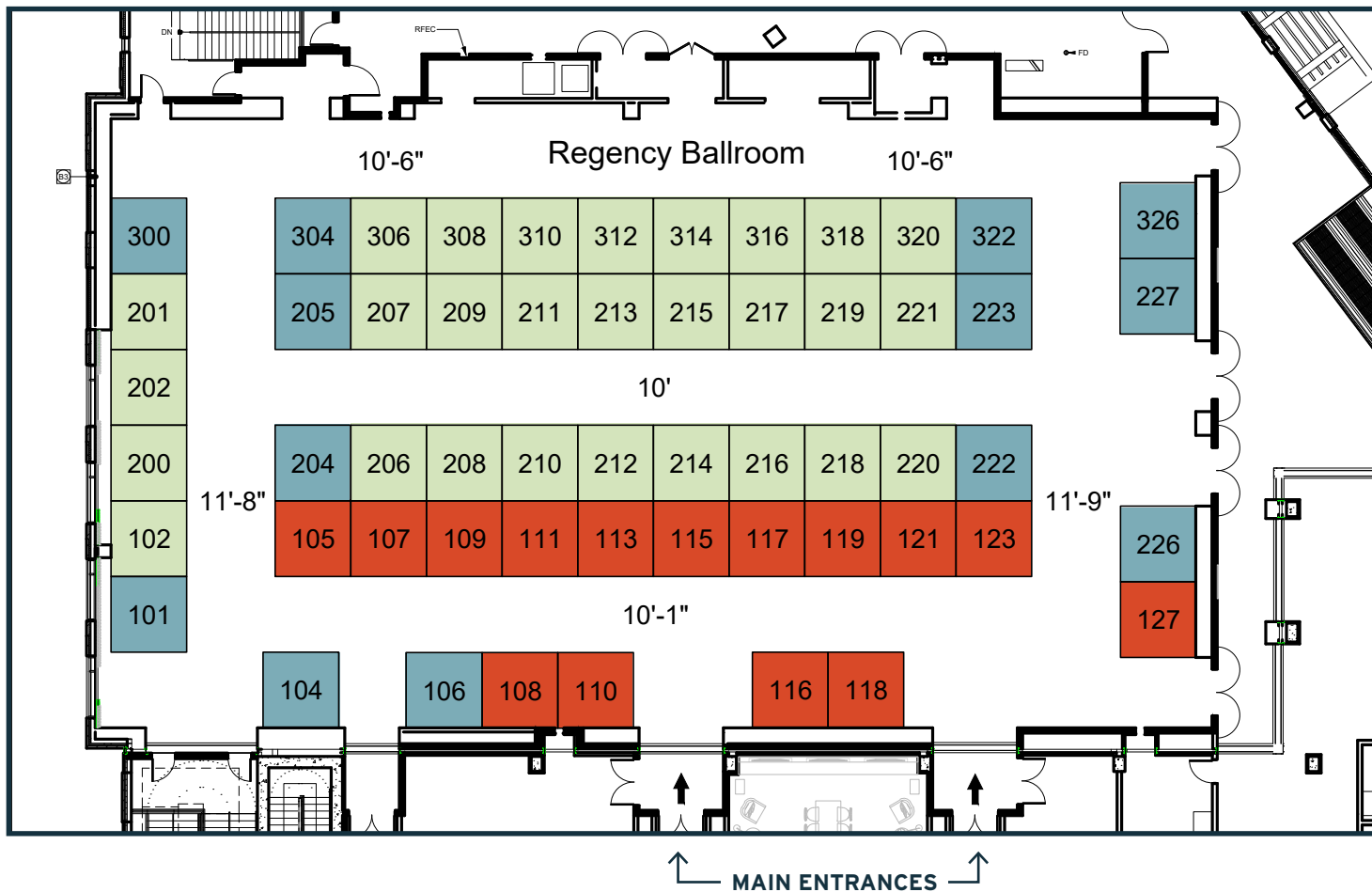
PROMOTIONAL ITEMS

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
Congress Tote Bags	1,300	\$5,000	August 15
Name Badge Lanyard	1,500	\$3,500	August 15
Umbrellas	500	\$3,500	August 15
Reusable Water Bottles	1,000	\$2,000	August 15
Customized Hotel Key Cards	500	\$1,000	August 15
Pens	1,000	\$750	August 15

VENUE MAP & FLOORPLAN



BOOTH RATES

BOOTH	FEATURES	2023 RATE Through 2/11/2024	EARLY BIRD Through 7/8/2024	STANDARD Through 9/16/2024
Standard	Most Economical	\$1,700	\$1,800	\$2,000
Corner	Attract attendees from two sides	\$1,950	\$2,050	\$2,300
Platinum Entry	Largest floor space. First thing attendees when entering the Ballroom.	\$4,920	\$5,200	\$5,600
Additional Representative	\$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 18 | 2:00 - 4:00pm
 Saturday, October 19 | 9:30 - 11am & 12:00 - 2:00pm
 (All exhibit hours are non-compete)

EXHIBIT MOVE IN/OUT HOURS

In: Friday, October 18 | 7:00am - 12:30pm
 Out: Saturday, October 19 | 2:30 - 7:00pm

SHOW LOCATION

The Hyatt Regency Hotel

ACCOMMODATIONS

Visit: www.gwco.org

SHOW THEME

Laser Focused on the Future

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

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.

RESERVE YOUR SPONSORSHIP PACKAGE AND BOOTH TODAY!

SIGN UP AT:

WWW.GWCO.ORG/INDUSTRY-PARTNERS



**Great Western Council
of Optometry**

QUESTIONS?

CONTACT THE GWCO OFFICE

EMAIL: INFO@GWCO.ORG | PHONE: (503) 546-0110

9600 SW OAK STREET, STE 565, TIGARD, OREGON 97223

WWW.GWCO.ORG