

Industry Partner Package

2025 GWCO Congress



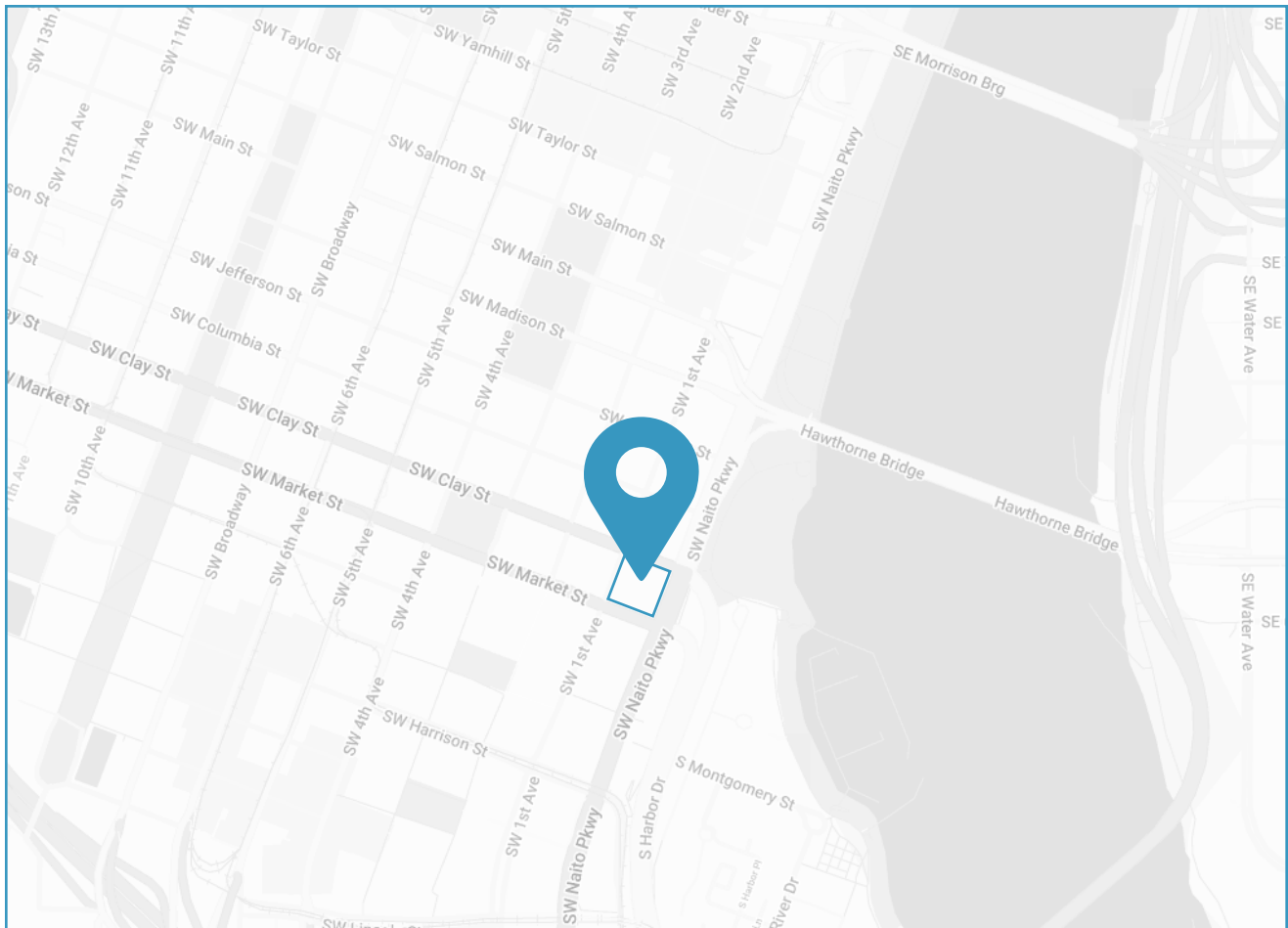
**Reserve Your Sponsorship
Package and Booth Today!**

**October 16-19
The Marriott Portland Downtown waterfront**

Important!

We're in a new location for 2025!

The Marriott Portland Downtown waterfront
1401 SW Naito Pkwy, Portland, OR 97201



**Great Western Council
of Optometry**

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Reserve your Spot Today - www.gwco.org/industry-partners

About GWCO Congress

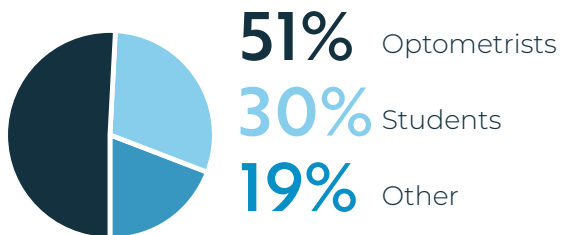
GWCO is a Nonprofit Organization that provides

- 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!

Who Attends Congress?

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



Where are they from?



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

Your Unique opportunity

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.

ATTRACT and influence attendees at every stage of their career .

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 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.

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Dates & Deadlines

March 1 - October 3

Online Booth 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 26

Collateral Material to be shipped to Congress Decorator

October 3

Attendee Pre-registration list distributed
Member State Leadership Contact Information distributed

October 16-19

GWCO Congress 2025

October 17-18

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.

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Sponsorship Levels

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 sponsor	✓					Pdf and one link to be provided two weeks prior to email send
Collateral for atten. Bag	✓					To be shipped to congress decorator by September 26
Push notification in the mobile app	✓	✓				N/A
Mention on social media	✓	✓				N/A
15 Minutes presentation at the Board Meeting (In-person or virtual)	✓					
10 Minutes presentation at the Board Meeting (Virtual)		✓				
Additional booth representative (Includes meals, does not include access to educational sessions)	One	One	One			Contract info due by September 26
Member state leadership contact information	✓	✓	✓			Delivered by October 3
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 in all event emails	Logo	Logo	Name	Name	Name	Logo delivered by August 15

*Recognition of benefits contingent on full payment.

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Sponsorship Opportunities

EVENT	RATE	DAY(S)	DESCRIPTION
Lunch Seminars	\$10,000	Thursday Friday Saturday	Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. Standard Seminars: 12:00 PM – 1:00 PM • 3 available on Thursday • 3 available on Friday • 3 available on Saturday Standard Seminar Reach = 50 Attendees
Breakfast & Coffee (4 Available*) *Single Company Limit Three	\$7,500	ALL	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
Registration (1 Available)	\$5,000	ALL	Amplify your brand by sponsoring the on-site registration desks and make your logo visible to all conference attendees! 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.
Photo Booth & Themed Props (1 Available)	\$5,000	ALL	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.
Exhibit Hall Refreshments (2 Available)	\$4,500	Friday Saturday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 300+ Attendees
Name Badges (1 Available)	\$3,500	ALL	All attendees, staff, and vendors will proudly sport your company logo when you purchase that Badge Branding Sponsorship.

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Special Event Sponsorships

EVENT	RATE	DAY(S)	DESCRIPTION
Portland Outing	\$15,000	Friday	Take the GWCO attendees out on the town in Portland. The sponsor is responsible 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.

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Digital Promotion

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+	\$1,000	August 15
Customized Ad	Add to your exhibitor or sponsor listing in the 2024 GWCO Congress App.	300+	\$500	August 15

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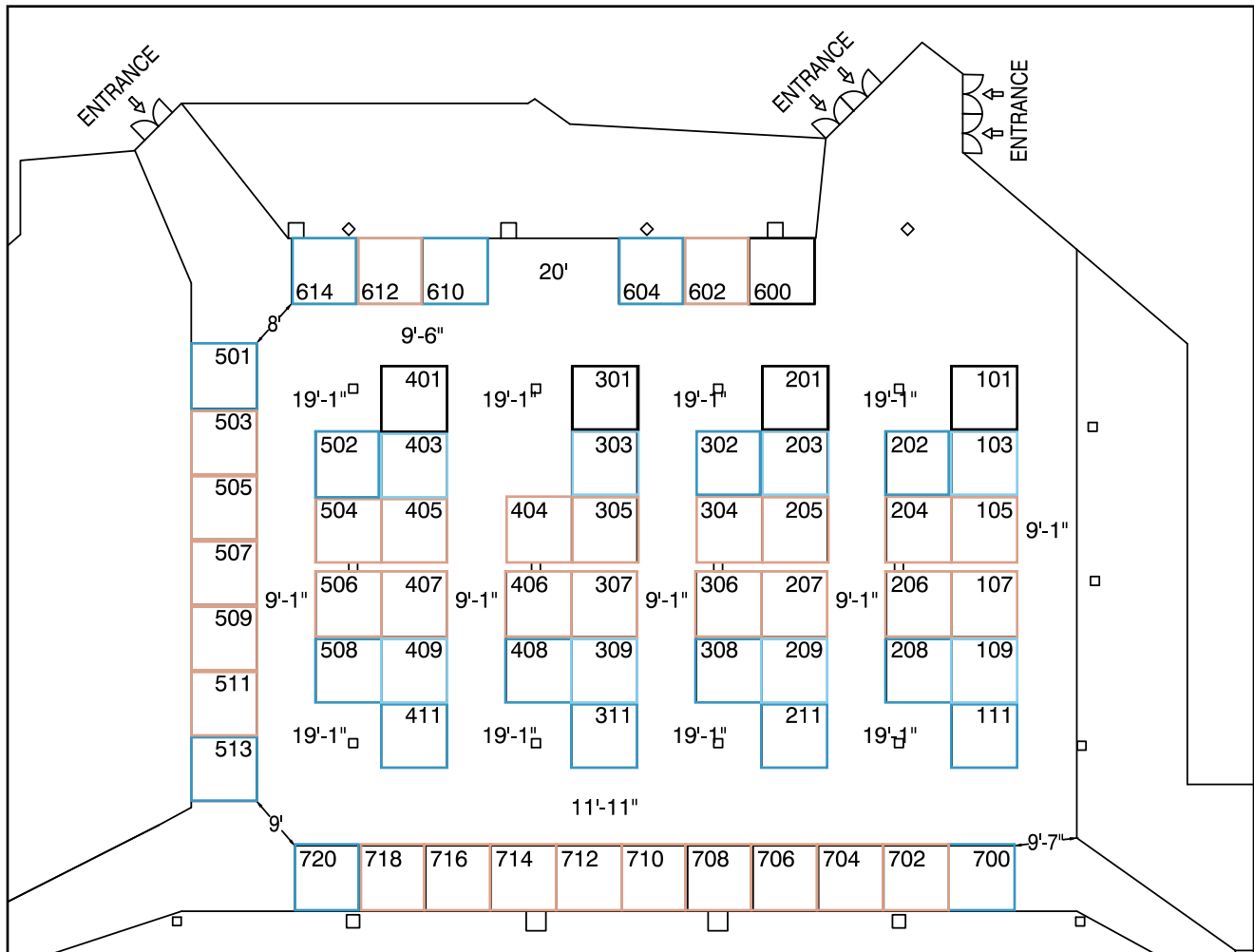
Additional Promotion Items

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	\$4,500	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 & Booth Rates



Booth	Features	Rate Mar. 1 - Oct 3
Platinum Entry	Largest floor space. First thing attendees when entering the Ballroom.	\$5,600
Corner	Attract attendees from two sides	\$2,300
Standard	Most Economical	\$2,000
Additional Representative		\$100 each

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Congress 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

Thursday 5:00pm - 7:00pm

Friday 2:00pm - 5:00pm

Saturday 12:00pm - 3:00pm

(All exhibit hours are non-compete)

*Exhibit Hall hours subject to change. Please visit gwco.org for updated Exhibit Hall hours.

EXHIBIT MOVE IN/OUT HOURS

In: Friday 7:00am - 12:30pm

Out: Saturday 2:30pm - 7:00pm

SHOW LOCATION

The Marriott Portland Downtown waterfront

ACCOMMODATIONS

Visit: www.gwco.org

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 7x44" booth identification sign
- Two name badges/10 SF (additional at \$100 ea.)
- 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 emailed 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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Great Western Council
of Optometry

Questions?

Contact the GWCO Office

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www.gwco.org