



**IGNITING
OPTOMETRY**
Vegas Style!

CONGRESS
GWCO 2012
September 27 - 30 Portland OR

Vendor Packet

Welcome



On behalf of the Great Western Council of Optometry, it is my pleasure to invite you to exhibit at GWCO Congress 2012, September 28-29, at the Oregon Convention Center, in Portland Oregon. I am pleased to announce a record attendance with over 1000 optometric professionals attending the 2011 GWCO Congress and we are looking forward to another record breaking year in 2012! We would like you to be part of that.

Welcome

Once again, we will open our Exhibit Hall Marketplace with fanfare, festivities, and fun! This year's theme "Igniting Optometry, Vegas Style" will welcome attendees with casino games, sounds of the great jazz band era and a poker run where the best hand allows attendees to put their name in for a grand prize. A special feature will be the relaxing Stardust Lounge with free back and neck massage as well as casino games. Vendors will also have the opportunity to share exquisite appetizers and champagne cocktails while drawing attendees to their booths decorated Vegas Style. Awards will be given to the booth with the best Vegas design.

Date & Deadlines

Advertising Options

Sponsorship Options

A great option for vendors this year will be the addition of scanners. Instead of signup sheets and business cards, vendors can simply scan attendees name badges and GWCO will electronically download your instant mailing/email list at the end of Congress. When you get back to the office you are all ready to do business with attendees.

Gift Bag Sponsorship

Having a presence at GWCO Congress 2012 is as easy as 1-2-3!

Specialty Sponsorship

1. Advertising – GWCO offers a wide variety of opportunity to advertise your company's products and services.
2. Booth Space – Location of your booth is one of the key elements of a successful show. Registering for your booth gives you the opportunity to participate in a number of optional sponsorship and advertising opportunities.
3. Sponsorship – A popular way to increase recognition of your company's name is through sponsorship. Check out the menu of sponsorship opportunities.

Exhibit Hall Marketplace

Booth Registration

The GWCO staff is available to answer any questions that you might have. I look forward to welcoming you as an exhibitor at GWCO Congress 2012.

Congress Order Form

Sincerely,

Douglas A. Safley, OD, FAAO

GWCO
gwco@gwco.com
503-654-1062



Having a presence at GWCO Congress 2012 ...is as easy as 1-2-3!

1. Advertising

GWCO offers a variety of publications in which to advertise your company's products and services, and highlight your participation at GWCO Congress 2012.

2. Booth Space

Location of your booth is one of the key elements of a successful show. Your booth price includes a wide variety of promotions, plus the opportunity to participate in a number of optional sponsorship and advertising opportunities.

3. Sponsorship

A popular way to increase recognition of your company's name is through sponsorship. Check out our menu of sponsorship opportunities.

Dates & Deadlines



- December 31, 2011 Exhibit Booth - Early Registration Ends.
Secure your booth at 2011 prices. Registrations must be postmarked no later than Dec. 31, 2011
- January 1, 2012 Website advertising begins (1 full year of website advertising on www.wgco.org home page)
- 2012 Booth prices in effect. Secure your booth!
Booth location is the key to a successful show.
- Take advantage of the opportunity to advertise and promote your company at GWCO Congress 2012.
Check out the Advertising and Sponsorship Opportunities!
- March 1, 2012 Deadline for sponsorship recognition in the Registration Brochure. The brochure is available to approximately 30,000 optometric professionals in the GWCO region.
- Advertising deadline for Registration Booklet (Includes insertion order, file and payment)
- May 1, 2012 **Early Online Attendee Registration Opens**
- July 22, 2012 Advertising deadline for Onsite Manual (Includes insertion order, file and payment)
- August 15, 2012 **Regular Online Attendee Registration Opens**
- September 15, 2012 **Online Attendee Registration Closes**
- September 27-30, 2012 GWCO Congress 2012
- September 28-29, 2012 Exhibit Hall Marketplace Open

Advertising

ADVERTISING OPTIONS



1 Full Year of Website Advertising
www.gwco.org
Home Page
 \$1000 per ad
 Starting January 1, 2012

Registration Booklet

Reaching approximately 30,000 optometric professionals as an online publication.

Every page "Footer" tag line **\$2,300**
 This book brought to you in part by a generous donation by "your company name"

Back Outside Cover, 4 Color **\$2,860**
 (7.5" wide X 7.5" tall)

Full Page Inside Front or Back Cover **\$2,860**
 (7.5" wide X 10" tall)

Full Page, Inside, 4 Color **\$1,144**
 (7.5" wide X 10" tall)

1/2 page, Inside, 4 Color **\$630**
 (7.5" wide X 4.5" tall)

1/4 page, Inside, 4 Color **\$345**
 (3.5" wide X 4.5" tall)

1/8 page, Inside, 4 Color **\$175**
 (3.5" wide X 2.25" tall)

Onsite Manual

Distributed to approximately 1,500 attendees at Congress

Every page "Footer" tag line **\$900**
 This book brought to you in part by a generous donation by "your company name"

Full Page, Back Outside Cover **\$1,250**
 4 Color (7.5" wide X 10" tall)

Full Page, Inside Front or Back Cover **\$1,250**
 4 Color (7.5" wide X 10" tall)

Full Page, Inside, 4 Color **\$1,144**
 (7.5" wide X 10" tall)

1/2 page, Inside, 4 Color **\$630**
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SEE PAGE 4 FOR ADVERTISING DEADLINES

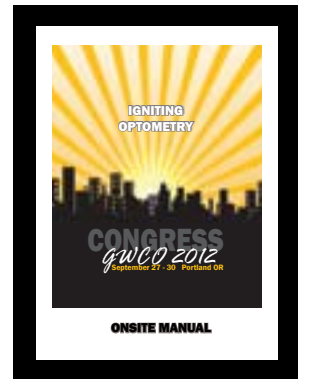
Ad must include order, file, and payment

Format for Ads

Acceptable image file formats:
 PDF, TIF, JPG, PNG, GIF

Call GWCO at 503.654.1062 for assistance or clarification if you are unsure your ad meets the above criteria.

Please note: Expenses for advertising or exhibiting do not count towards sponsorship.



Sponsorship

GWCO offers a variety of education as well as special event sponsorship opportunities to increase exposure and to reflect the level of commitment to the optometric profession. Education sponsorship by the day, or track is available, as well as education breakfast and lunch seminars. A variety of publicity sponsorships are available as well.

SPECIAL EVENT AND EDUCATION SPONSORSHIP

MAJOR SPONSOR RECOGNITION LEVELS:

\$20,000 = Platinum \$10,000 = Silver
\$15,000 = Gold \$5,000 = Bronze

Additional signage and recognition is included with the above designations. Signage provided at exhibit booth with recognition as a major sponsor or benefactor. Additional recognition in Registration Brochure and Onsite Manual with these levels provided payment has been received by time of printing.

BENEFITS OF SPONSORSHIP

- Listing as sponsor by category in the Registration Booklet, Onsite Manual, and Event Signage - provided payment of sponsorship has been received by the time of publication.
- Announcement at the sponsored event to recognize and thank sponsor.
- Recognition signage at sponsored event.
- Designation of one Congress day to each education sponsor who contributes \$20,000 or more to education.

Sponsoring a Specific GWCO Event: Contact Pamela Merrill in the GWCO office at gwco@gwco.org or by phone at (503) 654-1062 indicating your interest in sponsoring an event. In reply, each sponsor will be asked to complete & submit a form to the GWCO administrative office.

Deadline for Sponsorship Recognition in the Registration Brochure is March 1, 2012. The brochure is available to approx 30,000 optometric professionals.



EVENT SPONSORS

Includes food, cocktails, entertainment, event prizes, etc.

Welcome Reception	SOLD	\$8,000
President's Reception		\$14,000
Exhibit Hall Reception	SOLD	\$10,000
Presidents' Council (3 day event with 5 min. presentation)		\$6,000
Breakfast and Coffee To Go (500 attendees)		\$5,000
2 Thursday Seminar Lunch	2 SOLD	
	\$8,000/135 Attendees or \$10,000/200 Attendees	
2 Friday Seminar Lunch	ONE SOLD	
	\$8,000/135 Attendees or \$10,000/200 Attendees	
Saturday Exhibit Hall Lunch		
	\$15pp Concessions coupon or \$19pp sandwich, chips & drink	
AM Education Break (coffee & granola bar)		\$2,828
PM Education Break (coffee & soda)	SOLD	\$2,564

EDUCATION SUPPORT

Includes food, cocktails, entertainment, event prizes, etc.

Thursday OD Education Day Support	SOLD	\$20,000
Friday OD Education Day Support	SOLD	\$20,000
Saturday OD Education Day Support	SOLD	\$20,000
Sunday OD/AOP Education Day Support		\$15,000
AOP Education Day Support		\$10,000

AUDIO-VISUAL SPONSORS

AV for an education session that includes recognition in the Onsite Manual and on the signs at the session. \$3,000

GIFT BAG AND SPECIALTY SPONSORS

Your company names and logo can be added to any of the items listed on the menu of Congress Gift Bag and Specialty Gifts. See menu on pages 7- 9

Gift Bag Sponsorship

LET'S START WITH A GIFT BAG...

Welcome the first 500 registered GWCO Congress 2012 attendees with a sturdy, 13 X 10 inch, bright loop gift bag that displays your company name and logo.



500 GIFT BAGS \$419

NOW LET'S FILL IT UP..

Attendees will be thrilled when they open their gift bags and find items they can enjoy at Congress and take back to the office and use for months to come. All with your name and logo clearly imprinted.



CERAMIC MUG with your company name and logo
Who wouldn't enjoy their coffee or tea a whole lot more in this stylish 11 oz. ceramic mug with 11 colors to choice from. Imagine your imprint keeping their beverage nice and hot?

500 CERAMIC MUGS \$870
SOLD



ROADSTER MUG with your company name and logo
12 colors to choose from. Double-wall insulation keeps "hots" hot and "colds" cold. Comfortable handle with thumb grip, spill-resistant lid and thumb-slide opening. Attendees will be thrilled with this in their bag.

500 ROADSTER MUGS \$1,098



WATER BOTTLE with your company name and logo
In the car, at home, on the bus or subway this 18 oz., poly pure, eco friendly water bottle with a push-pull lid, travels with the attendee and your name and logo goes too.

500 WATER BOTTLES \$880



PROMOTIONAL PENS with your company name and logo
Promote your brand with this stylish, retractable pen. Pick from 7 colors that best supports your company colors. For all attendees.

1500 PROMO PENS \$647



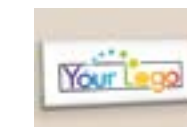
MEMO PAD with your company name and logo
Keep your company name and logo message front and center with this 50 sheet memo. This will also be very useful for taking notes at GWCO Congress 2012. For all attendees

1500 MEMO PADS \$903



POCKET PLANNER with your company name and logo
This 7X3 3/4 inch monthly planner is complete and portable with a 2-page spread - 32 pages. Runs 14 months starting in Dec. 2012 through Jan. 2014. Also includes pages for phone numbers and birth-dates, time zones, holidays, and a metric conversion chart.

500 PLANNERS \$552



HERSHEY'S CANDY BAR with your company name and logo
A regular sized Hershey brand chocolate bar that promotes your business logo on the front and a message or business card on the back. A sweet gift to attendees.

500 HERSHEY BARS \$1,374



A GIFT BAG WITH ALL THE FILLINGS!!!
Consider sponsoring the entire gift bag with all of the items listed above.

500 FILLED GIFT BAGS \$6,741

Specialty Sponsorship

SPECIALTY PROMOTIONAL SPONSORSHIP



SOLD

NAME BADGE HOLDERS

3-Pocket Nylon Wallet with Foldover Velcro Flap
 Wallet also includes neck cord and adjustable cord lock
 Front: Clear vinyl pocket for badge and one full size pocket. Maximum badge size: 4-7/16"W x 3-3/16"H
 Back: One pocket for business cards and two pen compartments and logo.

1500 NAME BADGES \$3,168



SOLD

BARRISTER AUTO OPEN UMBRELLA

Choose this 44" arc umbrella packed with style and convenient features. It folds to a compact size, with auto open, metal shaft and plastic handle and carry strap. Add your company name and logo to your choice of 29 solid- or 2-color combinations. Promote with a gift that will be appreciated and used for years to come.

576 UMBRELLAS \$3,600



SOLD

CONGRESS TOTE Give attendees more than just a carrying bag. This well-designed 14 1/2" x 15 1/2" custom tote bag has an open main compartment, side mesh pocket for water bottles or keys, a 10" handle drop height and 3 1/2" gusset to hold all your event's materials and more, all with your company name and logo.

1500 CONGRESS TOTES \$5,000



SOLD

HOTEL KEY CARD with you company name and logo

Surprise our guests with a Key Card to our Host Hotel, the Doubletree Lloyd Center. This 4 color custom card looks just like your company business card.

300 HOTEL KEY CARD \$1,200



AFTER CONGRESS THANK YOU CARDS

1500 8X5 inch, printed and mailed to each attendee with you color logo an 1/4 of the card. Includes design, printing, and postage.

1500 AFTER CONGRESS CARDS \$1,500

Specialty Sponsorship

SPECIALTY PROMOTIONAL SPONSORSHIP

SPONSOR A HOLE OF GOLF! at GWCO Congress 1st Annual Golf Tournament



Glendoveer Golf Course in Beautiful Portland, OR.
 Thursday, September 27, 2012

Kick off the First Annual GWCO Golf Tournament with your companies name and logo on a sign at one of 18 holes.

\$250 a Hole

For other golf sponsorship opportunities contact the GWCO office.

Exhibit Hall Marketplace

Exhibit Hall Marketplace

Oregon Convention Center, Hall A
777 NE Martin Luther King, Jr. Blvd
Portland, Oregon 97232

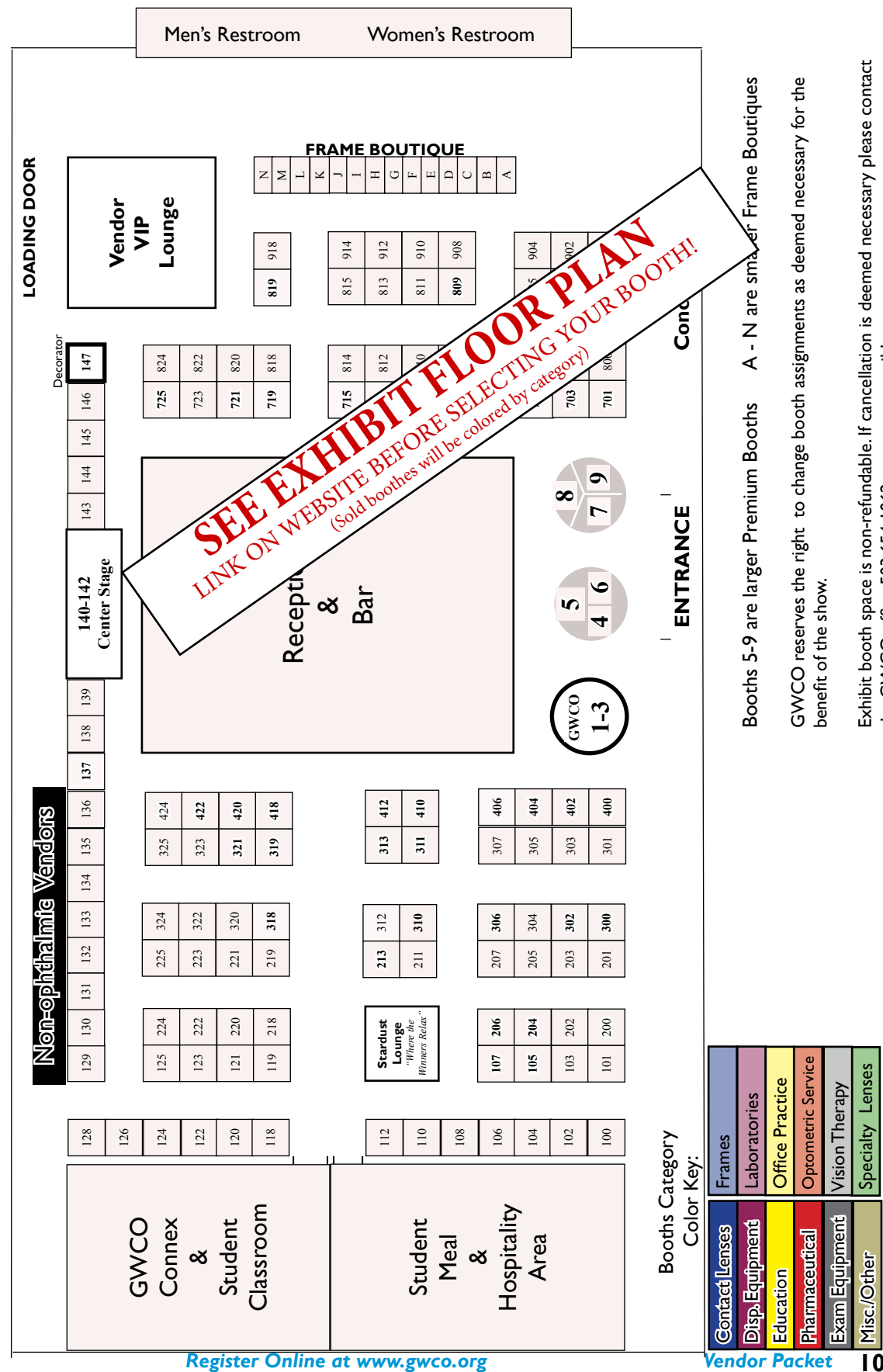


Exhibit Booth

GWCO Congress 2012 will be held at the Oregon Convention Center, which means

big, TALL exhibit space 10x10 booths & 30-foot ceilings!

Note: Date of receipt of application by show management will affect space assignment priorities. GWCO reserves the right to make booth assignments.

STEP 1. Order your exhibit booth at GWCO Congress 2012

- What type of booth best fits your company's need - standard, end, premium, or frame boutique?
- How many booths does your company need to accommodate your product space?
- Where would you like your booth to be located in the exhibit hall? Look at the Exhibit Hall Map on page 8 and choose three booths or groups of booths that will work best for your company?
- Check out the Advertising Opportunities on page 5 that are available to increase your recognition with attendees.
- Check out the Sponsorship Opportunities on pages 6 that are available to increase your recognition with attendees both at Congress and when they are back in their office.
- Fill out all the information on the registration form on page 11 & 12. Be sure to note what type of product your company sells in order not to be placed next to a like vendor.
- **Fax, or mail both pages 11 & 12 with you payment based on price the date you register or go online at www.gwco.org to register.**

Company Name _____ Contact Email _____

Contact Person _____ Company Website _____
(Booth Representatives: 2 name badges per registration)

Company Address _____ Rep Name _____

City _____ State _____ Zip _____ Cell _____ Email _____

Phone _____ Fax _____ Rep Name _____

Cell _____ Email _____

	Price per 10 ft x 10 ft Booth			Qty.	Total
	Before 12-31-11	12-31-11 to 6-1-12	After 6-1-2012		
Standard/In-line Booth	\$1240	\$1290	\$1508		\$
End/Corner Booth	\$1372	\$1427	\$1638		\$
Premium Booth (Booths 1-6)	\$1654	\$1720	\$1929		\$
Frame Boutique (Booths A-N)	\$622	\$647	\$790		\$
Additional Representatives	\$100 each				\$

TOTAL \$ _____

Please indicate your top three booth choices:

Refer to floor plan on page 10. We will do our best to accommodate you!

1st Choice 2nd Choice 3rd Choice

List companies you do NOT wish to be placed near: _____

Will you offer a door prize (limit 1 item)? Yes No

- **GWCO reserves the right to change booth assignments as deemed necessary for the benefit of the show.**
- **Exhibit booth space is non-refundable. If cancellation is deemed necessary please contact the GWCO office at 503.654.1062 as soon as possible.**

Indemnity and Limitation of Liability: Applicant agrees to hold NW Association Management (NWAM), Great Western Council of Optometry (GWCO), and the Oregon Convention Center (Exhibition Facility) harmless for any and all liability for injuries, damages, and/or theft caused to its property or personnel or any member of the public by reason of its presence at the exhibition. In addition, NWAM, GWCO, and the Exhibition Facility cannot be held liable for events beyond their control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism, or any other emergency making it inadvisable or impossible to hold the conference. Every effort will be made to inform participants as soon as possible of any cancellation to enable participants to cancel hotel and flight arrangements.

Questions: Contact Pamella Merrill at (503) 654-1062 or gwco@gwco.org

Booth Category

Exhibitors who pay in full by June 1, 2012, will be listed on the GWCO website. Please indicate in which of the following categories you wish your company to be listed:

- Contact Lenses, Solutions & Accessories
- Dispensing Equipment & Accessories
- Educational Organizations, Service Organizations, Institutions & Reference
- Pharmaceuticals & Nutritional Products
- Examination Equipment, Instruments, Diagnostic Aids
- Frames, Sunglasses, Cases, Display & Other Accessories
- Laboratories & Related Services
- Office Practice Management, Service & Related Equipment
- Optometric Services
- Specialty Lenses, Other Lenses
- Vision Therapy
- Miscellaneous/Other

Register one of three ways

By fax with credit card
(503) 659-4189

By mail with payment
GWCO
4404 SE King Rd
Milwaukie, OR 97222

Online with credit card
www.gwco.org

Congress Order Form

Step 2. Advertising - details on pg. 5

- Website Advertising \$1,000
- Registration and Onsite Book Advertising**
- Every Page Tag Line
- Registration Book \$2,300
 - Onsite Book \$900
- Back Outside Cover
- Registration Book \$2,860
 - Onsite Book \$1,250
- Full Page Front or Back Inside Cover
- Registration Book \$2,860
 - Onsite Book \$1,250
 - Full Page Inside Registration or Onsite Books \$1,144
 - 1/2 Page Inside Registration or Onsite Books \$630
 - 1/4 Page Inside Registration or Onsite Books \$345
 - 1/8 Page Inside Registration or Onsite Books \$175

Advertising Sub Total \$ _____

Step 3. Event Sponsorship - details on pg. 6

- Welcome Reception **SOLD** \$8,000
- President's Reception \$14,000
- Exhibit Hall Reception **SOLD** \$10,000
- Presidents' Council (3 days w/ 5 min. presentation) \$6,000
- Breakfast and Coffee To Go (500 attendees) \$5,000
- 2 Thursday Seminar Lunches (choose one)
 - ___ \$8,000/135 Attendees **ONE SOLD**
 - ___ \$10,000/200 Attendees
- 2 Friday Seminar Lunch (choose one)
 - ___ \$8,000/135 Attendees **ONE SOLD**
 - ___ \$10,000/200 Attendees
- Saturday Exhibit Hall Lunch (choose one)
 - ___ \$15pp/concessions coupon X 600 pp = \$9,000
 - ___ \$19pp/sandwich, chips & drink X 600 pp = \$11,400
- AM Education Break (coffee & granola bar) \$2,828
- PM Education Break (coffee & soda) **SOLD** \$2,564

Event Sponsorship Total \$ _____

STEP 8 Event Totals

Add your totals from steps 1-7 above and on pg. 10

1. EXHIBIT BOOTH TOTAL (from page 10) \$ _____
2. ADVERTISING TOTAL \$ _____
3. EVENT SPONSOR TOTAL \$ _____
4. EDUCATION DAY TOTAL \$ _____
5. AUDIO-VISUAL SPONSOR TOTAL \$ _____
6. GIFT BAG SPONSOR TOTAL \$ _____
7. SPECIALTY SPONSOR TOTAL \$ _____

TOTAL \$ _____

Step 4. Education Support - details on pg. 6

Includes food, cocktails, entertainment, event prizes, etc.

- Thursday OD Education Day Support **SOLD** \$20,000
- Friday OD Education Day Support **SOLD** \$20,000
- Saturday OD Education Day Support \$20,000
- Sunday OD/AOP Education Day Support \$15,000
- AOP Education Day Support \$10,000

Education Day Support Total \$ _____

Step 5. Audio-Visual Sponsor - details on pg. 6

- Audio-Visual for an education session. \$3,000

Audio-Visual Sponsor Sub Total \$ _____

Step 6. Gift Bag Sponsorships - details on pg. 7

- 500 Welcome Bags **SOLD** \$419
- 500 Ceramic Mugs \$870
- 500 Roadster Mugs \$1,098
- 500 Water Bottles \$870
- 1500 Pens \$647
- 1500 Memo Pads \$903
- 500 Pocket Planners \$552
- 500 Hershey Chocolate Bars \$1,375
- 500 Filled Gift Bags** \$6,741

Gift Bag Sponsorship Sub Total \$ _____

Step 7. Specialty Sponsorships - details on pgs. 8-9

- 1500 Name Badge Holders \$3,168
- 576 Umbrellas (48 doz.) **SOLD** \$3,576
- 1500 Congress Totes **SOLD** \$5,000
- 300 Hotel Key Cards **SOLD** \$1,200
- 1500 After Congress Thank You Cards \$1,500
- Sponsor a Hole of Golf \$250

Specialty Sponsorship Sub Total \$ _____

STEP 9 Payment Process

- Check Enclosed (payable to GWCO)
- Visa Mastercard American Express Discover

Card No _____

Exp Date _____ Validation Code _____

Billing Address _____

City/State/Zip _____

Print Name of Cardholder _____

Cardholder's Signature _____

Date _____