



**BE SEEN AS A
2021 GWCO PARTNER**

RETRO GWCO

**CONGRESS 2021
OCTOBER 15-17, 2021**



**DoubleTree by Hilton Hotel Portland
Portland, Oregon**

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Reserve Your Sponsorship Package and Booth Today!

Sign up online and pay by credit card: www.gwco.org/industry-partners
During the online application process, you will be able to view the Exhibit Hall Marketplace Floor Plan and select your booth.

Questions?

If you have questions about sponsorship or exhibiting at the 2021 Congress, contact the GWCO Office at:

Email: info@gwco.org

Join Us at the 2021 GWCO Congress

Enhance your visibility at the Great Western Council of Optometry (GWCO) Annual Congress, one of the premier events for optometric professionals to gather for education seminars, networking, and 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 200 attendees.

This year's theme: Retro GWCO. We are celebrating our first Congress by going back to the 90's.

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 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!

Important 2021 Dates and Deadlines

April 19–August 31	Sponsor/Exhibitor Registration Open
September 13	Promotional Materials Artwork Due
September 23	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
August 31	Online Booth Reservations Close at End of Day (Check with GWCO for Availability After This Date) Attendee Pre-Registration List Distributed Member State Leadership Contact Information Distributed
October 1	Collateral Material to be Shipped to Congress Decorator
October 15–17	GWCO Congress 2021
October 15–16	Exhibit Hall Marketplace Open
October 18	Attendee Post-Event List Distributed

Be Seen as a Sponsor: Level Recognition

Being a GWCO Congress sponsor is the most effective way to show your potential/current customers that you support GWCO and the Optometric Industry. Because print advertising, digital advertising, and additional booth representative registrations are included in most levels, 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 \$10,000+	PLATINUM \$5,000+	GOLD \$2,500	SILVER \$1,000	DEADLINE
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 October 1
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 Information due by September 29
Member State Leadership Contact Information	✓	✓	✓		Delivered by September 30
Featured Exhibitor in Mobile App	✓	✓	✓	✓	N/A
Slide Show Recognition	Logo	Logo	Logo	Logo	Logo Delivered by September 23
Company Logo Linked on Website Homepage	Logo	Logo	Logo	Logo	Logo Delivered by September 23
Company Logo on Sponsor Signage	Logo	Logo	Logo	Logo	Logo Delivered by September 23
Company Logo in On-Site Manual	Logo	Logo	Logo	Logo	Logo Delivered by September 23
Company Recognized and Linked in All Event Emails	Logo	Logo	Name	Name	Logo Delivered by September 23

Note: Recognition of benefits contingent on full payment.

Be Seen at Events & Activities

EVENT	RATE	DAY(S)	DESCRIPTION
AM Refreshments (Two available)	\$1,000	Saturday Sunday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 200+ Attendees
PM Refreshments (One available)	\$1,000	Friday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 200+ Attendees
Branding Seminar with Breakfast (One available)	\$4,000	Friday	Non-CE morning seminar offers sponsor the opportunity to address attendees for 20 minutes. Attendee will receive \$50 rebate after seminar ends. <u>Branding Seminars:</u> (Pick only ONE time slot) <ul style="list-style-type: none"> • Friday 7:00 - 7:30 am • Friday 8:00 - 8:30 am • Friday 9:00 - 9:30 am Branding Seminar Reach = 75 - 100 Attendees
Branding Seminar Only (Two available)	\$3,500	Friday	Non-CE morning seminar offers sponsor the opportunity to address attendees for 20 minutes. Attendee will receive \$50 rebate after seminar ends. <u>Branding Seminars:</u> (Pick only ONE time slot) <ul style="list-style-type: none"> • Friday 7:00 - 7:30 am • Friday 8:00 - 8:30 am • Friday 9:00 - 9:30 am Branding Seminar Reach = 75 - 100 Attendees
Lunch Seminars (Two standard 1-hour seminars available)	\$5,000	Friday Saturday	Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. <u>Standard Seminars:</u> <ul style="list-style-type: none"> • 1 available on Friday, 12:00 PM - 1:00 PM • 1 available on Saturday, 12:00 PM - 1:00 PM Standard Seminar Reach = 135 Attendees
Exhibit Hall Cocktail Hour Sponsorship	\$2,000	Friday	

Be Seen in Promotions

Onsite Manual Promotion

AD SIZE	DIMENSIONS	RATE	ARTWORK DEADLINE
Inside Front Cover (One available)	8.5" x 11"	\$750	September 23
Inside Back Cover (One available)	8.5" x 11"	\$750	September 23
Outside Back Cover (One available)	8.5" x 11"	\$875	September 23
Full Page Inside	8.5" x 11"	\$625	September 23
1/2 Page Inside	8.5" x 5.5"	\$375	September 23
1/4 Page Inside	4.25" x 5.5"	\$250	September 23

Signage Promotion

SIGNAGE	LOCATION	RATE	ARTWORK DEADLINE
Water Cooler Station (One available)	(Stations throughout the event space)	\$500	September 23

Be Seen in Promotions

Digital Promotion

PLACEMENT	DESCRIPTION	REACH	RATE	DEADLINE
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.	200*	\$2,000	September 23
Wireless Internet Connection (One available)	As the sponsor of the wireless internet, attendees will be directed to your company website each time the wireless internet is accessed inside the Doubletree.	200*	\$2,000	September 23

**Maximum number of attendees at the time of printing due to COVID regulations.*

Congress 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.

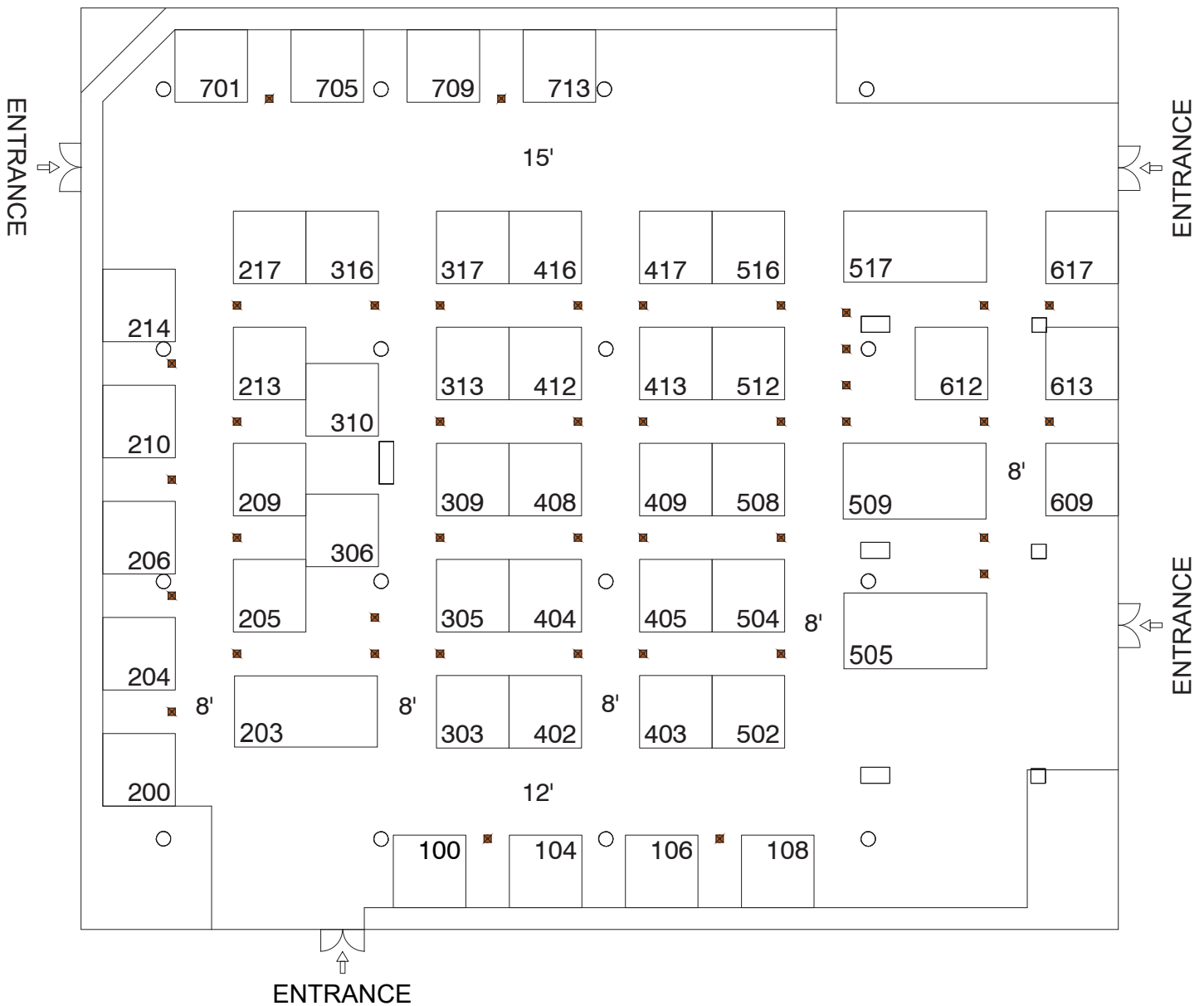
You supply your logo/artwork and GWCO will handle the rest! GWCO reserves the right to have the GWCO logo and or Congress logo accompany sponsor logos. If sponsor chooses to provide/purchase items, such items must be provided in advance of the Congress and sponsor rate/fee remains.

ITEM SPONSORSHIP	RATE	QUANTITY	ARTWORK DEADLINES
Dens	\$750	500	September 13
Sunglasses	\$750	200	September 13
Congress Tote Bags	\$2,000	200	September 13
Masks	\$2,000	200	September 13
Name Badge Lanyard	\$2,000	500	September 13
Reusable Water Bottles	\$2,000	500	September 13

Exhibit Opportunities

Booth Rates / Floor Plan

BOOTH	PRICE
Standard	\$850
Premium	\$1,700



Be Seen. Be Found. Become an Exhibitor!

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 during the dedicated Exhibit Hall Marketplace hours, as well as allow exhibitors the opportunity to participate in all scheduled events alongside attendees.

Exhibit Hall Marketplace Hours

Friday, October 15 12:00-1:00 pm
5:15-7:00 PM

Saturday, October 16 12:00-2:00 pm
(All exhibit hours are non-compete.)

Exhibit Move Hours

In: Friday, October 15 7:00-11:30 am
Out: Saturday, October 16 2:30-7:00 pm

Show Location

1000 NE Multnomah St.
Portland, OR 97232

Accommodations

The Congress hotels are listed on the GWCO website at: www.GWCO.org

Show Theme

Retro GWCO

Booth Decor Contest

Get in the spirit and decorate booths according to the theme to win discounts on your 2022 booth.

- 1st place - \$200 off your 2022 booth
- 2nd place - \$150 off your 2022 booth
- 3rd place - \$100 off your 2022 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.



Great Western Council
of Optometry

Booth Details/Provisions

- One professionally draped booth
- One 8' professionally draped table
- Two chairs
- One 7" x 44" booth identification sign
- Two name badges/10 sq ft (additional at \$100 each)
- Saturday lunch for 2 booth representatives

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 his/her equipment and materials. GWCO assumes no liability for loss.

Exhibit Hall Services

Exhibitor service kits will be e-mailed from the Congress decorator 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 Doubletree by Hilton Portland. Penalty fees for infraction.
- No outside food and beverage (including water bottles, cupcakes, etc.). Small candies are allowed. Penalty fees for infraction.
- All items brought to the Exhibit Hall must be properly disposed of or taken with you. Penalty fees for infraction.
- GWCO reserves the right to change booth assignments as deemed necessary.
- Exhibit booth space is non-refundable.

Exhibit Hall Decorator

Fern Expositions
6700 NE 59th Pl, Portland, OR 97218
Telephone: (503) 228-6800
Fax: (503) 228-6808
www.fernexpol.com



**Great Western Council
of Optometry**

147 S.E. 10th Avenue
Portland, Oregon 97216
www.gwco.org

REPRESENTING:

Alaska
Arizona
California
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New Mexico
Oregon
Utah
Washington
Wyoming

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Indemnity and Limitation of Liability: Applicant agrees to hold Update Management, Inc. (UMI), Great Western Council of Optometry (GWCO), Fern Exposition Services, LLC, and the Doubletree by Hilton Portland (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, UMI, GWCO, Fern Exposition Services, and the Doubletree by Hilton Portland 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.