

BE SEEN AS A 2020 GWCO PARTNER



OREGON CONVENTION CENTER • PORTLAND



SEPTEMBER 17-20, 2020

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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 2020 Congress, contact the GWCO Office at:

Email: info@gwco.org
Phone: (206) 209-5273

JOIN US AT THE 2020 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 1,000 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 THAT:

- Provides a common voice for members within organized optometry
- Provides financial support to 13 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!

WHO WILL SEE YOU AT CONGRESS?

One look and you will see that the GWCO Congress and its more than 1,000 attendees are the clients you need to meet.

58%
ARE ODS

19%
ARE AOPS

23%
ARE STUDENTS

IMPORTANT 2020 DATES & DEADLINES

Friday, February 28	2019 Booth Rates Offered Through February 28
Saturday, February 29 – Friday, July 10	2020 Early Bird Booth Rate
Saturday, July 11 – Tuesday, September 1	2020 Regular Booth Rate
Monday, August 3	Promotional Materials Artwork Due
Monday, August 17	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) OD ConneX Speaker Information Onsite Signage Artwork
Friday, September 4	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
Saturday, September 5 – Thursday, September 17	2020 Onsite Booth Rate
Friday, September 11	Collateral Material to be Shipped to Congress Decorator
Thursday, September 17 – Sunday, September 20	GWCO Congress 2020
Friday, September 18 – Saturday, September 19	Exhibit Hall Marketplace Open
Wednesday, September 30	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 \$25,000+	PLATINUM \$20,000+	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	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 September 11
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 3
Member State Leadership Contact Information	✓	✓	✓			Delivered by September 4
Featured Exhibitor in Mobile App	✓	✓	✓	✓		N/A
Slide Show Recognition	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
Company Logo Linked on Website Homepage	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
Company Logo on Sponsor Signage	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
Company Logo in On-Site Manual	Logo	Logo	Logo	Logo	Name	Logo Delivered by August 17
Company Recognized and Linked in All Event Emails	Logo	Logo	Name	Name	Name	Logo Delivered by August 17

Note: Recognition of benefits contingent on full payment.

BE SEEN AT EVENTS & ACTIVITIES

EVENT	RATE	DAY(S)	DESCRIPTION
AM Refreshments (Three available)	\$1,750	Thursday Friday Saturday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 500+ Attendees
PM Refreshments (Two available)	\$1,750	Thursday Saturday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 500+ Attendees
Exhibit Hall Refreshments (One available)	\$4,500	Friday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. Reach = 750+ Attendees
OD Branding Seminar (Four available*) *Single Company Limit Three	\$3,500 per 12 mins.	Thursday Friday	Offers sponsors the opportunity to address attendees for 12-36 minutes, 7:00 AM – 8:00 AM. (Attendees receive continental breakfast and are eligible to receive \$50 registration rebate provided from GWCO.) Reach = 75-100 Attendees
Opening Keynote - NEW!	\$20,000	Thursday	Offers sponsor the opportunity to interact with the attendees, provide promotional material, and give 10-minute presentation during keynote session. Reach = 750 Attendees
Lunch Seminars (Six standard 1-hour seminars available) OR (Two exclusive 1-hour seminars available*) *Contact GWCO for exclusive seminar discount code	\$10,000 OR \$29,500	Thursday Friday	Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. <u>Standard Seminars:</u> <ul style="list-style-type: none"> • 3 available on Thursday, 12:00 PM – 1:00 PM • 3 available on Friday, 12:00 PM – 1:00 PM Standard Seminar Reach = 135 Attendees OR <u>Exclusive Seminars:</u> <ul style="list-style-type: none"> • 1 available on Thursday, 12:00 PM – 1:00 PM • 1 available on Friday, 12:00 PM – 1:00 PM Exclusive Seminar Reach = 400 Attendees
OD ConneX (Seven spots available)	\$2,500	Saturday	This one-hour seminar allows sponsor and attendees more one-on-one time. The event resembles speed-dating, where companies have the opportunity to present exclusively at 7 tables in front of 6 attendees for 7 minutes each. <u>Sponsor to Provide:</u> Speaker and materials to make presentations. Speaker name, bio, and presentation description to be submitted to GWCO no later than August 17, 2020. (Attendees receive coffee service and are eligible to receive \$50 registration rebate provided by GWCO.) Reach = 42 ODs

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
Presidents' Council (One available)	\$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. Reach = 60+ Organization Leaders
Welcome Reception (One available)	\$12,500	Thursday	Welcome Reception held at end of day and includes 5-10 minute presentation. Reach = 300+ Attendees
Exhibit Hall Marketplace Ribbon Cutting (One available)	\$10,000	Friday	Offers 5-10 minutes to address the attendees just prior to the ribbon cutting and opening of the Exhibit Hall Marketplace. Reach = 500+ Attendees
President's Reception (One available)	\$11,500	Saturday	Offers the opportunity to address attendees for 5-10 minutes. Reach = 300+ Attendees
ParaPerks Seminar - NEW! (Four available)	\$1,200 per 12 mins.	Saturday	Offers sponsors the opportunity to address attendees for 12-48 minutes, 7:00 AM – 8:00 AM (Attendees receive continental breakfast and are eligible to receive \$20 registration rebate provided by GWCO.) Reach = 75 AOPs
Exhibit Hall Lightning Talks - NEW! (Ten available)	\$1,500	Saturday	Offers sponsors an excellent way to rapidly and compellingly share information via 5-minute presentations. Being held in the Exhibit Hall's new "Gathering Place", 11:30 AM – Noon, 1:00 PM – 2:15 PM (Time slots assigned in Fall 2020). Reach = 50-150 Attendees
Student Program Sponsorships & Travel Grants			
AM Program (One available)	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content to future optometric professionals. Reach = 200 Students
Lunch (One available)	\$5,000	Saturday	Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. Reach = 200 Students
PM Program (One available)	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content for future professionals. Reach = 200 Students
Student Travel Grants Contact GWCO for allocation	\$1,000 Minimum	N/A	Give deserving students the opportunity to attend GWCO Congress.

BE SEEN IN PROMOTIONS

ONSITE MANUAL PROMOTION

AD SIZE	DIMENSIONS	RATE	ARTWORK DEADLINE
Inside Front Cover (One available)	8.5" x 11"	\$1,500	August 17
Inside Back Cover (One available)	8.5" x 11"	\$1,500	August 17
Outside Back Cover (One available)	8.5" x 11"	\$1,750	August 17
Full Page Inside	8.5" x 11"	\$1,250	August 17
1/2 Page Inside	8.5" x 5.5"	\$750	August 17
1/4 Page Inside	4.25" x 5.5"	\$500	August 17

SIGNAGE PROMOTION

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



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.	1,000+	\$6,000	August 17
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 Oregon Convention Center.	1,000+	\$8,500	August 17
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)	1,000+	\$500	August 17
Featured Exhibitor Listing in the Mobile App	Make your company more visible and stand out with a bold exhibitor listing.	1,000+	\$125	August 17

CONGRESS PROMOTIONAL ITEMS

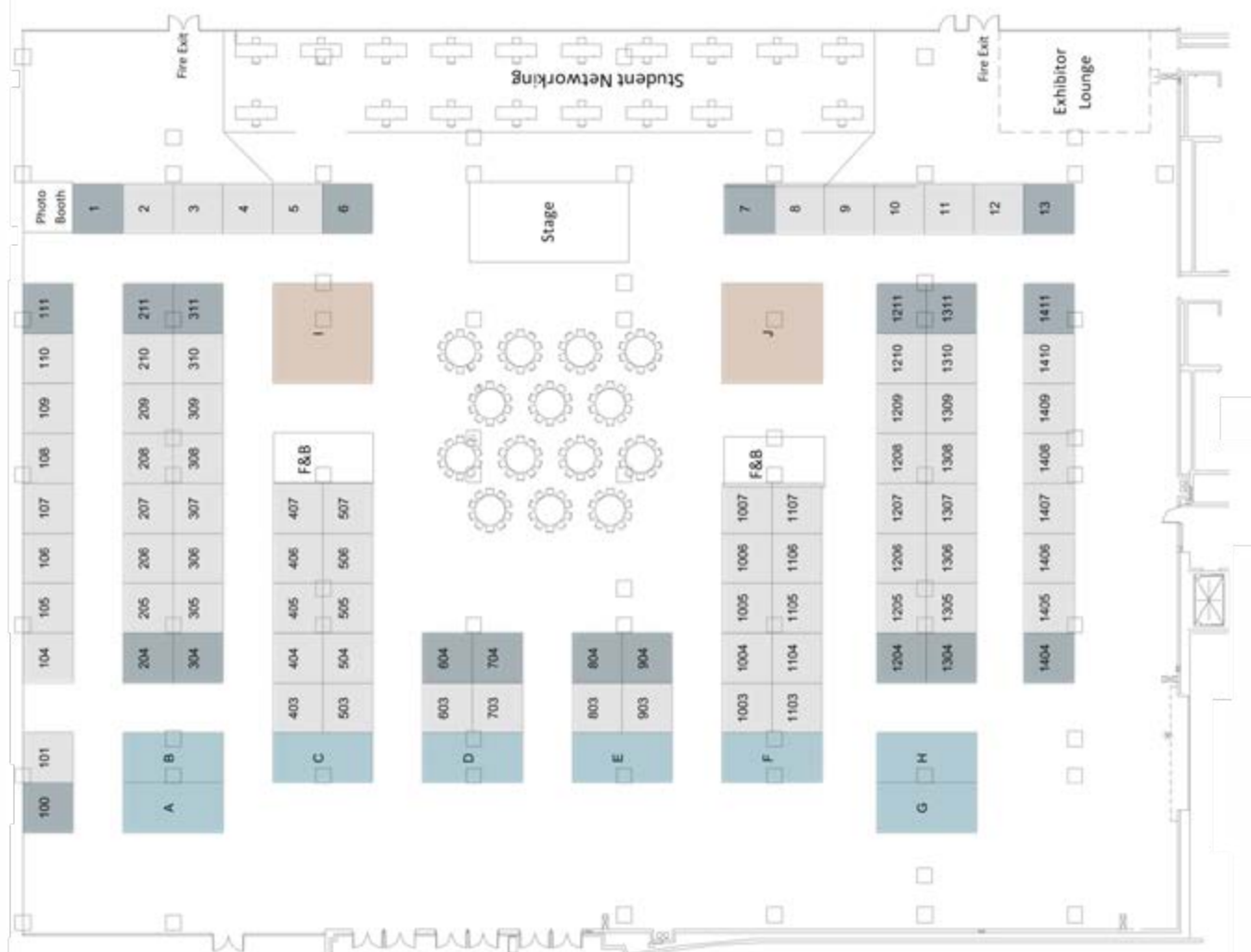
Create a lasting impression by providing attendees with promotional items to use at the Congress, as well as take back to their offices. Promotional merchandise is an easy and cost-effective way to boost your brand awareness and get your name out there.

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



2020 GWCO FLOOR PLAN



BOOTH RATES

BOOTH	COLOR	FEATURES	2019 RATE Through 2/28/2020	EARLY BIRD Through 7/10/2020	STANDARD Through 9/2/2020	ONSITE (upon availability)
Standard		Our most economical choice	\$1,705	\$1,800	\$2,000	\$2,800
Corner		Attract attendees from two sides	\$1,950	\$2,050	\$2,300	\$3,200
Premium Entry (Booths A-H)		Larger floor space. Impress attendees as they walk in the door	\$3,275	\$3,400	\$3,800	N/A
Platinum Island (Booths I-J)		Largest floor space. Open on all four sides. Food and drink area adjacent	\$4,920	\$5,200	\$5,600	N/A
Additional Representative	\$100 each					

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, September 18 1:00-3:30 PM
Saturday, September 19 11:00 AM-2:30 PM
(All exhibit hours are non-compete.)

EXHIBIT MOVE HOURS

In: Friday, September 18 7:00 AM-12:30 PM
Out: Saturday, September 19 2:30-7:00 PM

SHOW LOCATION

Oregon Convention Center, Hall D
777 NE MLK Jr Blvd, Portland, OR 97232

ACCOMMODATIONS

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

SHOW THEME

Roaring 20s

BOOTH DECOR CONTEST

Get in the spirit and decorate booths according to the theme to win discounts on your 2021 booth.

- 1st place - \$200 off your 2021 booth
- 2nd place - \$150 off your 2021 booth
- 3rd place - \$100 off your 2021 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.

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 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 Oregon Convention Center. 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

2150 N 107th St, Ste 205
Seattle, WA 98133
www.gwco.org

REPRESENTING:

Alaska
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Oregon
Utah
Washington
Wyoming

KEEP AN EYE ON THE SPECTACULAR



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During the online application process, you will be able to view the Exhibit Hall Marketplace floor plan and select your booth.



QUESTIONS?

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Email: info@gwco.org

Phone: (206) 209-5273

Indemnity and Limitation of Liability: Applicant agrees to hold SBI Association Management (SBI), Great Western Council of Optometry (GWCO), Fern Exposition Services, LLC, 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, SBI, GWCO, Fern Exposition Services, and the Oregon Convention Center 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.