

BE SEEN AS A 2020 GWCO PARTNER

VIRTUAL CONGRESS SPONSOR AND EXHIBITOR OPPORTUNITIES

Enhance your visibility at the Great Western Council of Optometry (GWCO) 2020 Virtual Congress.

Going virtual, the September 18 – 20, 2020 Congress enables attendees to participate in innovative learning formats and engaging meetings. Be sure to take advantage of sharing your products, services, and research with optometric professionals from throughout the thirteen great western states and beyond. As GWCO Virtual Congress 2020 has no boundaries!



September 18-20, 2020

BE SEEN AS A SPONSOR: LEVEL RECOGNITION

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
Sponsored Waiting Room	✓				
One Email Sent to Attendees from GWCO on Behalf of the Sponsor	✓				
Custom Social Post on Twitter & Facebook	Two	One			
Sponsored Registration to Award to an OD of Your Choosing	Five	Two	One		
Member State Leadership Contact Information	✓	✓	✓		
Discount off of Your 2021 Congress Partnership	\$750	\$500	\$250	\$100	\$0
Registrant/Attendee Rosters	✓	✓	✓	✓	✓
Recognition During Congress Closing Remarks	✓	✓	✓	✓	✓
One Shout-Out/Mention on Social Media (Twitter & Facebook)	✓	✓	✓	✓	✓
Recognition and Company Logo Linked in All Event Marketing Emails	✓	✓	✓	✓	✓
Company Logo Linked in Fall 2020 & Winter 2021 quarterly Council News Newsletters (Reaches All GWCO Contacts)	✓	✓	✓	✓	✓
Company Logo Linked in monthly 2020 Insider News (Reaches GWCO Leaders)	✓	✓	✓	✓	✓
Company Logo Linked on GWCO Website Homepage	✓	✓	✓	✓	✓
Recognition on Virtual Platform Homepage	✓	✓	✓	✓	✓

Note: Recognition of benefits contingent on full payment.

BE SEEN AT EVENTS & ACTIVITIES

EVENT	RATE	DAY(S)	DESCRIPTION
Exclusive Branded 1-hour Lunch & Learn Seminar (One)	\$29,500	Saturday	Sponsor provided the opportunity to address attendees for 50 minutes.
Welcome Reception (One)	\$12,500	Friday	Sponsor provided the opportunity to address attendees for 5-10 minutes.
President's Awards Lunch (One)	\$11,500	Sunday	Sponsor provided the opportunity to address attendees for 5-10 minutes.
Exhibit Hall Ribbon Cutting (One)	\$10,000	Friday	Sponsor provided the opportunity to address attendees for 5-10 minutes.
Standard 1-hour Lunch & Learn Seminar (Three)	\$10,000	Friday	Sponsors provided the opportunity to address attendees for 50 minutes
Presidents' Council (One)	\$6,000	TBD	Sponsor provided the opportunity to address attendees for 10 minutes.
Student Program (Two)	\$6,000	TBD	Offers sponsors the opportunity to provide educational content to future optometric professionals.
Breaks (Six)	\$3,500	Friday, Saturday	Sponsor provided with the opportunity to address attendees for 12 minutes between sessions. Break Ideas: Ask Me Anything, At the Movies Intermission, Brain Break, Coffee Chat, Fitness Friday, Go Pro Tour, Mood Boost Meet-Up, Pitstop Pause, Word Cloud
Exhibit Hall Scavenger Hunt (One)	\$2,500	Saturday	Recognition in Scavenger Hunt promotion and opportunity to announce Scavenger Hunt winner.
"Roaring 20s" Costume Contest (One)	\$2,500	Sunday	Recognition in Costume Contest promotion and opportunity to judge and announce costume contest winner.
"It's a Wrap" Daily Closing Remarks (Three)	\$1,500	Friday, Saturday, Sunday	Under the direction of the Congress emcee, sponsor will assist in delivering the daily, scripted, closing remarks. One to two minutes.
"It's a Wrap" Daily Door Prize Drawing (Three)	\$1,500	Friday, Saturday, Sunday	Sponsor provided the opportunity to participate in daily door prize drawing.
Registration Packet Item (Three)	\$1,000		Recognition in "Letter from the President" included in Registration Packet to be mailed to each registrant.

BE SEEN IN GWCO PROMOTIONS

EVENT	RATE	DAY(S)	DESCRIPTION
Virtual Platform (One)	\$10,000		Put your brand front and center on the virtual platform homepage and make a stronger first impression.
Congress Web Page Banner (Five)	\$2,500		Banner recognizing sponsor on selected Congress website page.
Post Congress "Thank You" Email/Survey (One)	\$2,000	Post Congress	Recognition in Post Congress "Thank You" Survey.
Waiting Room (Three)	\$1,000	Friday, Saturday, Sunday	Recognition in waiting room prior to each day's start.
Customized Attendee Emails (Three)	\$500		Target registered attendees by sending them a custom email from GWCO. (500-1000 words, up to 3 links, and up to 2 images)

WE ARE COMMITTED TO MAKING THE BEST OF 2020

This year GWCO is working to offer our industry partners enhanced virtual event sponsorship opportunities to increase your exposure and reflect your level of commitment to the optometric profession. These offerings are available on first come, first served basis.



BE SEEN AS A VIRTUAL EXHIBITOR

The upcoming re-imagined Congress offers a robust virtual exhibit experience. In addition to expanded Exhibit Hall hours, attendee-to-exhibitor engagement will be promoted throughout the event, exhibitors will be promoted broadly to GWCO's optometric community and remain highly visible before, during, and after the Congress.

EXHIBITOR PROFILE BENEFITS	STANDARD \$1,500	PREMIUM \$2,000	PLATINUM \$2,500
Linked Logo	✓	✓	✓
Company Description	✓	✓	✓
Contact Information	✓	✓	✓
Social Media Links (Facebook, LinkedIn, Twitter, Instagram)	✓	✓	✓
Downloadable PDF Resources/"Handouts" (i.e. Brochures, White Papers)	One	Two	Three
Live Chat (Via Chat Box) with Attendees through Virtual Booth		✓	✓
Embedded YouTube Video (Video Link or File to be Provided)			✓

VIRTUAL BOOTH BENEFITS	STANDARD \$1,500	PREMIUM \$2,000	PLATINUM \$2,500
Complimentary Exhibitor Registrations to Attend All Events/Activities	Two	Two	Two
Opportunity to Participate in Attendee Gamification (i.e. Host Giveaways)	✓	✓	✓
Company Name Linked on Website Homepage	✓	✓	✓
Participation in Booth Banner "Roaring 20s" Decorating Contest (.JPEG or .PNG 600 pixels x 250 pixels)	✓	✓	✓
Slide Recognition During Congress Closing Remarks	✓	✓	✓
Discount Off of Your 2021 Booth Fee	\$50	\$100	\$150
Company Listed on Virtual Platform Homepage	Name	Linked Name	Linked Logo
Sponsored Registration to Award to an OD of Your Choosing		Two	Three
Linked Name in 2020 monthly Insider News Newsletter (Reaches GWCO Leaders)		✓	✓
Company Name Linked in Fall 2020 & Winter 2021 quarterly Council News Newsletters (Reaches All GWCO Contacts)			✓
One Designated Time Slot to Video Chat with Attendees			✓

KEEP AN EYE ON THE SPECTACULAR



**Great Western Council
of Optometry**

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

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RESERVE YOUR SPONSORSHIP AND VIRTUAL BOOTH TODAY!

Sign Up Online
www.gwco.org/industry-partners



QUESTIONS?

If you have questions about sponsorship or exhibiting,
contact the GWCO Office.

Email: info@gwco.org

Phone: (206) 209-5273