



IDAHO OPTOMETRIC PHYSICIANS

Annual Congress

October 4 - 6, 2018

*World Class Education!
World Class Ambiance*

Coeur d'Alene
Resort

Coeur d'Alene, Idaho

**THE BEST
PLACE TO
SHOW YOUR
SUPPORT FOR
IDAHO
OPTOMETRY!**

Advertising

The IOP offers a variety of publications to advertise your company's products and services. Partner with us!

Exhibit Hall

Face-time is an essential element of business. Take advantage of early registration to select the best location to meet with our doctors and paraoptometrics face-to-face.

Sponsorship

Expand the "presence" of your company at our Annual Congress. Sponsor an event or distribute product. Check this *IOP 2018 Sponsor Opportunities* for options.

S P O N S O R O P P O R T U N I T I E S

DATES & DEADLINES

- December 31, 2017** SPECIAL Congress booth rate offered through December 2016. Rates will increase in 2017, and this is an opportunity to lock into the 2016 rate. Registration and payment must be received before the end of business, 2016.
- January 1, 2018** THINK **ADVERTISING** AND **SPONSORSHIP**
See all the great options available to promote your company through Advertising and Sponsorship at IDAHO'S OPTOMETRIC PHYSICIANS CONGRESS 2017.
- February 2, 2018** 2017 Early Bird Booth rates in effect through March 31, 2018
- April 6, 2018** Deadline for **SPONSORSHIP** recognition in the **Registration Package**. This manual is available to approximately 450 optometric professionals in Idaho and surrounding states.
Deadline for **ADVERTISING** in the **Registration Package**
- June 1, 2018** 2018 Standard booth rates in effect through September 28, 2018
Exhibitors who pay in full by June 1, 2018 will be listed on the AOA/IOP Website!
- August 8, 2017** **ADVERTISING** AND **SPONSORSHIP** deadlines for On-site Manual
- September 28, 2018** Exhibit booth registration closes, NO EXCEPTIONS
- October 4-6, 2018** IDAHO OPTOMETRIC PHYSICIANS Congress 2018
- October 5, 2018** Exhibit Hall opens at 12:00pm



Contact us with questions: execdir@iopinc.org or (208) 461-0001
iopinc.financial@gmail.com or (208) 890-3556



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To The Supporters of Idaho Optometry:

On behalf of the Idaho Optometric Physicians, it is my pleasure to invite you to partner with us at Idaho Optometric Physicians Annual Congress, October 4-6, 2018 in Coeur d'Alene, Idaho. Our tag line this year is "World Class Education with World Class Ambiance".

We target more than 500 optometric professionals in Idaho and surrounding states, 800 allied ophthalmic professionals and numerous students. You won't want to miss the opportunity to be part of Idaho's largest eyecare convention.

This industry packet has several great options to "showcase" your company through Advertising, Booth Space and Sponsorship.

1. **Advertising:** There are two major publications for our congress: The Registration Brochure and the Onsite Manual are the vehicle's to advertise your company's products and services while highlighting your participation in Idaho's 2018 Congress. (Ask about advertising in the IOP NEWS)

2. **Exhibit Hall:** Location of your booth is one of the key elements of a successful show. Space at the Congress site is limited to 34 exhibitor booths and will be allocated on a first-come basis. We strive to take every possible measure to assure that your participation in this conference is worth your time and expense.

3. **Sponsorship:** Increase recognition of your company's name as a supporter of Idaho Optometry through sponsorship. Check our menu of sponsorship opportunities; everything from Hotel Key cards to The Awards Luncheon.

I am available to answer questions that may come up and look forward to welcoming you as an industry partner at Idaho's Optometric Congress in October of 2018.

With appreciation,

Randy L. Andregg, OD
Executive Director
PO Box 2671
Eagle, ID 83616-9122
execdir@iopinc.org

SPONSOR RECOGNITION LEVELS

MAJOR SPONSOR LEVELS:

\$2,500 = **BRONZE** \$7,500 = **GOLD**

\$5,000 = **SILVER** \$10,000 = **PLATINUM**

Additional recognition and benefits are included with these designations. Signage will be provided at exhibit booths recognizing major sponsors and benefactors. Additional recognition in the Registration Package and Onsite Manual with these levels, provided payment has been received by time of printing. **To Sponsor a specific IOP event**, contact Randy Andregg in the IOP office at execdir@iopinc.org or by phone at **(208) 461-0001** indicating your interest in sponsoring an event. In reply, each sponsor will be asked to complete & submit a form (included in this packet) to the IOP administrative office. **Deadline** for Sponsorship Recognition in the Registration Package is April 6, 2018. The brochure is mailed to approximately 450 optometrists in the State of Idaho and surrounding regions.

BENEFITS OF ALL MAJOR SPONSORSHIPS BEGINNING AT THE BRONZE LEVEL

- Recognized in the Onsite Manual by logo at the level attained, in a full-page ad
- Listing as sponsor by category in the Registration Packet provided payment of sponsorship has been received by the time of publication
- Announcement at beginning of all education sessions to recognize and thank sponsors
- Announcement at the sponsored event during welcome
- Strategically placed signage at the meeting location
- Printed Thank You in the quarterly IOP NEWS following the Congress

BENEFITS ADDED AT THE SILVER LEVEL

- All benefits included at the lower levels, PLUS
- Typed company name on web site with link

BENEFITS ADDED AT THE GOLD LEVEL

- All benefits included at the lower levels, PLUS
- Recognition in two e-blasts by logo and level attained
- Recognition during President's Welcome Speech

BENEFITS ADDED AT THE PLATINUM LEVEL

- All benefits included at the lower levels, PLUS
- Largest, bold font in all advertising
- Printed flyer provided by the sponsor/supporter in Congress Tote
- Designation of supporter's own day to each sponsor who contributes \$10,000 or more to education (Only three days are available)

CONGRESS EVENTS

Sponsorships and Educational Grants are determined and recognized independently
(Sponsorship totals include items, events, and in-kind contributions.)

<i>Event</i>	<i>Day</i>	<i>Description</i>	<i>Docs/ Paras</i>	<i>Amount</i>
Pre-Registration	Wed.	Pre-registration offered at the host hotel with small snack. Sponsor invited to be present and interact with registrants	100+	\$1,500
Doctor Breakfast	Thu..	Non-CE Breakfast* buffet offers sponsor the opportunity to solely address attendees for 15-20 minutes.	120	\$3,193*
Morning Education Break	Thu.	Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	120+	\$1,458
Doctor's Lunch*	Thu.	Non-CE Lunch offers sponsor the opportunity to solely address attendees for 20 minutes.	120+	\$3,296
PM Dr./Para CE Break	Thu.	Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	220+	\$1,890
President's Reception**	Thu.	Welcome reception held immediately after last lecture of the day with hors d'oeuvres. Sponsor offered a brief speaking opportunity and 40-50 minutes mingling with the attendees. Includes full outside back page ad in Reg. Brochure & Onsite Manual. Plus a banner recognizing "Sponsor's Day" <u>_PLATINUM_</u>	210+	\$10,000
Friday CE Breakfast	Fri.	CE Breakfast. 1 hr. COPE approved class. <u>_SILVER_</u> Recognition	130	\$3,500
Para Breakfast	Fri.	Non-CE Breakfast. Offers sponsor 20 minute speaking opportunity.	110+	\$3,100
Morning Education Break	Fri.	Both Paras and Doctors. Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	210	\$1,890
Exhibit Hall Luncheon**	Fri.	Exhibit Hall Lunch offers sponsor the opportunity to personally interact with all attendees. <u>_GOLD_</u>	240+	\$6,000
Para Breakfast & Education	Sat	IOP-PS Education. Offers a 20 minute speaking opportunity prior to the Education Breakfast Hour.	110	\$3,100
Saturday CE Breakfast	Sat.	CE Breakfast. 1 hr. COPE approved class. <u>_SILVER_</u> Recognition	130	\$3,500
Awards Luncheon**	Sat.	Traditional awards for paraoptometrics and doctors. Includes inside front full page ad in Registration Brochure & Onsite Manual, plus additional value added items.. Plus a banner recognizing "Sponsor's Day" <u>_PLATINUM_</u>	210+	\$10,000

*Co-sponsorship opportunity

**GOLD & PLATINUM Levels are bundled with additional value added options. Contact us for details.

SPECIALTY SPONSORSHIPS

GIVEAWAY ITEMS

		<i>Pieces</i>	
Stylus Pens	We recommend quality pens with your logo and contact information.	300	\$360
Memo Pads	Your opportunity to place your business name in front of the Congress attendees (both doctors & paras)	300	\$420
Name Badge Holder & Lanyards	Exclusive sponsor for the 3" X 4" name badge holders with business name and logo lanyards. (Lanyards to be supplied by sponsor)	300	\$750
Congress Tote Bag	Everyone appreciates a convenient stash for "Congress treasure"	250	\$965
Hotel Key Cards	Remind Congress attendees of your support, at the end of each day	250	\$800
Luggage Tags	A travel reminder of your support for Idaho optometry	250	\$360
Coffee Tumblers	Insulated stainless steel with logo	250	\$1,100
Tissue Packs	Cushioned jar opener tissue box with logo	250	\$360
Sanitizer Sprays	Convenient and practical giveaway	250	\$360
Water Bottles	Stainless steel insulated bottle with business logo	250	\$995
Lip Balms	Make a lasting impression with this Congress gift	250	\$360

NOTE: If your company will provide the product listed above, or has an item not on our list, please contact us with detailed information and we will establish a handling fee and in kind value to be considered for sponsor recognition. If IOP is to provide the product with your logo, we need art approval no later than August 1st.



ADVERTISING

OUR TWO MAJOR CONGRESS PUBLICATIONS

Registration Brochure Reaching approximately 450 optometric professionals		On-site Manual Distributed to approximately 275 attendees at Congress	
Every Page Tag Line	\$1300	Every Page Tag Line	\$1100
Full Page, Back, Outside Cover 4 Color (8.5" X 11")	\$1500	Full Page, Back, Outside Cover 4 Color (8.5" X 11")	\$1250
Full Page Inside Front, 4 Color (8" X 10.5")	\$1200	Full Page, Inside Front, 4 Color (8" X 10.5")	\$1000
Full Page Inside Back, 4 Color (8" X 10.5")	\$1200	Full Page Inside Back, 4 Color (8" x 10.5")	\$1000
Full Page, 4 Color (8" x 10.5")	\$1,100	Full Page, 4 Color (8" x 10.5")	\$1,000
½ Page, Inside, 4 Color (8" X 5.25")	\$650	½ Page, Inside, 4 Color (8" X 5.25")	\$650
¼ Page, Inside, 4 Color (4" X 5.25")	\$400	¼ Page, Inside, 4 Color (4" X 5.25")	\$400
1/8 Page, Inside, 4 Color (4" X 2.25")	\$200	1/8 Page, Inside, 4 Color (4" X 2.25")	\$200

Receive a 20% discount by placing your ad in both publications!

ELECTRONIC OPPORTUNITIES

Mobile App Splash Screen	\$4,300
Quarterly e-blast to IOP Members	\$1,189

DEADLINES:

Registration Brochure = April 7, 2018
On-site Manual = August 8, 2018

FORMAT FOR ADS

Preferred image file formats: PDF, JPG, EPS

PLEASE NOTE:

Expenses for advertising do not count towards sponsorship recognition levels.

ABOUT US



IOP
IDAHO
OPTOMETRIC
PHYSICIANS

The Idaho Optometric Physicians association was originally formed in 1910 as the Idaho Optometric Association. We are the Idaho affiliate of the American Optometric Association (AOA), and they were founded in 1898. The AOA represents approximately 37,000 doctors of optometry, optometry students and para-optometric assistants and technicians in the United States. Nearly 450 of those doctor and para members reside in our great state!

Our Annual Congress is the largest optometric education program in the entire state of Idaho! Add to



**AMERICAN
OPTOMETRIC
ASSOCIATION**

that a growing reputation for world class education, and it becomes easy to see why the number of doctors attending from out of state is increasing as well.

We believe our laser focus on ROI is what draws an increasing number of industry partners every year. We hold the philosophy of every component in our Annual Congress being mutually beneficial. We've held those concepts long enough to see a marked increase in participation.

Don't be standing on the outside looking in this year... Work with us in Coeur d'Alene!



Coeur d'Alene Classrooms

ORDER FORM

EVENT SPONSORSHIP		
<input type="checkbox"/> Pre-Registration	Wed.	\$1500
<input type="checkbox"/> Doctor Breakfast	Thu.	\$ 3193
<input type="checkbox"/> Doctor's CE Breakfast	Fri.	\$ 3500
<input type="checkbox"/> Doctor's CE Breakfast	Sat.	\$ 3500
<input type="checkbox"/> Para Breakfast	Fri.	\$ 3100
<input type="checkbox"/> Para Business Breakfast	Sat.	\$ 3100
<input type="checkbox"/> Morning Education Break	Thu.	\$ 1458
<input type="checkbox"/> Morning Education Break	Fri.	\$ 1890
<input type="checkbox"/> Doctor Lunch	Thu.	\$ 3296
<input type="checkbox"/> President's Reception Bev. Svc	Thu.	\$ 2000
<input type="checkbox"/> PM Doctor/Para CE Break	Thu.	\$ 1890
<input type="checkbox"/> President's Reception	Thu.	\$10000
<input type="checkbox"/> Awards Luncheon	Sat.	\$10000
<input type="checkbox"/> Exhibit Hall Luncheon Friday	Fri.	\$ 6000
Event Sponsorship Sub Total		\$

Complete the Exhibitor Registration on page 10 to reserve your Booth then select additional items below to maximize your ROI at IOP's Annual Congress 2018.

SPECIALTY SPONSORSHIP	
<input type="checkbox"/> 300 Stylus Pens	\$ 360
<input type="checkbox"/> 300 Memo Pads	\$ 420
<input type="checkbox"/> 300 Name Badge Holders and Lanyards (Lanyards supplied by Sponsor)	\$ 750
<input type="checkbox"/> 250 Congress Tote	\$ 965
<input type="checkbox"/> 250 Hotel Key Cards	\$ 800
Specialty Sponsorship Sub Total	
\$	

ADVERTISING			
	Registration Brochure	On-site Manual	Both Publications (20% discount)
Every Page Tag Line	<input type="checkbox"/> \$ 1300	<input type="checkbox"/> \$ 1100	<input type="checkbox"/> \$ 1920
Full Page Back Outside Cover	<input type="checkbox"/> \$ 1500	<input type="checkbox"/> \$ 1250	<input type="checkbox"/> \$ 2200
Full Page Inside Front	<input type="checkbox"/> \$ 1200	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1760
Full Page Inside Back	<input type="checkbox"/> \$ 1200	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1760
½ Page Inside	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 1040
¼ Page Inside	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 725
1/8 Page Inside	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 375
Advertising Sub Total			\$

EVENT TOTALS	
1. Exhibit Total (from pg.10)	\$
2. Advertising Total	\$
3. Event Sponsorship	\$
4. Specialty Sponsorship	\$
Grand Total:	\$

PAYMENT INFORMATION

Checks (made payable to IOP)
 Visa MasterCard
 (sorry, no AMX or Discover)

Card No _____ Exp Date _____ Validation Code _____

Billing Address _____

City/State/Zip _____

Cardholder Name _____

Signature _____

EXHIBITOR REGISTRATION

Exhibit hours are 12:00pm to 3:00pm, Friday, October 5th. At 12:20pm, a sponsored Luncheon begins. Friday evening following the Exhibit Hall is left open to allow exhibit representatives to arrange private evening time with clients. Booth size is 8' X 10' with an 8' back drape and 3' side drapes. Signage, a 6' draped table and 500W electrical service is provided when requested. The show layout and blueprint is by Design West of Salt Lake City. Phone 1-800-445-9627. Freight handling service is available through The Coeur d'Alene Resort. (see page 11 for Exhibit Hall blueprint)

CANCELLATION POLICY: Refunds requested over 90 days before the event will be issued minus a 7% service fee. No refunds will be made if request is received 90 days or less, prior to the event.

Booth Type	Door Prize	2016 Rate to 12/31/17	Early Bird to 3/31/18	Standard to 9/01/18
Single	Yes <input type="checkbox"/> No <input type="checkbox"/>	\$855	\$889	\$933
Double	Yes <input type="checkbox"/> No <input type="checkbox"/>	\$1,467	\$1,540	\$1,617

Will you need electricity? Yes No **Major Sponsor?** _____
(Bronze, Silver, Gold or Platinum)

Special Instructions: _____

Company: _____, Specialty: _____

Company Address: _____

Rep. Name(s) and Title(s): _____

Phone: _____ Contact Email: _____

Address: _____ City: _____ State: _____ Zip _____

Please make check payable to the Idaho Optometric Physicians. If paying by Visa or MasterCard (sorry, no AMX):

Card Type: Visa MasterCard Name on Card _____

Card Number: _____ Exp. Date: _____

Address where Card billing is sent _____

**Please send this completed form, with check or credit card information to:
Idaho Optometric Physicians, PO Box 2671, Eagle, ID 83616-9122
(Registration is not complete until payment is received)
Questions? (208) 461-0001 or execdir@iopinc.org**

EXHIBIT HOURS

Friday, October 27 12:00pm - 3:00pm

EXHIBIT MOVE HOURS

IN: Friday, October 27 8:00am - 11:30am
 OUT: Friday October 27 3:00pm - 5:00pm

SHOW LOCATION

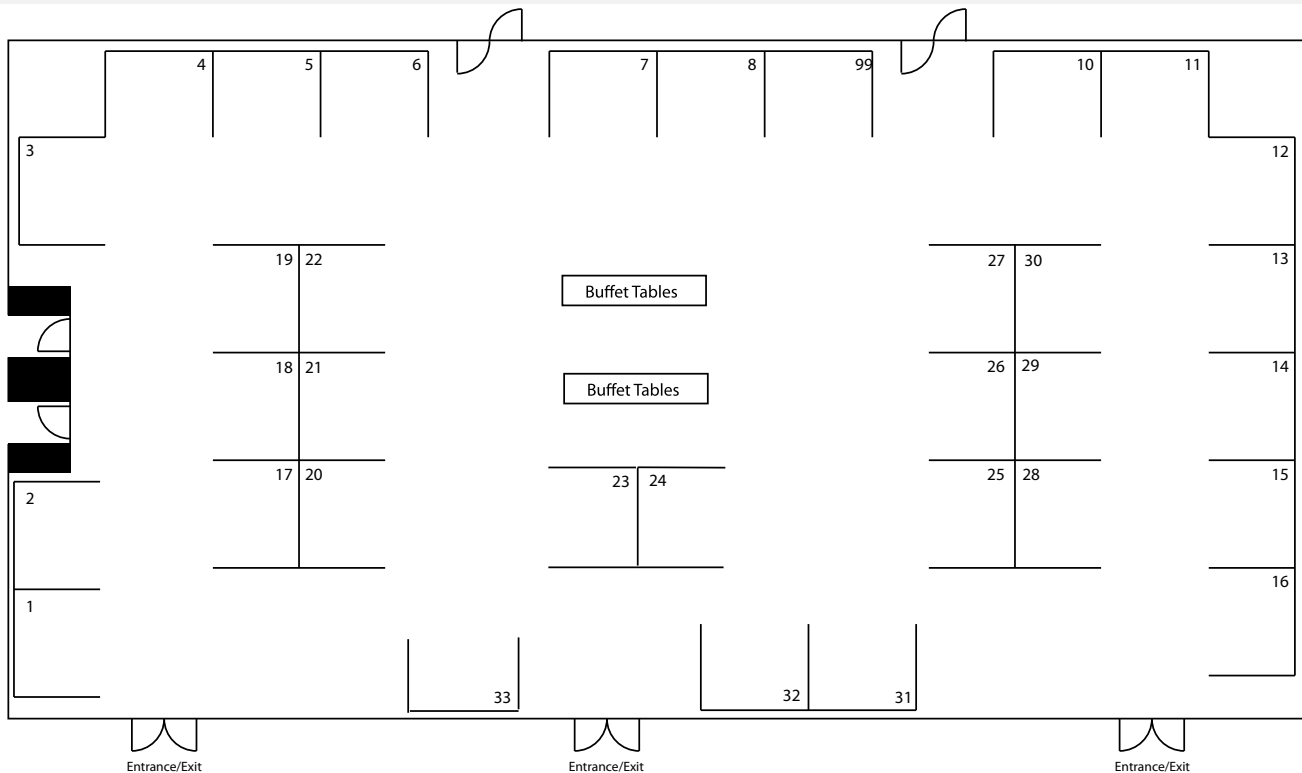
The Coeur d'Alene Resort, Bays 1-3
 115 S 2nd Street, Coeur d'Alene, ID 83814


ACCOMMODATIONS

The IOP has a room block with the Coeur d'Alene Resort specifically for the Idaho Optometric Physicians Annual Congress. Rooms will be held until August 24, 2018. Reservation by phone is **1-888-965-6542** or online through the IOP Website on the "IOP Meetings and Events" page, after April 15th.

AIR TRAVEL

Spokane International (**GEG**) is 40 minutes from Coeur d'Alene, if you choose to fly in.



SHOW NAME: IDAHO OPTOMETRIC TRADESHOW - 2018				
FACILITY AND HALL: COEUR D'ALENE HOTEL CONVENTION CENTER: BAYS 1 - 3				
CITY AND STATE: COEUR D'ALENE, IDAHO				
SHOW DATE: OCTOBER 5, 2018	BOOTH SIZE: 8' x 10'	PLAN DATE: 9-24-09	REVISION: A	

WEBSITE LISTING (value added!)

Exhibitors who register (paid in full) by July 6, 2018, will be listed on the IOP website.

SHOW SPECIALS

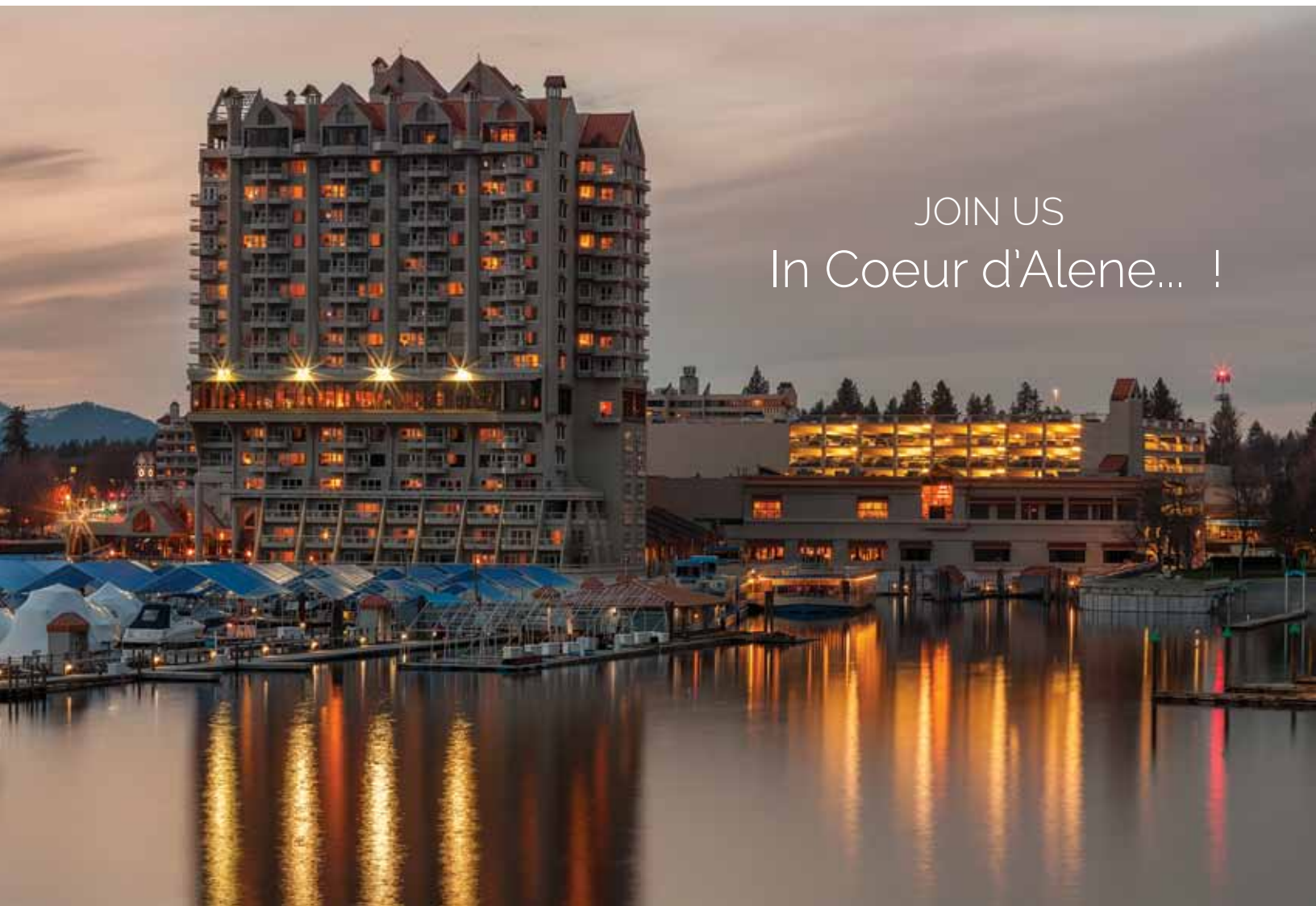
Exhibitors are encouraged to provide show specials to increase logo branding, entice booth traffic, and generate sales/membership. Show specials will be placed in registration packets, when exhibitor supplies materials to the IOP at least one week in advance of the tradeshow.

BOOTH SELECTION

Requested locations are granted on a first come, first served basis. Locations are secured only after payment is received.



Idaho Optometric Physicians
PO Box 2671
Eagle, ID 83616-9122



JOIN US
In Coeur d'Alene... !