



Exhibitor Prospectus

65TH Annual HOAECC



65TH Annual HOAECC Exhibit Hall

February 20-22, 2026
Sheraton Kansas City Hotel at Crown Center
Kansas City, Missouri

Friday, February 20th

Exhibit Booth Setup	8:00 AM - 2:30 PM
Exhibitor Welcome Meeting and Prize Drawing	2:15 PM - 2:35 PM
Exhibit Hall Grand Opening	2:45 PM
Exhibit Hall Hours	2:45 PM - 7:15 PM
Exhibit Hall Exclusive Hours	
OD's, Para, and Students	2:45 PM - 4:00 PM
	5:45 PM - 7:15 PM
Heart of America Craft Beer Tour	5:45 PM - 6:45 PM
Prize Drawings (must be present to win)	
Random Prize drawings during exclusive exhibit hall times	

Saturday, February 21st

Exhibit Hall Hours	9:00 AM - 2:15 PM
Exclusive Exhibit Hall Hours	
Para	9:00 AM - 10:00 AM
OD's and Students	10:00 AM - 11:30 AM
Luncheon	
Paras	12:00 PM - 12:45 PM
OD's and Students	12:30 PM - 1:15 PM
Dessert Bar in Exhibit Hall	After lunch
Exclusive Exhibit Hall Hours	
Para	12:45 PM - 2:15 PM
OD's and Students	1:15 PM - 2:15 PM
Prize Drawings (must be present to win)	
Random prize drawings during exclusive exhibit hall times	
GRAND PRIZE drawing at the end of the exhibit hall time	



Thank you to the 2025 Exhibiting Sponsors

Johson & Johnson
VSP Vision
GSRx
AbbVie
CooperVision
Dompe'
Alcon
Essilor Luxottica
Hoya
Vision Care Direct
Vision Source
Midland Optical
Invision Magazine
Optos
Acquios Advisors
BostonSight
Optikam Tech
Tangible Science
Dryeye Rescue
Visionix

Camaraderie. Education. Innovation.

For over 65 years, the Heart of America Eye Care Congress has been built on these three pillars. While many events have come and gone, the Heart remains a Midwest stalwart—thanks in large part to you, our exhibitors, who return year after year.

Camaraderie – Our exhibit hall is a lively hub where meaningful connections are made—sparking conversations, sales, and lasting partnerships that extend well beyond the event.

Education – The Heart offers more than just lectures. Education happens in the classroom, in the exhibit hall, and through peer-to-peer exchange—empowering attendees to improve patient care and grow their practices.

Innovation – From cutting-edge technology to trend-setting eyewear and services, the Heart showcases what's next in eye care, giving attendees the tools they need to succeed.

With the largest optometric exhibit hall in the Midwest, the Heart continues to thrive because of your support. Whether you're returning or joining us for the first time, we invite you to be part of the experience in Kansas City, February 20–22, 2026.

From the Heart



Seth Thibault, OD



Ron Hansen, OD

What's Happening in the Exhibit Hall

Attendee Demographics

Number of Attendees: **1,347**

Numbers by Participant:

67%

Optometrists

18%

Paraoptometrics

10%

Resident

5%

Students

109
BOOTHs

Exhibitors

What They are Saying:

“

I really liked how you engaged the doctors with the exhibitors. Very well thought out and overall great conference.

“

I honestly thought this was the best Heart I have been to. Great interaction with ECP.

“

I loved ... being able to visit with students in addition to my practicing providers. The convention had a lot of positive energy in it.

Exhibit Hall Schedule and Special Events & Benefits

Friday, February 20th

- Setup
- Grand Opening & Welcome
- Prizes
- Exhibit Hall open
- Craft Beer Tour

Saturday, February 21st

- Exhibit Hall open
- Grand Prize Drawings
- Buffet Lunch
- Presidential Camaraderie Reception

Special Events/Benefits

- Para Meet and Greet
- Doctor Meet and Greet
- Craft Beer Tour
- Over \$10,000 in Prizes and Drawings

Whats New!

Kickstart Corner

Are you a start-up or small company new to exhibiting at the Heart?

Join our Kickstarter Corner — an all-in-price on a booth package designed just for small companies.

Email exhibits1@hoaecc.org for details. Space is limited.

Exhibitor Registration and Booth

Register Online at:

hoaecc.org/exhibit

Exhibit Booth Packages

10'X10' Booth \$2,600 (\$250 Deposit)

20'X20' Booth \$13,000 (\$1,750 Deposit)

- Deposits due before November 1, 2025 for preferential booth assignment
- Payment in full is due before January 9, 2026
\$250 Administrative fee will be charged for booth fees not paid in full by January 9, 2026.
- Payment in full received after the conclusion of the congress will be assessed a \$500 administrative fee.

What's Included in Each Booth?

- Drape
- Sign
- 5 exhibitor badges (additional badges are \$50 each)
- Exhibitor portal
- Security officer in exhibit hall from setup through tear down.

What's not Included in Booth Fees?

- Tables
- Chairs
- Trash cans
- Carpet

Payment can be made on line with a credit card (Visa or Mastercard) or a check can be made out to HOAECC and mailed to

Ron Hansen, OD
HOAECC Exhibits Director
3805 Foxfire St.
Hutchinson KS 67502

Exhibitor Registration Includes

- Tickets for the Friday night Heart of America Craft Beer Tour in the exhibit hall.
- **Two** buffet luncheon tickets for Saturday. (Extra luncheon tickets can be purchased at the exhibits registration booth.) Luncheon tickets will be delivered to the booth on Saturday morning.
- Heart's exhibitor portal, upload their company description, web page address and contact information.
- Round the clock security officer in exhibit hall from setup through tear down

Booth Information

Booth assignment is highly competitive. Booth selection is not interactive on the portal and floor plan does NOT indicate available booth spaces. Exhibit directors will assign booths no later than 01/25/26. Booth assignments will be based upon:

For companies making their deposit before November 1ST, 2025.

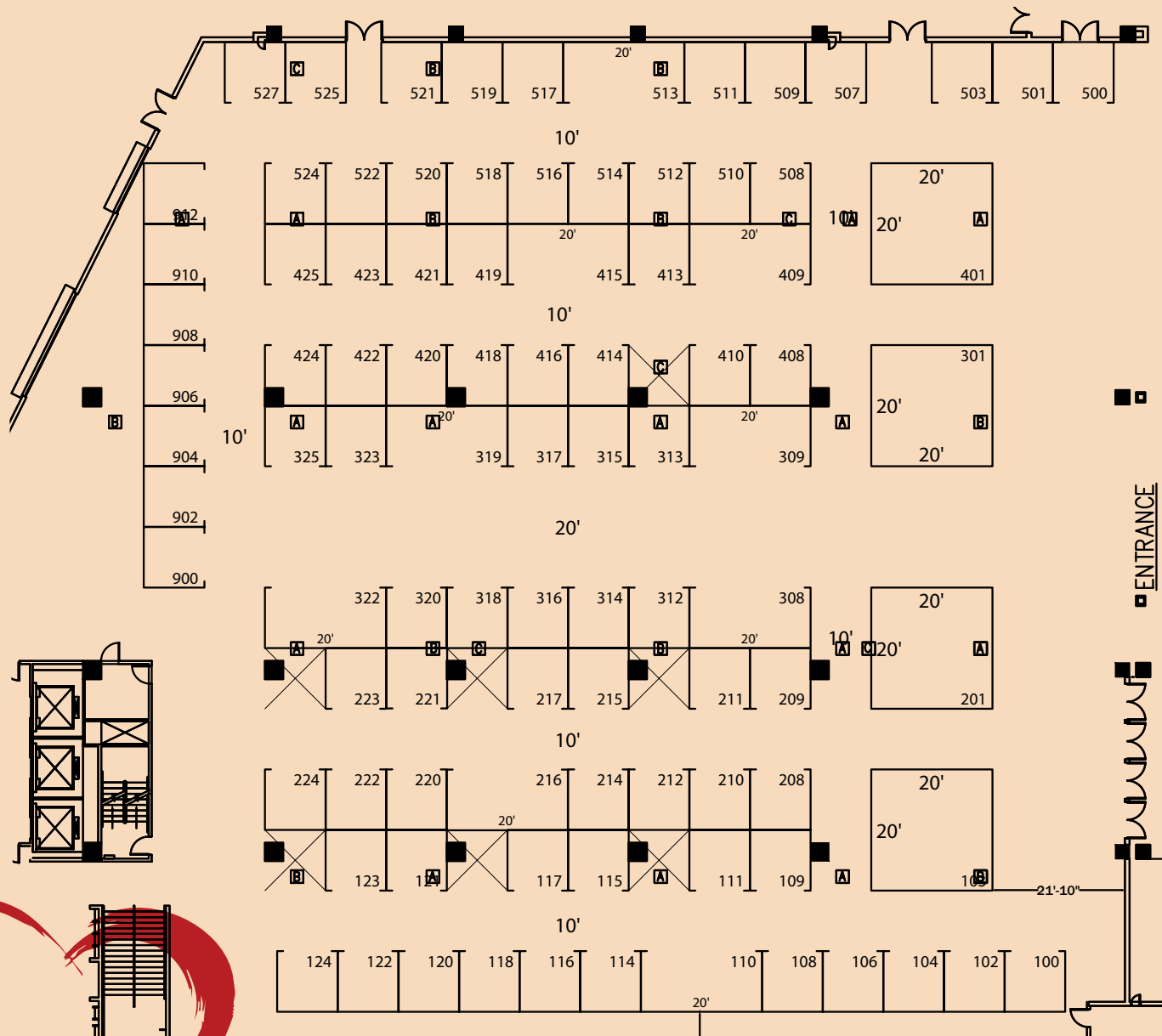
1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Loyalty/Longevity of exhibiting at the HOAECC Congress.
3. Date of Receipt of Payment in Full
4. Date of receipt of deposit.
5. 300 aisle booths are reserved for Bronze and above sponsors

For companies making their deposit after November 1ST, 2025.

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship
2. Date of receipt of deposit
3. Date of receipt of payment in full.

Sample Floor Plan

Crown Center Exhibit Hall



*** 2026 floor plan subject to change based upon the number of booths and island booths required***

Corporate Sponsor Information & Opportunities

The 2025 Heart of America Eye Care Congress was a great success, marked by exceptional education and Midwestern camaraderie. We extend our sincere gratitude to all attendees whose unwavering support continues to take this Congress to the next level.

Additionally, the support of our 23 Eye Care Industry Sponsors played a large role in this success. Each year, our industry Sponsors unveil new, cutting-edge innovations that continue to advance modern eyecare. To all of you, we say a big "Thank You" for your continued support. Great education, unparalleled camaraderie opportunities and the presentation of the newest technology in eye care solidify our position as a premier regional eye care meeting for our attendees.

We look forward to providing Doctors and staff the opportunity to connect with our Sponsors and Exhibitors at the 65th edition of the Heart of America Eye Care Congress, Feb 20-22, 2026 at the Sheraton at Crown Center in Kansas City, Missouri. We hope you can join us for a memorable experience.

To learn more about Sponsorships and Branding opportunities, go to hoaecc.org/sponsorship



Kelly Norland, OD
Public & Professional
Relations Director
ppr@hoaecc.org

Sponsorship Levels

Diamond	\$15,000
Platinum	\$10,000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,250
Program	\$1,500
Supporting	\$1,000

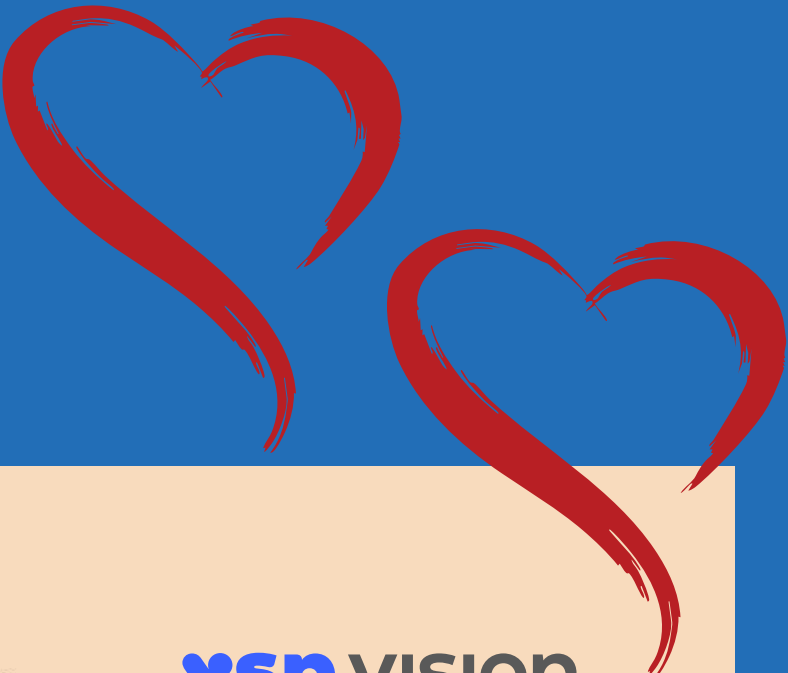
Additional Opportunities:

- Discounted marketing and branding sponsorships
- Private meeting and event sponsorships
- Additional inclusion in newsletters, synopses, program mailings, and emails

Registration Packet Information Opportunity

HOAECC invites your company to advertise in the registration packets which are given to every attendee. This benefit is free to Diamond and Platinum Sponsors. Exhibitors may participate for \$400 and non-exhibitors for \$1,000 per 1 page advertisement. All inserts must be received by January 9th at 518 E 16th St. Kansas City, MO 64108. AlphaGraphics Kansas City is partnering with HOAECC to offer printing services for Sponsors and Exhibitors, if needed. Contact Sammie Hopkins at AlphaGraphics for more information via email at: shopkins@alphagraphics.com

Thank you to our 2025 Corporate Sponsors



Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors

INVISION
Midland Optical
Optos
Vision Source

Bronze Sponsors

Acquios Advisors
BostonSight
Optikam Tech Inc
Tangible Science
Moyes Eye Center

Program

Visionix
Dry Eye Rescue
PERC

Exhibit Services and Conference Support



Contact:

Gary Bates
Phone: 816-668-9856
Gbates@fernexpo.com

Exhibitor Services

George E. Fern Exposition and Event Services of Kansas City, Missouri will assist you with your exhibit hall booth arrangements. Each 10' x 10' exhibitor booth will be equipped with an 8' back drape, two 3' side drapes and one exhibiting company identification sign. Your booth will not come with any furnishings. If you would like tables, chairs, flooring or trash cans, you MUST contact George Fern to order these items.

Approximately 3 months prior to the event George Fern will send the exhibitor packet and instructions for logging into your exhibitor portal. This will include all details for shipping or delivery of materials to the exhibit hall. You will also be able to request additional booth furnishings, carpeting, electrical services, or other services that they provide. They will be available for the duration of the exhibit hall to assist exhibitors with on-site needs. Assembling and dismantling exhibitor booths is the responsibility of George Fern, not the responsibility of exhibitors.



GET NOTICED. GET BUSINESS.
— DOWNTOWN KC —

Contact:

Sammie Hopkins,
Phone: 816-842-4200,
Email: shopkins@alphagraphics.com

Marketing, Printing and Display Support

AlphaGraphics Kansas City is supporting the HOAECC with the development and execution of event materials. They will be available to exhibitors before and during the event for exhibit signage, printed materials, and promotional materials.



Rules and Regulations

Hold Harmless Clause

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, employees, and Heart of America members and board of directors from any and all such losses, damages, and claims. Submission of your payment indicates agreement with the terms of the Hold Harmless Clause.

Right of Refusal

The Heart of America Eye Care Congress board of directors reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit applications.

Due to numerous complaints regarding companies with cosmetic products and services, the Heart of America Eye Care Congress approves booth space applications from companies whose products or services are directly related to the optometric industry. Companies with products or services not related to optometry WILL NOT BE ACCEPTED.

First Time Exhibitors

First-time exhibitors must submit background information on the company, products and services to be exhibited. Information REQUIRED to be considered for acceptance are: website, copies of literature for all products and services to be exhibited.

Refund/Cancellation Policy

- A. Booth deposits (\$250 per 10'X10' booth or \$1750 per 20'X20') are non-refundable.
- B. Companies canceling their exhibit space on or before November 30, receive a refund of all payments made to date less the non-refundable deposit.
- C. Companies canceling their exhibit space on or after December 1, and before December 31, receive a refund of all payments made to date less a 25% processing fee and the non-refundable deposit.
- D. Companies canceling their exhibit space on or after January 1 will not receive any refunds.
- E. Companies canceling their exhibit space immediately before the Heart of America Eye Care Congress due to circumstances beyond their control may have their payments credited to exhibit at the Heart of America Congress, minus the \$250/\$1750 non-refundable deposit, the following year. Approval of this credit will be at the discretion of the Heart of America board of directors.





We love supporting
the HOAECC and enjoy
attending every year.



Important Dates

November 1

Register for PRIORITY BOOTH booth assignment

January 9

Late fees apply for payment received after January 1

Contact Information

Ron Hansen, OD

Exhibits Director

exhibits1@hoaecc.org

Seth Thibault, OD

Exhibits Director

exhibits@hoaecc.org

Kelly Norland, OD

Public & Professional Relations Director

ppr@hoaecc.org

How to Register

Exhibitors are strongly encouraged to register and pay online at: hoaecc.org/exhibit. If you have exhibited with us in the past and are unable to access your portal account, please contact Ron Hansen via email for assistance.

Payment online can be made with Visa or Mastercard. Checks can be made out to HOAECC and mailed to:

Ron Hansen, OD
HOAECC Exhibits Director
3805 Foxfire St.
Hutchinson KS, 67502



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America
Eye Care Congress

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