





SOCIAL SPONSORSHIP




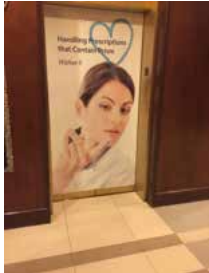
OPPORTUNITY	DESCRIPTION	COST
Spectators Bar Sponsor Full Conference	Be the official sponsor at Spectators Bar for Heart attendees looking to unwind and reconnect. Your company name/logo would appear on bar napkins, coasters, table tents, and signage at Spectators.	\$4,000 (Includes the cost of the coasters, napkins, table tents, signage)
Coffee Bar Sponsor Full Conference	Help our Heart attendees jump start their day with your logo present on coffee sleeves and other signage at the coffee bar located next to the official registration booth.	\$3,000 (Includes coffee sleeves and signage, and coffee provided through the Sheraton)
Craft Beer Tour in Exhibit Hall Saturday 	Host the Craft Beer Tour located in the exhibit hall. Your company name/logo would appear on miniature beer mugs and signage at each tasting station and throughout the Exhibit Hall.	\$2,500 Beer Mugs 
Onsite Reception for Heart Attendees (Hotel Fees and Catering not included)	Promote your company by hosting a private reception within the Sheraton Hotel for Heart attendees.	Diamond – Included Platinum – Included Gold – \$750 Silver – \$1250

EDUCATIONAL OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	COST
Student Luncheon (Hotel Fees and Catering not included)	Connect with students during a private luncheon hosted by your company.	\$3,000 available to Diamond Sponsors
Breakfast Seminar (Hotel Fees and Catering not included)	Host an educational breakfast seminar for Heart attendees. A Retractable Banner noting your event time and location in the Lobby.	Diamond Sponsors – Included Platinum Sponsors – Included
Educational Support Grant	Support the mission of high quality continuing education at the Heart of American Conference through an educational support grant. Have your company's name/logo displayed outside the lecture hall. Also, your company's name will be announced and displayed at the start of the lecture as the educational supporter.	\$400 per doctor hour of lecture \$300 per para – optometric hour of lecture






SPONSOR OPPORTUNITIES

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	COST
Mobile App Sponsor	Your company name/logo will appear on the home screen of the App as the official sponsor of the Heart mobile App.	Diamond – \$1000 Platinum – \$1250 Gold – \$1500 Silver – \$1750
Digital Banner Ad	Your message will be displayed on the video monitors throughout the Exhibit Hall.	Diamond – Included Platinum – Included Gold – Included Silver – Included Bronze – Included
Website Banner Ad - 90 Day Contracts Available through MultiView Media http://mk.multibriefs.com/MediaKit/Pricing/hoacIs	Your company's message will be displayed as an interactive banner on the HOACLS website www.hoacIs.org .	\$2500
Escalator Signage Full Wrap (5 sides of Visible Signage) 	Display your company message on the escalator leading from the Sheraton lobby to the Heart of American registration desk and lecture rooms.	Diamond – \$800/side Platinum – \$900/side
Escalator Logo Wrap (3 Visible Signage areas) 	Display your company logo on the escalator from the Sheraton lobby leading to the Heart of America registration desk and lecture rooms.	Diamond – \$600/side Platinum – \$700/side
Column Panel Ads - 4ft/8ft (4 Available Areas) 	Display your message on column panels located in the Sheraton hotel lobby.	Diamond – \$200/side Platinum – \$250/side Gold – \$300/side Silver – \$350/side Bronze – \$400/side Exhibitors – \$750/side
Elevator Marquee Banners - 41 in x 80 in (4 available Lobby Level) 	The elevator doors of the Sheraton are a prime location to display your company's message.	Diamond – \$200 Platinum – \$250 Gold – \$300 Silver – \$350 Bronze – \$400 Exhibitors – \$700

SPONSOR OPPORTUNITIES

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES (CONTINUED)

OPPORTUNITY	DESCRIPTION	COST
<p>3-D Lobby Ledge Logo Banner Ad (30 in x 38 in)</p> 	<p>Display your logo in 3D in the lobby.</p>	<p>Diamond – \$150 Platinum – \$175 Gold – \$200 Silver – \$250 Bronze – \$300 Exhibitors – \$450</p>
<p>Hotel Entry Window Signage (3 panes available)</p> 	<p>Display your company's message and logo to all Heart attendees on the entry windows as they enter the lobby of the Sheraton hotel.</p>	<p>Diamond – \$400/pane Platinum – \$500/pane Gold – \$600/pane</p>
<p>Conference Level Window Signage 66in x 102 in (4 panes available)</p> 	<p>The windows across from the main lecture rooms is a prime location for advertising your company.</p>	<p>Diamond – \$500/pane Platinum – \$550/pane Gold – \$600/pane Silver – \$650/pane</p>
<p>Exhibit Hall Entry Window Signage (3 panes available at 51in x 60 in)</p> 	<p>Display your company's message on windows as you enter the Exhibit Hall.</p>	<p>Diamond – \$350/pane Platinum – \$400/ pane Gold – \$450/pane Silver – \$500/pane Bronze – \$550/pane Exhibitors – \$700/pane</p>
<p>Mezzanine Bridge Window Signage Various Combinations Available (4 sections available-6 panes per section 318 in x 152 in per section- bottom section in photo)</p> 	<p>Display your message across the Mezzanine windows visible from the Sheraton Lobby. On the Skywalk that connects the lecture rooms to the Exhibit Hall.</p>	<p>Diamond – \$3200/section Platinum – \$3300/section Gold – \$3400/section Silver – \$3500/section Bronze – \$3600/section</p>

SPONSOR OPPORTUNITIES

REGISTRATION SPONSORSHIP	OPPORTUNITY	DESCRIPTION	COST
	Lanyards	Your company's name and logo will be promoted throughout the conference when it appears on the required Heart of America badges.	\$2,500.00
	Informational Fliers in Registration Packets	Place a single page promotional brochure in each of the registration packets.	Diamond – Included Platinum – Included Gold – \$100/sheet Silver – \$200/sheet Bronze – \$300/sheet Exhibitors – \$400/sheet Deadline Feb 4th
	Email to Heart of America Member List (2200 Members in the Midwest)	Opportunity to have The Heart send your company's email to all the 2200 Heart of America Members prior to the Heart of America Convention.	Diamond – Included Platinum – Included Gold – Included
	Sponsor the HOACLS Satchel/ Bag 1200 Bags	Your Logo will be placed on the HOACLS Satchel/Bag that is given to each attendee at registration	\$5000
	Digital Media in Registration Packets	Opportunity to Insert Digital Media DVD/CD/ Flash Drive in the Registration Packets.	Diamond – Included

HOTEL OPPORTUNITIES	OPPORTUNITY	DESCRIPTION	COST
	Room Drop (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Provide a promotional item delivered directly to each attendee's room staying at the Sheraton Hotel. Price of the promotional item <u>not</u> included.	Diamond – \$2000/nt Platinum – \$2050/nt Gold – \$2100/nt Silver – \$2150/nt Bronze – \$2200/nt Exhibitors – \$3000/nt
	Room Key Cards (1300 Cards)	Your company name and logo will be printed on each of the room keys used by Heart attendees staying at the Sheraton during the conference.	Diamond – \$2500 Platinum – \$2600
	In-Room Mirror Clings (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Your company name/logo will appear on a 10inx10in mirror cling inside each attendee's hotel room. Price of the mirror cling <u>is</u> included.	Diamond – \$3200/nt Platinum – \$3400/nt Gold – \$3600/nt Silver – \$3800/nt Bronze – \$4000/nt Exhibitors – \$5000/nt
	Door Hangers and Door Drops (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Promote your company through a promotional door hanger or door drop that is placed on each hotel room door knob. Price does <u>not</u> include the cost of the door hanger.	Diamond – \$650/night Platinum – \$700/night Gold – \$750/night Silver – \$800/night Bronze – \$850/night Exhibitors – \$1000/night