

CORPORATE SPONSORSHIP BENEFITS

Dear Potential Sponsor,

I hope that you had the opportunity to attend the 56th annual Heart of America Contact Lens Congress in Kansas City. "The Heart" continues to evolve each year as a premier Optometric Educational Event. Our focus is to provide the Best Educational Experience in the Midwest through quality education and innovative technology, while fostering an environment of professional camaraderie. The continued success and growth of our meeting would not be possible without the generous support of our sponsors. Each year, our industry partners commit financially to the vision of the Heart Congress to ensure that our meeting is the Best in the Midwest. As the Director of Public and Professional Relations, I want to thank you personally for your dedication to our meeting, our members, and our profession. As many of you may know, after 56 years the Heart of America Contact Lens Society in February of 2017 underwent a name change to the Heart of America Eye Care Congress. The change was designed to better encompass the evolution of Optometric Eye Care.

I invite you to participate in 2018 as a corporate sponsor for the first Heart of America Eye Care Congress. Your sponsorship sets your company apart; Heart attendees recognize your company as an industry leader and acknowledge your company as a supporter of the profession. There are many levels of corporate sponsorships, speaker sponsorships, and other sponsorship opportunities available to meet the needs of your company. For the past few years, The Heart has partnered with a local marketing and public relations firm to enhance the experience for our sponsors by making your company more visible to our attendees. These opportunities can be viewed on our website www.hoaecc.org under the exhibitors tab.

Please feel free to contact me about sponsorship and marketing opportunities. I look forward to helping you customize sponsorship opportunities to meet your company's needs.

Duane Thompson, OD | Public & Professional Relations Director
ppr@hoaecc.org | 660-734-0996

Duane Thompson, OD

HOW SPONSORSHIP FUNDS WILL BE USED

Your sponsorship sends a clear message to the doctors in the Midwest that you support them in their goal to obtain the finest education possible for our profession.

Your sponsorship funds are used for the following activities:

- Education speakers program
- Audio-visual technical costs
- Scholarships
- Student leadership programs
- Doctors and Para workshops
- Student Grants
- Monetary support of state associations
- Public education projects promoting eye care

CORPORATE SPONSORSHIP LEVELS

Click on Sponsorship Level to view donation amount and benefits for each level

DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING

CORPORATE SPONSORSHIP BENEFITS

2018 HOAECC SPONSORSHIP OPPORTUNITIES

	DIAMOND \$15000	PLATINUM \$10000	GOLD \$5000	SILVER \$2500	BRONZE \$1250	SUPPORTING \$500
Printed recognition to all registrants in the Heart Congress Guide	♥	♥	♥	♥	♥	
Acknowledgement at the beginning of every continuing education lecture	♥	♥	♥	♥	♥	
Plaque presentation during the Congress Opening Symposium	♥	♥				
Sponsors Logo displayed on column facades at the Congress and Exhibit Hall	♥	♥	♥	♥	♥	
Sponsorship recognition on the Heart website www.hoaecc.org	♥	♥	♥	♥	♥	
Recognized on the Virtual Exhibit Hall as a sponsor	♥	♥	♥	♥	♥	♥
Listed on the Heart Mobile App as a sponsor	♥	♥	♥	♥	♥	♥
A plaque and ribbon will be presented reflecting your sponsorship level	♥	♥	♥	♥	♥	
Sponsor recognition in the November synopsis	♥	♥	♥	♥		
Recognition in the December Program	♥	♥	♥			
Full Page Advertisement in the Congress Guide	♥					
Half Page Advertisement in the Congress Guide		♥				
Business Card Advertisement in the Congress Guide			♥			
Email the Heart Attendee Membership prior to the Congress	♥	♥				
Email the Heart Attendee Membership in the summer after the Congress	♥					
Submit a Marketing Flyer in the Attendee Registration Packets	♥	♥	♥			
Host a Reception on Friday Night in the Sheraton Hotel	♥	♥				
Host an Educational Lunch Seminar in the Sheraton Hotel	♥					
Preferential placement in the Exhibit Hall	♥	♥	♥	♥	♥	
Discounted pricing on Marketing and Branding Opportunities	♥	♥	♥	♥	♥	
Company Name and Logo displayed in the Sheraton Lobby	♥					
Listed on Exhibit Hall Display as a Supporting Sponsor						♥
Table Top Display signifying Supporting Sponsor						♥

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DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING

DIAMOND SPONSORSHIP \$15000 or more

- Printed recognition to all registrants in the Heart Congress Guide
- Acknowledgement at the beginning of every continuing education lecture
 - Plaque presentation during the Congress Opening Symposium
- Sponsors Logo displayed on column facades at the Congress and Exhibit Hall
 - Sponsorship recognition on the Heart website www.hoaecc.org
 - Recognized on the Virtual Exhibit Hall as a sponsor
 - Listed on the Heart Mobile App as a sponsor
- A plaque and ribbon will be presented reflecting your sponsorship level
- Sponsor recognition in the summer newsletter following conference
 - Sponsor recognition in the November synopsis
 - Recognition in the December Program
 - Full Page Advertisement in the Congress Guide
- Email the Heart Attendee Membership prior to the Congress
- Email the Heart Attendee Membership in the summer after the Congress
- Submit a Marketing Flyer in the Attendee Registration Packets
 - Host a Reception on Friday Night in the Sheraton Hotel
 - Host an Educational Lunch Seminar in the Sheraton Hotel
 - Preferential placement in the Exhibit Hall
- Discounted pricing on Marketing and Branding Opportunities
- Company Name and Logo displayed in the Sheraton Lobby

VIEW MORE MARKETING AND BRANDING OPPORTUNITIES ON OUR
WEBSITE UNDER THE EXHIBITOR TAB

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DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING

PLATINUM SPONSORSHIP \$10000-\$14999

- Printed recognition to all registrants in the Heart Congress Guide
- Acknowledgement at the beginning of every continuing education lecture
 - Plaque presentation during the Congress Opening Symposium
- Sponsors Logo displayed on column facades at the Congress and Exhibit Hall
 - Sponsorship recognition on the Heart website www.hoaecc.org
 - Recognition on the Virtual Exhibit Hall
 - Recognition on the Heart Mobile App
- Sponsorship Plaque and Booth Ribbon presented to your company
- Sponsor recognition in the summer newsletter following conference
 - Sponsor recognition in the November synopsis
 - Recognition in the December Program
 - Half Page Advertisement in the Congress Guide
- Email the Heart Attendee Membership prior to the Congress
- Submit a Marketing Flyer in the Attendee Registration Packets
 - Host a Reception on Friday Night in the Sheraton Hotel
 - Preferential placement in the Exhibit Hall
- Discounted pricing on Marketing and Branding Opportunities

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DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING

GOLD SPONSORSHIP \$5000-\$9999

- Printed recognition to all registrants in the Heart Congress Guide
- Acknowledgement at the beginning of every continuing education lecture
 - Verbal recognition at the Congress Opening Symposium
- Sponsor display on column facades throughout the Congress and Exhibit Hall
 - Sponsorship recognition on the Heart website www.hoaecc.org
 - Recognition on the Virtual Exhibit Hall
 - Recognition on the Heart Mobile App
- Sponsorship Plaque and Booth Ribbon presented to your company
- Sponsor recognition in the summer newsletter following conference
 - Sponsor recognition in the November synopsis
 - Recognition in the December Program Guide
 - Business Card Advertisement in the Congress Guide
 - Preferential Placement in the Exhibit Hall
- Discounted Pricing on Marketing and Branding Opportunities

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[DIAMOND](#) | [PLATINUM](#) | [GOLD](#) | [SILVER](#) | [BRONZE](#) | [SUPPORTING](#)

SILVER SPONSORSHIP \$2500-\$4999

- Printed recognition to all registrants in the Heart Congress Guide
- Acknowledgement at the beginning of every continuing education lecture
 - Verbal recognition at the Congress Opening Symposium
- Sponsor list displayed throughout the Congress and Exhibit Hall
- Sponsorship recognition on the Heart website www.hoaecc.org
 - Recognized on the Virtual Exhibit Hall
 - Recognition on the Heart Mobile App
- Sponsorship Plaque and Booth Ribbon presented to your company
- Sponsor recognition in the summer newsletter following Congress
 - Sponsor recognition in the November synopsis
- Discounted pricing on Marketing and Branding Opportunities
 - Preferential Placement in the Exhibit Hall

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DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING

BRONZE SPONSORSHIP \$1250-\$2499

- Printed recognition to all registrants in the Heart Congress Guide
- Acknowledgement at the beginning of every continuing education lecture
 - Verbal recognition at the Congress Opening Symposium
- Sponsor display on column facades throughout the Congress and Exhibit Hall
 - Sponsorship recognition on the Heart website www.hoaecc.org
 - Recognition on the Virtual Exhibit Hall
 - Recognition on the Heart Mobile App
- Sponsorship Plaque and Booth Ribbon presented to your company
- Sponsor recognition in the summer newsletter following the Congress
 - Discounted Pricing on Marketing and Branding Opportunities
 - Preferential Placement in Exhibit Hall

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[DIAMOND](#) | [PLATINUM](#) | [GOLD](#) | [SILVER](#) | [BRONZE](#) | [SUPPORTING](#)

SUPPORTING LEVEL \$500

- Listed on Exhibit Hall Display as a Supporting Sponsor
 - Table Top Display signifying Supporting Sponsor
 - Recognition on the Virtual Exhibit Hall
 - Recognition on the Heart Mobile App

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