



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 Full Sponsor (Includes the cost of the coasters, napkins, table tents, signage) \$2000 Partial Sponsor (Includes Table Tent and Signage)
Coffee Bar Sponsor Full Conference	Help the Heart Attendees jump start their day with coffee on Saturday and Sunday at the coffee bar located next to the official registration booth.	\$2,000 (Includes 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 \$2,500 Craft Beer 
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 on Friday night.	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
Educational Support Grant	Support the mission of high quality continuing education at the Heart of American Congress 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





Heart Marketing and Branding 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
Congress Guide Advertisement	Insert a Half or Full page Advertisement into the official HOAECC conference guide.	Diamond- Included Full Page Platinum-\$50 Full Page Included Half Page Gold- \$100 Full Page \$75 Half Page Included Business Card Ad Silver-\$200 Full Page \$150 Half Page Bronze-\$300 Full Page \$350 Half Page Exhibitors-\$400 Full Page \$375 Half Page
Projected Branding Display 	Your message can be projected on to surfaces (walls and floors) in the Sheraton Hotel (up to three colors may be used).	All Sponsors- \$4500/day Exhibitors-\$5000/day
Digital Truss Arch 	Display your branding message on a video monitor arch at the Congress.	All Sponsors- \$1250/day Exhibitors-\$1500/day
LED Monitors 46” to 90” 	Your companies message will displayed on a video monitor at the Congress. (Options of 46” to 90” monitor)	Cost Varies with the size of the monitor: Prices Start at \$550/day
LED Video Wall 	Display your message on a video monitor wall 9’ by 16’ (144 sq ft) at the Congress.	All Sponsors -\$10250/day Exhibitors-\$11000/day


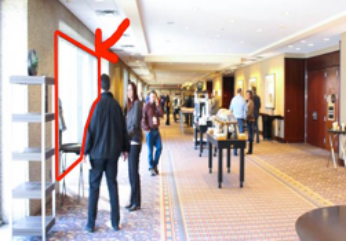


Heart Marketing and Branding Opportunities

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES (CONTINUED)

OPPORTUNITY	DESCRIPTION	COST
<p>Website Banner Ad - 90 Day Contracts Available through MultiView Media http://mk.multibriefs.com/MediaKit/Pricing/hoacsl</p>	<p>Your company's message will be displayed as an interactive banner on the HOACLS website www.hoacsl.org.</p>	<p>\$2500</p>
<p>Escalator Signage Full Wrap (5 sides of Visible Signage)</p> 	<p>Display your company message on the escalator leading from the Sheraton lobby to the Heart of American registration desk and lecture rooms.</p>	<p>Diamond – \$800/side Platinum – \$900/side</p>
<p>Escalator Logo Wrap (3 Visible Signage areas)</p> 	<p>Display your company logo on the escalator from the Sheraton lobby leading to the Heart of America registration desk and lecture rooms.</p>	<p>Diamond – \$700/side Platinum – \$800/side</p>
<p>Column Panel Ads - 4ft/8ft (4 Available Areas)</p> 	<p>Display your message on column panels located in the Sheraton hotel lobby.</p>	<p>Diamond – \$225/side Platinum – \$250/side Gold – \$300/side Silver – \$350/side Bronze – \$400/side Exhibitors – \$750/side</p>
<p>Elevator Marquee Banners - 41 in x 80 in (4 available Lobby Level)</p> 	<p>The elevator doors of the Sheraton are a prime location to display your company's message.</p>	<p>Diamond – \$200 Platinum – \$250 Gold – \$300 Silver – \$350 Bronze – \$400 Exhibitors – \$700</p>

HEART MARKETING AND BRANDING OPPORTUNITIES

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES (CONTINUED)

OPPORTUNITY	DESCRIPTION	COST
<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>

HEART MARKETING AND BRANDING 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 – \$500 All Others – \$2000
	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

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