

EXHIBITOR PROSPECTUS

64TH
ANNUAL
HOAECC

64TH ANNUAL HOAECC EXHIBIT HALL

FEBRUARY 7-9, 2025
SHERATON KANSAS CITY
HOTEL AT CROWN CENTER
KANSAS CITY, MISSOURI



EXHIBIT HALL SCHEDULE

FRIDAY, FEBRUARY 7TH

Exhibit Booth Setup
Exhibitor Lounge Hours
Exhibitor Welcome Meeting and Prize Drawing
Exhibit Hall Grand Opening
Exhibit Hall Hours
Heart of America Craft Beer Tour
Para, Optometrist and Exhibitor Event

8:00 AM - 2:30 PM
8:00 AM - 6:00 PM
2:25 PM - 2:45 PM
2:45 PM
2:45 PM - 8:00 PM
5:45 PM - 7:30 PM

SATURDAY, FEBRUARY 8TH

Exhibit Hall Hours
Exhibitor Lounge Hours
PRIZE DRAWINGS

- Including Grand Prize (**MUST BE PRESENT TO WIN**)
- Random prize drawings during exhibit hall time

EXHIBIT HALL BUFFET LUNCHEON

Exhibitor
Paraoptometric
Optometrist
Heart of America Business Meeting
Dessert Bar in Exhibit Hall
Heart of America Presidential Cocktail Reception
Para, Optometrist, and Exhibitor Event

9:00 AM - 2:15 PM
9:00 AM - 2:00 PM
1:30 PM - 2:15 PM

11:15 AM - 12:00 PM
12:00 PM - 12:45 PM
12:30 PM - 1:15 PM
12:30 PM - 1:15 PM
12:45 PM - 2:15 PM
7:00 PM





Ron D Hansen, OD
Director of Exhibits



Seth Thibault, OD
Director of Exhibits

THANK YOU TO THE 2024 EXHIBITING SPONSORS

Johnson & Johnson Vision
VSP Vision
Alcon
CooperVision
AbbVie
GSRx
Optos
EssilorLuxottica
Boston Sight
Midland Optical
Hoya Vision Care
Acquios Advisors
MacuHealth
Dompe Pharmaceuticals
Invision Magazine

Dear Exhibitors,

As we prepare for the 2025 Heart of America Eye Care Congress, it is important to thank our exhibitor partners for a successful 2024 meeting. The Heart boasts the largest optometric exhibit hall in the Midwest, which continues to be an integral part of our attendees' experience. We received your input on how we could bring more value to our exhibitors during last years' meeting from our post-convention survey as well as through your personal feedback. We have taken that feedback to heart and have created an improved convention for both exhibitors and attendees.

Of note, we have adjusted our itinerary to add more unopposed exhibit hall time. We have reconfigured the meeting schedule grid to emphasize that the exhibit hall is open even during educational classes. We have moved the luncheon dessert bar into the exhibit hall, we have adjusted the luncheon schedules to move attendees out of the luncheon hall and into the exhibit hall. And, we have retooled our beer tour and our prize giveaways to encourage attendees to move further into the exhibit hall. These modifications will result in increased face-to-face interactions with you, our industry partners.

The Heart continues to lead our profession in quality education, innovation, and camaraderie. We look forward to seeing each and every one of you in Kansas City February 7-9, 2025.

Sincerely,

Ron D Hansen, OD
Director of Exhibits

Seth Thibault, OD
Director of Exhibits

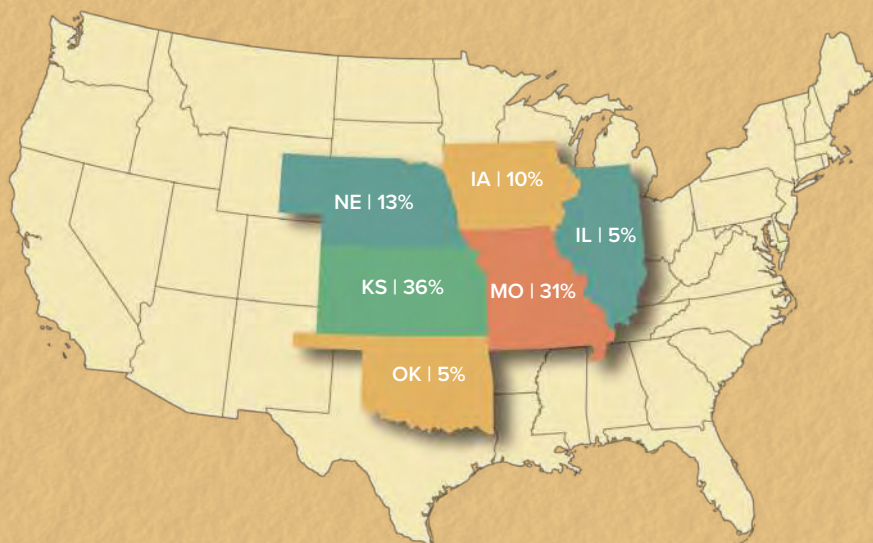
WHAT'S HAPPENING IN THE EXHIBIT HALL

ATTENDEE DEMOGRAPHICS

NUMBER OF
ATTENDEES

1,086

WHERE ARE THEY FROM?



NUMBERS BY PARTICIPANT:



OPTOMETRISTS - 63%



OTHER STAFF - 23%



STUDENTS - 5%



RESIDENT - 9%



EXHIBITORS - 106 BOOTHS

EXHIBIT HALL SCHEDULE AND SPECIAL EVENTS/BENEFITS

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

FRIDAY, FEBRUARY 7TH

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

SATURDAY, FEBRUARY 8TH

- Exhibit Hall open
- Grand Prize Drawings
- Buffet Lunch
- Cocktail Reception



EXHIBITOR REGISTRATION AND BOOTH



REGISTER ONLINE AT:

hoaecc.org/exhibit

EXHIBIT BOOTH PACKAGES

10'X10' BOOTH	\$2,600 (\$250 DEPOSIT)
20'X20' BOOTH	\$10,000 (\$1,750 DEPOSIT)

- Deposits due before November 1, 2024 for preferential booth assignment
- Payment in full is due before January 8, 2025.
\$250 ADMINISTRATIVE FEE will be charged for booth fees not paid in full by January 8th.
- Payment in full received after the conclusion of the congress will be assessed a \$700 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.

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 01/21/25. Booth assignments will be based upon:

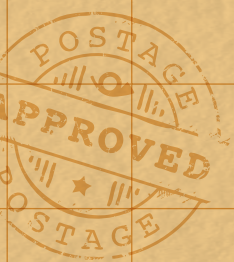
For companies making their deposit before November 1st, 2024.

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

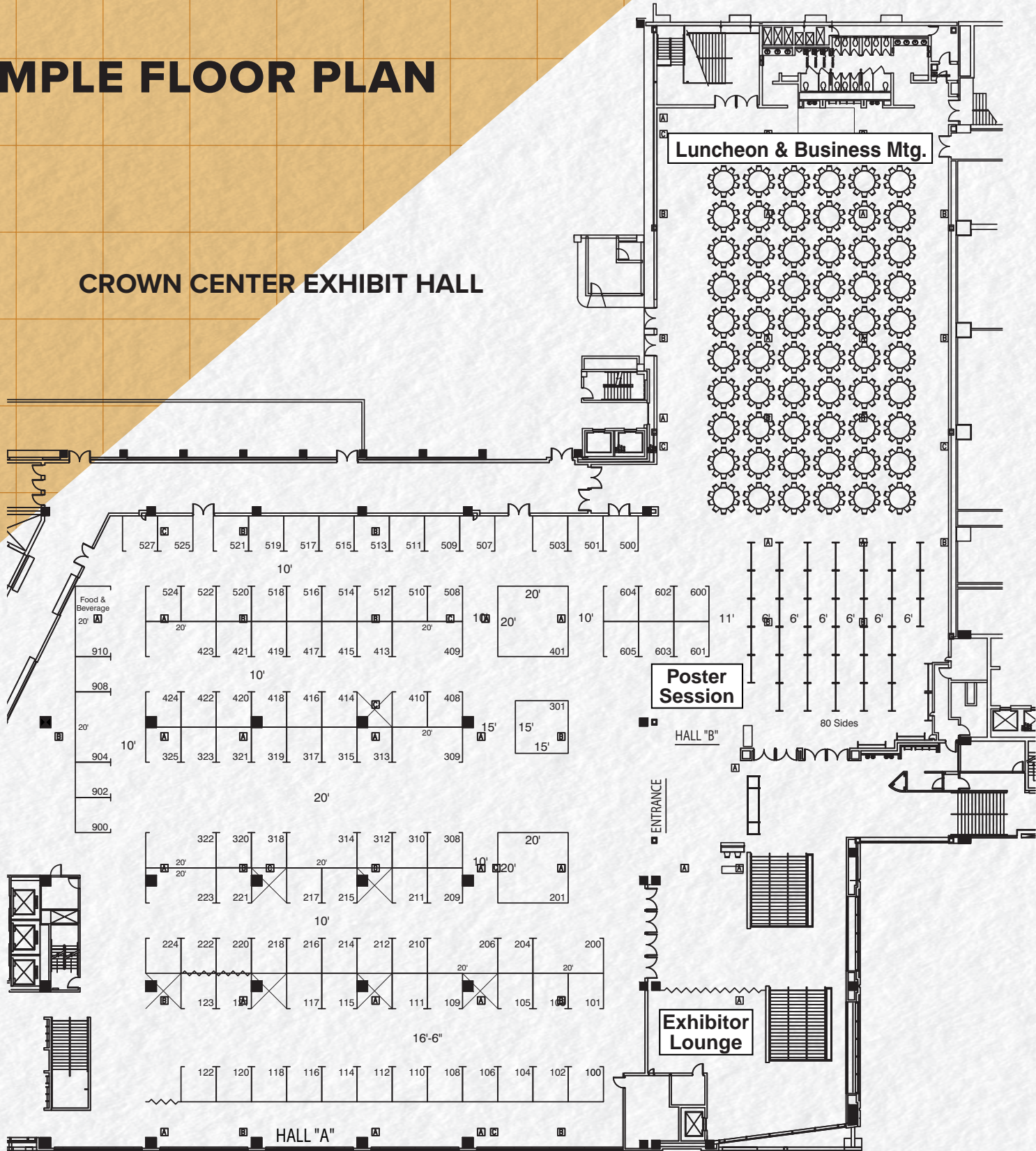
For companies making their deposit after November 1st, 2024.

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

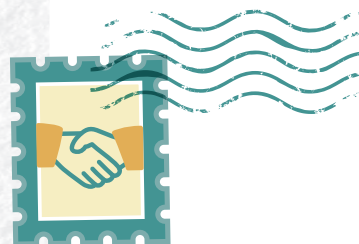


CROWN CENTER EXHIBIT HALL



*** 2024 FLOOR PLAN SUBJECT TO CHANGE BASED UPON THE NUMBER OF BOOTHS AND ISLAND BOOTHS REQUIRED***

CORPORATE SPONSOR INFORMATION & OPPORTUNITIES



The 2024 Heart of America Eye Care Congress was a huge success with great education and camaraderie being highlights. We thank all attendees for your continued support. The support of our 20 eye care industry Sponsors in 2024 played a large part in the success of the Congress. To all of you, we say a big **thank you** for your continued support and relationships. Industry sponsors continue to bring the best innovations in modern eyecare to the Heart of America Congress each year. All of these Congress components make Heart of America a premiere regional eye care meeting.

We look forward to providing doctors and staff the opportunity to interact with sponsors and exhibitors at the 64th edition of the HOAECC Feb. 7-9, 2025, at the Sheraton at Crown Center in Kansas City, Missouri. We hope you can join us.

To learn more about sponsorships and branding opportunities, go to hoaecc.org/sponsorship.



Kelly Norland, OD
Public & Professional Relations Director
ppr@hoaecc.org
712-320-3937

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: HOAECC@alphagraphics.com



THANK YOU TO OUR 2024 CORPORATE SPONSORS

DIAMOND SPONSORS

Johnson & Johnson

vsp VISION

PLATINUM SPONSORS



CooperVision
Live Brightly.



Alcon
SEE BRILLIANTLY



GSRX
Uncompromising Clarity



Dompé



abbvie

GOLD SPONSORS

 Vision
Care
Direct

EssilorLuxottica

SILVER SPONSORS	BRONZE SPONSORS	PROGRAM	SUPPORTING
Hoya Optos Midland Optical	Boston Sight Moyes Eye Center Acquios	MacuHealth PERC Essilor Luxottica Eye Care Vision Source	Invision

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: HOAECC@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.



IMPORTANT DATES

NOVEMBER 1 - Register for PRIORITY BOOTH booth assignment

JANUARY 1 - Late fees apply for payment received after January 1



CONTACT INFORMATION

RON HANSEN, OD

Exhibits Director

exhibits1@hoaecc.org

SETH THIBAUT, OD

Exhibits Director

exhibits@hoaecc.org

KELLY NORLAND, O.D.

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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