61ST ANNUAL HOAECC

FEBRUARY 11 -13, 2022
SHERATON KANSAS CITY HOTEL AT CROWN CENTER
KANSAS CITY, MISSOURI

EXHIBIT HALL SCHEDULE

FRIDAY, FEBRUARY 11TH
Exhibit Booth Setup 8:00 AM - 2:30 PM
Exhibitor Lounge Hours 8:00 AM - 6:00 PM
Exhibitor Welcome Meeting and Prize Drawing 2:30 PM - 3:00 PM
Exhibit Hall Grand Opening 3:00 PM
Exhibiting Hours 3:00 PM - 8:00 PM
Heart of America Craft Beer Tour 6:30 PM - 8:00 PM

SATURDAY, FEBRUARY 12TH
Exhibiting Hours 9:00 AM - 2:00 PM
Exhibitor Lounge Hours 9:00 AM - 2:00 PM
GRAND PRIZE DRAWINGS
Paraoptometric 10:00 AM
Optometrist 10:30 AM
EXHIBIT HALL BUFFET LUNCHEON
Exhibitor 11:30 AM - 12:30 PM
Paraoptometric and Optometrist 12:30 PM - 1:30 PM
Heart of America Business Meeting 1:30 PM
Heart of America Presidential Gala 7:00 PM
Para, Optometrist, and Exhibitor Event
Dear Exhibitor,

The Heart of America would like to thank our participating sponsors and virtual exhibitors who took a chance and financially supported us last year. We were the first large scale meeting to be allowed in the Kansas City, Missouri area in a year. It was no small task and came with many compromises. The largest compromise included the exclusion of a physical exhibit hall. This past year has demonstrated just how important meeting with our colleagues and industry representatives is to our profession. Many optometrists are craving the interaction with each other as well as you, our industry partners.

Our board feels confident hosting a large-scale meeting in 2022. Vaccinations are widely available and travel restrictions are lessening. The meeting will look different than in 2020, but we (the board and doctors of the Midwest) are so ready to view your products and innovations in person.

From the Heart,

Dawn Williams, OD
exhibits2@hoaecc.org

THANK YOU TO THE 2021 EXHIBITORS

Alcon
Allergan
Bausch + Lomb
Bruder
CooperVision
Essilor of America
EyeDesigns
GRSx
Hoya Vision Care
iCare
Johnson & Johnson Vision
Midland Optical
Moyes Eye Center
RLV / Osmotica Pharmaceuticals
Vision Care Direct
VSP Global
VSP Optics Group
Walman
Walman Instruments
WHAT’S HAPPENING IN THE EXHIBIT HALL

ATTENDEE DEMOGRAPHICS

NUMBER OF ATTENDEES

1,257

ATTENDEES IN 2020

WHERE THEY ARE FROM

EXHIBIT HALL SCHEDULE AND SPECIAL EVENTS/BENEFITS

FRIDAY, FEBRUARY 11TH

• Setup
• Grand Opening & Welcome
• Prizes
• Networking

SATURDAY, FEBRUARY 12TH

• Exhibiting
• Grand Prize Drawings
• Buffet Lunch
• Gala

WHERE THEY ARE FROM

NUMBERS BY PARTICIPANT:

OPTOMETRISTS - 56%
OTHER STAFF - 27%
STUDENTS - 11%

SPEAKERS & BOARD = 5%
EXHIBITORS - 115 BOOTHS
EXHIBITOR REGISTRATION AND BOOTH

REGISTER ONLINE AT: hoaecc.org/exhibit

EXHIBIT BOOTH PACKAGE

10x10' Booth $2,000 ($350 DEPOSIT)
20x20" Booth $10,000 ($1,750 DEPOSIT)

Payment in Full before January 1, 2021
($200 ADMINISTRATIVE FEE will be charged for booth fees not paid in full by January 1st.)

WHAT’S INCLUDED IN EACH BOOTH?

• Drape
• Sign
• 5 Exhibitor Badges (additional badges are $50 each)
• Exhibitor Portal

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

DAWN WILLIAMS, OD
HOAECC EXHIBITS DIRECTOR
707 E. KANSAS PLAZA
GARDEN CITY, KS 67846

EXHIBITOR REGISTRATION INCLUDES

• Tickets for the Friday Night Exhibit Hall Heart of America Craft Beer Tour
• Two buffet luncheon tickets for Saturday.
  (Extra luncheon tickets can be purchased at the attendee registration booth.)
• Heart’s Exhibitor Portal, upload their company description, web page address and contact information to fully utilize the Heart’s interactive Virtual Exhibit Hall at HOAECC.org.

BOOTH INFORMATION

Booth assignment is highly competitive. Booth assignments will be based upon:

For companies making their deposit before October 1st booth assignments will be based upon:

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 deposit.

For companies making their deposit after August 15 booth assignments will be based upon:

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Date of receipt of deposit
CORPORATE SPONSOR INFORMATION & OPPORTUNITIES

Thank You for your interest in supporting our annual Congress. For over 60 years the Heart of America Eye Care Congress has provided a premier educational experience for Optometrists and their staff in downtown Kansas City. The continued success and growth of our meeting is only possible through the generous support of our sponsors.

We hope you will consider the HOAECC 2022 Congress worthy of allocating funds in your budgets. Our opportunities will promote your company while demonstrating your support for the HOAECC and attendees. The complete Sponsorship Prospectus and Branding and Marketing Opportunities can be found at hoaecc.org/Sponsorship. We have partnered with a local marketing firm to enhance the experience for our attendees and sponsors.

Please contact me with questions. We would be happy to customize a package that meets your goals. I look forward to seeing you at the “Heart” February 11-13, 2022.

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

SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$15,000</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$10,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>$5,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>$2,500</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$1,250</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>$1,500</td>
</tr>
<tr>
<td>SUPPORTING</td>
<td>$500</td>
</tr>
</tbody>
</table>

ADDITIONAL OPPORTUNITIES:
- Discounted Marketing & Branding Sponsorships
- Private meeting and event sponsorships
- Additional inclusion in newsletters, synopsis and 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 February 1st at 123 Address Street, Kansas City, MO 64123. Contact Dr. Sharon Green for more information via email at registration@hoaecc.org.
THANK YOU TO OUR 2021 CORPORATE SPONSORS

DIAMOND SPONSORS

Alcon
Allergan
Johnson & Johnson Vision

PLATINUM SPONSORS

CooperVision
Essilor
PECH OPTICAL
DUFFENS OPTICAL
SUTHERLIN OPTICAL

GOLD SPONSORS

VSP GLOBAL

SILVER SPONSORS

GSRx
Midland Optical
RVL Pharmaceuticals

BRONZE SPONSORS

MOYES EYE CENTER
BAUSCH AND LAMB
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.

Approximately 3 months prior to the event George E. Fern Exposition and Event Services 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 Congress to assist Exhibitors with on-site needs. Assembling and dismantling Exhibitor booths is the responsibility of George Fern, not the responsibility of Exhibitors.

CONTACT:
GARY BATES
PHONE: 816-668-9856

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.

CONTACT:
HALEY HAAR,
PHONE: 816-842-4200,
EMAIL: HOAECC@ALPHAGRAPHICS.COM
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.

**REFUND / CANCELLATION POLICY**

A. The $350 deposit per 10’x10’ booth is 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 $350 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

OCTOBER 1 - Register for PRIORITY BOOTH booth assignment
JANUARY 1 - Late fees apply for payment received after January 1

CONTACT INFORMATION

DAWN WILLIAMS, OD
Exhibits Director
exhibits2@hoaecc.org

DUANE THOMPSON, OD
Public & Professional Relations Director
ppr@hoaecc.org

HOW TO REGISTER

Exhibitors are strongly encouraged to register and pay online at hoaecc.org/exhibit.
Payment online can be made with Visa or Mastercard. Checks can be made out to HOAEC and mailed to:

DAWN WILLIAMS, OD
HOAEC EXHIBITS DIRECTOR
707 E. KANSAS PLAZA
GARDEN CITY, KS 67846
61st Annual HOAECC

hoaec.org/exhibit