



CAMARADERIE | EDUCATION | INNOVATION

# CORPORATE SPONSORSHIP BENEFITS

Dear Potential Sponsor,

The Heart of America Eye Care Congress wishes to thank you for your consideration of supporting our annual Congress. The Board of Directors of the HOAECC realize the limitations that many of our sponsors face with allocating resources to the many educational events throughout a year around the country. The HOAECC for 57 years has provided a premier educational experience for Optometrists and Staff in Kansas City through the efforts of a dedicated volunteer Board of Directors. Over the years the HOAECC has evolved from a Congress focused on Contact Lens Care with a few hundred attendees to a Congress that attracts renowned speakers in areas such as Medical Optometry, Primary Care, Practice Management, and Pharmaceutical Education. This past year, the HOAECC hosted the highest number of attendees in the history of our Congress, surpassing 1400 attendees. Our focus is to provide the best educational experience in the Midwest through quality education, 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.

As your Corporation considers sponsorship opportunities for 2019, we hope that you will consider the HOAECC as a Congress worthy of allocating funds. Please find within this Prospectus the many opportunities available that will promote your company while at the same time demonstrating your support for the HOAECC, our attendees, and the profession. The Heart has also partnered with a local marketing and public relations firm the past few years to enhance the experience for our attendees and sponsors. These opportunities are located on our website at: <https://www.hoaecc.org/documents/2018-Sponsorship-Grid.pdf>

Please contact me about any sponsorship and marketing needs, we would be happy to customize opportunities to meet your company's needs. We look forward to seeing you at the "Heart" February 15-17, 2019.

*Duane Thompson, OD*

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



## 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:

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

## CORPORATE SPONSORSHIP LEVELS

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

**DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | SUPPORTING**



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**DIAMOND** | **PLATINUM** | **GOLD** | **SILVER** | **BRONZE** | **SUPPORTING**

| 2019 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         | ♥               | ♥                | ♥           | ♥             | ♥             |                  |
| 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                        | ♥               | ♥                | ♥           | ♥             | ♥             | ♥                |
| 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                              |                 | ♥                |             |               |               |                  |
| Quarter 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                      | ♥               |                  |             |               |               |                  |
| Listed on Exhibit Hall Display as a Supporting Sponsor                     |                 |                  |             |               |               | ♥                |
| Table Top Display signifying Supporting Sponsor                            |                 |                  |             |               |               | ♥                |

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





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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
- 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](http://www.hoaecc.org)
- Recognized on the Virtual Exhibit Hall 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

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**DIAMOND** | **PLATINUM** | **GOLD** | **SILVER** | **BRONZE** | **SUPPORTING**

## PLATINUM SPONSORSHIP \$10000-\$14999

- Printed recognition to all registrants in the Heart Congress Guide
- 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](http://www.hoaecc.org)
- Recognition on the Virtual Exhibit Hall
- 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
- 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](http://www.hoaecc.org)
- Recognition on the Virtual Exhibit Hall
- 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
- Quarter Page 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
- 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](http://www.hoaecc.org)
- Recognized on the Virtual Exhibit Hall
- 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
- 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](http://www.hoaecc.org)
- Recognition on the Virtual Exhibit Hall
- 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

- Recognition in the Exhibit Hall as a Supporting Sponsor
- Table Top Display signifying Supporting Sponsor
- Recognition on the Virtual Exhibit Hall

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