

## CORPORATE SPONSORSHIP BENEFITS

Dear Potential Sponsor,

The Heart of America Eye Care Congress turns 60! Join the Diamond Celebration through Sponsoring this years Congress February 12-14, 2021. The HOAECC for 60 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. 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 2021, we hope that you will consider joining us in our Diamond Celebration of 60 years of the “Heart”. 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. More opportunities are located at: <https://www.hoaecc.org/documents/heart-sponsorship-levels.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 12<sup>th</sup> -14<sup>th</sup>, 2021.

*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 | EDUCATIONAL | SUPPORTING**

## CORPORATE SPONSORSHIP BENEFITS



### 2021 Sponsorship Opportunities

	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,250	Educational Sponsor \$1500	Supporting \$500
Printed recognition to all registrants in the Heart Congress Guide	♥	♥	♥	♥	♥	♥	♥
Plaque presentation during the Congress Opening Symposium	♥	♥					
Verbal recognition at the Congress Opening Symposium			♥	♥	♥	♥	♥
Sponsor's logo displayed on column facades at the Congress and Exhibit Hall	♥	♥					
Sponsor's name listed 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	♥	♥	♥	♥	♥	♥	♥
Sponsor recognition in the summer newsletter following the Conference	♥	♥	♥	♥	♥		
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	♥	♥	♥				
Discounted pricing on marketing and branding opportunities	♥	♥	♥	♥	♥		
Company name and logo displayed in the Sheraton lobby	♥						
Listed on the Exhibit Hall display as a Supporting Sponsor or Educational Partner						♥	♥
Table top display signifying Supporting Sponsor or Educational Partner						♥	♥
Floor Logo Graphic	♥						
Elevator Wrap (Artwork Supplied by Sponsor)	♥						

**View more marketing and branding opportunities on our website under the Exhibitor tab.**  
**Sponsorships run from February 1st through January 31st of the following year.**

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## CORPORATE SPONSORSHIP BENEFITS



### **DIAMOND SPONSOR \$15,000 OR MORE**

- Printed recognition to all registrants in the Heart Congress Guide
- Plaque presentation during the Congress Opening Symposium
- Sponsor's 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
- Sponsor recognition in the summer newsletter following Conference
- A plaque 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
- 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 in the Sheraton Hotel
- Discounted pricing on marketing and branding opportunities
- Company name and logo displayed in the Sheraton Lobby
- Elevator Wrap at the Congress (Artwork Supplied by Sponsor)
- Floor graphics displayed at the Congress

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### **PLATINUM SPONSOR** **\$10,000 TO \$14,999**

- Printed recognition to all registrants in the Heart Congress Guide
- Plaque presentation during the Congress Opening Symposium
- Sponsor's 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
- Sponsor recognition in the summer newsletter following Conference
- A plaque will be presented reflecting your sponsorship level
- 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 in the Sheraton Hotel
- Floor graphics displayed at the Congress
- Discounted pricing on marketing and branding opportunities

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### **GOLD SPONSOR** **\$5,000 TO \$9,999**

- Printed recognition to all registrants in the Heart Congress Guide
- Verbal recognition at the Congress Opening Symposium
- Sponsor's name 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
- Sponsor recognition in the summer newsletter following Conference
- A plaque will be presented reflecting your sponsorship level
- Sponsor recognition in the November synopsis
- Recognition in the December program
- Host a reception in the Sheraton Hotel
- Quarter page advertisement in the Congress Guide
- Discounted pricing on marketing and branding opportunities

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## CORPORATE SPONSORSHIP BENEFITS



### **SILVER SPONSOR** **\$2,500 TO \$4,999**

- Printed recognition to all registrants in the Heart Congress Guide
- Verbal recognition at the Congress Opening Symposium
- Sponsor's name 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
- Sponsor recognition in the summer newsletter following Conference
- A plaque will be presented reflecting your sponsorship level
- Sponsor recognition in the November synopsis
- Discounted pricing on marketing and branding opportunities

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### **BRONZE SPONSOR**

### **\$1,250 TO \$2,499**

- Printed recognition to all registrants in the Heart Congress Guide
- Verbal recognition at the Congress Opening Symposium
- Sponsor's name 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
- Sponsor recognition in the summer newsletter following Conference
- A plaque will be presented reflecting your sponsorship level
- Discounted pricing on marketing and branding opportunities

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### **EDUCATIONAL SPONSOR \$1500**

#### **Support the Educational Mission of the Heart Congress**

- Printed recognition to all registrants in the Heart Congress Guide
- Sponsor's name 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 an Educational Partner
- Full Page Ad in the Heart Congress Guide
- Listed on the Exhibit Hall display as a Educational Partner
- Table top display signifying Educational Partner
- Elevator Wrap at the Heart Congress (Artwork provided by the Sponsor)

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### **SUPPORTING SPONSOR** **\$500**

- Printed recognition to all registrants in the Heart Congress Guide
- Sponsor's name displayed on column facades at the Congress and Exhibit Hall
- Recognized on the Virtual Exhibit Hall as a Supporting Sponsor
- Listed on the Exhibit Hall display as a Supporting Sponsor
- Table top display signifying Supporting Sponsor

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