



HEALTHY EYES ▶ HEALTHIER LIVES



INDUSTRY OPPORTUNITIES 2019

For more information, contact:
Christy Santacana, Meetings Coordinator
christy@nceyes.org | (919) 977-6964
www.NCEyes.org

TABLE OF CONTENTS

- 3** Partnership Opportunities
- 12** A La Carte Sponsorship Opportunities
- 14** Exhibitor Opportunities
- 15** Newsletter Advertising

PARTNERSHIP LEVELS



DIAMOND — \$15,000

participation
capped

2
partners

- » Company logo with link to website on NCOS website
- » Company logo with link to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo listed on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Access to NCOS member list
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » Send four marketing emails to NCOS membership
- » One complimentary exhibit hall booth with first choice of premier booth location at Spring and Fall Congress event
- » Speak to NCOS leadership at two Executive Council Meetings
- » Host a meal function at Spring and Fall Congress event*
- » Host one meal function for NCOS leadership at an Executive Council Meeting*



PLATINUM — \$10,000

participation
capped

5
partners

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Access to NCOS member list
- » Host a meal function at Spring or Fall Congress event*
- » Send two marketing emails to NCOS membership
- » One complimentary exhibit hall booth with choice of prime booth location at Spring and Fall Congress event
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » Speak to NCOS leadership at one Executive Council Meeting



GOLD — \$7,500

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Send one marketing email to NCOS membership
- » One complimentary exhibit hall booth with prime booth location at Spring and Fall Congress event
- » Access to NCOS member list
- » Host a meal function at Spring or Fall Congress Event*

PARTNERSHIP LEVELS



SILVER — \$5,000

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage)
- » One complimentary exhibit hall booth with prime booth location at Spring Congress and opportunity to purchase a booth at Fall Congress
- » Send one marketing email to NCOS membership



BRONZE — \$2,500

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage)
- » Complimentary booth at Spring Congress



PROFESSIONAL OPTOMETRIC PARTNER — \$6,000

A Professional Optometric Partner is any group that employs NCOS members and could be considered to be a competitor to the general NCOS membership.

- » Company logo linked to website on NCOS website – members-only homepage
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » Company logo listed on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Send one marketing email to NCOS membership
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » One complimentary exhibit hall booth with prime booth location at Spring Congress
- » Speak to NCOS leadership at one Executive Council Meeting

**Additional costs apply for hosted meal functions*

PARTNERSHIP LEVELS AT A GLANCE

	BRONZE \$2,500	SILVER \$5,000	GOLD \$7,500	PLATINUM \$10,000	DIAMOND \$15,000	POP \$6,000
Host one meal function for NCOS leadership at an Executive Council Meeting*					✓	
Speak to NCOS leadership at Executive Council Meeting(s)				✓ 1 meeting/yr	✓ 2 meetings/yr	✓ 1 meeting/yr
One-page company-provided insert in Spring and Fall Congress attendee bag				✓	✓	✓
Host a meal function at Spring and/or Fall Congress*			✓ 1 meal/yr	✓ 1 meal/yr	✓ 2 meals/yr	
Access to NCOS member list			✓	✓	✓	
One complimentary exhibit hall booth with prime location at Fall Congress		*opportunity to purchase booth at add. cost	✓	✓	✓ first choice of location	
Send marketing email(s) to NCOS membership		✓ 1 email/yr	✓ 1 email/yr	✓ 2 email/yr	✓ 4 email/yr	✓ 1 email/yr
One complimentary exhibit hall booth with prime location at Spring Congress	✓	✓	✓	✓	✓ first choice of location	✓
Logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage, attendee bag)	✓ not including attendee bag	✓ not including attendee bag	✓	✓	✓	✓
Logo in bi-annual printed newsletter	✓	✓	✓	✓	✓	✓
20% discounted newsletter ads	✓	✓	✓	✓	✓	✓
Logo with link to website in bi-monthly NCOS e-newsletter	✓	✓	✓	✓	✓	✓
Logo with link to website on NCOS website	✓	✓	✓	✓	✓	✓

*Additional costs apply for hosted meal functions

EXHIBIT OPPORTUNITIES

Our Spring and Fall Congress events are our signature annual conferences that bring together optometrists from all across the state, and beyond! All of our partnerships offer a complimentary exhibit booth at Spring Congress. Certain partnership levels also offer opportunities to exhibit at our special partners-only exhibit hall at Fall Congress.

EACH EXHIBITOR RECEIVES:

- » An 8' x 10' space, black pipe and drape, a skirted table and two chairs.
- » Face-to-face time with optometrists (as well as paraoptometric staff at Spring Congress)
- » Opportunity to introduce new products and services in an exclusive setting
- » Unopposed exhibit time during breakfasts, breaks and other conference events
- » Inclusion in the exhibitor listing in conference on-site guides and mobile apps
- » Three exhibitor registrations per booth for booth personnel (additional may be purchased)



SPRING CONGRESS

Spring Congress 2019 will take place June 7-9 in beautiful Myrtle Beach, SC. Our full exhibit hall draws 50+ exhibitors from across the industry. Partners will receive prime location in the main hall.

We have upwards of 400 optometrists, as well as almost 50 staff members for our Paraoptometric program. Our themed Friday night receptions are held in the exhibit hall and draw a huge crowd with food, drinks, games and more for the whole family. It is a fun and fantastic networking experience!



FALL CONGRESS

Fall Congress 2019 will take place November 8- 10 at the Westin in uptown Charlotte, NC. Our exclusive, partners-only exhibit hall offers a prime location with nonstop foot traffic, as well as a higher ratio of optometrists to exhibitors, allowing more face time and attention to each exhibitor booth.

Fall Congress typically draws 450 optometrists and 25 optometry students and residents, and we aim to keep growing!

LOGO ITEMS SPRING AND FALL CONGRESS



CONFERENCE SIGNAGE

All partners will have their logo on our conference signage. Your full color logo is printed on our high- quality banner stands. These signs are placed conspicuously in the main hallways at both Spring and Fall Congresses.

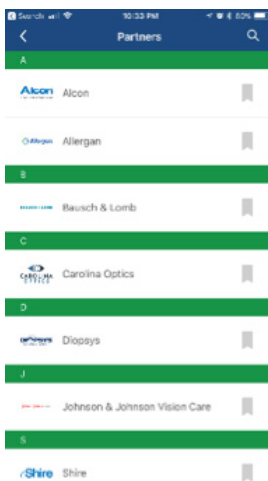


NORTH CAROLINA OPTOMETRIC SOCIETY Thank You to our 2017 Partners



ONSITE GUIDE

All partners will have their logo in our conference onsite guide, distributed to all attendees for both Spring and Fall Congresses. These are indispensable guides containing all schedules, maps, speaker information, and other important conference details. Logos appear on the back cover in full color.



MOBILE APP

All partners will have their name and logo listed in the Partners section of our conference mobile app for both Spring and Fall Congresses. A digital onsite guide, the app lets attendees easily access the Partners icon from the main screen. Your logo will also appear in the Exhibitor section of the app, if applicable.

ATTENDEE REGISTRATION BAGS

DIAMOND, PLATINUM, GOLD AND POP PARTNERS

These high-quality tote bags are presented to each attendee at the registration desk at Spring and Fall Congresses. They are the ideal size for notebooks, documents, electronic devices, and personal items. Attendees use these bags all throughout the conference to carry their materials. Many continue to use them for years to come, keeping your logo in view well past the event!

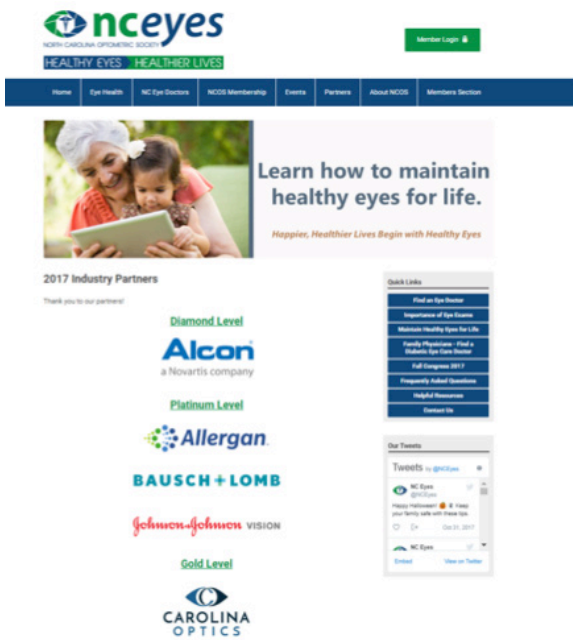


The tote bags are also the perfect size for carrying exhibitor giveaways and prizes while perusing the exhibit hall!

LOGO ITEMS YEAR ROUND

NCOS WEBSITE

Our NCOS website is a popular resource for NCOS members, NC residents, and others across the country. All partners will have their logo listed on the Partners page of our NCOS website. We will link your logo to your own company webpage, so that NCOS members and visitors can easily click your logo and be sent straight to your site.



NCOS E-NEWSLETTER

Our bi-monthly NCOS e-newsletter is distributed to our entire membership of over 1,000 optometrists. This newsletter is an important resource for our members to keep up to date on news, events, and important issues in NC optometry. All partners will have their logo listed in the Partners section of the newsletter, with a link to their own website.



Help us Campaign Survey
We need your help! To plan our legislator communications and make sure that we're effectively as possible, we need your input on our campaign survey.
We will also use your feedback to tailor our 2017-2018 campaign communications. Or help only with legislators that are the most relevant to you using factors that you enjoy.
[GO TO SURVEY](#) (member login required, username = NC license number)

Upcoming District Meetings
Eastern District: Tuesday, October 17 at 6:00 PM - North Raleigh Hilton 3415 Via NC 27409. Dinner starts at 6 PM followed by a 2 hr. NC Certified (pending) course by Schmidt will be lecturing. For additional details or questions please contact Dr. Sean F District President, at seanf@ncos.org

Piedmont District: Wednesday, October 11 at 6:00 PM - PURE Facial Plastic Sun Hickorywood Hill Avenue Huntersville, NC 28078. Dr. Sergio Cook would like to see specifically in the Lake Norman and University area to his office for dinner and 1 hour education lecture will focus on cosmetic, skin lesions/cancer, and trauma. For more info contact the Piedmont district president, Dr. Mandy Sallach at ksugrandy@gmail.com

Piedmont District: Tuesday, October 17 at 7:00 PM - Mint Museum 2730 Randolph 28207. Dr. Bugarski will be presenting 2 hours of CE about vision therapy and vision r Optometric clinic. Dinner and CE being at 7:00 PM. For more information, please contact president, Dr. Mandy Sallach at ksugrandy@gmail.com or 715-965-0670.

Asheville Young ODs Event
Thursday, October 12th - 7 PM - 9 PM
Recess in Biltmore Village
Dinner and 1 hour of General CE will be provided. Dr. Haley Perry and Dr. Sean Skier RSVP in the [Young ODs Facebook group](#) or by emailing Dr. Haley Perry at haley.a.p@ncos.org

Faith in Action Free Vision Clinic Recap
On Saturday, September 16th Garber United Methodist Church in New Bern, along with Action Free Vision Clinic.
Dr. Cathy Doty, who helped organize the event, provided the following recap:
The participating doctors were Dr. Shawn Doty, Dr. Mark Leary, Dr. Kim Cincavage, Dr. Edwards, Dr. Kevin Payne, Dr. Nipa Gupta, Dr. Shi Patel, Dr. Robin Lockett, Dr. Jenn McKeown, and Dr. John Desimone.
We examined 300 patients from 8am-5pm. There will be 12 referrals for surgical/cataract cataracts, diabetic retinopathy, and glaucoma.
Thanks to VSP over 225 pairs of custom glasses were made on site or ordered and 4 weeks. Some patients slept outside from 10pm the night before the clinic, just to be so identified elevated about sugars, blood pressures, and hearing loss that had not been. Many patients were able to speak with diabetic, counselor and nutrition specialists.
Over 80 laypersons and 15 Lions Club members volunteered alongside para optometrist. Twenty health professionals served in the health clinic.
North Carolina optometrists and VSP of California donated approximately \$100,000 in services to citizens of Eastern N.C. yesterday. *Providing good vision and identifying a disease for 300 people - PROCEEDS!*

BI-ANNUAL PRINTED NEWSLETTER

Twice a year, we mail a printed newsletter to our NCOS membership. This newsletter is a comprehensive update on NCOS news and events, and is a well-received supplement to our regular bi-monthly e-newsletter. All partners will have their logo printed in this publication.

MARKETING OPPORTUNITIES

EMAIL MARKETING

(Diamond, Platinum, Gold, Silver and POP Partners)

Marketing emails are a fantastic way to get your brand in front of our NCOS membership. Many partners use this opportunity to announce a new product or service. Our email blasts go out to over 1,000 optometrists, with an impressive 45% open rate on average, well above the industry average of 22.4%.

DISCOUNTED NEWSLETTER ADVERTISING

(Diamond, Platinum, Gold, Silver and Bronze Partners)

Our twice-yearly printed newsletter, distributed to our entire membership, is a comprehensive update on NCOS news and events, and is a well-received supplement to our regular monthly e-newsletter. Diamond, Platinum, Gold, Silver and Bronze Partners receive a 20% discount on ads (refer to pricing for more details).

**Newsletter advertising is not available for any group that employs NCOS members and could be considered to be a competitor to the general NCOS membership.*

ATTENDEE BAG INSERTS

(Diamond, Platinum and POP Partners)

Company-provided inserts are stuffed into the attendee registration bags at both Spring and Fall Congresses, along with other important attendee information. These must be one-page inserts, and must arrive at our office at least one week prior to their respective event. You can use these inserts to highlight your company, a new product, or anything you like.

HOSTED MEAL FUNCTIONS

(Diamond, Platinum and Gold Partners)

Hosting a breakfast or luncheon at either Spring or Fall Congress is a fantastic opportunity to get in front of a large group of our conference attendees, without any distractions. You are responsible for the cost of the meal and any A/V required, as well as providing the speaker. We will facilitate the food, beverage and A/V details with the hotel and will take care of the registration for your meal function.

Diamond Partners have the exclusive opportunity to host a meal at one Executive Council meeting per year. You are responsible for the cost of the meal function.

OPPORTUNITIES WITH LEADERSHIP

(Diamond, Platinum and POP Partners)

Our top-tier partners have the opportunity to speak to our Executive Council during one of four yearly meetings (March, June at Spring Congress, September and November at Fall Congress). Our Executive Council is comprised of our officers, trustees and district presidents. You are allotted 10 minutes to address the group however you would like, giving you exclusive face-time with our top leadership.

A LA CARTE SPONSORSHIP OPPORTUNITIES

SPRING AND FALL CONGRESS SPONSORSHIPS (Standard rate may include a co-sponsor)	STANDARD RATE	EXCLUSIVE RATE
Conference Wi-Fi	N/A	\$5,000
Mobile App	\$1,500	\$2,500
Room Drop - Friday night	N/A	\$2,500
Room Drop - Saturday night	N/A	\$2,500
Hotel Key Cards	N/A	\$3,000
Pens	\$1,000	\$1,500
Highlighters	\$1,000	\$1,500
Registration Refreshments - Thursday	\$1,500	\$2,000
Coffee Break - Friday morning	\$1,000	\$1,500
Coffee Break - Saturday morning	\$1,500	\$2,000
*Ice Cream Break - Saturday morning	\$2,500	\$5,000
Coffee Break - Saturday afternoon	\$1,000	\$1,500
Coffee Break - Sunday morning	\$1,000	\$1,500
Continental Breakfast - Friday	\$1,500	\$2,500
Continental Breakfast - Saturday	\$1,500	\$2,500
Continental Breakfast - Sunday	\$1,000	\$1,500
*Saturday Luncheon in the Exhibit Hall	\$3,500	\$6,000
*Welcoming Reception and Family Fun Night - Friday	\$5,000	\$10,000

*Starred opportunities are available only at Spring Congress

A LA CARTE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DESCRIPTIONS:

Conference Wi-fi: Customize the Conference Wi-Fi used by all attendees with naming rights to the network and password. Your company name will appear on signage.

Conference Mobile App: Your logo will be featured prominently as a banner ad linked to your website, a special icon with your company's information, as well as mobile app download emails to attendees and one customized push notification to attendees.

Room Drop/Turndown Service: Put your logo on chocolates, sample bags or any promotional item of your choosing to be distributed to all attendees in our room block on a specified night. You are responsible for the cost, production and shipment of the item to be distributed. Hotel staff will distribute with nightly turndown service as directed (on pillow, on mirror, etc.).

Hotel Key Cards: Your logo will be printed on the hotel key cards to be distributed to all attendees in our room block.

Pens: Your company-branded pens will be in all attendee registration bags as well as at the registration desk. You are responsible for the cost, production and shipment of the pens.

Highlighters: Your company-branded highlighters will be in all attendee registration bags as well as at the registration desk. You are responsible for the cost, production and shipment of the highlighters.

Registration Refreshments: Sponsor the treats and beverages at our NCOS registration desk on opening day for all attendees as they check in. Your company name will appear on signage at the registration desk as well as a push notification to attendees from our mobile app.

Morning and Afternoon Breaks: Sponsor the morning or afternoon coffee break between general sessions on a specified day. Your company name will appear on function signage and a push notification to attendees from our mobile app. Spring Congress will also include an attendee favorite, the Saturday morning Ice Cream Break!

Continental Breakfasts: Sponsor the continental breakfast before general session begins on a specified day. Your company name will appear on function signage and a push notification to attendees from our mobile app.

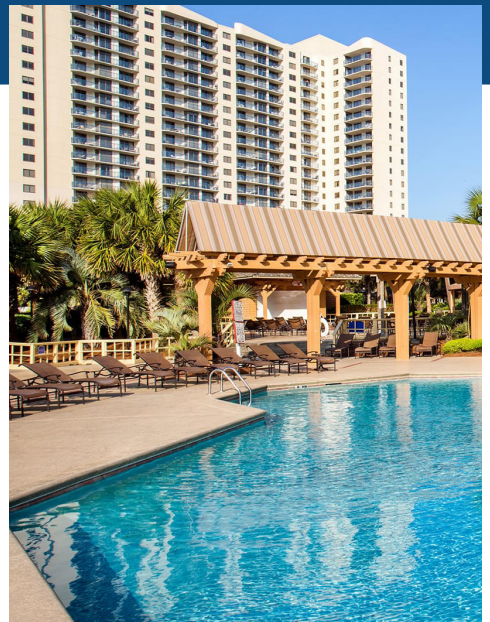
Group Luncheon (Spring Congress Only): The Saturday luncheon in the exhibit hall is a highly-attended function with great visibility. Your company name will appear on function signage and online registration as well as a push notification to attendees from our mobile app.

Receptions: Our receptions are a favorite function for attendees to network while enjoying cocktails and hors d'oeuvres. Your company name will appear on function signage and online registration as well as a push notification to attendees from our mobile app. The Friday night Opening Reception at Spring Congress will include a ribbon cutting by the sponsor and our leadership as the official opening to the Exhibit Hall, including up to five minutes to address our attendees from the microphone. Your logo will be projected prominently for all to see during the reception.

SPRING CONGRESS EXHIBITOR INFORMATION

WHY EXHIBIT?

- » Excellent opportunity to meet face-to-face with current and prospective clients
- » An average of nearly 400 optometrists from North Carolina, South Carolina, Tennessee, Virginia, West Virginia and many other states along with 60 paras/techs attend
- » 6 hours of unopposed exhibit time with functions held in the exhibit hall to drive traffic
- » Location! Location! Location! Spring Congress takes place every June in Myrtle Beach, SC at the Embassy Suites Kingston Plantation



FRIDAY, JUNE 7, 5:00 PM - 7:30 PM

The Opening Reception and Family Fun Night takes place in the exhibit hall during this time. All Spring Congress attendees along with their families are welcome. Highlights include food, drinks, and plenty of activities for the kids including face painting, caricature artists, and balloon twisting stilt walkers. This event provides a significant amount of traffic in a relaxed atmosphere.

SATURDAY, JUNE 8, 7:00 AM - 2:00 PM

Unopposed exhibit time (all functions take place in the exhibit hall):

7:00 AM - 8:00 AM - breakfast

10:00 AM - 10:30 AM - ice cream break

11:30 AM - 2:00 PM - lunch buffet

BOOTH REGISTRATION AND PLACEMENT:

Registration per booth (6' x 10') includes three name badges, company identification sign, one draped table, pleated skirt on three sides, two chairs, company name in the program, and functions in the exhibit hall.

Each exhibiting company can select their top three booth choices based on the exhibit hall floor plan. NCOS will make every effort to place you at one of your top choices. Booth assignments are given on a first come, first served basis, after the Partners are placed. NCOS will make every effort to keep competing companies away from each other.

2019 EXHIBITOR FEES:

Early Bird Fee: \$1,099.00 (register by April 15)

Regular Fee: \$1,200.00 (register between April 16 and May 15)

Additional Booth Space: \$899.00 (for a larger, "double" booth)

Additional Name Badge/Attendee: \$125.00 each (registration fee includes 3 attendees)

Visit NCEyes.org/Spring-Congress for registration information.

NEWSLETTER ADVERTISING

The North Carolina Optometric Society prints and distributes its summer and winter newsletter to over 1,050 members via direct mail, providing an excellent way to reach optometrists in North Carolina and beyond with your message!

Additional details:

- » Ads are in full color
- » Newsletter is published in July/August and January/February
- » Newsletter is between 18-20 pages
- » Multi-ad discounts available
- » Client must supply artwork
- » Artwork must be submitted by predetermined deadline

One-Time Rates:

- » Full Page Ad (8.5" x 11") - \$850
- » Half Page Ad (8.5" x 5.5") - \$575
- » Quarter Page Ad (4.25" x 5.5") - \$400

Bundled Rates (ad purchased in summer AND winter newsletter):

- » Full Page Ad (8.5" x 11") - \$750/each
- » Half Page Ad (8.5" x 5.5") - \$500/each
- » Quarter Page Ad (4.25" x 5.5") - \$350/each

Newsletter advertising is not available for any group that employs NCOS members and could be considered to be a competitor to the general NCOS membership.

For more information, contact Kristen Schmidt at (919) 977-6964 or Kristen@NCEyes.org.





NORTH CAROLINA OPTOMETRIC SOCIETY

HEALTHY EYES HEALTHIER LIVES

For more information, contact:

Christy Santacana, Meetings Coordinator

christy@nceyes.org | (919) 977-6964

www.NCEyes.org