



# nceyes

NORTH CAROLINA OPTOMETRIC SOCIETY

HEALTHY EYES → HEALTHIER LIVES




## INDUSTRY OPPORTUNITIES

For more information, contact:

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[www.NCEyes.org](http://www.NCEyes.org)

# PARTNERSHIP LEVELS

	<b>BRONZE</b> \$2,500	<b>SILVER</b> \$5,000	<b>GOLD</b> \$7,500	<b>PLATINUM</b> \$10,000 5 PARTNERS	<b>DIAMOND</b> \$15,000 2 PARTNERS	<b>DOUBLE DIAMOND</b> \$20,000 2 PARTNERS
One complimentary exhibit hall booth with prime location at Spring Congress	✓	✓	✓	✓ choice of location	✓ first choice of location	✓ first choice of location
Logo on all Spring and Fall Congress NCOS event items (program guide, signage, attendee bag)	✓ not including attendee bag	✓ not including attendee bag	✓	✓	✓	✓
Logo in bi-annual NCOS News magazine	✓	✓	✓	✓	✓	✓
Logo in bi-weekly NCOS e-news	✓	✓	✓	✓	✓	✓
Logo with link to website on NCOS website	✓	✓	✓	✓	✓	✓
Discounted NCOS News magazine ads	✓ *20% discount	✓ *20% discount	✓ *20% discount	✓ *30% discount	✓ *40% discount	✓ *50% discount
One social media story feature	✓ Spring Congress	✓ Spring Congress	✓ Spring & Fall Congress	✓ Spring & Fall Congress	✓ Spring & Fall Congress	✓ Spring & Fall Congress
Social media retweet/share/repot	✓ 1/yr	✓ 1/yr	✓ 2/yr	✓ 2/yr	✓ 3/yr	✓ 4/yr
One complimentary exhibit hall booth with prime location at Fall Congress		*opportunity to purchase booth at add. cost	✓	✓	✓ first choice of location	✓ first choice of location
Send marketing email(s) to NCOS membership		✓ 1 email/yr	✓ 1 email/yr	✓ 2 emails/yr	✓ 4 emails/yr	✓ 4 emails/yr
Host a meal function at Spring and/or Fall Congress*			✓ 1 meal/yr	✓ 1 meal/yr	✓ 2 meals/yr	✓
Access to NCOS member list			✓	✓	✓	✓
Social media spotlight(s)				✓ 1 spotlight	✓ 1 spotlight	✓ 2 spotlights
Speak to NCOS leadership at Executive Council Meeting(s)				✓ 1 meeting/yr	✓ 2 meetings/yr	✓ 2 meetings/yr
One-page company-provided insert in Spring and Fall Congress attendee bag				✓	✓	✓
Host one meal function for NCOS leadership at an Executive Council Meeting*					✓	✓
Meeting room at Spring and Fall Congress					✓	✓
Speak to NCOS members at annual NCOS Business Meeting at Fall Congress						✓
Host exclusive events for NCOS members*						✓
Host Executive Council Social after one Executive Council Meeting (Spring or Fall Congress)*						✓

\*Additional costs apply

# PARTNERSHIP LEVELS

	PVP-BASE \$6,000	PVP-PRIME \$10,000
Speak to NCOS leadership at Executive Council Meeting(s)	✓ 1 meeting/yr	✓ 1 meeting/yr
One-page company-provided insert in Spring and Fall Congress attendee bag	✓	✓
Send marketing email(s) to NCOS membership	✓ 1 email/yr	✓ 2 emails/yr
One complimentary exhibit hall booth with prime location at Spring Congress	✓	✓
Logo on all Spring and Fall Congress NCOS event items (program guide, signage, attendee bag)	✓	✓
Logo in bi-annual NCOS News magazine	✓	✓
Logo in bi-weekly NCOS e-news	✓	✓
Logo with link to website on NCOS website	✓	✓
One complimentary exhibit hall booth with prime location at Fall Congress		✓
Opportunity to sponsor coffee breaks or continental breakfasts at Spring and Fall Congress*		✓

\*Additional costs apply



A Professional Visionary Partner (PVP) is any group that employs optometrists or ophthalmologists in North Carolina.



# PARTNERSHIP BENEFITS

## CONGRESS BENEFITS

### EXHIBIT HALL BOOTH (All Partners)

As an NCOS partner, you will receive a complimentary exhibit hall booth with a prime location at Spring Congress (refer to Spring Congress Exhibitor Information for more details).

Double Diamond, Diamond, Platinum, Gold, and PVP-Prime Partners also receive a complimentary booth at our special partners-only exhibit hall at Fall Congress (Silver partners have the opportunity to purchase a booth at an additional cost). This opportunity offers an exclusive setting with non-stop foot traffic, as well as a higher ratio of optometrists to exhibitors, allowing more face time and attention to each exhibitor. Our Fall Congress draws upwards of 300 optometrists.



Combined attendance at Spring and Fall Congress is over 600 ODs, providing partners with an excellent opportunity to reach ODs from North Carolina and beyond.

### CONFERENCE SIGNAGE (All Partners)

Our high-quality banners are placed conspicuously in the main hallways at both Spring and Fall Congress and feature all partner logos in full color.

### PROGRAM GUIDE (All Partners)

Our program guide is distributed to all attendees at both Spring and Fall Congress and features all partner logos in full color on the back cover. These indispensable guides contain all schedules, maps, speaker information, and other important conference details.



# PARTNERSHIP BENEFITS



## ATTENDEE BAG INSERTS

(Double Diamond, Diamond, Platinum, and PVP Partners)

Company-provided inserts are included in the attendee registration bags at both Spring and Fall Congress, along with other important attendee information. Partners can use these inserts to highlight things like your company or a new product or service.

## ATTENDEE REGISTRATION BAGS

(Double Diamond, Diamond, Platinum, Gold, and PVP Partners)

Our high-quality tote bags featuring partner logos are given to each attendee at the registration desk at Spring and Fall Congress. These bags are the ideal size for notebooks, documents, electronic devices, personal items, and exhibitor giveaways. 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!

## HOSTED MEAL FUNCTIONS

(Double Diamond, 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.

## PRIVATE MEETING ROOM

(Double Diamond and Diamond Partners)

Enjoy a private meeting room at Spring and Fall Congress to meet one-on-one with current and prospective clients.



# PARTNERSHIP BENEFITS

## YEAR-ROUND BENEFITS

### NCOS WEBSITE (All Partners)

Our website is a popular resource for NCOS members, NC residents, and others across the country. All partner logos are listed on the partners page of our website. Your logo will be linked directly to your company website so that members and visitors can easily click your logo and be sent straight to your site.

### NCOS E-NEWS (All Partners)

NCOS e-news delivers the latest news and information on topics that impact our members the most. All partner logos are listed in the partners section of each e-news, which is distributed every other Tuesday.

### NCOS NEWS MAGAZINE (All Partners)

NCOS News is the premier magazine for NCOS members. NCOS News delivers a blend of updates, in-depth analysis and personal stories from optometrists across the state on topics that matter most to the profession. This big-picture view is the perfect complement to the weekly updates members receive from our e-news. All partner logos are featured in each publication. NCOS News is distributed twice a year.

### DISCOUNTED NCOS NEWS MAGAZINE ADVERTISING (Double Diamond, Diamond, Platinum, Gold, Silver, and Bronze Partners)

Partners receive a tiered discount on NCOS News advertising (refer to Magazine Advertising for more details).



2024 NORTH CAROLINA OPTOMETRIC SOCIETY SUMMER ISSUE

# NCOS NEWS

**Unlock Your Potential at Fall Congress**  
The Premier Spot for Continuing Education

Why Your Contributions to our PAC are Essential    Visual Impairment - The Hidden Disability    NCOS at Optometry's Meeting

# PARTNERSHIP BENEFITS



**65%** 

The percentage of our impressive open rate on average.

## EMAIL MARKETING

(Double Diamond, Diamond, Platinum, Gold, Silver, and PVP Partners)

Marketing emails are a fantastic way to get your brand in front of our membership. Many partners use this opportunity to announce a new product or service. Our email blasts boast an impressive 65% open rate on average.

## SOCIAL MEDIA OPPORTUNITIES

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

Partners have varying opportunities to have social media posts shared from NCOS platforms of their choice throughout the year, as well as social media stories promoting your booth at our Congress exhibit halls.

Double Diamond, Diamond and Platinum levels also have the added benefit of social media spotlights with links to your website posted to an NCOS platform of your choice. Advertising COPE approved continuing education events is not permissible.

# PARTNERSHIP BENEFITS

## FACE-TO-FACE BENEFITS

### SPEAK WITH LEADERSHIP (Double Diamond, Diamond, Platinum, and PVP Partners)

Top-tier partners have the opportunity to speak to our leadership at up to three of our yearly Executive Council meetings. Executive Council is comprised of our officers, trustees, and district presidents.

### HOSTED EXECUTIVE COUNCIL FUNCTIONS (Double Diamond and Diamond Partners)

Double Diamond and Diamond Partners have the opportunity to host a meal at one Executive Council meeting per year.

Double Diamond Partners also have the exclusive benefit of hosting a social after one Executive Council Meeting at Spring or Fall Congress (partner responsible for cost of meal/social).

### EXCLUSIVE EVENTS WITH NCOS MEMBERS (Double Diamond Partner)

As a Double Diamond Partner, you have the opportunity to host exclusive events throughout the year for our members. This is a great opportunity to get creative and gain valuable face time with our members. These events will be discussed and planned with NCOS staff (partner responsible for cost of events).

Double Diamond Partners also have the opportunity to speak to our members at our annual NCOS Business Meeting at Fall Congress.



Take your partnership to the next level and enjoy coveted face-to-face time with NCOS leaders and the general membership in private settings where your company is the focus.





# SPRING CONGRESS EXHIBITOR INFORMATION

## WHY EXHIBIT?

- » Excellent opportunity to meet face-to-face with current and prospective clients
- » An average of more than 300 optometrists attend from North Carolina, South Carolina, Tennessee, Virginia, West Virginia and many other states
- » Unopposed exhibit time during breakfasts, breaks and other conference events
- » Location! Location! Location! Spring Congress takes place just steps from the beach in Myrtle Beach, SC

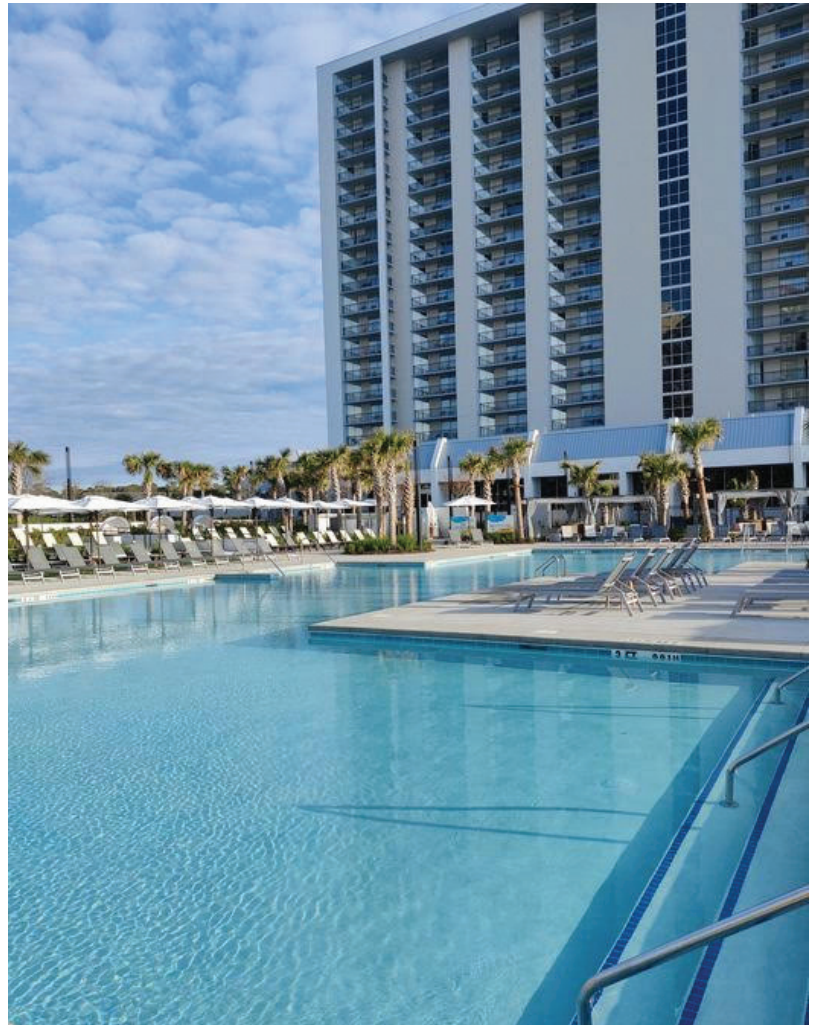
Our Spring Congress exhibit hall draws over 50 exhibitors from across the industry. Our themed Friday night reception is held in the exhibit hall and draws a huge crowd with food, drinks, games and more for the whole family. It is a fun and fantastic networking experience!

## 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.

Visit [nceyes.org/spring-congress](https://nceyes.org/spring-congress) for registration information.



# CONGRESS SPONSORSHIP OPPORTUNITIES

SPRING AND FALL CONGRESS SPONSORSHIPS (Standard rate may include a co-sponsor)	STANDARD RATE	EXCLUSIVE RATE
Lanyards	N/A	\$1,500
Room Drop - Friday night	N/A	\$2,500
Room Drop - Saturday night	N/A	\$2,500
Hotel Key Cards	N/A	\$3,000
Conference Wi-Fi	N/A	\$5,000
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
Receptions	\$5,000	\$10,000

\*Opportunities are available only at Spring Congress.

Congress Sponsorship Opportunities are not available for any group that employs optometrists or ophthalmologists in North Carolina, with the exception of PVP-Prime Partners, who have the option to sponsor breaks and breakfasts.



# CONGRESS SPONSORSHIP OPPORTUNITIES

**Lanyards:** Your company-branded name badge lanyards 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 lanyards.

**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.

**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.

**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 the 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 in the program guide and NCOS website.

**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, program guide and NCOS website. Spring Congress also includes 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, program guide and NCOS website.

**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, program guide and NCOS website.

**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, program guide and NCOS website. 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.



# ADVERTISING OPPORTUNITIES

## MAGAZINE ADVERTISING

NCOS News is the premier magazine for NCOS members. NCOS News delivers a blend of updates, in-depth analysis and personal stories from optometrists across the state on topics that matter most to the profession. This big-picture view is the perfect complement to the weekly updates members receive from our e-news. NCOS News is distributed twice a year.

### Details:

- » Magazine is distributed in February and August and is between 20-24 pages
- » Ads are in full color
- » Multi-ad discounts available
- » Client must supply artwork
- » Artwork must be submitted by predetermined deadline - early January for Winter issue / early June for Summer issue

### Ad Specs:

- » Full-page Bleed: 8.75”w x 11.25”h (Represents trim size. For an ad bleed, add 0.25” on all sides for trim. Live matter should not be less than 0.375)
- » Full-page Non-Bleed: 7.75”w x 10.25”h
- » Half-page Horizontal: 7.75”w x 5”h
- » Half-page Vertical: 3.75”w x 10.25”h
- » Quarter Page: 3.75”w x 5”h

RATES	1X	2X
Full Page	\$850	\$750
Half Page	\$575	\$500
Quarter Page	\$400	\$350
FULL PAGE PREMIUM PLACEMENT RATES	1X	2X
Back Cover	\$1,450	\$1,350
Inside Front Cover	\$1,175	\$1,100
Inside Back Cover	\$1,000	\$950

## EMAIL ADVERTISING

Deliver your brand through emails our members count on for news, resources, tools, and education highlights. The NCOS has three different email options that boast an impressive 60% open rate on average, giving companies the opportunity to reach their target audience to showcase brand news, updates, and important events all year round. Advertising COPE approved continuing education events is not permissible.

### Email Options:

- » NCOS e-news - delivers the latest news and information on topics that impact our members the most. Distributed every other Tuesday.
- » Eye on Third Party - delivers the latest news and information on insurance, payors, billing, and coding from Dr. Rebecca Wartman, NCOS Third Party Liaison and leading third party expert in optometry. Distributed every other Tuesday. In addition to members it is also distributed to member office staff.
- » Spring and Fall Congress registration - delivers event highlights and registration information. Distributed four times in the months leading up to the event.

### Details:

- » Multi-ad discounts available
- » Client must supply artwork
- » Ad size: 1080 x 1080 px

### Ad Types:

- » Headline Ad - exclusive top placement, first piece of content readers see
- » Body Ad - placement is in the body of the email

RATES	1X	2X	4X
Headline Ad	\$300	\$275	\$250
Body Ad	\$200	\$175	\$150

For more information contact Kristen Rauch at (919) 977-6964 or [kristen@nceyes.org](mailto:kristen@nceyes.org).

Magazine and email advertising is not available for any group that employs optometrists or ophthalmologists in North Carolina.