



Idaho Optometric Physicians

ANNUAL CONGRESS



2024

OCT 10-12

Coeur d'Alene Resort
Coeur d'Alene, Idaho



SPONSORSHIP

Sponsor an event
or distribute
product.



EXHIBIT HALL

Select the best location
to meet with doctors
& paraoptometrics.



ADVERTISING

Advertise your company's
products & services in
IOP publications.

2024 IOP OFFICERS & BOARD

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Tami Arnett
*Paraoptometric
Committee Chair*

IOP STAFF

Lisa White
Executive Director

Misty Mendiola
Event Coordinator

To the Supporters of Idaho Optometry

On behalf of the Idaho Optometric Physicians, it is my pleasure to invite you to partner with us at the IOP Annual Congress, October 10-12 in Coeur d'Alene, Idaho.

We target over 500 optometric professionals in Idaho and have an increasing number of professionals attending from surrounding states. You won't want to miss the opportunity to be part of Idaho's largest eyecare convention. 2024's Annual Congress is expected to be well attended!

This Sponsor Packet has several great options to showcase your company through Advertising, Booth Space, and Sponsorship.

- **Advertising:** Congress has two major publications. The Registration Packet and the On-site Manual are the vehicles to advertise your company's products and services while highlighting your participation in Idaho's 2024 Congress. (Ask about advertising in the IOP NEWS and on our website for even more recognition.)
- **Exhibit Hall:** Booth location is one of the key elements of a successful show. Space at the Congress site is limited to 30 exhibitor booths and will be allocated on a first-come basis. Bring a door prize to be raffled off to the attendees completing a vendor passport. Join the attendees during a meet & greet on Thurs, Oct 10th at a Vendor Reception.
- **Sponsorship:** Opportunity to increase recognition of your company's name as a supporter of Idaho Optometry through sponsorship.

We strive to take every possible measure to assure that your participation in this conference is worth your time and expense. Our team looks forward to welcoming you as an industry partner at Idaho's Optometric Annual Congress in October of 2024.

With appreciation,



Lisa White
Executive Director

3313 W Cherry Lane, #433
Meridian, ID 83642

execdir@iopinc.org

Benefits Included	Bronze Level \$2,500	Silver Level \$5,000	Gold Level \$7,500	Platinum Level \$10,000
Recognized in the On-site Manual, by logo at the level attained, in a full-page ad.	✓	✓	✓	✓
Listing as Sponsor by category in the Registration Packet provided payment of sponsorship has been received by the time of printing.	✓	✓	✓	✓
Announcement at beginning of education sessions to recognize and thank sponsors.	✓	✓	✓	✓
Strategically placed signage at the meeting location.	✓	✓	✓	✓
"Thank You" in the quarterly IOP NEWS following the Congress.	✓	✓	✓	✓
Company logo on IOP website footer, placed in appropriate recognition level.	✓	✓	✓	✓
Recognition in three pre-event emails sent to registered attendees.	✓	✓	✓	✓
Printed flyer provided by the sponsor/supporter in Registration Packet.	✓	✓	✓	✓
IOP Newsletter recognition		1x/year	2x/year	4x/year
Ad in Registration Packet and On-site Manual		1/8 page	1/4 page	Full page
Single vendor booth at the Exhibit Hall			✓	✓
Announcement at the sponsored event during welcome.			✓	✓
Recognition during President's Welcome Speech.			✓	✓
Largest, bold font in all advertising				✓
Logo and link added to IOP communication signature line				✓

Recognition in Registration Packet, On-site Manual, and IOP Website at sponsorship level, provided payment has been received by time of printing.

To Sponsor a specific IOP event, contact Lisa White at execdir@iopinc.org or Misty Mendiola at iopmeetings@gmail.com. Each sponsor will be asked to complete & submit a form to the IOP administrative office. Deadline for Sponsorship Recognition in the Registration Packet is March 15, 2024. The packet is emailed to approximately 500 optometrists in the State of Idaho and surrounding regions.

Registration Packet		On-site Manual	
Reaching over 500 optometric professionals		Distributed to attendees at Congress	
Every Page Tag Line	\$1300	Every Page Tag Line	\$1100
Full Page, Back, Outside Cover 4 Color (8.5"x11" + .25" bleed)	\$1500	Full Page, Back, Outside Cover 4 Color (8.5"x11" + .25" bleed)	\$1250
Full Page, Inside, Front Cover 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1200	Full Page, Inside, Front Cover 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1000
Full Page, Inside, Back Cover 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1200	Full Page, Inside, Back Cover 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1000
Full Page, Inside 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1100	Full Page, Inside 4 Color (8"x10.5" no bleed or 8.5"x11"+.25" bleed)	\$1000
1/2 Page, Inside 4 Color (8"x5.25")	\$650	1/2 Page, Inside 4 Color (8"x5.25")	\$650
1/4 Page, Inside 4 Color (4"x5.25")	\$400	1/4 Page, Inside 4 Color (4"x5.25")	\$400
1/8 Page, Inside 4 Color (4"x2.25")	\$200	1/8 Page, Inside 4 Color (4"x2.25")	\$200

DEADLINES:

Registration Packet: March 15, 2024

On-site Manual: August 15, 2024

FORMAT FOR ADS:

Preferred image file formats:
High Resolution PDF or JPG,
include .25 bleed where indicated.

PLEASE NOTE:

Expenses for advertising do not count
towards sponsorship recognition levels.

Receive a
**20%
DISCOUNT**
when you place
your ad in both!

Sponsored Supplemental Printed Material

Sponsored printed material for the On-site attendee packet must be received at the IOP office by September 20, 2024. Contact Lisa or Misty for final registration counts.

Sponsorships and Educational Grants determined and recognized independently.

Location: Coeur d'Alene Resort, Bay 4-6
115 S 2nd St,
Coeur d'Alene, ID 83814

Exhibit Hours: Friday, Oct. 11, 9:00am-2:00pm
Staggered Morning Lecture Break:
9:00am-10:30am
Staggered Sponsored Luncheon:
12:00pm-2:00pm, raffle at 1:30pm

Move In: Thursday, Oct. 10, 9:00pm-10:00pm*
Friday, Oct. 11, 7:00am-9:00am

*A non-IOP event is using this room, move-in time will not be available before the listed time.

Move Out: Friday, Oct. 11, 4:00pm

Accommodations: Room block information is available on our website, <https://idaho.aoa.org/education-and-events/calendar-of-events>

Air Travel: Spokane International (GEG) is ~40 minutes from Coeur d'Alene.

Door Prizes: Each attendee will be given a raffle card designed to enhance face-to-face time between vendors and attendees. A completed card will be randomly selected for a door prize. Exhibitors are invited to provide a prize to be raffled at 1:30pm on Friday, Oct. 11, in the Exhibit Hall.

Please indicate if you will, or will not, participate by checking the yes or no box on the registration form on page 7.

Show Specials: Exhibitors are encouraged to provide show specials to increase logo branding, entice booth traffic, and generate sales/membership. Show specials will be placed in registration packets if the exhibitor supplies materials to the IOP at least two weeks in advance of the tradeshow.

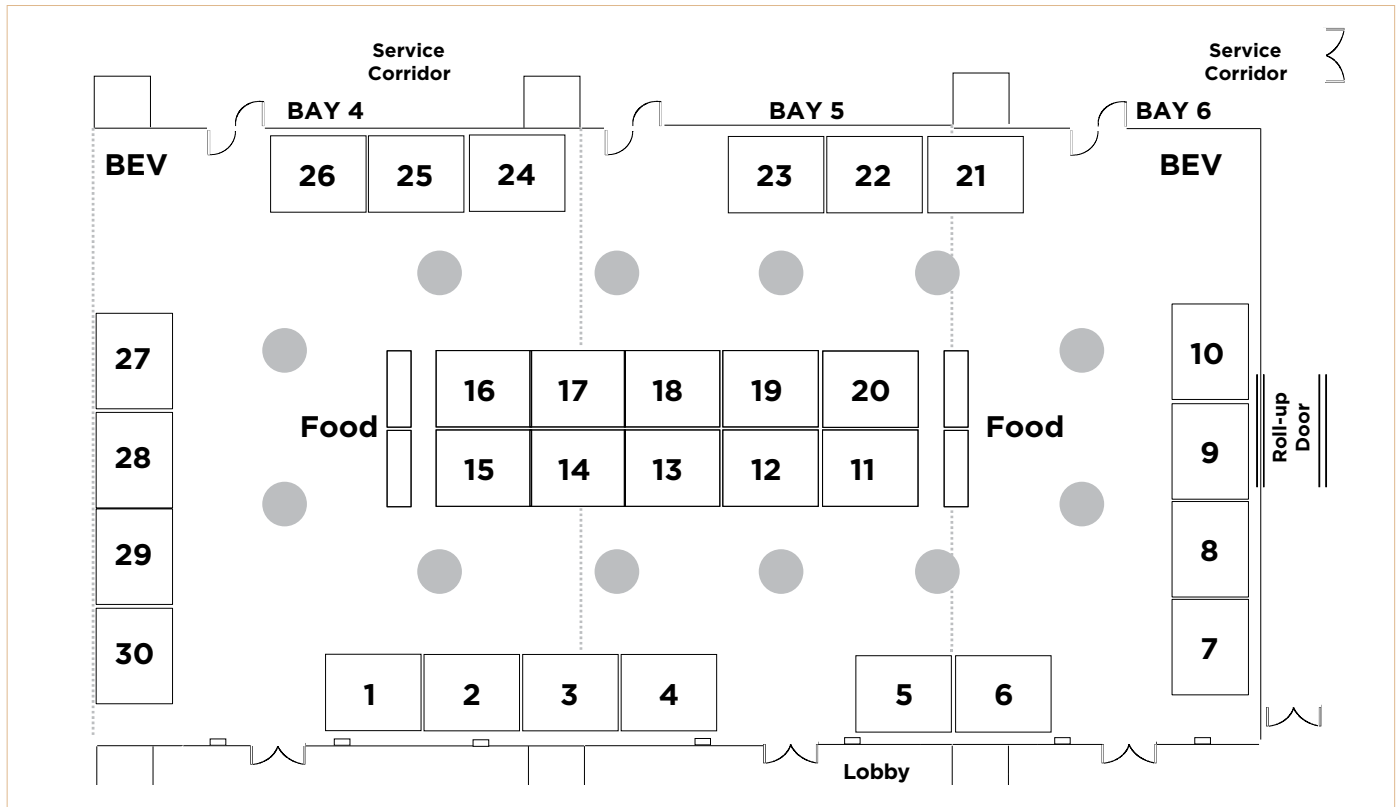
Exhibitor Registration: See page 6.

IDAHO OPTOMETRIC PHYSICIANS

Follow us on our social media networks for fun facts and important information on keeping your eyes safe!

FACEBOOK
@IdahoOptometricPhysicians

INSTAGRAM
@Idaho_Optometric_Physicians



Booth Pricing

Early Rate before 1/31/24	\$850
2/1/24-4/30/24	\$950
5/1/24-8/15/24	\$1050
8/16/24-9/22/24	\$1200

Booth requests after August 16 may not be listed in the On-site Manual

Booth Selection: Requested locations are granted on a first come, first serve basis. Locations are secured only after payment is received.

Booth Size: 8' X 10' with an 8' back drape and 3' side drapes. Signage, a 6' draped table and 500W electrical service is provided upon request.

Special Instructions			
Company Name		Specialty	
Address			
Rep Name/Title		Phone	
Email			
Rep Name/Title		Phone	
Email			
Rep Name/Title		Phone	
Email			

Complete the Exhibitor Registration on page 6 to reserve your booth, then select additional items below to maximize your ROI at IOP's Annual Congress 2024. Please send completed forms, with check or credit card information to: **Idaho Optometric Physicians, 3313 W. Cherry Lane, #433, Meridian, ID 83642.** Registration is not complete until payment is received. Questions: Email: Lisa at execdir@iopinc.org or Misty at iopmeetings@gmail.com.

Event Sponsorship

<input type="checkbox"/> Board of Director's Meeting & Breakfast (Includes 20 min. sponsor presentation)	Thurs	Bronze Level
<input type="checkbox"/> Sponsor Lunch (Includes 20 min. sponsor presentation)	Thurs	Silver Level
<input type="checkbox"/> Vendor Reception	Thurs	Gold Level
<input type="checkbox"/> Exhibit Hall Luncheon	Fri	Platinum Level
<input type="checkbox"/> IOP Membership Meeting & Awards Luncheon (Includes 15 min. sponsor presentation)	Sat	Gold Level
<input type="checkbox"/> Bronze Level	\$2500+	
<input type="checkbox"/> Silver Level	\$5000+	
<input type="checkbox"/> Gold Level	\$7500+	
<input type="checkbox"/> Platinum Level	\$10,000+	
Event Sponsorship Subtotal:	\$	

Advertising

Type of Advertisement	Registration Packet	On-Site Manual	Both Publications (20% Off)
Every Page Tag Line	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,920
Full Page Back Outside Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,200
Full Page Inside Front	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,760
Full Page Inside Back	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,760
Full Page Inside	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,680
1/2 Page Inside	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,040
1/4 Page Inside	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400	<input type="checkbox"/> \$640
1/8 Page Inside	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	<input type="checkbox"/> \$340
Advertising Subtotal:	\$		\$

Other Sponsorship options available at varying amounts.

Contact Lisa or Misty for more information.

Event Totals

Exhibit Booth (from pg 6)	\$
Event Sponsorship	\$
Advertising	\$
GRAND TOTAL:	\$

Will you be donating a door prize? ☐ Yes ☐ No

Cancellation Policy: Refunds requested over 90 days before the event will be issued minus a 7% service fee. No refunds will be made if request is received 90 days or less, prior to the event.

Payment Method	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> AMEX <input type="checkbox"/> Payment by Check		
Billing Address	<input type="checkbox"/> Same as Office		
Card No.			
Exp. Date		Security Code	
Cardholder Name		Signature	

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