

# MONTEREY SYMPOSIUM

## ADDITIONAL MARKETING OPPORTUNITIES

### Onsite Guide Advertising

Full Page - \$1,000    Half Page - \$650

The onsite event guide is a valuable resource to all conference attendees. It contains the conference and education program's "schedule at a glance," exhibitor directory, exhibit hall floor plan, and general conference information and highlights. Make your company stand out and drive traffic to your booth!

**Deadline to reserve space: 10/11/19    Ads due: 10/25/19**

### Email Blast Advertising (Limited Availability)

1x - \$150    3x - \$375    6x - \$600

E -blast advertisements are a great way to expand the reach of your marketing efforts. Targeted emails promoting your company, products and services to thousands of potential attendees. Content includes the latest news on events, continuing education and exhibit hall highlights. Ad options include a 728x90 banner or 300x250 rectangle with link to your website.

### Attendee Bag Insert — \$250

Maximize a unique opportunity to position your company's services and products by inviting everyone who attends the Monterey Symposium to your booth. Provide 800 printed brochures, flyers or small items and they will be distributed to all attendees at registration.

### Exhibit Hall Raffle (Limited to 12) — Donation of item value at \$250 or more

The Exhibit Hall Raffle is a fantastic and inexpensive way to gather leads on a large scale while generating increased booth traffic! We are only accepting 12 raffle prizes valued at \$250 or above. Six prizes will be raffled off each day the exhibit hall is open. The raffle donors and the prizes will be included on the conference website, in the onsite guide and attendee packets.

### Passport Program (Limited Availability) — \$150

The passport program is a great way to drive traffic to your booth and increase brand awareness. The passport will include participating sponsors' company name, logo & booth number. As attendees walk the show floor, they will stop by participating passport sponsor booths and receive a stamp from you on their exhibitor passport. Once all stamps have been received (in the corresponding boxes), the passports can then be deposited into a drop-box located COA booth in order to be eligible for the prize drawing.

### Conference Signage (Limited Availability) - \$2,000

What's the first thing attendees see as they enter the exhibit area? Well, it should be YOUR banner. Put your company name and logo front and center when you sponsor expansive hanging banners. Multiple opportunities available.

**Deadline to reserve space: 10/11/19 or until sold out**

### Hotel Room Drop (Limited Availability) - \$1,500

Your promotional materials, welcome packets, press releases, welcome or good night gifts, special event invitations, samples and booth traffic-building coupons will be delivered directly to hotel rooms of meeting attendees during peak nights. Room drops are convenient, provide flexible messaging and are a cost-effective exhibitor marketing tool, off-site of expo and free of advertising competition.

**Deadline to reserve space: 10/11/19 or until sold out**

# MARKETING AGREEMENT

California Optometric Association (COA)

Monterey Symposium 2019

Exhibits: November 15-16, 2019

Conference: November 15-17, 2019

Monterey Conference Center - Monterey, CA

# MONTEREY SYMPOSIUM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Booth Manager: \_\_\_\_\_ Email: \_\_\_\_\_

**Advertising:** ☐ \$1000 Full Page On-site Guide ☐ \$650 Half Page On-site Guide

☐ \$150 - 1x E-blast ☐ \$375 - 3x E-blast ☐ \$600 - 6x E-blast

**Traffic Builders:** ☐ \$250 Attendee Bag Insert

☐ \$150 Passport Program

☐ Raffle (Donation of item valued at \$250+)

**Event Marketing:** ☐ \$2,000 Conference Signage

☐ \$1,500 Hotel Room Drop

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**Total: \$** \_\_\_\_\_ **Payment Method:** ☐ Credit Card ☐ Check

Make check or money order payable to:

**California Optometric Association**, Monterey Symposium, 2415 K Street, Sacramento, CA 95816

**Credit Card:** ☐ VISA ☐ MASTERCARD ☐ AMEX **CCV#** \_\_\_\_\_ (3 or 4 digit code)

**Credit Card:** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_

**Return this signed contract with payment to:** Monterey Symposium, 2415 K . Street, Sacramento, CA 95816 or fax to (916) 469-2896.

This fax number is a secured fax number for contracts with payments.

By signing below, the Exhibitor agrees to the Terms and Conditions of this agreement and hereby purchases the marketing assets selected above at the 2019 Monterey Symposium. The person signing this document expressly represents and warrants that he/she is authorized by the Exhibiting Company to bind it to the terms and conditions hereof.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_