



optowest 2019

**THREE
REGIONAL
CONFERENCES**



San Francisco - March 3

**CONVENIENT
LOCATIONS**



Sacramento - April 7

**LIMITED EXHIBIT
OPPORTUNITIES**



Anaheim - May 19

**MEET HUNDREDS
OF DOCTORS**

Three regional Optowest meetings featuring innovative education presented in a convenient one full-day format

The California Optometric Association's Optowest regional conferences - created by eye care professionals for eye care professionals - will be offered at three distinct locales in 2019, under a convenient one-day format at each location:

- 3/3/19 San Francisco Airport Marriott Waterfront
- 4/7/19 Hilton Sacramento Arden West
- 5/19/19 Anaheim Marriott Suites

Optowest provides six hours of quality education for optometrists at each location. Make connections with hundreds of doctors of optometry! Average attendance is 120-200 doctors per meeting location.

Taking part in the three regional conferences will allow your company to introduce your newest products and services to ODs right in their own backyard. Additionally, the COA House of Delegates will meet March 1-2, prior to Optowest San Francisco.

Let COA help maximize your return on investment as an Optowest 2019 sponsor!

All premium sponsors will receive exposure and exhibit opportunities at ALL THREE regional conferences. Gone are the days of simply popping up a booth and waiting for the sales to come to you. Working as a team, COA helps our partners achieve their goals for building traffic, leads, brand awareness and sales.

For more than a century, COA has been dedicated to making optometry a stronger, better, and more visible profession. COA continues to work diligently on all fronts to ensure that those who have earned the title of doctor of optometry have the opportunity to practice their profession to the fullest extent possible. We appreciate your company's continued support!

For more information, please contact:

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Optowest 2019

Sponsorship, Exhibitor & Marketing Opportunities

SUPPORTING SPONSOR - \$1,500

- Acknowledgment on all pre-event advertising (printed and digital) to highlight your company's participation and support
- Acknowledgment on official conference website, www.optowest.com, with your company logo and link to your website
- Inclusion of your company-provided printed brochure, flyer or small promotional item in the attendee registration bags to be distributed at each regional Optowest conference

PREMIER SPONSOR & EXHIBITOR - \$7,000*

All of the benefits mentioned above, plus:

- Exhibit Table to promote your company's products & services at Optowest San Francisco, Optowest Sacramento and Optowest Anaheim
- Inclusion in the passport program to drive traffic to your table
- Company logo inclusion on event signage
- Pre & post attendee lists with full contact information to promote your company's products and services and to thank attendees
- Acknowledgment in COA 'thank you' advertising following each event

**Package pricing limited to first 15 companies (only 20 total exhibit opportunities available).*

Past sponsors have priority through December 1, 2018.

Add on an Exhibit table during COA's House of Delegates (HOD) meeting March 1-2 for only \$1,000!

PRESENTING SPONSOR - \$20,000 (exclusive opportunity)

All of the benefits mentioned above, plus:

- Company name inclusion on all Optowest collateral, with distinction as "Presenting Sponsor"
- Logo prominently placed on attendee packet envelopes
- 'Thank You' podium mentions to raise awareness of your support
- Exhibit table during COA's House of Delegates meeting
- 2019 digital advertising package with premium placement

FOOD FOR THOUGHT SPONSORSHIP

Premier or Presenting Sponsors may present an unopposed, informational one-hour session focusing on new services and products while hosting a hot breakfast for a captive audience of 50.

- All three regional conferences - \$14,000
- Per conference - \$5,000

CONFERENCE SPONSOR

Premier or Presenting Sponsors may support the following conference items for increased branding and recognition. All sponsorships will be highlighted at all three regional meetings.

- Continental Breakfast Sponsor - \$3,000
- Lunch Sponsor - \$3,500
- Pen Sponsor - \$2,500
- Conference Bag Sponsor - \$3,750
- Name Badge Sponsor - \$3,750
- Notepad Sponsor - \$ 2,500

E-BLAST ADVERTISING

Targeted emails will promote upcoming COA conferences to over 8,000 optometrists

Size: 728x90 banner 1x - \$150 3x - \$375 6x - \$600



CALIFORNIA OPTOMETRIC ASSOCIATION

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OPTOWEST CONTACT

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MISSION STATEMENT

The mission of the California Optometric Association is to support and advance the profession of optometry to assure quality health care for all Californians.

VISION STATEMENT

The vision of the California Optometric Association is for all Californians to utilize doctors of optometry as primary providers of vision and health care.