

**limited to 20 sponsors  
over 600 doctors  
3 locations • 1 low price**

**TOP**  
*West*  
**TO**

**2020**

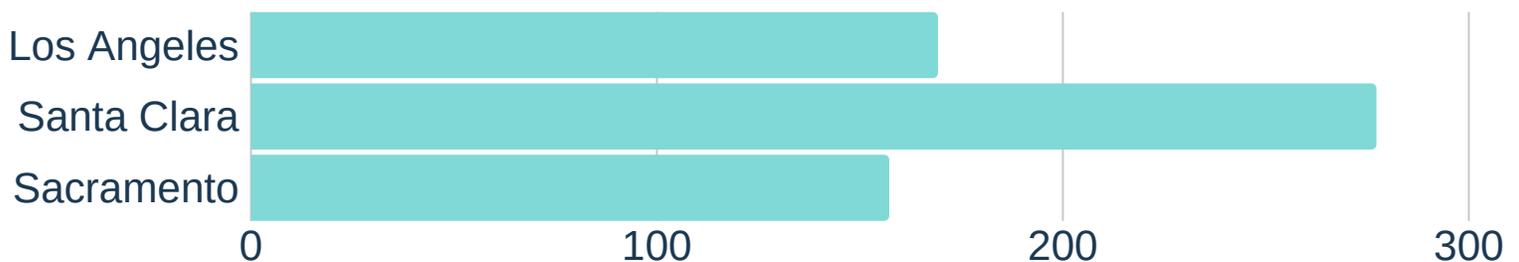
Los Angeles  
February 23

Santa Clara  
March 15

Sacramento  
April 26

**1 DAY  
6 HOURS CE**

**expected OD attendance**



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# optowest sponsor, exhibit & marketing opportunities

## \$1,500 supporting sponsor

- Acknowledgment on all pre-event advertising (printed and digital) to highlight your company's participation and support
- Acknowledgement on official conference website, [www.optowest.com](http://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

## \$7,000\* premier sponsor & exhibitor

All of the benefits mentioned above, plus:

- Exhibit Table to promote your company's products & services at Optowest Los Angeles, Optowest Santa Clara and Optowest Sacramento
- 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
- Acknowledgement in COA 'thank you' advertising following each event

\*Package pricing includes all three (3) regional meetings. Individual conference exhibit/sponsorship opportunities (if available) are priced at \$2,500 per location.

▶ Add on an Exhibit table during COA's House of Delegates (HOD) meeting February 21-22 for only \$1,000!

## \$20,000 presenting sponsor

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
- 2020 digital advertising package with premium placement

## additional opportunities

### food for thought

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

- All three regional conferences - \$18,000
- Per conference - \$7,000

### conference sponsorships

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.

- Coffee Sponsor - \$3,000
- Lunch Sponsor - \$3,500
- Pen Sponsor - \$2,500
- Notepad Sponsor - \$2,500

### e-blast advertising

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

Size: 728x90 banner

- 1-month - \$300
- 3-month - \$600