



HEALTHY EYES HEALTHIER LIVES



INDUSTRY OPPORTUNITIES 2020

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PARTNERSHIP LEVELS



DIAMOND — \$15,000

participation
capped

2
partners

- » Company logo with link to website on NCOS website
- » Company logo with link to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo listed on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Access to NCOS member list
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » One social media spotlight with link to website posted on Facebook, Twitter and Instagram
- » One social media story feature on Instagram and Facebook during Spring and Fall Congress to promote booth and location
- » Three social media retweets/shares/reposts from partner's platform of choice
- » Send four marketing emails to NCOS membership
- » One complimentary exhibit hall booth with first choice of premier booth location at Spring and Fall Congress
- » Speak to NCOS leadership at two Executive Council Meetings
- » Host a meal function at Spring and Fall Congress*
- » Host one meal function for NCOS leadership at an Executive Council Meeting*



PLATINUM — \$10,000

participation
capped

5
partners

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Access to NCOS member list
- » Host a meal function at Spring or Fall Congress*
- » One social media story feature on Instagram and Facebook during Spring and Fall Congress to promote booth and location
- » Two social media retweets/shares/reposts from partner's platform of choice
- » One social media spotlight with link to website posted on Facebook, Twitter and Instagram
- » Send two marketing emails to NCOS membership
- » One complimentary exhibit hall booth with choice of prime booth location at Spring and Fall Congress
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » Speak to NCOS leadership at one Executive Council Meeting

**Additional costs apply*

PARTNERSHIP LEVELS



GOLD — \$7,500

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » Send one marketing email to NCOS membership
- » One social media story feature on Instagram and Facebook during Spring and Fall Congress to promote booth and location
- » Two social media retweets/shares/reposts from partner's platform of choice
- » One complimentary exhibit hall booth with prime booth location at Spring and Fall Congress
- » Access to NCOS member list
- » Host a meal function at Spring or Fall Congress*



SILVER — \$5,000

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage)
- » One social media story feature on Instagram and Facebook during Spring Congress to promote booth and location
- » One social media retweet/share/repost from partner's platform of choice
- » One complimentary exhibit hall booth with prime booth location at Spring Congress and opportunity to purchase a booth at Fall Congress
- » Send one marketing email to NCOS membership



BRONZE — \$2,500

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » 20% discount on newsletter advertising (in our bi-annual printed newsletters)
- » Company logo on Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage)
- » Complimentary booth at Spring Congress
- » One social media story feature on Instagram and Facebook during Spring Congress to promote booth and location
- » One social media retweet/share/repost from partner's platform of choice

**Additional costs apply*

PARTNERSHIP LEVELS



PROFESSIONAL VISIONARY PARTNER (PRIME LEVEL) — \$10,000

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

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » Company logo listed on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » Speak to NCOS leadership at one Executive Council Meeting
- » Send two marketing emails to NCOS membership
- » One complimentary exhibit hall booth with prime booth location at Spring and Fall Congress
- » Opportunity to sponsor coffee breaks or continental breakfasts at Spring and Fall Congress*



PROFESSIONAL VISIONARY PARTNER (BASE LEVEL) — \$6,000

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

- » Company logo linked to website on NCOS website
- » Company logo linked to website in bi-monthly NCOS e-newsletter
- » Company logo in bi-annual printed newsletter
- » Company logo listed on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage and attendee registration bag)
- » One-page company-provided insert in Spring and Fall Congress attendee registration bag
- » Speak to NCOS leadership at one Executive Council Meeting
- » Send one marketing email to NCOS membership
- » One complimentary exhibit hall booth with prime booth location at Spring Congress

**Additional costs apply*

PARTNERSHIP LEVELS AT A GLANCE

	BRONZE \$2,500	SILVER \$5,000	GOLD \$7,500	PLATINUM \$10,000	DIAMOND \$15,000	PVP-BASE \$6,000	PVP-PRIME \$10,000
Host one meal function for NCOS leadership at an Executive Council Meeting*					✓		
One social media spotlight				✓	✓		
Speak to NCOS leadership at Executive Council Meeting(s)				✓ 1 meeting/yr	✓ 2 meetings/yr	✓ 1 meeting/yr	✓ 1 meeting/yr
One-page company-provided insert in Spring and Fall Congress attendee bag				✓	✓	✓	✓
Host a meal function at Spring and/or Fall Congress*			✓ 1 meal/yr	✓ 1 meal/yr	✓ 2 meals/yr		
Access to NCOS member list			✓	✓	✓		
One complimentary exhibit hall booth with prime location at Fall Congress		*opportunity to purchase booth at add. cost	✓	✓	✓ first choice of location		✓
Send marketing email(s) to NCOS membership		✓ 1 email/yr	✓ 1 email/yr	✓ 2 emails/yr	✓ 4 emails/yr	✓ 1 email/yr	✓ 2 emails/yr
One complimentary exhibit hall booth with prime location at Spring Congress	✓	✓	✓	✓ choice of location	✓ first choice of location	✓	✓
Logo on all Spring and Fall Congress NCOS event items (mobile app, website, program guide, signage, attendee bag)	✓ not including attendee bag	✓ not including attendee bag	✓	✓	✓	✓	✓
Logo in bi-annual printed newsletter	✓	✓	✓	✓	✓	✓	✓
Logo with link to website in bi-monthly NCOS e-newsletter	✓	✓	✓	✓	✓	✓	✓
Logo with link to website on NCOS website	✓	✓	✓	✓	✓	✓	✓
20% discounted newsletter ads	✓	✓	✓	✓	✓		
One social media story feature	✓ Spring Congress	✓ Spring Congress	✓ Spring & Fall Congress	✓ Spring & Fall Congress	✓ Spring & Fall Congress		
Social media retweet/share/repost	✓ 1/yr	✓ 1/yr	✓ 2/yr	✓ 2/yr	✓ 3/yr		

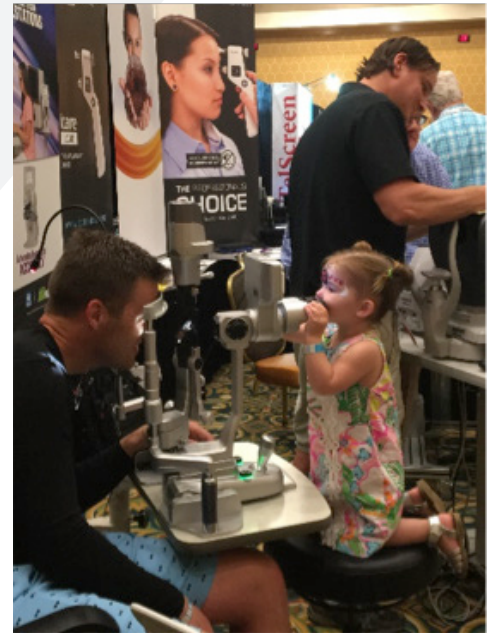
*Additional costs apply

EXHIBIT OPPORTUNITIES

Our Spring and Fall Congress events are our signature annual conferences that bring together optometrists from all across the state, and beyond! All of our partnerships offer a complimentary exhibit booth at Spring Congress. Certain partnership levels also offer opportunities to exhibit at our special partners-only exhibit hall at Fall Congress.

EACH EXHIBITOR RECEIVES:

- » A 6' x 10' space, black pipe and drape, a skirted table and two chairs.
- » Face-to-face time with optometrists
- » Opportunity to introduce new products and services in an exclusive setting
- » Unopposed exhibit time during breakfasts, breaks and other conference events
- » Inclusion in the exhibitor listing in conference on-site guides and mobile apps
- » Three exhibitor registrations per booth for booth personnel (additional may be purchased)



SPRING CONGRESS

Spring Congress 2020 will take place June 12-14 in beautiful Myrtle Beach, SC. Our full exhibit hall draws 60+ exhibitors from across the industry. Partners will receive prime location in the main hall.

We have upwards of 400 optometrists attend on a yearly basis. Our themed Friday night receptions are held in the exhibit hall and draw a huge crowd with food, drinks, games and more for the whole family. It is a fun and fantastic networking experience!



FALL CONGRESS

Fall Congress 2020 will take place November 6-8 at the Grandover Resort in Greensboro, NC. Our exclusive, partners-only exhibit hall offers a prime location with nonstop foot traffic, as well as a higher ratio of optometrists to exhibitors, allowing more face time and attention to each exhibitor booth. Our Fall Congress draws an average of over 400 optometrists.

LOGO ITEMS SPRING AND FALL CONGRESS



CONFERENCE SIGNAGE

All partners will have their logo on our conference signage. Your full color logo is printed on our high- quality banner stands. These signs are placed conspicuously in the main hallways at both Spring and Fall Congresses.



NORTH CAROLINA OPTOMETRIC SOCIETY
Thank You to our 2017 Partners

Diamond Partner

Alcon
a Novartis company

Platinum Partners

Allergan
BAUSCH + LOMB
Johnson & Johnson VISION

Gold Partners

Carolina Optics, Inc. **Shire**

Silver Partners

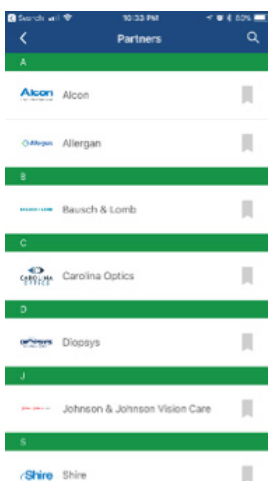
DIOPSYS **VSP**

Professional Optometric Partners

myeyedr. **eyecarecenter**

ONSITE GUIDE

All partners will have their logo in our conference onsite guide, distributed to all attendees for both Spring and Fall Congresses. These are indispensable guides containing all schedules, maps, speaker information, and other important conference details. Logos appear on the back cover in full color.



MOBILE APP

All partners will have their name and logo listed in the Partners section of our conference mobile app for both Spring and Fall Congresses. A digital onsite guide, the app lets attendees easily access the Partners icon from the main screen. Your logo will also appear in the Exhibitor section of the app, if applicable.

ATTENDEE REGISTRATION BAGS

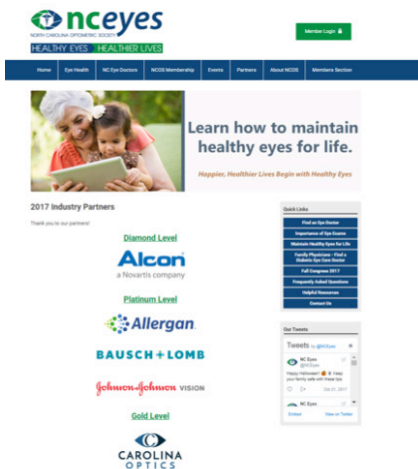
DIAMOND, PLATINUM, GOLD AND PVP PARTNERS

These high-quality tote bags are presented to each attendee at the registration desk at Spring and Fall Congresses. They are the ideal size for notebooks, documents, electronic devices, and personal items. 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!



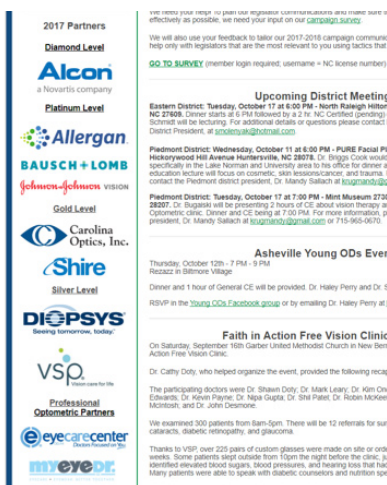
The tote bags are also the perfect size for carrying exhibitor giveaways and prizes while perusing the exhibit hall!

LOGO ITEMS YEAR ROUND



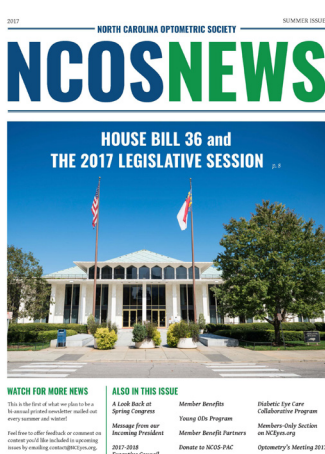
NCOS WEBSITE

Our NCOS website is a popular resource for NCOS members, NC residents, and others across the country. All partners will have their logo listed on the Partners page of our NCOS website. We will link your logo to your own company webpage, so that NCOS members and visitors can easily click your logo and be sent straight to your site.



NCOS E-NEWSLETTER

Our bi-monthly NCOS e-newsletter is distributed to our entire membership of over 1,000 optometrists. This newsletter is an important resource for our members to keep up to date on news, events, and important issues in NC optometry. All partners will have their logo listed in the Partners section of the newsletter, with a link to their own website.



BI-ANNUAL PRINTED NEWSLETTER

Twice a year, we mail a printed newsletter to our NCOS membership. This newsletter is a comprehensive update on NCOS news and events, and is a well-received supplement to our regular bi-monthly e-newsletter. All partners will have their logo printed in this publication.



MARKETING OPPORTUNITIES

EMAIL MARKETING

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

Marketing emails are a fantastic way to get your brand in front of our NCOS membership. Many partners use this opportunity to announce a new product or service. Our email blasts go out to over 1,000 optometrists, with an impressive 45% open rate on average, well above the industry average of 22.4%.

DISCOUNTED NEWSLETTER ADVERTISING

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

Our twice-yearly printed newsletter, distributed to our entire membership, is a comprehensive update on NCOS news and events, and is a well-received supplement to our regular monthly e-newsletter. Diamond, Platinum, Gold, Silver and Bronze Partners receive a 20% discount on ads (refer to pricing for more details).

**Newsletter advertising is not available for any group that employs optometrists or ophthalmologists in North Carolina.*

ATTENDEE BAG INSERTS

(Diamond, Platinum and PVP Partners)

Company-provided inserts are stuffed into the attendee registration bags at both Spring and Fall Congresses, along with other important attendee information. These must be one-page inserts, and must arrive at our office at least one week prior to their respective event. You can use these inserts to highlight your company, a new product, or anything you like.

HOSTED MEAL FUNCTIONS

(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 and will take care of the registration for your meal function.

Diamond Partners have the exclusive opportunity to host a meal at one Executive Council meeting per year. You are responsible for the cost of the meal function.

OPPORTUNITIES WITH LEADERSHIP

(Diamond, Platinum and PVP Partners)

Our top-tier partners have the opportunity to speak to our Executive Council during one of four yearly meetings (March, June at Spring Congress, September and November at Fall Congress). Our Executive Council is comprised of our officers, trustees and district presidents. You are allotted 10 minutes to address the group however you would like, giving you exclusive face-time with our top leadership.

A LA CARTE 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
Mobile App	\$1,500	\$2,500
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
*Welcoming Reception and Family Fun Night - Friday	\$5,000	\$10,000

**Opportunities are available only at Spring Congress*

A LA Carte 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.

A LA CARTE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DESCRIPTIONS:

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.

Conference Mobile App: Your logo will be featured prominently as a banner ad linked to your website, a special icon with your company's information, as well as mobile app download emails to attendees and one customized push notification to attendees.

Registration Refreshments: Sponsor the treats and beverages at our 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 a push notification to attendees from our mobile app.

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 and a push notification to attendees from our mobile app. Spring Congress will also include 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 and a push notification to attendees from our mobile app.

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 and online registration as well as a push notification to attendees from our mobile app.

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 and online registration as well as a push notification to attendees from our mobile app. 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.

SPRING CONGRESS

EXHIBITOR INFORMATION

WHY EXHIBIT?

- » Excellent opportunity to meet face-to-face with current and prospective clients
- » An average of nearly 400 optometrists from North Carolina, South Carolina, Tennessee, Virginia, West Virginia and many other states
- » Over 6.5 hours of unopposed exhibit time with functions held in the exhibit hall to drive traffic
- » Location! Location! Location! Spring Congress takes place every June in Myrtle Beach, SC at the Embassy Suites Kingston Plantation



FRIDAY, JUNE 12, 5:00 PM - 7:30 PM

The Opening Reception and Family Fun Night takes place in the exhibit hall during this time. All Spring Congress attendees along with their families are welcome. Highlights include food, drinks, and plenty of activities for the kids including face painting, caricature artists, and balloon twisting stilt walkers. This event provides a significant amount of traffic in a relaxed atmosphere.

SATURDAY, JUNE 13, 7:00 AM - 2:00 PM

Unopposed exhibit time (all functions take place in the exhibit hall):

7:00 AM - 8:00 AM - breakfast

10:00 AM - 10:30 AM - ice cream break

11:30 AM - 1:45 PM - lunch buffet

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.

2020 EXHIBITOR FEES:

Early Bird Fee: \$1,249.00 (register by April 15)

Regular Fee: \$1,350.00 (register between April 16 and May 15)

Additional Booth Space: \$899.00 (for a larger, "double" booth)

Additional Name Badge/Attendee: \$125.00 each (registration fee includes 3 attendees)

Visit NCEyes.org/Spring-Congress for registration information.

NEWSLETTER ADVERTISING

The North Carolina Optometric Society prints and distributes its summer and winter newsletter to over 1,050 members via direct mail, providing an excellent way to reach optometrists in North Carolina and beyond with your message!

Additional details:

- » Ads are in full color
- » Newsletter is published in July/August and January/February
- » Newsletter is between 18-20 pages
- » Multi-ad discounts available
- » Client must supply artwork
- » Artwork must be submitted by predetermined deadline

One-Time Rates:

- » Full Page Ad (8.5" x 11") - \$850
- » Half Page Ad (8.5" x 5.5") - \$575
- » Quarter Page Ad (4.25" x 5.5") - \$400

Bundled Rates (ad purchased in summer AND winter newsletter):

- » Full Page Ad (8.5" x 11") - \$750/each
- » Half Page Ad (8.5" x 5.5") - \$500/each
- » Quarter Page Ad (4.25" x 5.5") - \$350/each

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

For more information, contact Kristen Schmidt at (919) 977-6964 or Kristen@NCEyes.org.





HEALTHY EYES ▶ HEALTHIER LIVES

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