



IDAHO OPTOMETRIC PHYSICIANS

# Annual Congress

October 3 - 5, 2019

*World Class Education!  
World Class Ambiance*

boise centre

Boise, Idaho

**THE BEST  
PLACE TO  
SHOW YOUR  
SUPPORT FOR  
IDAHO  
OPTOMETRY!**

## Advertising

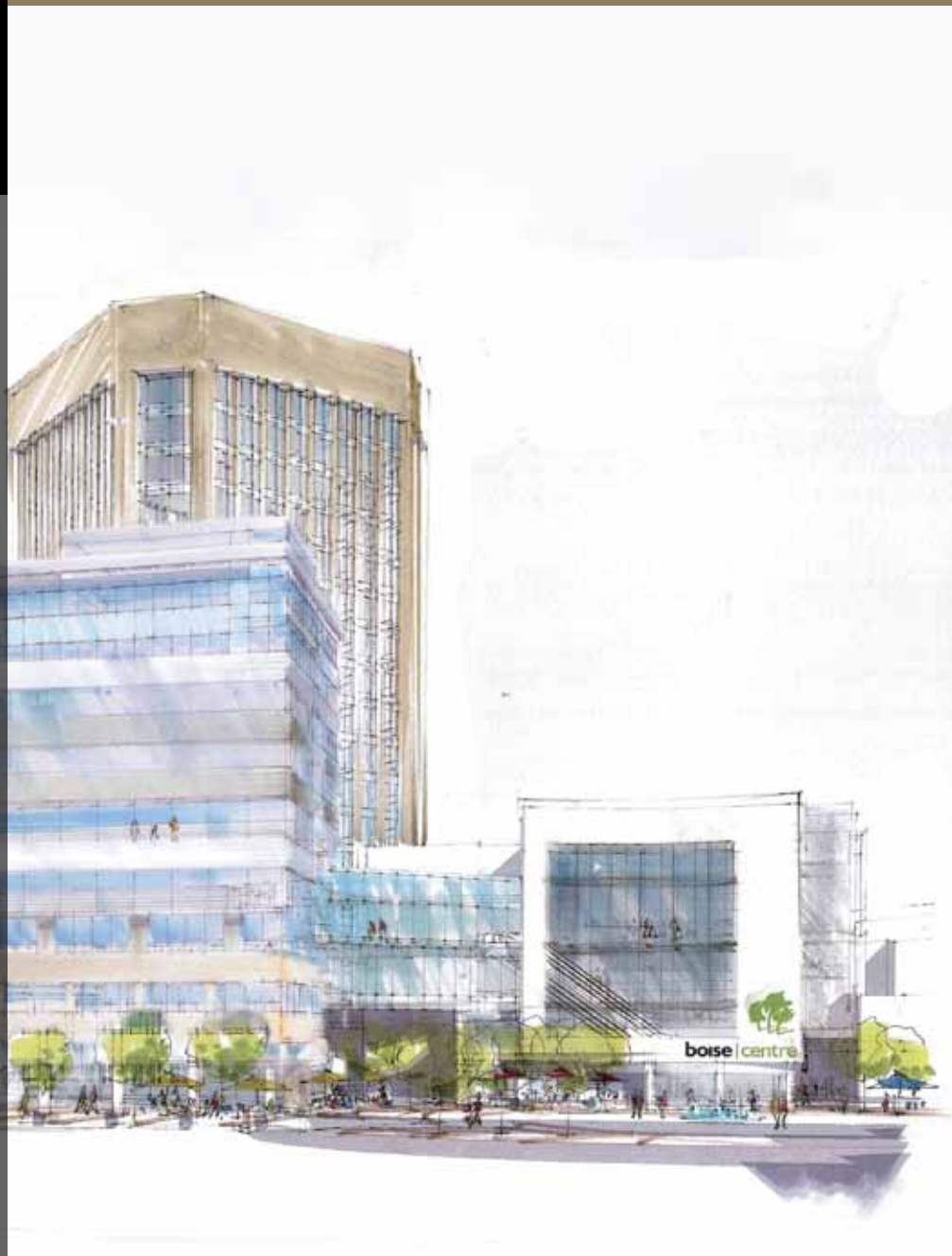
The IOP offers a variety of publications to advertise your company's products and services. Partner with us!

## Exhibit Hall

Face-time is an essential element of business. Take advantage of early registration to select the best location to meet with our doctors and paraoptometrics face-to-face.

## Sponsorship

Expand the "presence" of your company at our Annual Congress. Sponsor an event or distribute product. Check this *IOP 2019 Sponsor Opportunities* for options.



S P O N S O R O P P O R T U N I T I E S

# ABOUT US



The Idaho Optometric Physicians association was originally formed in 1910 as the Idaho Optometric Association. We are the Idaho affiliate of the American Optometric Association (AOA), and they were founded in 1898. The AOA represents approximately 37,000 doctors of optometry, optometry students and para-optometric assistants and technicians in the United States. Nearly 450 of those doctor and paraoptometric members reside in our great state!

**Our Annual Congress is the largest optometric education program in the entire state of Idaho!**



Add to that a growing reputation for world class education, and it becomes easy to see why the number of doctors attending from out of state is increasing every year at the rate of almost 9%.

We believe our laser focus on ROI is what draws an increasing number of industry partners every year. We hold the philosophy of every component in our Annual Congress being mutually beneficial. We've held those concepts consistently and see the reward with a marked increase in participation.

Don't be standing on the outside looking in this year... Work with us in Boise!

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## Boise Centre East Classroom





**IOP**  
**IDAHO**  
 OPTOMETRIC  
 PHYSICIANS

**OFFICERS & BOARD**

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 President

**Alisha Heaton, OD**  
 Immediate Past President

**Jared Birch, OD**  
 President Elect

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 North A

**Nathan Noakes, OD**  
 North B

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 South West A

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 South Central

**Cody Jones, OD**  
 South East

**IOPPS OFFICERS**

**Amy Leavitt**  
 President

**Arnica Phillips**  
 Vice President

**Tami Arnett**  
 Secretary

**Tammy Grover**  
 Trustee Chair

**STAFF:**

**Randy Andregg, OD**  
 Executive Director

**Lisa White**  
 Financial Officer

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 Idaho Optometric Physicians Annual Congress, October 3-5, 2019 in Boise, Idaho. Our tradition of "World Class Education with World Class Ambiance" continues in The City of Trees!

We target more than 500 optometric professionals in Idaho and surrounding states, 800 allied ophthalmic professionals and numerous students. You won't want to miss the opportunity to be part of Idaho's largest eyecare convention.

This industry packet has several great options to "showcase" your company through Advertising, Booth Space and Sponsorship.

1. **Advertising:** There are two major publications for our congress: The Registration Brochure and the Onsite Manual are the vehicles to advertise your company's products and services while highlighting your participation in Idaho's 2019 Congress. (Ask about advertising in the IOP NEWS and on our website)

2. **Exhibit Hall:** Location of your booth is one of the key elements of a successful show. Space at the Congress site is limited to 32 exhibitor booths and will be allocated on a first-come basis. We strive to take every possible measure to assure that your participation in this conference is worth your time and expense.

3. **Sponsorship:** Increase recognition of your company's name as a supporter of Idaho Optometry through sponsorship. Check our menu of sponsorship opportunities; everything from Hotel Key Cards to The Awards Luncheon.

I am available to answer questions that may come up and look forward to welcoming you as an industry partner at Idaho's Optometric Congress in October of 2019.

With appreciation,

Randy L. Andregg, OD  
 Executive Director  
 PO Box 2671  
 Eagle, ID 83616-9122  
 execdir@iopinc.org

# SPONSOR RECOGNITION LEVELS

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## MAJOR SPONSOR LEVELS:

\$2,500 = **BRONZE**     \$7,500 = **GOLD**

\$5,000 = **SILVER**     \$10,000 = **PLATINUM**

Additional recognition and benefits are included with the above designations. Signage provided at exhibit booth with recognition as a major sponsor or benefactor. Additional recognition in Registration Package and Onsite Manual with these levels provided payment has been received by time of printing.

**To Sponsor a specific IOP event**, contact Randy Andregg in the IOP office at [execdir@iopinc.org](mailto:execdir@iopinc.org) or by phone at **(208) 461-0001** indicating your interest in sponsoring an event. In reply, each sponsor will be asked to complete & submit a form to the IOP administrative office. **Deadline** for sponsorship recognition on the IOP website Annual Congress page is April 1, 2019. The website is viewed by approximately 475 interests monthly from within the State of Idaho and surrounding regions.

### BENEFITS OF ALL MAJOR SPONSORSHIPS BEGINNING AT THE BRONZE LEVEL

- Recognized in the Onsite 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 publication.
- Announcement at beginning of all education sessions to recognize and thank sponsors.
- Announcement at the sponsored event during welcome.
- Strategically placed signage at the meeting location.
- Printed Thank You in the quarterly IOP NEWS following the Congress.

### BENEFITS ADDED AT THE SILVER LEVEL

- All benefits included at the lower levels, PLUS.
- Typed company name on web site with link

### BENEFITS ADDED AT THE GOLD LEVEL

- All benefits included at the lower levels, PLUS
- Recognition in two e-blasts by logo and level attained.
- Recognition during President's Welcome Speech.

### BENEFITS ADDED AT THE PLATINUM LEVEL

- All benefits included at the lower levels, PLUS
- Largest, bold font in all advertising
- Printed flyer provided by the sponsor/supporter in Congress Tote.
- Designation of supporter's own day to each sponsor who contributes \$10,000 or more to education. (Only three days are available.)



# CONGRESS EVENTS

Sponsorships and Educational Grants are determined and recognized independently  
(Sponsorship totals include items, events, and in-kind contributions.)

<i>Event</i>	<i>Day</i>	<i>Description</i>	<i>Docs/ Paras</i>	<i>Amount</i>
Pre-Registration	Wed.	Pre-registration offered at the host hotel with small snack. Sponsor invited to be present and interact with registrants	100+	\$1,500
Doctor Breakfast	Thu..	Non-CE Breakfast* buffet offers sponsor the opportunity to solely address attendees for 15-20 minutes.	150	\$4,190
Morning Education Break	Thu.	Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	150+	\$1,330
Doctor's Lunch	Thu.	Non-CE Lunch offers sponsor the opportunity to solely address attendees for 20 minutes.	150+	\$4,550
PM Dr./Para CE Break	Thu.	Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	280+	\$2,060
Beverage for President's Reception	Thu	This element of the reception offers highly visible signage, strategically located around the beverage serving area	280+	\$1,806
President's Reception**	Thu.	Welcome reception held immediately after last lecture of the day with hors d'oeuvres. Sponsor offered a brief speaking opportunity and 40-50 minutes mingling with the attendees. Includes full outside back page ad in Reg. Brochure & Onsite Manual. Plus a banner recognizing "Sponsor's Day" _PLATINUM_	280+	\$10,000
Doctor CE Breakfast	Fri.	Education with Breakfast. 1 hr. COPE approved class. _SILVER_ Recognition	150	\$4,500
Para Breakfast	Fri.	Non-CE Breakfast. Offers sponsor 20 minute speaking opportunity.	120+	\$3,500
Morning Education Break	Fri.	Both Paras and Doctors. Offers sponsor the opportunity to interact with attendees while providing beverage and snack.	270	\$2,060
Exhibit Hall Luncheon**	Fri.	Exhibit Hall Lunch offers sponsor the opportunity to personally interact with all attendees. _GOLD_	300+	\$7,700*
Para Breakfast & Education	Sat	IOP-PS Education. Offers a 20 minute speaking opportunity prior to the Education Breakfast Hour.	120	\$4,200
Doctor CE Breakfast	Sat.	Education with Breakfast. 1 hr. COPE approved class. _SILVER_ Recognition	150	\$4,500
Awards Luncheon**	Sat.	Traditional awards for paraoptometrics and doctors. Includes inside front full page ad in Registration Brochure & Onsite Manual, plus additional value added items.. Plus a banner recognizing "Sponsor's Day" _PLATINUM_	270+	\$10,000

\*Co-sponsorship opportunity

\*\*GOLD & PLATINUM Levels are bundled with additional value added options. Contact us for details.

# SPECIALTY SPONSORSHIPS

## GIVEAWAY ITEMS

		<i>Pieces</i>	
Stylus Pens	We recommend quality pens with your logo and contact information.	300	\$360
Memo Pads	Your opportunity to place your business name in front of the Congress attendees (both doctors & paras)	300	\$420
Name Badge Holder & Lanyards	Exclusive sponsor for the 3" X 4" name badge holders with business name and logo lanyards. (Lanyards to be supplied by sponsor)	300	\$750
Congress Tote Bag	Everyone appreciates a convenient stash for "Congress treasure"	250	\$965
Hotel Key Cards	Remind Congress attendees of your support, at the end of each day	250	\$800
Luggage Tags	A travel reminder of your support for Idaho optometry	250	\$360
Coffee Tumblers	Insulated stainless steel with logo	250	\$1,100
Tissue Packs	Tissue box with logo	250	\$360
Sanitizer Sprays	Convenient and practical giveaway	250	\$360
Water Bottles	Stainless steel insulated bottle with business logo	250	\$995
Lip Balms	Make a lasting impression with this Congress gift	250	\$360

**NOTE:** If your company will provide the product listed above, or has an item not on our list, please contact us with detailed information and we will establish a handling fee and in kind value to be considered for sponsor recognition. If IOP is to provide the product with your logo, we need art approval no later than August 1st.



# ADVERTISING

## OUR TWO MAJOR CONGRESS PUBLICATIONS

Registration Brochure Reaching over 500 optometric professionals		On-site Manual Distributed to approximately 275 attendees at Congress	
Every Page Tag Line	\$1300	Every Page Tag Line	\$1100
Full Page, Back, Outside Cover 4 Color (8.5" X 11")	\$1500	Full Page, Back, Outside Cover 4 Color (8.5" X 11")	\$1250
Full Page Inside Front, 4 Color (8" X 10.5")	\$1200	Full Page, Inside Front, 4 Color (8" X 10.5")	\$1000
Full Page Inside Back, 4 Color (8" X 10.5")	\$1200	Full Page Inside Back, 4 Color (8" x 10.5")	\$1000
Full Page, 4 Color (8" x 10.5")	\$1,100	Full Page, 4 Color (8" x 10.5")	\$1,000
½ Page, Inside, 4 Color (8" X 5.25")	\$650	½ Page, Inside, 4 Color (8" X 5.25")	\$650
¼ Page, Inside, 4 Color (4" X 5.25")	\$400	¼ Page, Inside, 4 Color (4" X 5.25")	\$400
1/8 Page, Inside, 4 Color (4" X 2.25")	\$200	1/8 Page, Inside, 4 Color (4" X 2.25")	\$200

**Receive a 20% discount by placing your ad in both publications!**

## ELECTRONIC OPPORTUNITIES

Mobile App Splash Screen	\$4,300
Quarterly e-blast to IOP Members	\$1,430
Wireless Internet Connection	\$1,800
IOP Website Advertisement	(contact us for current pricing)

### DEADLINES:

Registration Brochure = April 7, 2019

On-site Manual = August 8, 2019

### FORMAT FOR ADS

Preferred image file formats: PDF, JPG, PNG

### PLEASE NOTE:

Expenses for advertising do not count towards sponsorship recognition levels.

# DATES & DEADLINES

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- December 31, 2018** SPECIAL Congress booth rate offered through December 2018. Rates will increase in 2019, and this is an opportunity to lock into the 2018 rate. Registration and payment must be received before the end of business, 2018.
- January 1, 2019** THINK **ADVERTISING** AND **SPONSORSHIP**  
See all the great options available to promote your company through Advertising and Sponsorship at IDAHO'S OPTOMETRIC PHYSICIANS CONGRESS 2019.
- March 31, 2019** 2019 Early Bird Booth rates in effect through March 31, 2019
- April 1, 2019** Deadline for **SPONSORSHIP** recognition on the *IOP Website*. This onsite registration is available to every optometric professional in Idaho and surrounding states.  
  
Deadline for **ADVERTISING** in the *Registration Package*. This brochure is available to approximately 450 optometric professionals in Idaho and surrounding states.
- June 1, 2019** 2018 Standard booth rates in effect through September 28, 2019  
Exhibitors who pay in full by June 1, 2019 will be listed on the AOA/IOP Website!
- September 23, 2019** Exhibit booth registration closes, NO EXCEPTIONS
- October 3-5, 2019** IDAHO OPTOMETRIC PHYSICIANS Congress 2019
- October 4, 2019** Exhibit Hall opens at 12:00pm



Contact us with questions: [execdir@iopinc.org](mailto:execdir@iopinc.org) or (208) 461-0001  
[iopinc.financial@gmail.com](mailto:iopinc.financial@gmail.com) or (208) 890-3556



# ORDER FORM

EVENT SPONSORSHIP		
<input type="checkbox"/> Pre-Registration	Wed.	\$1500
<input type="checkbox"/> Doctor Breakfast	Thu.	\$ 3193
<input type="checkbox"/> Doctor's CE Breakfast	Fri.	\$ 3500
<input type="checkbox"/> Doctor's CE Breakfast	Sat.	\$ 3500
<input type="checkbox"/> Para Breakfast	Fri.	\$ 3100
<input type="checkbox"/> Para Business Breakfast	Sat.	\$ 3100
<input type="checkbox"/> Morning Education Break	Thu.	\$ 1458
<input type="checkbox"/> Morning Education Break	Fri.	\$ 1890
<input type="checkbox"/> Doctor Lunch	Thu.	\$ 3296
<input type="checkbox"/> President's Reception Bev. Svc	Thu.	\$ 2000
<input type="checkbox"/> PM Doctor/Para CE Break	Thu.	\$ 1890
<input type="checkbox"/> President's Reception	Thu.	\$10000
<input type="checkbox"/> Awards Luncheon	Sat.	\$10000
<input type="checkbox"/> Exhibit Hall Luncheon Friday	Fri.	\$ 6000
<b>Event Sponsorship Sub Total</b>		<b>\$</b>

**Complete the Exhibitor Registration on page 10 to reserve your Booth then select additional items below to maximize your ROI at IOP's Annual Congress 2019.**

SPECIALTY SPONSORSHIP	
<input type="checkbox"/> 300 Stylus Pens	\$ 360
<input type="checkbox"/> 300 Memo Pads	\$ 420
<input type="checkbox"/> 300 Name Badge Holders and Lanyards (Lanyards supplied by Sponsor)	\$ 750
<input type="checkbox"/> 250 Congress Tote	\$ 965
<input type="checkbox"/> 250 Hotel Key Cards	\$ 800
<b>Specialty Sponsorship Sub Total</b>	
<b>\$</b>	

ADVERTISING			
	Registration Brochure	On-site Manual	Both Publications (20% discount)
Every Page Tag Line	<input type="checkbox"/> \$ 1300	<input type="checkbox"/> \$ 1100	<input type="checkbox"/> \$ 1920
Full Page Back Outside Cover	<input type="checkbox"/> \$ 1500	<input type="checkbox"/> \$ 1250	<input type="checkbox"/> \$ 2200
Full Page Inside Front	<input type="checkbox"/> \$ 1200	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1760
Full Page Inside Back	<input type="checkbox"/> \$ 1200	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1760
½ Page Inside	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 1040
¼ Page Inside	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 725
1/8 Page Inside	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 375
<b>Advertising Sub Total</b>			<b>\$</b>

EVENT TOTALS	
1. Exhibit Total (from pg.10)	\$
2. Advertising Total	\$
3. Event Sponsorship	\$
4. Specialty Sponsorship	\$
<b>Grand Total:</b>	<b>\$</b>

## PAYMENT INFORMATION

Checks (made payable to IOP)     
  Visa    MasterCard     
 (sorry, no AMX or Discover)

Card No \_\_\_\_\_ Exp Date \_\_\_\_\_ Validation Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_



## EXHIBIT HOURS

Friday, October 4 12:00pm - 3:00pm

## EXHIBIT MOVE HOURS

IN: Friday, October 4 8:00am - 11:30am  
OUT: Friday October 4 3:00pm - 5:00pm

## SHOW LOCATION

Boise Centre East, Room 400, Bays A, B & C  
777 W Main St, Boise, ID 83702

## ACCOMMODATIONS

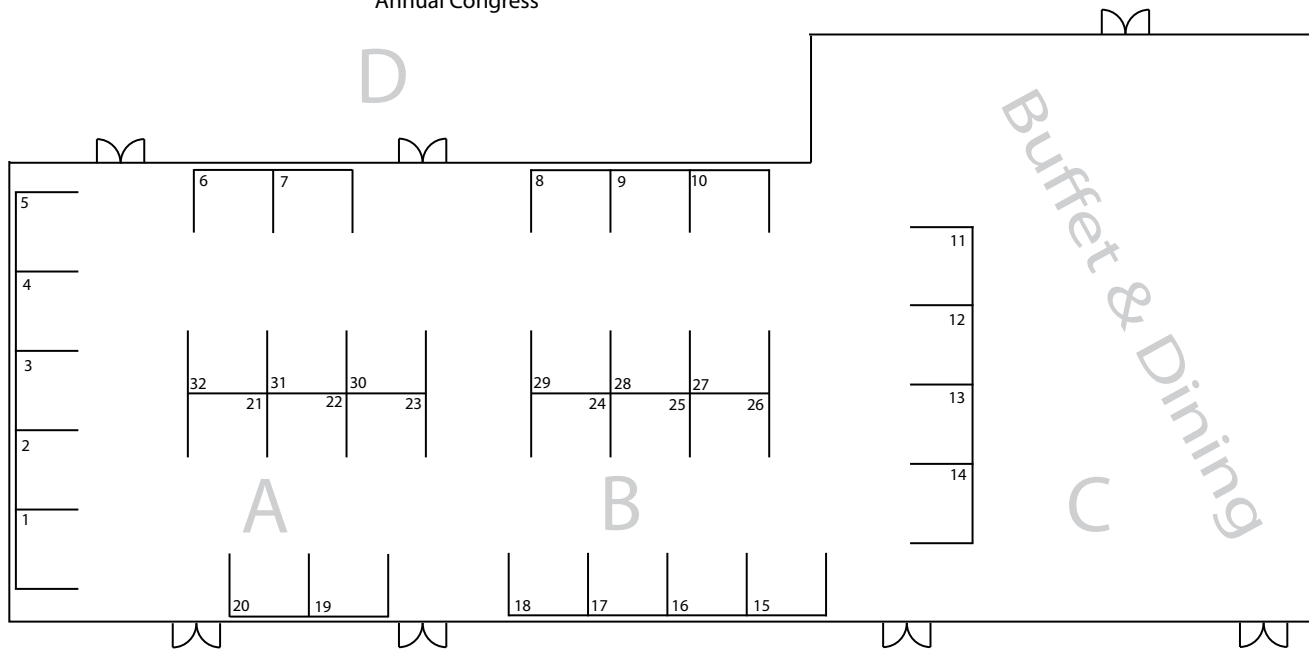
The IOP has a room block with Hotel 43 specifically for the Idaho Optometric Physicians Annual Congress. Rooms will be held until August 31, 2019. Reservation by phone is **1-208-342-4622** or online through the IOP Website on the "IOP Meetings and Events" page, after April 15th.

## AIR TRAVEL

Boise Airport (**BOI**) is 20 minutes from Boise Centre, if you choose to fly in.

## Boise Centre East

Room 400 A-D (Clearwater)  
2019 Idaho Optometric Physicians  
Annual Congress



## WEBSITE LISTING (value added!)

Exhibitors who register (paid in full) by July 1, 2019, will be listed on the IOP website.

## 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, when exhibitor supplies materials to the IOP at least one week in advance of the tradeshow.

## BOOTH SELECTION

Requested locations are granted on a first come, first served basis. Locations are secured only after payment is received.



Idaho Optometric Physicians  
PO Box 2671  
Eagle, ID 83616-9122



**JOIN US In BOISE... !**