

UNIVERSITY of
HOUSTON
COLLEGE of OPTOMETRY

CONTINUING OPTOMETRIC
MEDICAL EDUCATION

SPONSOR & EXHIBITOR INVITATION
2017

Office of Optometry Relations

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WELCOME LETTER

The University of Houston College of Optometry (UHCO) is committed to the advancement of knowledge by providing optometry professionals with superior continuing education (CE). As an institution of higher education, UHCO not only provides a top tier education to our students, but also to our alumni and friends who seek to further enhance their career. Each year, UHCO offers several CE programs throughout Texas, as well as Colorado, attracting more than 1,500 professionals. Our mission is to optimize patient care by designing programs that provide the most accurate and up-to-date information and strategies for optometrists. Inspired by experts within the field, our leading programs showcase topics that are timely and informative, ensuring that CE participants further develop skills and knowledge vital to patient care.

During these CE programs, companies have opportunities to visit with program participants through various sponsorship and exhibit offerings. Companies are provided numerous face-to-face opportunities as well as additional marketing avenues.

On behalf of each program's CourseMaster, the University of Houston College of Optometry Continuing Education Team would like to invite your company to participate in our upcoming events. Please review the following information for available sponsorship and exhibit opportunities. We look forward to hosting another successful year with your involvement.

Sincerely,

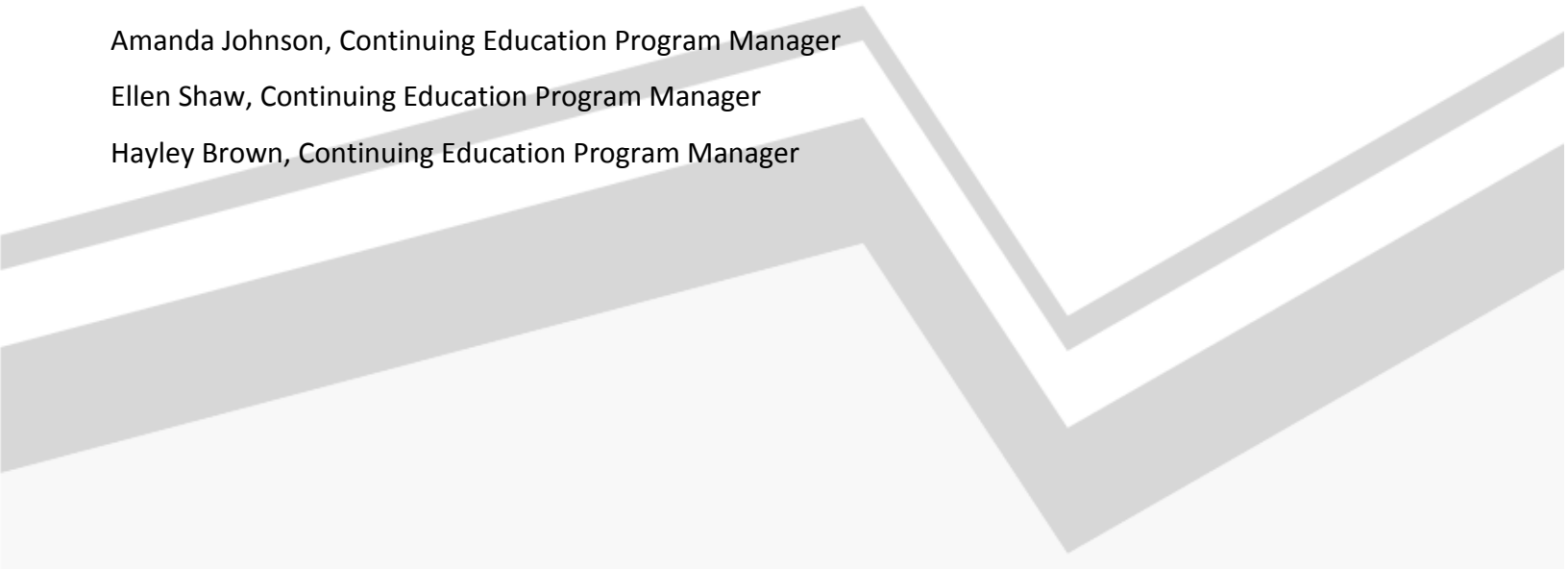
Bruce Onofrey, RPh, OD, FAAO, Executive Director of Continuing Education

Jennifer Ebert, Director for the Office of Optometry Relations

Amanda Johnson, Continuing Education Program Manager

Ellen Shaw, Continuing Education Program Manager

Hayley Brown, Continuing Education Program Manager



SPONSORSHIP OPPORTUNITIES

UHCO welcomes all levels of support. Each program's success is attributed to our generous sponsors.

Please submit your company's level of support using the Sponsor & Exhibit Registration Form.

						Sole Supporter and Recognized as such			
	Partner In Education \$7,500 & Above	Industry Associate \$4,000 - \$7,499	Friend \$2,000 - \$3,999	Exhibitor + \$1,250	Exhibitor \$1,000	Lunch \$10,000	Breakfast \$5,000	Coffee Breaks AM & PM \$4,000	One Hour Reception \$4,000
Table Top Exhibit & 6 Hours of Exhibit Time with Course Participants	✓	✓	✓	✓	✓	✓	✓	✓	✓
Meals Provided for 2 On-Site Representatives	✓	✓	✓	✓	✓	✓	✓	✓	✓
On-Site Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Course Participant Name & City List (provided prior to course)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo & Contact Information Listed in Course Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Course Participant Contact List (provided after course)	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 Promotional Material Item Inserted in Course Participant Folders	✓	✓	✓	✓		✓	✓	✓	✓
Company Name Printed on Event Postcards & Included in Event Email Blasts - If Participation is Established by Marking Deadline	✓	✓	✓	✓		✓	✓	✓	✓
Verbal Acknowledgment at Podium by CourseMaster & UHCO Staff	✓	✓	✓			✓	✓	✓	✓
Listed on Website	✓	✓	✓			✓	✓	✓	✓
Acknowledged in Electronic Newsletter	✓	✓				✓	✓	✓	✓
Individual On-Site Signage	✓					✓			
Individual Slide During Breaks	✓					✓			
Grouped with all Sole Supporters on Slide During Breaks	✓					✓	✓	✓	✓
Grouped with all Industry Associates on Slide During Breaks		✓							
Grouped with all Program Supporters on Slide During Breaks	✓	✓	✓			✓	✓	✓	✓
Grouped with all Exhibitors on Slide During Breaks	✓	✓	✓	✓	✓	✓	✓	✓	✓
10 Minutes at the Podium During Lunch to Address Attendees						✓			
Everything Therapeutic: Houston - \$250 Registration Fee Includes: Program supporter recognition via on-site signage and slide shown during breaks, logo and contact information listed in course program, access to course participant contact list, and placement of one promotional material item inserted in course participant folders.						Everything Therapeutic: Houston – Discounted Sole Supporter Opportunities Available. Please contact the CE Office for details.			

PROGRAM DATES & STATS

2017 Programs	States Represented in 2016	2016 Participants	2015 Participants	2014 Participants
CE in the Southwest <i>Hosted by the University of Houston College of Optometry and the University of the Incarnate Word Rosenberg School of Optometry</i> Dallas, Texas April 22-23, 2017	15	240	156	132
CE in the Rockies Estes Park, Colorado July 20-23, 2017	28	158	160	125
CE in Austin Austin, Texas September 23-24, 2017	13	174	211	187
Everything Therapeutic: San Antonio San Antonio, Texas November 18-19, 2017	12	146	220	139
CE in Fort Worth Fort Worth, Texas October 21-22, 2017	13	212	164	168
Cornea, Contact Lens & Contemporary Vision Care Symposium Houston, Texas December 2-3, 2017	19	255	221	200

Note: Due to building construction, exhibits will not be present during the Everything Therapeutic: Houston program on June 10-11, 2017. However, companies are encouraged to provide a marketing material insert that will be placed with all participant materials. Please see the Sponsorship Opportunities page for a list of benefits.

BENEFITS

Marketing Deadline

UHCO offers various levels of sponsorship opportunities, including the chance to take part in our Marketing Registration Deadlines. Companies that register at Sponsor and/or Exhibitor+ levels on or before the program Marketing Deadline will have their company name listed on the event postcards that are mailed and emailed to thousands of optometrists nationwide.

This registration offers the following:

- Company name printed on thousands of event postcards mailed and emailed to optometrists nationwide
- On-site signage
- Breakfast and lunch for two company representatives
- A six-foot skirted table with two chairs

Refer to the Sponsor & Exhibitor Registration form for marketing deadlines and registration details.

Logos

A high resolution logo file, preferably vector, is required for inclusion in each level available to your company's sponsorship. This file should be provided to the UHCO Continuing Education Department when sponsorship/exhibit is established.

Promotional Inserts

Companies that register at Sponsor and/or Exhibitor + levels have the option to have one promotional item inserted into the participant folders. Example inserts include marketing literature or sales brochures. A maximum of one insert per sponsor will be included in each participant folder.

- Inserts measuring 8½" x 11" or smaller will fit without modification. Larger items may be folded.
- Unused inserts will be returned to the appropriate booth during the course.

Inserts should be shipped no later than a month prior to the course date to ensure arrival and sufficient time for placement in each participant folder. Please label your company name clearly on the outside of the shipping box. Shipped items should be directed to:

University of Houston College of Optometry
Attn: Continuing Education
4901 Calhoun Road
Houston, TX 77204-2020

Booths

To promote exhibit traffic flow, UHCO holds raffles during each program. Participants who have successfully met with all of the vendors are entered into a raffle. Prizes awarded to the winning participants are donated by program exhibitors. UHCO will credit your company's donation as a gift in kind and will send a letter to the company for tax purposes. If you would like to provide an item for the raffle, please indicate what the item will be on the registration form and bring the item to the program.

UNIVERSITY OF HOUSTON COLLEGE OF OPTOMETRY SPONSOR & EXHIBITOR REGISTRATION FORM - 2017

CONTACT INFORMATION

Company Name: _____
 Contact Person: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____ Email: _____
 Phone Number: _____ Fax Number: _____

PARTICIPATION LEVEL: Select the level of participation your company would be like to provide.

If selecting Partner in Education, Industry Associate, or Friend, please include the amount of sponsorship.

- Partner In Education - \$7,500 & Above: _____
- Industry Associate - \$4,000 - \$7,499: _____
- Friend - \$2,000 - \$3,999: _____
- Sole Supporter: _____
- Exhibitor + : See exhibit deadline schedule below. Check all that apply.
- Exhibitor: See exhibit deadline schedule below. Check all that apply.

Program	Marketing Deadline	Early Bird Deadline	Early Bird Fee	Standard Fee	Add on Fee: Electricity
CE in the Southwest April 22-23, 2017 in Dallas, TX	Jan 15 th	March 8 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50
Everything Therapeutic: Houston June 10-11, 2017 in Houston, TX	N/A	N/A	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250	N/A
CE in the Rockies July 20-23, 2017 in Estes Park, CO	March 1 st	June 6 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50
CE in Austin September 23-24, 2017 in Austin, TX	May 1 st	Aug 9 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50
CE in Fort Worth October 21-22, 2017 in Fort Worth, TX	June 1 st	Sept 7 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50
Everything Therapeutic: San Antonio November 18-19, 2017 in San Antonio, TX	July 1 st	Oct 4 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50
Cornea & Contact Lens Symposium December 2-3, 2017 in Houston, TX	Aug 1 st	Oct 19 th	<input type="checkbox"/> \$1000 – Exhibitor <input type="checkbox"/> \$1250 – Exhibitor +	<input type="checkbox"/> \$1250 – Exhibitor <input type="checkbox"/> \$1500 – Exhibitor +	<input type="checkbox"/> \$50

YES, I would like to donate the following to the participant raffle: _____

REPRESENTATIVES: Include the names of all reps that will be attending the program. There will be an additional charge for each rep exceeding the two allotted in the exhibit fee.

Representative Name	Email Address
1. _____	_____
2. _____	_____
3. <input type="checkbox"/> \$50 _____	_____
4. <input type="checkbox"/> \$50 _____	_____

PAYMENT INFORMATION

CHECK - I am enclosing a check in the amount of \$ _____ payable to the *Foundation for Education and Research in Vision (FERV)*. The check number is _____.

CREDIT CARD INFORMATION - Please Charge \$ _____ to my: AMEX MasterCard VISA

Name (as it appears on the card): _____ Signature of Cardholder: _____

Card #: _____ Exp. Date: _____

Credit Card Address (if different from above) - Address: _____

City: _____ State: _____ Zip: _____ Security Code: _____