Sponsorship Opportunities
ST. LOUIS, MO | JUNE 19 - 23, 2019
Optometry's meeting®
LEARN. LEAD. CONNECT.

• 2018 Recap
• 2019 Opportunities

Updated February 7, 2019
2018 Meeting Attendance recap

Of the 4,961 registrants:
- Professionals: 2,939
- Exhibitors: 1,378
- Non-professionals: 644

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTOMETRISTS</td>
<td>1,842</td>
</tr>
<tr>
<td>STUDENTS</td>
<td>649</td>
</tr>
<tr>
<td>OPTOMETRIC STAFF</td>
<td>347</td>
</tr>
<tr>
<td>INDUSTRY PROFESSIONALS (Optometry)</td>
<td>101</td>
</tr>
<tr>
<td>TOTAL PROFESSIONALS</td>
<td>2,939</td>
</tr>
<tr>
<td>OTHER REGISTRANTS (includes exhibitors, guests, staff, media and vendors)</td>
<td>2,022</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,961</td>
</tr>
</tbody>
</table>
**2018 OPTOMETRY’S MEETING® STATS**

### DOCTORS OF OPTOMETRY

- **1,842** OD’s in attendance
- **73%** of our ODs have been in practice for 10+ years
- **12%** for 6-10 years
- **15%** for 1-5 years

### OPTOMETRY STUDENTS

- **649** students in attendance
- **37%** are first year
- **38%** are second year
- **19%** are third year
- **5%** are fourth year

### Age Distribution

- **28%** are age 37 - 47
- **27%** are age 26 - 36

### Attendance Details

- **54%** are owners
- **80%** are decision makers
- **29%** are key opinion leaders

NEW AOSA LOGO

**NEW AOSA LOGO**

**AMERICAN OPTOMETRIC ASSOCIATION**

**Optometry’s meeting**

**LEARN. LEAD. CONNECT.**
### Who Attends Optometry’s Meeting?

Every state is represented!

- **Total**: 4,961
- **ODs**: 1,842
- **Students**: 2,022
- **Exhibitors & Guests**: 1,097
- **Optometry’s Meeting Makeup**:
  - 347 Optometric Staff
  - 649 Students
  - 101 Industry Professionals

#### United States Map

- **1. Colorado**
- **2. California**
- **3. Texas**
- **4. Missouri**
- **5. Pennsylvania**

#### Percentage Breakdown

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>31%</td>
</tr>
<tr>
<td>Texas</td>
<td>11%</td>
</tr>
<tr>
<td>Missouri</td>
<td>8%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>6%</td>
</tr>
</tbody>
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[American Optometric Association](https://www.aoa.org)  
Optometry’s Meeting  
LEARN. LEAD. CONNECT.
America’s Center Convention Complex

- Conveniently located in the heart of downtown St. Louis.
- Most events (CE, Exhibit Hall, HOD) will take place at America’s Center.
- Marriott St. Louis Grand Hotel is the headquarter hotel

Registration

Opened in January!
Premium Speaking Opportunities
The Ribbon Cutting Ceremony, as a springboard to promote/announce your new product. The Ribbon Cutting ceremony sets the stage for the Optometry’s Meeting® Exhibit Hall on Thursday, June 20 at 3pm.

• Sponsor’s leadership will be invited to give a 5-minute address to the audience of over 500+ eye care professionals and cut the ribbon with the AOA Board of Trustees. This event can be integrated into the overall package for the sponsor’s product launch.

• Sponsor may brand the actual ribbon that is cut with their new product. Please provide the logo for the ribbon by May 3, 2019.

• The AOA will invite the media/optometric press to cover the ribbon cutting and product launch announcement. The AOA Communications team will also cover the event and provide coverage in AOA Media.

• Sponsor may work directly with AOA’s General Service Contractor (Freeman A/V) on any additional audiovisual needs for the event.

Sponsorship of this premium speaking engagement is $10,000.
### Symposia Speaking Opportunities

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
<th>FEE</th>
<th>AVAILABILITY</th>
</tr>
</thead>
</table>
| **Wednesday Lunch Symposium**  
Wednesday (Exclusive)  
12:00pm – 1:00pm | Deliver your message directly to Optometry’s Meeting attendees with a 1 – hour presentation. This premium time slot for branding draws attendees and provides you a crowd of roughly 276 max to learn about your newest innovations. | $56,000 | Limit 1  
|                            | Breakfast and Lunch Symposiums are scheduled unopposed to CE to maximize.                                                                                                                                   |      | SOLD         |
| **Saturday Breakfast Symposium**  
Saturday (Exclusive)  
8:00am – 9:00am | Deliver your message directly to Optometry’s Meeting attendees with a 1 – hour presentation. This premium time slot for branding draws attendees and provides you a crowd of roughly 200 max to learn about your newest innovations. | $56,000 | Limit 1  
|                            | Breakfast and Lunch Symposiums are scheduled unopposed to CE to maximize.                                                                                                                                   |      | SOLD         |
Symposia Speaking Opportunities – Continued

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
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<th>FEE</th>
<th>AVAILABILITY</th>
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</thead>
<tbody>
<tr>
<td><strong>Breakfast Symposums</strong></td>
<td>Deliver your message directly to meeting attendees’ with a 1 – hour presentation at breakfast. This premium time slot for branding draws attendees and provides you a crowd of roughly 136 max to learn about your newest innovations. Breakfast and Lunch Symposiums are scheduled unopposed to CE to maximize.</td>
<td>$22,500</td>
<td>Limit 3 each day</td>
</tr>
<tr>
<td>Thursday, June 20, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, June 21, 2019</td>
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<tr>
<td>8am – 9am</td>
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<tr>
<td><strong>Lunch Symposums</strong></td>
<td>Deliver your message directly to meeting attendees’ with a 1 – hour presentation at breakfast. This premium time slot for branding draws attendees and provides you a crowd of roughly 136 max to learn about your newest innovations. Breakfast and Lunch Symposiums are scheduled unopposed to CE to maximize.</td>
<td>$25,000</td>
<td>Limit 3 each day</td>
</tr>
<tr>
<td>Thursday, June 20, 2019</td>
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<tr>
<td>Friday, June 21, 2019</td>
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<td></td>
<td></td>
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<tr>
<td>12pm – 1pm</td>
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Exhibit Hall Opening: Wine & Cheese Event

A wine tasting in the Exhibit Hall where an attendee is given a stamp card to sample up to (4) wines finishing with a full glass of their favorite. Event Thurs. June 20; 3-7pm.

Key Benefits:

- Company/Brand logo on all marketing affiliated with the event.
- Company/Brand logo on all signage affiliated with the event.
- Company/Brand advertising on stamp card.
- E-blast to registrants promoting the event and your product/services.
- Push notification through the app for the event.
- Banner ad on the Optometry’s Meeting® Website (Feb–June).
- Includes wine and cheese for up to 1,100 people

Sponsorship of this premium opportunity is $75,000 (this could be less – like $60K or $65K). **SOLD**
Microbrew Mania is a microbrew tasting in the Exhibit Hall where an attendee is given a stamp card to sample up to (4) microbrews finishing with a full glass of their favorite.

**Key Benefits:**
- Company/Brand logo on all marketing affiliated with the event.
- Company/Brand logo on all signage affiliated with the event.
- Company/Brand advertising on stamp card.
- E-blast to registrants promoting the event and your product/services.
- Push notification through the app for the event.
- Banner ad on the Optometry’s Meeting® Website (Feb-June).
- Includes beer and snacks for up to 1,000 people.

Starting sponsorship of this premium opportunity starts at $35,000.  

**SOLD**
### General Promotional Opportunities

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
<th>ACCESS FEE</th>
<th>AVAILABILITY</th>
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</thead>
<tbody>
<tr>
<td>Hotel Room Keys/Cards</td>
<td>Put your message in attendees’ hands throughout the meeting with branded hotel room key cards. They’ll be sure to remember it long after.</td>
<td>$10,000</td>
<td>Limit 1</td>
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<tr>
<td></td>
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<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Attendee Badges</td>
<td>The badges are a great branding tool and will keep YOUR name or product name visible. Badges are distributed to all Optometry’s Meeting® attendees with their registration materials on-site. The Sponsor would provide the 4-color logo, that they want printed on the badge.</td>
<td>$7,500</td>
<td>Limit 1</td>
</tr>
<tr>
<td></td>
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<td>SOLD</td>
</tr>
<tr>
<td>Lanyards</td>
<td>The Lanyards are a great branding tool and will keep YOUR name or product name visible in Denver, CO. Lanyards are distributed to all Optometry’s Meeting® professional attendees with their registration materials on-site. The Sponsor would be invited to supply 5,000 lanyards for all attendees’ badges. Sponsor would be responsible for all logistics and costs associated with the production and shipment of the lanyards to the meeting.</td>
<td>$5,000</td>
<td>Limit 1</td>
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<td></td>
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<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Pillow Toppers (In-Room)</td>
<td>Reinforce your message by leaving a sweet treat and branded tent-card on attendees’ pillows.</td>
<td>$5,000</td>
<td>Limit 1 per night</td>
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<tr>
<td></td>
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<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Do Not Disturb Signs</td>
<td>Invite attendees to sleep soundly with Do Not Disturb Signs. Your message will hang on the door knobs of guests’ rooms.</td>
<td>$5,000</td>
<td>Limit 1</td>
</tr>
<tr>
<td>Mirror Cling-Z In-Room</td>
<td>Highlight your message on attendees’ bathroom mirrors or TV screens to make sure it’s seen. Don’t miss this opportunity to further your campaign! Peak nights are Thursday and Friday.</td>
<td>$5,000</td>
<td>Limit 4 (2 per peak night)</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Vanity Kit Card</td>
<td>Showcase your brand by placing a tent card directly on attendees’ vanities.</td>
<td>$5,000</td>
<td>Limit 1</td>
</tr>
<tr>
<td>OPPORTUNITY</td>
<td>DESCRIPTION</td>
<td>SPONSORSHIP FEE</td>
<td>AVAILABILITY</td>
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</tr>
<tr>
<td>Attendee Tote Bag/ Back Pack</td>
<td>Spotlight your company at the meeting and beyond. Tote bags are given to professional attendees and may be imprinted with your company logo or brand logo on one side. The meeting logo is on the other side. Support includes insertion of a product specification sheet. AOA is responsible for printing the bags</td>
<td>$30,000 or may set up In-kind</td>
<td>Limit 1 SOLD</td>
</tr>
<tr>
<td>On-Line Registration Page</td>
<td>This package will provide Sponsor with high visibility and exclusive recognition as the sole sponsor of the Optometry’s Meeting® Online Registration “webpage” and printed registration confirmation page. From our research and tracking, over 98 percent of Optometry’s Meeting® attendees register online at <a href="http://www.optometrysmeeting.org">www.optometrysmeeting.org</a>. The sponsor corporate logo will appear on the print and electronic confirmation pages sent to the average 3,000 “professional” registered attendees. The sponsor logo will be linked to the sponsor web site. Sponsor also gets one product web banner ad on Registration web page (January – June)</td>
<td>$15,000</td>
<td>Limit 1 SOLD</td>
</tr>
</tbody>
</table>
Student and Young OD Opportunities
Student Wednesday Night “After Party”

Wednesday, June 19, 2019 starting at 8pm
Engage ~200 Students and Young ODs
Opportunity to create a customized experience; work to integrate your marketing goals

Sponsorship is based on program
Young OD Reception

• Thursday, June 20, 2019 at 5pm
• Opportunity for speaking time (5-min)
• Avg 100 young ODs (1 – 5 years out)
• Signage recognition
• Opportunity to provide branded brochure at event
• Opportunity to place Pop Up banner outside of the event

$5,000 Sponsorship Fee - SOLD
Student Education Program and Night Out

- Friday, June 21, 2018
- Exclusive opportunity to develop a mutually beneficial education program and night event targeting students
- Reach over 650 – 800 students
- Two-part program offers sponsor many direct engagement and branding opportunities

Sponsorship starts at $50,000 plus in-kind for the event  **SOLD**
There are several signage opportunities offered at the America’s Center Convention Complex and our headquarter hotel, the Marriott St. Louis. Highlights of the signage are:

- Banners
- Branded Rest Stops
- Charging Stations
- Columns
- Fabric walls (10x20)
- Floor Decals
- V-Shaped Signs
- Escalator Clings
- Elevator Clings
- Marriott Hotel (HQ) Signage

Pricing is based on type and size of sign. All featured locations are in high-trafficked areas. Please use this link to review the signage website; complete with specs size, location, pictures and pricing.

Please visit Plantour link: https://www.plantour.com/show/optometrys-meeting-2019/home
Mobile App

- Opportunities for sponsorship
- Gold sponsor $13,000  **SOLD**
- Silver sponsor $10,000
Meeting Space Requests

Requests for meeting space or “In Conjunction With” activities please

CLICK HERE
GUERRILLA MARKETING & MEDIA BUYS

Ideas to Increase Brand Exposure at your Booth or outside of the Exhibit Hall – additional touch points!

Unique event experiences managed by:
Walk This Way Pedometer Contest

Walk This Way Pedometer Contest - We all walk miles at trade shows, but how far?

Premier Placement – Race headquarters is placed in high traffic location. A banner will boldly announce the sponsor. At race headquarters, a leader board announces the host partner and keeps track of the walking leaders. Contestants check the leader board throughout the day to gauge their standing. Daily and grand prizes are awarded. You select the prizes.

Increase Booth Traffic - Drive foot traffic to your booth. All event guests must go to your booth to pick up your branded pedometer. This presents the perfect opportunity to qualify attendees and educate them on company facts. Sponsors have the opportunity not to offer pedometer pick in booth if they choose.

Pre Event Promotion – This promotion generates buzz before the expo even opens. Event guest are given the opportunity to pre register for the contest through an email campaign. This preloads the promotion with excited contestants and your messaging. Before the event even begins, this will create a wonderful social media bounce.

Social Amplification – The pedometer contest is streamed through your very own branded mobile web site. This creates multiple social media and advertising touch points throughout the event and provide product education pages. All registered contestants receive nine push messages throughout the expo.

Sales Data Collection – Collect actionable sales data from each attendee. At game registration, guests are asked survey sales questions. Of course, you provide these questions.

Promotion Features Include:

* Pre event email promotions
* Custom mobile web site
* Social media push messages
* Two scripted brand ambassadors
* Bold booth signage
* 2,000 branded pedometers
* Branded leader board
* Race headquarter with signage

Support is based on program - Starts at $25,000

PROJECTED PERFORMANCE: 2,200 on-line registrants, 2,000 branded pedometers distributed, 36,000 minutes of brand engagement. 5,000 brand conversations, 30,000 total push messages sent to registered players, 30,000 pre event branded email messages, 45,000 booth walk-by ad impressions, 6,000 mobile web site pages views.
Patient Education Poster

Personalized Patient Education Poster - the perfect AvaMed & PhaRMA compliant promotion

Patient Education Posters with your logo will be personalized with each doctor's name and hand delivered to 3,000 of your trade show guests. This poster with your logo and brand message will be placed in doctors' offices long after the conference is over.

High Traffic Expo Placement - Patient Education Poster will be printed on the show floor and distributed from a high foot traffic Poster Booth. Your companies branding will be displayed over the booth for all to see. Scripted brand ambassadors will meet and greet, distribute your promotional materials, and keep this sponsorship humming along.

Sales Data Collection – Collect actionable sales data from each booth attendee. Prior to service, guests are asked qualify sales questions. Of course, you provide these questions.

Run of Promotion - Here is how Patient Education Posters works: 1) We collect prospects names at the show floor poster booth 2) The prospects name and practice is then printed on the spot 3) As prospects wait for their poster to print, you are free to meet and greet.

Promotion Features Include:

* High traffic expo booth location
* Two scripted & uniformed brand ambassadors
* Bold sponsor booth signage
* Sales data collection
* 1,000 branded posters

PROJECTED PERFORMANCE: 1,000 attendee booth visits, 5,000 minutes of guest engagement, 1,000 branded posters distributed, 1,000 surveys collected, 30,000 ad impressions.

Support is based on program

Starts at $30,000
Headshot Lounge - a guest & social media experience

- Give your attendees publish quality photo headshots for their personal social media accounts, LinkedIn or resume. Pictures are taken and printed on the spot, hand delivered to each guest, for immediate gratification.

- Makeup artists will greet attendees to ensure they get ‘the shot’ that makes them look great. Each photo footer is customized for the association and sponsor.

Make It Social iPad kiosks will enable attendees to immediately upload their photo to a social media account or email it digitally. A take home photo will also be printed on the spot.

Advertising Features Bold sponsors signage will quickly identify the proud sponsor of Headshot Lounge. As attendees queue for pictures, sponsors can take advantage of this idle time by collecting sales survey information, distribution of literature and conversation.

Promotion Features Include:

- High traffic location
- Bold signage
- Custom photo print
- Social media engagement
- Lead survey collection
- Scripted brand ambassadors

PROJECTED PERFORMANCE: 800 guests served. 15 minutes average time guests will be engaged with your brand. 12,000 minutes of brand immersion. 1,500 social media engagements. 8,000 total ad impressions. 800 branded photos distributed.

Support is based on program
Starts at $30,000
Chalk Art & Mobile Engagement - blurring the lines between art & branding

Want your message to stand out against traditional banners and advertisements? Chalk Art is the answer. As event guests enter and exit the convention center, your advertisement will greet them on the sidewalk. Attendees will sit in awe as your advertisement, or is it experience art, evolves from concept drawing to a complete billboard. Most installations take 10 hours to complete, so audiences watch in anticipation as the art piece ad comes together.

Social Amplification - 3D will provide a mobile website to promote the sponsors, push messages and collect survey data. Our mobile website creates multiple advertiser-attendee “touch points” during the event. Attendees are invited to submit sales qualifying questions and answer fun daily trivia questions, to earn bonus prizes.

• Once finished, Chalk Art will produce a viral buzz and an even better photo opportunity.

Promotion Features Include:
* High traffic location
* Sponsors signage
* Branded artwork
* Custom mobile website

** Chalk Art may be created somewhere inside the Convention Center due to weather**

PROJECTED PERFORMANCE: 1,200 brand conversations, 1,000 selfie photos taken, 3,000 minutes of brand engagement, 1,400 social amplification (mobile page views), 45,000 walk by ad impressions.

Support is based on program

Starts at $15,000

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Photo Mosaic - the patchwork quilt of photography

Sometimes it takes an entire event community to produce the perfect photo. Photo Mosaic stitches together guest selfie event photos to create one large branded collage photo. You select the photo collage design and branding elements. The event community works together capturing iconic event photos, after enough photos are submitted, they are merged together into a final collage that celebrates your event, and your event guests.

Make it Social - The marketing magic of Photo Mosaic is driven by your very own mobile website. All participants are asked to socially share the final photo mosaic with their friend and colleagues.

Digital Media Feed – Photo Mosaic includes a digital file that can be output on a media player or website.

Print Premium OPTION - Print your Photo Mosaic on posters, coffee cups, t-shirts and more. Each is priced separately. Long after your event, your guests will relish the memories of your event and Photo Mosaic.

Promotion Features Include:
* Photo mosaic artwork
* Brand mobile website
* Photo capture technology
* Video monitor – 42”
* Guest survey collection
* Photo collage building
* Outbound show messaging

Support is based on program
Starts at $15,000

PROJECTED PERFORMANCE: 700 mobile registrants, 5,600 minutes of brand engagement, 2,800 total push messages sent to registered players, 24,000 booth walk-by video monitor ad impressions, 2,800 mobile web site pages views, on-line views unknown.
AOA CONTACTS:

• Linda Boyland, Associate Director
  (314) 983 – 4134
  LABoyland@aoa.org

• Kellie Rodrigue, Exhibits & Sponsorship Manager
  (314) 983 – 4255
  KERodrique@aoa.org

Thank you!