

# Annual Continuing Education Program (ACE)



Four out of five ophthalmologists surveyed say they rely on their ophthalmic technicians to recommend and purchase software, equipment, and other merchandise for their office.



The Annual Continuing Education (ACE) program is held in conjunction with the American Academy of Ophthalmology's (AAO) annual meeting each fall. This combination creates the most significant and successful platform to reach the largest number of ophthalmic professionals in the field of ophthalmology.

Being an ACE sponsor is a great way to highlight your company's commitment to eye care education. You will be seen by over 2,000 attendees, over 14,000 website visitors generating more than 100,000 page views, and by over 45,000 ophthalmologists and Allied Ophthalmic Personnel (AOP) who receive the ACE Bulletin in the mail.

## ACE Sponsorship Opportunities

### Coming Soon: Sponsorship Levels

Sponsorship packages will include various combinations of the a la carte options listed below plus additional customized opportunities.

### A La Carte Options (also included in various sponsorship levels)

*Some a la carte options have limited availability, and are offered on a first-come, first-served basis.*

#### ACE Bulletin Ad . . . . . See rate card

The comprehensive guide for the entire ACE event. Distributed to more than 45,000 ophthalmic professionals. This includes ophthalmologists, ophthalmic technicians, and clinic managers.

#### Website Banner Ad

#### 360 x 400 pixels . . . . . \$3,500/90 days

A banner ad on the ACE website home page gives your company unique, widespread coverage for months leading up to and during the event.

(Space is limited.)

#### Attendee Tote Bags **SOLD** . . . . . \$11,000

Give attendees something they will use long after the program. A walking billboard for your company with exclusive sponsorship! Only one sponsor logo is included on the bag.

#### Keynote Lecture . . . . . \$5,500

The highlight of the ACE program! Be the official sponsor of the keynote lecture, free to all ACE attendees. Includes on-site signage, verbal acknowledgment by IJCAHPO's President, a listing in the Bulletin, and company logo displayed before and after the lecture.

#### Exhibit Table (two days) . . . . . \$2,250

An exhibit table staffed by you for personal contact with your target market. Two-day opportunity.

#### "Be Seen" Broadcast . . . . . \$3,000

"Commercial Spots" feature your ad, logo, or video (up to 10 seconds) on a continuous loop for three days, shown in all classrooms.

#### Workshops . . . . . \$2,500

Hands-on training with your company's products. Includes signage outside the classroom and acknowledgment in the ACE Bulletin.

#### Tote Bag Flyer Inserts . . . . . \$2,000

Introduce your company to the attendees and give them information to take home.

*Insert must be created and produced by sponsoring organization.*

# ACE Bulletin Rate Card



Bulletin Options	Size	Trim Size	Bleed Size	Price
Sponsor the Bulletin	Name and logo added to front cover	8.375" x 10.875"	8.625" x 11.125"	\$12,000
Inside Front Cover	Full Page (4-Color)	8.375" x 10.875"	8.625" x 11.125"	\$6,500
Outside Back Cover	3/4 Page (4-Color)	8.375" x 6.75"	8.625" x 6.875"	\$6,500
Inside Back Cover	Full Page (4-Color)	8.375" x 10.875"	8.625" x 11.125"	\$5,500
Inside Pages	Full Page (B/W)	8.375" x 10.875"	8.625" x 11.125"	\$1,500
	1/2 Page (B/W)	7.5" x 5"	N/A	\$750
Day-at-a-glance (limited availability)	Full Panel (B/W)	1.75" x 9.75"	N/A	\$500

4-Color Ads should be supplied as PDF, JPEG, TIFF, or EPS in CMYK and at a minimum resolution of 300 dpi. B/W ads should be supplied as PDF, JPEG, TIFF or EPS in black and white, at a minimum resolution of 300 dpi. Bleed must be incorporated into supplied art where applicable. Fonts should be embedded or outlined.

**Bulletin ad close:  
May 1, 2019**

**Bulletin materials  
deadline:  
May 15, 2019**

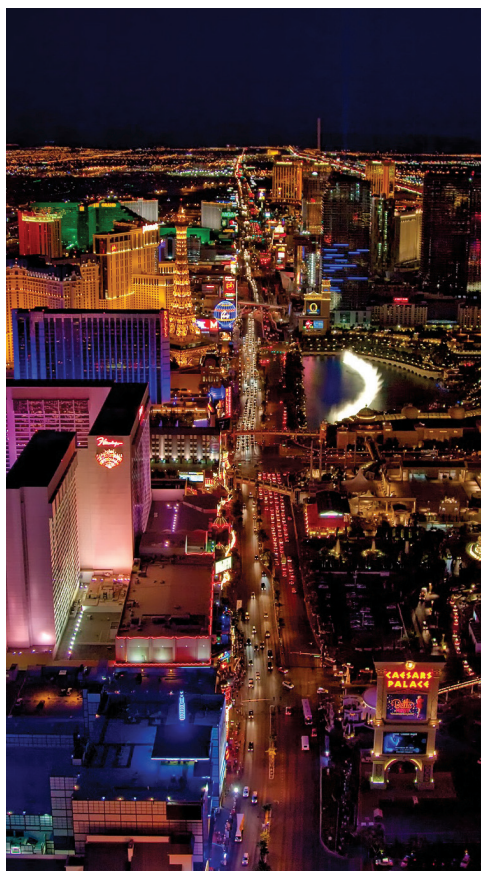
**IJCAHPO**

**2025 Woodlane Drive  
St. Paul, MN 55125**

**651-731-2944  
Bill West, Ext. 257  
Sharon Wilson, Ext. 247  
800-284-3937**

**[www.jcahpo.org](http://www.jcahpo.org)  
[jcahpo@jcahpo.org](mailto:jcahpo@jcahpo.org)**

**[WWW.JCAHPO.ORG/ACE](http://WWW.JCAHPO.ORG/ACE)**





# IJCAHPO ACE Sponsorship Agreement



Please **PRINT** clearly using blue or black ink.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State (Province) \_\_\_\_\_ Zip (Postal Code) \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Website \_\_\_\_\_

Contact \_\_\_\_\_ Contact Email \_\_\_\_\_

Statement about the company and products (sponsorships of \$2,500 or more) \_\_\_\_\_

## PAYMENT INFORMATION

☐ Check enclosed (payable to **JCAHPO**; U.S. Funds)

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

The following information is required to process credit card orders:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Credit Card Number Security Code Expiration Date Cardholder's Zip Code

Cardholder's Address \_\_\_\_\_

Name as it appears on credit card (please print) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

## IJCAHPO (payable to JCAHPO, US funds)

☐ Unrestricted Educational Grant . . . . . \$ \_\_\_\_\_

### Print

#### Ads

- ☐ Inside Front Cover . . . . . \$6,500
- ☐ Outside Back Cover . . . . . \$6,500
- ☐ Inside Back Cover. . . . . \$5,500
- ☐ Inside Pages: Full Page. . . . . \$1,500
- ☐ Inside Pages: Half Page . . . . . \$750
- ☐ Day-at-a-Glance. . . . . \$500

### Digital

- ☐ ACE Website Banner Ad . . . . . \$3,500
- ☐ "Be Seen" Broadcast . . . . . \$2,500

### Other

- ☐ Sponsor the Bulletin. . . . . \$12,000
- ☐ Attendee Tote Bag. **SOLD** . . . . . \$11,000
- ☐ Keynote lecture . . . . . \$5,500
- ☐ Tote Bag Flyer Insert. . . . . \$2,000
- ☐ Vendor Exhibit Table . . . . . \$2,250
- ☐ Workshops . . . . . \$2,500

**Please provide an electronic copy of your company logo (300 dpi, JPEG or EPS) and picture of your exhibit booth or company product by May 15, 2019, for inclusion in the 2019 ACE Bulletin. Please see our ACE Bulletin Rate Card for complete production sizes and specifications.**

**IJCAHPO**  
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800-284-3937 | [jcahpo@jcahpo.org](mailto:jcahpo@jcahpo.org)

**WWW.JCAHPO.ORG/ACE**