

Introduction

Four out of 5 ophthalmologists surveyed say they rely on their ophthalmic technicians to recommend and purchase software, equipment, and other merchandise for their office. The Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO®) and the Association of Technical Personnel in Ophthalmology (ATPO®) are your gateway to reaching them! Marketing your products and services with us will enhance your company's image and increase your brand presence in the field of ophthalmology, all while helping an educational, non-profit organization fulfill its mission to "enhance the quality and availability of ophthalmic patient care."

The continuing evolution of print, digital media and online advertising allows us to offer numerous media options throughout the year for your company. We are dedicated to designing a custom media package to best suit your marketing mix and budget. Please take a moment to review all of the different marketing and advertising opportunities in this Media Kit. Don't see what you want listed here? Give us a call to create your personalized opportunity!

Direct monetary donations that offset JCAHPO & ATPO's educational expenses are also greatly appreciated. If a direct donation is your preferred method of support, JCAHPO & ATPO will provide recognition in print & online media as well as onsite during Continuing Education Programs, if applicable.



Ophthalmologists rely on ophthalmic technicians to recommend and purchase:

- **software**
- **equipment**
- **merchandise for the office**



(800) 284-3937 • www.jcahpo.org

ACE Program Marketing Opportunities

JCAHPO's 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 largest and most successful platform in the field of ophthalmology. Sponsoring an event at ACE is a great way to highlight your company's commitment to eye care education.

JCAHPO ATPO | ANNUAL CONTINUING EDUCATION PROGRAM

- ACE Attendees - over 2,000
- ACE Website Views - over 30,000
- ACE Bulletin mailed annually to over 40,000 ophthalmic professionals and ophthalmologists



October 14-16, 2016 · Chicago, IL
Hyatt Regency Chicago

ACE Program Recognition Levels

All corporate supporters will be listed in the online Virtual Exhibit Hall and in the ACE Program Bulletin. JCAHPO and ATPO also offer special recognition benefits to organizations based on support level.

	Banner ad on ACE Website	Recognition at Awards Reception and Stein Lecture	Banner ad in Fall Newsletter	On-site signage	Listing of address, phone, and web address (linked) in the Virtual Exhibit Hall
Platinum Level \$10,000 & higher	✓	✓	✓	✓	✓
Gold Level \$5,000 - \$9,999			✓	✓	✓
Silver Level \$250 - \$4,999				✓	✓

ACE Program Marketing Opportunities

Attendee Tote Bags \$10,000

Description: This is a great opportunity to give attendees something they will continue to use long after the program. (JCAHPO selects and orders the bag.)

Benefit: Turn attendees into walking billboards for your company!

Materials Due: June 30

Your Name/Logo Here



Exhibit Table \$1,800 (2 days)

Description: Send a company representative to staff an exhibit table for two days, Saturday and Sunday, for personal contact with your target market. Space is limited. Register Early!

Benefit: Get up close and personal with thousands of ophthalmic professionals!



Personalized Pens \$2,500

Description: Pens are inserted into every attendee's tote bag.

Benefit: Put your company logo and message in the hands of every single attendee.

Materials Due: June 30



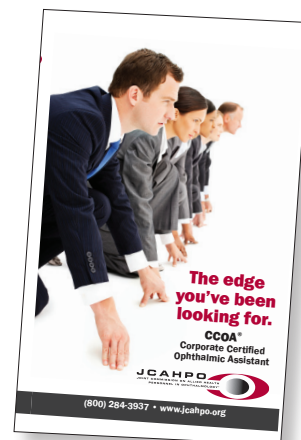
ACE Program Marketing Opportunities

Tote Bag Flyer Inserts \$2,000 per insert

Description: Your company's brochure or flyer will be inserted into every tote bag for attendees.

Benefit: This is your chance to introduce your company to the attendees and give them information to take back to the office.

Materials Due: Provide inserts loose and unwrapped by September 1.



"Be Seen" Broadcast \$2,500

Description: "Commercial Spots" are available that feature your ad, logo, or video (up to ten seconds) on a continuous loop for three days.

Benefit: "Commercial Spots" are shown more than 600 times in all classrooms, common areas, registration, and online during the ACE Program.

Video Specifications: Flash/Video Files: (swf, fla, flv, avi, mov, wmv) 800 px wide by 600 px tall; 24 fps (frames per second); 10 seconds in length.

Materials Due: September 1



ACE Program Marketing Opportunities

Rolling Banner Ad on ACE Website Home Page **\$3,500**

Description: A continuous rolling ad on the ACE Website home page gives your company unique, widespread coverage for months leading up to, and during, the event.

Benefit: This includes logo, message, and a direct link to your website.

Materials Due: June 30

Video Specifications: Flash: 610 px wide by 285 px tall
24 fps (frames per second); 7-10 seconds in length;
or JPEG/PNG: 610 px wide by 285 px tall; 72dpi.



ACE Program Bulletin Ad

Price varies - see below for details

Description: This is the comprehensive guide for the entire ACE Program, distributed to more than 40,000 ophthalmic professionals including ophthalmologists, ophthalmic technicians, and clinic managers. The Bulletin is also viewed online over 30,000 times every year.

Benefit: Every attendee will have your company logo and message close at hand throughout the entire program. Space is limited; take advantage of being one of the premier advertisers!

Materials Due: June 1



ACE Program Bulletin Mechanical and Digital Requirements

Options	Size	Trim Size	Bleed Size	Color/BW	Price
Sponsor Entire Bulletin	Name and Logo Recognition- Front cover	8.375 x 10.875	8.625 x 11.125	4-Color	\$10,000
Inside Front Cover	Full Page	8.375 x 10.875	8.625 x 11.125	4-Color	\$5,000
Outside Back Cover	3/4 Page	8.375 x 6.75	8.625 x 6.875	4-Color	\$5,000
Inside Back Cover	Full Page	8.375 x 10.875	8.625 x 11.125	4-Color	\$3,500
Inside Pages	Full Page	8.375 x 10.875	8.625 x 11.125	BW	\$1,500
	1/2 Page	7.5x5	NA	BW	\$750
Day-at-a-glance	Full Panel	1.75 x 9.75	NA	BW	\$500

File specifications: CMYK or Grayscale pdf; tif; jpg. 300 dpi or greater.
For more information, contact the Communications Coordinator at 651/731-7238.

ACE Program Marketing Opportunities

Keynote Lecture \$5,000

Description: This is the highlight of the ACE Program. Be the official sponsor of the Keynote Lecture, which is free to all ACE attendees.

Benefit: Includes onsite signage, verbal acknowledgement during the introduction by JCAHPO's President, special listing in the program bulletin, and company logo and message on screens before and after the lecture.



**2015 ACE Program
Keynote Speaker,**
Rebecca Alexander
"Not Fade Away"

Sub-Specialty Sessions \$3,000

Description: Each year, high quality, specialty courses are selected to get attendees excited about their professional development. These very popular courses fill up fast and are a great way to show your company's commitment to high quality ophthalmic education. Contact JCAHPO for this year's area topics.

Benefit: Includes signage outside the classrooms and acknowledgement in the ACE Program Bulletin (printed and online versions).

Workshops \$500 per workshop

(Call for multiple workshop pricing)

Description: Sponsor a hands-on training course, with products that your company makes. Contact JCAHPO for current course topics.

Benefit: Includes signage outside the classrooms and acknowledgement in the ACE Program Bulletin (printed and online versions).



**2014 ACE Program
Keynote Speaker,**
Hunter Cherwek, MD
- with Marc Lafontaine, COMT
*"ORBIS INTERNATIONAL
It Starts with Vision"*



ATPO Annual Meeting Marketing Opportunities

ATPO's three-day Annual Meeting is held in conjunction with JCAHPO's ACE Program and the AAO's Annual Meeting.



Scientific Session \$6,200

Description: Sponsoring this day of highly attended courses, including the popular, "Who Wants to be a SuperTech?" is a great way to show your support of this high-quality ophthalmic education.

Benefit: Includes signage outside the classrooms and acknowledgement in the ACE Program Bulletin (printed and online versions).

Grand Rounds \$5,000

Description: Grand Rounds is a popular series of courses featuring innovative topics and presenters. Make your impact at the highlight of the ATPO's Annual Meeting.

Benefit: Includes signage outside the classroom and acknowledgement in the ACE Program Bulletin (printed and online versions).

ATPO Keynote Lecture \$2,000

Description: Sponsoring the ATPO Keynote Lecture demonstrates your company's commitment to providing quality resources for the eye care industry.

Benefit: Includes onsite signage outside the classroom and acknowledgement in the ACE Program Bulletin (printed and online versions).

ATPO Membership Reception \$3,500

Description: Help bring together ATPO members in a celebration of the profession by being the official sponsor of the ATPO Membership Reception.

Benefit: Includes signage outside the classroom and acknowledgement in the ACE Program Bulletin (printed and online versions).

Certification Exam

Review Sessions \$2,000 per session

Description: Exam Review Sessions are a popular series of courses for ophthalmic technicians to help them prepare for upcoming certification examinations. Sponsorship of these sessions highlights your company's dedication to certification and standards of training.

Benefit: Includes onsite signage outside the classroom and acknowledgement in the ACE Program Bulletin (printed and online versions).

Refreshment Breaks - Scientific Session \$1,600

Description: Your company will be listed as the provider of the refreshment breaks.

Benefit: Includes onsite signage and acknowledgement in the ACE Program Bulletin (printed and online versions).

Sunrise Welcome \$1,600

Description: Kickoff the ATPO events! Your company will be listed as the provider of breakfast.

Benefit: Includes onsite signage and acknowledgement in the ACE Program Bulletin (printed and online versions).

"Be Seen" Broadcast \$500

Description: "Commercial Spots" are available that feature your static ad & logo, or a video clip on a continuous loop.

Benefit: "Commercial Spots" are played in the classroom, through out the day.

Materials Due: August 1

Specifications: Flash/Video Files: (swf, fla, flv, avi, mov, wmv) 800 px wide by 600 px tall; 24 fps (frames per second); 10 seconds in length.

Year-Round Marketing Opportunities

Regional CE Programs

JCAHPO and ATPO offer monthly CE Programs across the country, which allow you the opportunity to reach more ophthalmic professionals, more often, and in more places.

Regional Program Brochure \$1,000 (per program)

Description: Cover page placement of your black and white logo and/or inside ¼ page black and white ad.

Circulation: The Regional CE Program brochures are mailed & emailed to thousands of ophthalmic professionals through out the year. The brochure is available on the JCAHPO Website.

Benefit: Visibility in the comprehensive guide for the Regional CE Program, available in print and online.

Materials Due: Varies by date of program, call for details

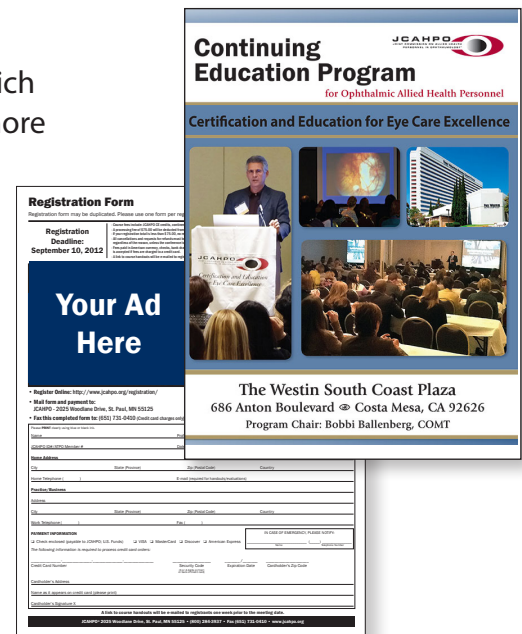
Specifications: Cover: 3.5"x.75"; Inside: 3.75"x2.75"

Onsite Flyers or Brochures \$2,000 (per program)

Description: Your company brochure or flyer handed out to every attendee.

Benefit: Give attendees information to take back to the office.

Materials Due: 3 weeks before the program



2016 Regional CE Programs

February 5	ATPO/KCSee Regional Meeting	June 10-11	Orlando, FL – in conjunction with FSO
March 4	Salt Lake City, UT – in conjunction with UOS	August 13	San Francisco, CA - in conjunction with ASRS
March 12	Costa Mesa, CA	September 17	Cleveland, OH - in conjunction COPS and ATPO
April 9	Rochester, MN	September 23-24	Greensboro, NC – in conjunction with NCSEPS
April 30	Dallas, TX	October TBD	ATPO – Annual Buffalo CE Conference
April 30	Glade Springs, WV – in conjunction with WVAEPS	October 14-16	Chicago, IL – 44rd Annual ACE Meeting in conjunction with AAO
May 6-9	ASCRS, New Orleans, LA	November 5	New York, NY - in conjunction with OSN-NY
May 13	Vancouver, BC - in conjunction with BCEPS		
June 4	Kiawah, SC –in conjunction with MUSC Storm Eye Institute		

Year-Round Marketing Opportunities

"Be Seen" Broadcast at Regional CE Programs \$500 (per day)

Description: "Commercial Spots" are available that feature your ad, logo, or video (up to ten seconds) on a continuous loop at Regional CE Programs.

Benefit: "Commercial Spots" are shown before, during, and after the program in the classroom.

Video Specifications: Flash/Video Files: (swf, fla, flv, avi, mov, wmv) 800 px wide by 600 px tall; 24 fps (frames per second); 10 seconds in length.

Materials Due: Varies by date of program, call for details



JCAHPO Website Banner Ad

**\$12,000-one year; \$8,000-six months;
\$6,000-three months**

Description: This is JCAHPO's official website (www.jcahpo.org), which is the most visited and most viewed resource for all ophthalmic medical personnel. Your company has big things to say; make sure your message is heard.

Circulation: JCAHPO's website is viewed more than 150,000 times a year by ophthalmic technicians, ophthalmologists, and ophthalmic clinic managers.

An ad on JCAHPO's homepage includes a logo, message, and direct link to your website.

Specifications: Side Banner Ad: 580 pixels x 112 pixels
Bottom Banner Ads: 570 pixels x 125 pixels.



Year-Round Marketing Opportunities

EyeLights Newsletter Ad

Description: JCAHPO's quarterly newsletter is emailed to over 30,000 JCAHPO certificants & affiliates. It is circulated three times a year and can also be viewed on our website for one year; then is archived in the "News" section of the website for another four years.

Benefit: Advertise in the most-viewed ophthalmic newsletter in the field.

A Banner Ad on JCAHPO's newsletter includes a logo, message, and direct link to your website.

Cost: Three issues \$6,000

Two issues \$4,000

One issue \$2,500

Specifications: Banner Ad: 580 pixels x 112 pixels



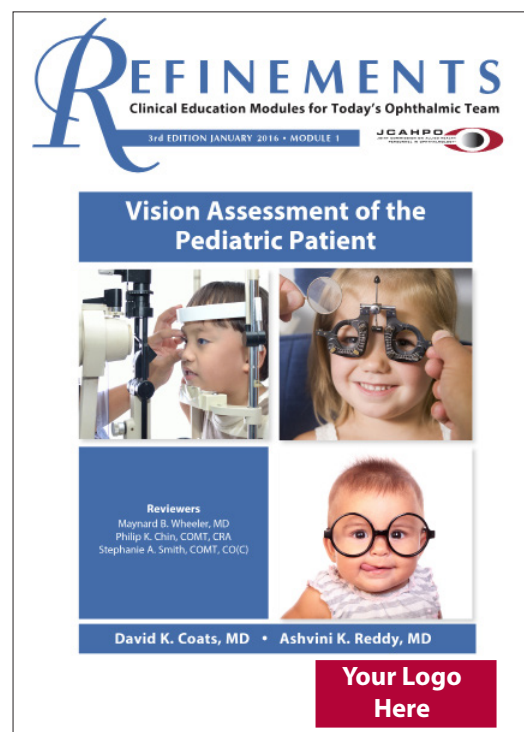
Refinements® Series

The Refinements are a series of print-based, educational modules that include a quiz approved for 1 JCAHPO Group A credit which can be used towards a certificant's recertification. They are a popular choice of self-study!

Cost: \$2,000 per issue

Specifications: Cover placement: 3"x1"

Materials Due: Varies - Please call for publishing dates



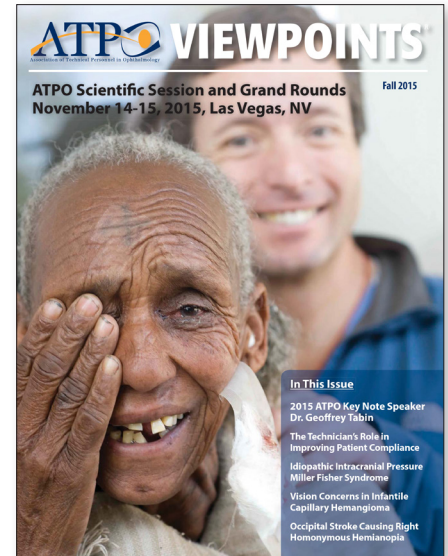
Year-Round Marketing Opportunities

ATPO Viewpoints Magazine Ad

Description: The *Viewpoints* Magazine is published by the Association of Technical Personnel in Ophthalmology, Inc. (ATPO®). *Viewpoints* features information for ophthalmic technicians including informative ophthalmic case studies, pertinent practice information, and features the Harold A Stein, MD, Best Scientific Paper awarded each year by JCAHPO. ATPO invites submissions of advertising pertaining to products or services used in ophthalmology. All advertising submitted for publication in *Viewpoints* are subject to a peer review and acceptance. For more information, contact ATPO at (800) 482-4858.

Benefits: Feature your company or product in a respected publication that goes to all 1,600 ATPO members.

Materials Due: Call for details.



2016 JCAHPO/ATPO Sponsorship Agreement Form

Please provide the following information:

Company Name _____

Contact Name (please print) _____

Address _____

City/State/Zip

Phone _____ Fax _____

Web Address _____

Please email an electronic copy of your company logo (300 dpi, JPG or pdf, 10 mg. max) to janice@jcahpo.org.

PAYMENT INFORMATION

☐ Check enclosed (All check payments must be in U.S. funds and drawn on a U.S. bank.)

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

The following information is required to process credit card orders:

_____ - _____ - _____ - _____ _____
 Credit Card Number Security Code
 (3 or 4 digits on front or back of credit card)

_____/_____
Expiration Date _____
Cardholder's Zip Code

Cardholder's Address

Name as it appears on credit card (please print) _____

Cardholder's Signature X_____

E-mail

Please return to: JCAHPO/ATPO • 2025 Woodlane Drive, St. Paul, MN 55125
Fax: (651) 731-0410 (Credit Card Orders Only) / Tel: (800) 284-3937, ext. 229 / E-mail: janice@icahpo.org

2016 JCAHPO/ATPO Sponsorship Price List

JCAHPO

☐ Unrestricted Educational Donation \$ _____
☐ JCAHPO ☐ ATPO

ACE Program Marketing Opportunities	Amount
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- | | |
|--|----------|
| <input type="checkbox"/> Tote Bags | \$10,000 |
| <input type="checkbox"/> Exhibit Table | \$1,800 |
| <input type="checkbox"/> Personalized Pens | \$2,500 |
| <input type="checkbox"/> Tote Bag Flyer Inserts | \$2,000 |
| <input type="checkbox"/> "Be Seen" Broadcast | \$2,500 |
| <input type="checkbox"/> Rolling Banner Ad | \$3,500 |
| <input type="checkbox"/> ACE Program Bulletin | |
| <input type="checkbox"/> Sponsor Entire Bulletin | \$10,000 |
| <input type="checkbox"/> Cover Ads | |
| <input type="checkbox"/> Inside front cover | \$5,000 |
| <input type="checkbox"/> Outside back cover | \$5,000 |
| <input type="checkbox"/> Inside back cover | \$3,500 |
| <input type="checkbox"/> Inside page ads | |
| <input type="checkbox"/> Full page - BW | \$1,500 |
| <input type="checkbox"/> 1/2 page - BW | \$750 |
| <input type="checkbox"/> Day-at-a-Glance | |
| 1.75 x 9.75 - BW | \$500 |
| <input type="checkbox"/> Keynote Lecture Sponsorship | \$5,000 |
| <input type="checkbox"/> Sub-Specialty Sessions | \$3,000 |
| <input type="checkbox"/> Workshops (each) | \$500 |

ATPO Annual Meeting Marketing Opportunities	Amount
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- | | |
|--|---------|
| <input type="checkbox"/> Scientific Session | \$6,200 |
| <input type="checkbox"/> Grand Rounds | \$5,000 |
| <input type="checkbox"/> ATPO Keynote Lecture | \$2,000 |
| <input type="checkbox"/> ATPO Member Reception | \$3,500 |
| <input type="checkbox"/> Refreshment Breaks – Scientific Session | \$1,600 |
| <input type="checkbox"/> Certification Exam Review Sessions | \$2,000 |
| <input type="checkbox"/> Sunrise Welcome | \$1,600 |
| <input type="checkbox"/> "Be Seen" Broadcast | \$500 |

Year-Round Marketing Opportunities	Amount
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- | | |
|--|---------------------|
| <input type="checkbox"/> Regional CE Program | |
| <input type="checkbox"/> Regional Brochure Ad | \$1,000/per program |
| <input type="checkbox"/> Onsite Flyers or Brochures | \$2,000/per program |
| <input type="checkbox"/> "Be Seen" Broadcast | \$500 |
| <input type="checkbox"/> JCAHPO Website Ad | |
| <input type="checkbox"/> One-year | \$12,000 |
| <input type="checkbox"/> Six months | \$8,000 |
| <input type="checkbox"/> Three months | \$6,000 |
| <input type="checkbox"/> Eyelights Newsletter Advertisements | |
| <input type="checkbox"/> Banner Ads | |
| <input type="checkbox"/> Three Issues | \$6,000 |
| <input type="checkbox"/> Two Issues | \$4,000 |
| <input type="checkbox"/> One Issue | \$2,500 |
| <input type="checkbox"/> Refinements Series | \$2,000 |
| <input type="checkbox"/> ATPO Viewpoints Magazine Ad | Call for Details |

Company Name _____

Contact Name _____

Phone _____

Email _____