IJCAHPO Marketing and Sponsorship Opportunities

October 2019

Market to 45,000+ Allied Ophthalmic Personnel (AOP)
A la carte or package options available

Annual CE (ACE) Program and Regional CE Programs
Attended by over 5,500 AOP and faculty

Website Pageviews Over 4,500,000
jcahpo.org, store.jcahpo.org

Mobile App
AOP resource for the ACE program, professional development, CE events, promotions, and industry updates

Great ways to reach over 45,000 Allied Ophthalmic Personnel!

4 out of 5 Ophthalmologists surveyed say that certified AOP make their practice more productive than non-certified AOP.*

Year-Round Opportunities for Marketing

IJCAHPO has many opportunities for you to get your message out—website, app, e-blast, print, and social media.

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2025 Woodlane Drive, St. Paul, MN 55125

*ICAHPO, Woodworth, K. et al., 2008
Are you looking for the best way to reach ophthalmologists and the primary influencers in the purchasing of products and services?

Then you should be at the Annual Continuing Education (ACE) Program with over 2,200 Allied Ophthalmic Personnel, and 300+ ophthalmologists and technicians who donate their time and talents as faculty.

Customize your sponsorship and marketing needs.

Sponsors are promoted according to sponsorship level.

**Silver ($2,000-$4,499) to Diamond ($10,000+) level sponsors receive recognition on:**
- ACE bulletin, mailed and posted on our website
- ACE program website—virtual exhibit hall, inclusion prioritized by level
- Mobile app
- Signage—prominent logo at event based on support level

**In addition to the above, designated levels receive additional promotional opportunities:**
- **Diamond ($10,000+) & Platinum sponsors ($7,500-$9,999):** Prominent recognition throughout the year in our EyeLights newsletter
- **Diamond sponsors ($10,000+):** Prominent logo placement in conference e-blasts and on the ACE website landing page
- **Gold sponsors ($4,500-$7,499):** Website banner ad on the ACE website for 90+ days leading up to the ACE program

**Sponsorship and Marketing Opportunities for ACE**

Some options have limited availability and are offered on a first come, first serve basis.

**Evening Reception (1 Available).......................... $15,000**
Sponsor the main reception with the opportunity to present. Promotion of your event on the ACE website, pre-conference e-blasts, inclusion on mobile app, and on-site conference signage. Sponsor selects and pays for actual food and beverage costs.

**Breakfast Sponsorship (2 Available)**

- **Pars Plana Breakfast................................................. $12,500**
  Allows for presentation to breakfast attendees. Breakfast includes promotion on ACE website, pre-conference e-blasts, inclusion on mobile app, and on-site conference signage. Sponsor selects and pays for actual food and beverage costs.

- **Ora Serrata Breakfast............................................. $12,000**
  Prominent Logo at event. Breakfast includes promotion on ACE website, pre-conference e-blasts, inclusion on mobile app, and on-site conference signage. Sponsor selects and pays for actual food and beverage costs.
ACE Bulletin Ad .............................................. (See ACE Rate Card)
A print ad in the comprehensive guide for the entire ACE event. Distributed to more than 45,000 ophthalmic professionals. This includes ophthalmologists, ophthalmic technicians, and clinic managers.

### ACE Bulletin Rate Card

<table>
<thead>
<tr>
<th>Bulletin Options</th>
<th>Size</th>
<th>Trim Size</th>
<th>Bleed Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor the Bulletin</td>
<td>Name and Logo Added to Front Cover</td>
<td>8.375” x 10.875&quot;</td>
<td>8.625” x 11.125&quot;</td>
<td>$12,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Full Page (4-Color)</td>
<td>8.375” x 10.875&quot;</td>
<td>8.625” x 11.125&quot;</td>
<td>$5,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>3/4 Page (4-Color)</td>
<td>8.375” x 6.75&quot;</td>
<td>8.625” x 6.875&quot;</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Full Page (4-Color)</td>
<td>8.375” x 10.875&quot;</td>
<td>8.625” x 11.125&quot;</td>
<td>$4,500</td>
</tr>
<tr>
<td>Inside Pages</td>
<td>Full Page (B/W)</td>
<td>8.375” x 10.875&quot;</td>
<td>8.625” x 11.125&quot;</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>1/2 Page (B/W)</td>
<td>7.5&quot; x 5&quot;</td>
<td>N/A</td>
<td>$750</td>
</tr>
<tr>
<td>Day-at-a-glance (limited availability)</td>
<td>Full Panel (B/W)</td>
<td>1.75&quot; x 9.75&quot;</td>
<td>N/A</td>
<td>$500</td>
</tr>
</tbody>
</table>

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.

**Attendee Tote Bags (1 Available) .............................................. $11,500**
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.

**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 & Tote Bag Flyer Insert Package...... $4,000**
“Commercial Spots” featuring your ad, logo, or video (up to 10 seconds) on a continuous loop for three days, shown in all classrooms. A Tote Bag Insert introduces your company to the attendees and gives them information to take home. Insert must be created and produced by sponsoring organization.
Regional Continuing Education Programs

IJCAHPO offers a series of one-day and two-day Continuing Education programs held at various locations in the U.S. and Canada.

Attendance averages between 100-200 per meeting. Engage with AOP in a more intimate setting where you can connect directly. It’s perfect for hands-on technical education about your products.

Discounts Available for Sponsoring Multiple Programs

Full Sponsorship of a Regional CE Program ....................... $5,000*
Includes the following:
- Prominent logo on Program
- Prominent logo and ad in Regional CE Program brochures, mailed to AOP totaling between 860 and 4,800 depending on region (subject to availability)
- Stand-alone 8.5” X 11” insert (additional production costs may apply)
- Opportunity for stage remarks from representative to attendees’ lunch
- Exhibit table
- On-site flyers or brochures
- Inclusion in the mail, social media, and e-blast campaigns we conduct for every event (26,000 impressions)
- “Be Seen”- “Commercial Spots” featuring your ad or logo on a continuous loop in classroom

On-Site Flyers or Brochures ........................................... $250
Your company brochure or flyer handed out to every attendee. Insert must be created and produced by sponsoring organization.

Exhibit Table ......................................................................... $1,500
Program exhibit booth staffed by you to engage with attendees.

Year-Round Opportunities for Marketing

Digital

EyeLights Newsletter Ad
Inclusion in IJCAHPO’s newsletter, e-mailed to over 30,000 IJCAHPO certificants and affiliates, circulated three times per year.
Three issues ................................................................. $4,000
Two issues ................................................................. $3,000
One issue ................................................................ $2,000

Website Banner Ad ............................. $1,200 Per Month
IJCAHPO’s official websites (jcahpo.org, store.jcahpo.org) generate over 4.3 million page views per year by ophthalmic technicians, ophthalmologists, and ophthalmic clinic managers.

Webinar Sponsorship (1 Webinar) .............. $3,500
The IJCAHPO webinar series are online instructor-led courses. IJCAHPO webinars are normally one hour and approved for 1 IJCAHPO Group A credit. 4 webinars are broadcast each month.

Online Courses ................................................................... $7,600
EyeCareCE is an on-demand e-learning website featuring the largest library of courses that offer certification credits for the entire eye care team. Companies can create courses on their products that will earn CE credit when meeting our guidelines. This sponsorship is for promotion of these courses, featuring them in our resource center.

Mobile App Ad ............................ Contact Representative
“The place where AOP live!” A variety of opportunities to be showcased to all AOP in the go-to source for CE events, ACE, free education, promotions, and newsletters.

Print Sponsorship

Refinement® Series Ad ....................... $2,000 Per Issue
The Refinements are a series of print-based educational modules approved for one IJCAHPO Group A credit, which can be used towards a certificant’s recertification.