



# Sponsorship, Marketing, and Advertising OPPORTUNITIES

The International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO®) is your gateway to reaching Allied Ophthalmic Personnel (AOP). Partnering with IJCAHPO will enhance your company's image and increase your brand presence in the field of ophthalmology.

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 and meeting package to best suit your marketing mix and budget.** Please take a moment to review the different sponsorship, marketing, and advertising options in this media kit. You will see opportunities for presence at our Annual Continuing Education (ACE) Program, participation in our regional meetings, and visibility through our online and print promotions.

**If you have ideas that are not listed, contact us to create your personalized plan!**

## WHO WE ARE

IJCAHPO was established by the industry as a not-for-profit organization in 1969 to offer certification and continuing education opportunities to AOP. Over 34,000 people around the world hold an IJCAHPO certification.

Through our publications, programs, webinars, and training, IJCAHPO is a pioneer in continuing ophthalmic education and the development of certification standards for AOP.

## OUR MISSION

To promote global eye health and prevent blindness through training program accreditation, education and the certification of Allied Ophthalmic Personnel.

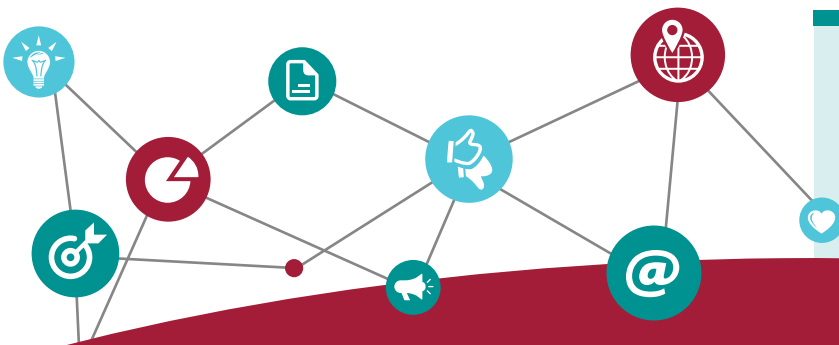


**34,000\***

**TOTAL CERTIFICANTS**

**Through sponsorship and advertising, you will reach nearly every ophthalmology clinic in the U.S. and Canada.**

\*Includes COA, COT, COMT, OSA, ROUB, CDOS, CCOA, and OSC.



# ANNUAL CONTINUING EDUCATION (ACE) PROGRAM



The 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 partner is a great way to highlight your company's commitment to eye care education. You will be seen by on-site and virtual attendees, and by over 45,000 ophthalmologists and AOP who receive the ACE Bulletin. Our ACE website has over 20,000 visitors generating more than 150,000 page views.

## ACE SPONSORSHIP, MARKETING, AND ADVERTISING OPPORTUNITIES

Some opportunities have limited availability, and are offered on a first-come, first-served basis.

### **ACE Bulletin Ad . . . . . Starting at \$950**

The comprehensive guide for the entire ACE event. Distributed to more than 45,000 ophthalmic professionals, including ophthalmologists, ophthalmic technicians, and clinic managers. Also viewable on the ACE website.

### **Website Banner Ad**

#### **360 x 400 pixels . . . . . \$5,500/90 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 Giveaways . . . . . \$12,000**

Give attendees something they will use long after the program. A walking billboard for your company with exclusive sponsorship!

### **Keynote Lecture . . . . . \$6,500**

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**

#### **(On-site two days, virtual three weeks+) . . . . . \$2,500**

An exhibit table staffed by you for personal contact with your target market. Two-day on-site opportunity, plus a virtual booth, allowing you to reach an even greater number of AOP.

### **"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.

### **Learning Labs . . . . . \$3,500**

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

### **Flyers . . . . . \$2,000**

Introduce your company to the attendees and give them information to take home. *Flyers must be created and produced by sponsoring organization.*

**4**  
out of  
**5**

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

# REGIONAL & VIRTUAL CONTINUING EDUCATION PROGRAMS

OVER  
**3,500**

technicians attend our Regional & Virtual Continuing Education (CE) programs over the course of the year.

IJCAHPO offers a series of one- and two-day continuing educational programs held at various locations in the U.S. and Canada. Attendance averages between 75–150 AOP per meeting, with some reaching 200. Leading industry professionals present a variety of topics AOP can immediately apply to their work. These programs allow you the opportunity to reach more ophthalmic professionals, more often, and in more places.

Make your presence known in a more intimate setting where you can connect directly. It's perfect for hands-on technical education about your products.

## REGIONAL & VIRTUAL CE PROGRAM PARTNERSHIPS

### REGIONAL PROGRAMS

Per Program ..... \$6,500

Includes the following:

- Cover page placement with your logo
- 1/4 page black and white ad in our Regional CE Program brochures, mailed to up to 5,000 AOP, depending on region, and emailed to over 31,000 AOP
- Stand alone 8.5 X 11" insert (additional production costs may apply)
- Sponsorship of the attendees lunch, including time to speak
- Exhibit table
- On-site flyers or brochures

### VIRTUAL PROGRAMS

Per Program ..... \$4,500

Includes the following:

- Cover page placement with your logo
- 1/4 page ad in our Virtual CE Program brochure, emailed to over 31,000 AOP
- Recorded presentation on the online platform

### Join IJCAHPO in 2023 for Regional CE events in these cities:

- Salt Lake City, UT\*
- Rochester, MN
- Kansas City, KS
- Fort Worth, TX
- San Diego, CA
- Seattle, WA
- Orlando, FL\*
- Phoenix, AZ
- Asheville, NC
- Vancouver, Canada
- Edmonton, Canada

\* Exhibit table not available.

Watch for additional dates at [store.jcahpo.org/calendarschedule.aspx](https://store.jcahpo.org/calendarschedule.aspx)

## ADDITIONAL OPPORTUNITIES

**Flyers or Brochures** ..... \$950

Your company brochure or flyer distributed to every attendee. *Flyers must be created and produced by sponsoring organization.*

**Mobile App** ..... Starting at \$850

Opportunities for push notifications, banner ads, session sponsorship, and more.

**"Be Seen" Broadcast** ..... \$750 per day

"Commercial Spots" feature your ad, logo, or video (up to 10 seconds) on a continuous loop at Regional CE Programs.

**Workshops** ..... \$1,500

A unique opportunity for direct hands-on training.

**Exhibit Table** ..... \$1,250

An exhibit table staffed by you at Regional CE Programs for personal contact with your target market.

# YEAR-ROUND CONTINUOUS CONTACT



## SPONSOR LEVELS

Bronze .....	\$2,500–4,999
Silver .....	\$5,000–9,999
Gold .....	\$10,000–19,999
Platinum .....	>\$20,000

On the web and in print, IJCAHPO has many opportunities for you to get your message out.

- Over 300,000 website visitors generating more than 4,000,000 page views every year for [jcahpo.org](http://jcahpo.org), [store.jcahpo.org](http://store.jcahpo.org), and [eyecarece.org](http://eyecarece.org).
- Quality print publication circulation of over 34,000.
- Over 19,000 social media followers.

Reach nearly every clinic in the U.S. and Canada on a continuous basis.

## EMAIL

### EyeLights Newsletter Ad

IJCAHPO's newsletter is emailed to over 31,000 IJCAHPO certificant and affiliates, circulated three times per year.

Three issues .....	\$6,000
Two issues .....	\$4,000
One issue .....	\$2,500

## PRINT

### Refinement® Modules .....

The Refinements are a series of print-based educational modules approved for IJCAHPO CE credit, which can be used towards a certificant's recertification.

## CONTACT

### IJCAHPO

📍 2025 Woodlane Drive  
St. Paul, MN 55125

### WADE DELK

☎ 202-253-7862  
✉ [wdelk@jcahpo.org](mailto:wdelk@jcahpo.org)



## DIGITAL

### Website Banner Ad

Varying Sizes .....

\$1,200–\$2,000/month  
IJCAHPO's official website, [www.jcahpo.org](http://www.jcahpo.org), generates over 1.5 million page views per year by ophthalmic technicians, ophthalmologists, and ophthalmic clinic managers.

Retargeting .....

Starting at \$3,000  
Reach IJCAHPO site traffic, wherever they go after visiting the website. Contact us for details.

Webinars .....

Starting at \$3,500  
The IJCAHPO webinar series are online, instructor-led courses. IJCAHPO webinars are generally one hour and approved for one IJCAHPO CE credit.

Online Courses .....

\$8,000  
EyeCareCE is an on-demand e-learning website featuring the largest library of continuing education courses for the entire eye care team.