

# SPONSORSHIP OPPORTUNITIES



**EastWest Eye Conference**  
**October 27 - 30, 2005 • Cleveland Convention Center**

Your company can select one of the sponsor options listed below or suggest another way to support the EastWest Eye Conference. 5-Star, 4-Star, 3-Star, 2-Star and 1-Star Sponsors will be recognized in EastWest publicity. General sponsorships are also encouraged.

## COMPANY INFORMATION:

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

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Method of Payment: (check one)**    Check    VISA    MC    Discover    AX

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**(Company Name) will sponsor as follows:**

### 5-STAR SPONSOR [\$20,000 and above]

Co-Sponsor of Friday Night Party

Audio-Visual

Education (at least 40 hours)

### 4-STAR SPONSOR [\$15,000 - \$19,999]

Handout Workbook

Education (at least 30 hours)

### 3-STAR SPONSOR [\$10,000 - \$14,999]

Registration Area Banners

Exhibit Hall Banners

Education (at least 20 hours)

Email stations in Exhibit Hall

### 2-STAR SPONSOR [\$6,000 - \$9,999]

Breakfast Seminar (*you provide the speaker; we provide the food*)

Shuttle Bus

Tote Bags

Education (at least 12 hours)

### 1-STAR SPONSOR [\$3,000 - \$5,999]

Lanyards

Refreshments (*at your booth or outside classrooms*)

Education (at least 6 hours)

Speaker Ready Room

Student Scholarships

### OTHER SPONSORSHIPS

Workshops

National Optometry Hall of Fame lunch

### Sponsor Agrees to:

Remit payment for amount due within 30 days of receipt of invoice. Provide any and all requested materials, artwork or copy by specified deadlines. Use the Name "EastWest Eye Conference" and Conference logo to promote sponsor's presence or sponsorship of activities at the Conference. All other uses for commercial purposes must obtain written permission from the EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL:** EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085-6036 • **FAX (include credit card information):** (614) 781-6521

# ADVERTISING OPPORTUNITIES

**EastWest Eye Conference**  
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Choose one or more of these advertising opportunities to deliver your company's message. As an added bonus for advertising in all three publications, a 20% discount will be given on the total price. Complete the form below or call (800) 999-4939 to reserve your space.

<b>REGISTRATION BOOKLET</b>		<b>CONFERENCE PROGRAM</b>		<b>HANDOUT WORKBOOK</b>	
The Registration Booklet is mailed in June to 25,000 optometrists, opticians and allied vision care professionals.		The Conference Program is given to all EastWest attendees and serves as a guide to all EastWest events.		The Handout Workbook is given to EastWest attendees who register for education classes. Separate workbooks are published for optometrists and allied vision care professionals.	
Reservation Due:	March 15	Reservation Due:	June 1	Reservation Due:	June 1
Artwork Due:	April 1	Artwork Due:	July 1	Artwork Due:	July 1
<b>Rates – 2-Color:</b>		<b>Rates – 2-Color:</b>		<b>Rates – Black &amp; White Only:</b>	
Rear Cover	\$1,300	Rear Cover	\$900	Rear Cover	\$1,000
Inside Covers (full pg.)	\$1,000	Inside Covers (full pg.)	\$700	Inside Covers (full pg.)	\$800
Center Spread	\$1,800	Center Spread	\$1,200	Center Spread	N/A
Full Page	\$800	Full Page	\$600	Full Page	\$600
Half Page	\$600	Half Page	\$400	Half Page	\$400
Quarter Page	\$400	Quarter Page	N/A	Quarter Page	N/A

**DISCOUNT:** Reserve advertising space in all three (Registration Brochure, Conference Program, Handout Workbook) and receive 20% off total Cost.

## ADVERTISING INSERTION ORDER

The EastWest Eye Conference is hereby requested and authorized to insert our advertisement as specified below. Enclosed is full payment. **(Payment for full amount must accompany order)**. We understand and agree that all copy submitted is subject to the acceptance and final approval of the EastWest Eye conference; an advertising code is available upon request. The publisher will not accept responsibility for the preparation of negatives, artwork or special typesetting. All such charges will be billed extra at cost plus 20% for handling. Space and positions will be assigned on a first-come, first-served basis. No commissions will be allowed.

Ad Size/Publication: \_\_\_\_\_

Email: \_\_\_\_\_

Rate: \_\_\_\_\_

Website: \_\_\_\_\_

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

**Method of Payment: (check one)**

Contact Name/Title: \_\_\_\_\_

Check     Visa     MC     Discover     AX

Address: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

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

**Mail to EastWest Eye Conference,  
P.O. Box 6036, Worthington, OH 43085  
FAX to (614) 781-6521**