The Association of Technical Personnel in Ophthalmology (ATPO) is excited to announce sponsorship and exhibit opportunities for the 2020 Eye Career Advancement & Networking Conference on October 3-4, 2020.

For over 45 years, ATPO and its members have dedicated themselves to the success of allied ophthalmic professionals (AOP). ATPO represents a diverse group of AOP, including (but not limited to) ophthalmic assistants, technicians, technologists, surgical and keratorefractive techs, photographers, nurses, and orthoptists. ATPO's mission is to support the exceptional delivery of physician-led patient care through education, training, career development, and advocacy for allied ophthalmic professionals.

The Eye Career Advancement & Networking Conference is an innovative and cost-effective way to promote, educate, and sell your products and services to the ophthalmic professional. The virtual exhibit platform allows attendees a dynamic and convenient way to identify investment opportunities, source products, network with exhibitors, engage in dialogue, identify solutions and strategies, create partnerships and do business.

Connect with attendees in an interactive environment, all without leaving the comfort of your home or office. Experience a conference-like atmosphere without the expense and time commitment of traveling.

**How it Works:**
- ATPO members receive complimentary registration to the event. Your support assists in underwriting this educational opportunity.
- Display your company profile, products & services
- Post videos for attendees to review and documents for download
- Chat with visitors in real time via text, audio or video

**Advantages of Virtual Exhibits:**
- No travel time or flight expenses
- No accommodation or meal expenses
- No shipping or drayage fees
- Reach your target audience in less time

We hope you’ll join us at this exciting event! With your sponsorship, you will be directly supporting the education of allied health professionals in ophthalmology. ATPO and its members are grateful for the support we receive from the ophthalmic community and look forward to your company’s sponsorship. Please contact Ilse Dehner at (859) 977-7459 or idehner@atpo.org if you have any questions. **Exhibitor applications are due by September 11, 2020.**
ATPO 2020 Eye CAN Sponsor Benefits

All sponsors receive exhibit space in the ATPO Virtual Exhibit Hall, with opportunities to chat with attendees (via text chat and 1:1 Zoom video meetings), and share videos and downloadable materials with attendees.

**Visionary Sponsorship: $25,000**

- Opportunity to record 30-second welcome video, which will play as attendees enter the virtual conference center
- Featured corporate logo placement on digital signage throughout the conference center
- Virtual Auditorium naming rights
- Designated sponsor of keynote session including opportunity to share 30-second video prior to the session and introduce speaker
- Official sponsor of Peer & Career Mentoring
- Virtual chair drop during keynote session (e-mail blast at designated time)
- Recognized as a premier sponsor of the ATPO Career Fair
- Opportunity to host four (4) training webinars for ATPO members throughout the year
- Opportunity to include one (1) promotional item and two (2) collateral pieces in mailed swag bag (sponsor to provide materials). ATPO will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.
- Opportunity to host live AOP workshop during Eye CAN Conference
- A branded “Zoom Room” to use during the Eye CAN Virtual Networking Reception
- Opportunity to upload four (4) additional educational pre-recorded webinars, and resources including case studies and promotional materials, into the virtual library
- Corporate virtual exhibit booth with premium placement and all listed exhibit benefits
- Scavenger hunt item placed in virtual booth to incentivize traffic
- Eight (8) complimentary full conference registrations
- 10 social media posts that ATPO will post to its platforms on your behalf to use leading up to or during the conference
- Four (4) push notifications to promote attendee action and awareness during the conference
- Three (3) targeted attendee email blasts (ATPO will send)

Pre-conference attendee contact list available at regular intervals beginning September 1st
Post conference attendee contact list distributed within two weeks of the conference
Listed as Eye CAN presenting sponsor in ATPO-distributed promotional emails and materials
Rotating banner on ATPO website for one year
Full-page advertisement in Viewpoints Magazine
Banner ad in six issues of the ATPO monthly e-newsletter, the Monthly Memo

**Peer Education Sponsorship: $15,000**

- Featured corporate logo placement throughout the virtual conference center
- Recognition as the official ATPO Grand Rounds sponsor
- Opportunity to run a 30-second pre-recorded video prior to first Grand Rounds session
- Recognized as a premier sponsor of the ATPO Career Fair
- Opportunity to host a live AOP workshop during Eye CAN Conference
- A branded “Zoom Room” to use during the Eye CAN Virtual Networking Reception
- Opportunity to upload four (4) additional educational pre-recorded webinars, and resources including case studies and promotional materials, into the virtual library
- Corporate virtual exhibit booth with premium placement and all listed exhibit benefits
- Scavenger hunt item placed in virtual booth to incentivize traffic
- Eight (8) complimentary full conference registrations
- 10 social media posts that ATPO will post to its platforms on your behalf to use leading up to or during the conference
- Four (4) push notifications to promote attendee action and awareness during the conference
- Three (3) targeted attendee email blasts (ATPO will send)
Two (2) targeted attendee email blasts (ATPO to send)

Pre-conference full attendee contact list (distributed two weeks before conference and the day before)

Post conference attendee contact list (distributed within two weeks after the conference)

Sponsor recognition on ATPO homepage

Listed as ATPO Eye CAN Conference sponsor in ATPO-authored promotional emails

**Peer Engagement Sponsorship: $15,000**

**EXCLUSIVE**

Featured corporate logo placement throughout the virtual conference center

Exclusive sponsor of the Eye CAN Conference Attendee Lounge, featuring exclusive branding and the opportunity to facilitate live chat discussions that expand on conference educational sessions

Official sponsor of the ATPO virtual Engagement Booth where attendees can learn about opportunities to get involved with ATPO

Recognized as a premier sponsor of the ATPO Career Fair

Exclusive sponsor of the Leaderboard, which will track and reward attendee activity and engagement

Opportunity to include one (1) promotional item and one (1) collateral piece in mailed swag bag (sponsor to provide materials). ATPO will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.

A branded “Zoom Room” to use during the Eye CAN Virtual Networking Reception

Corporate virtual exhibit booth with premium placement and all listed exhibitor benefits

Scavenger hunt item placed in virtual booth to incentivize traffic

Five (5) additional complimentary full-conference registrations for company attendees

Six (6) social media posts that ATPO will post to its platforms on your behalf leading up to or during the conference

Two (2) push notifications to promote attendee action and awareness during the conference

Two (2) targeted attendee email blasts (ATPO to send)

Pre-conference attendee list (distributed two weeks before conference and the day before)

Post conference attendee contact list (distributed within two weeks after the conference)

Sponsor recognition on ATPO homepage

Listed as ATPO Eye CAN Conference sponsor in ATPO-authored promotional emails

**Scientific Session Sponsorship: $10,000**

Four Available

Recognized as a featured session sponsor for one Scientific Session

Logo placement on digital signage throughout the virtual conference center

Recognized as sponsor of ATPO Eye CAN virtual networking break

Opportunity to provide a resource to include in the attendee digital briefcase

Opportunity to upload one (1) pre-recorded educational webinar session into session library

Corporate virtual exhibit booth with all listed exhibitor benefits

Three (3) additional complimentary full-conference registrations for company attendees

Four (4) social media posts that ATPO will post to its platforms on your behalf leading up to or during the conference

One (1) push notification to promote attendee action and awareness during the conference

One (1) targeted attendee email blast (ATPO to send)

Post conference attendee contact list (distributed within two weeks after the conference)

Sponsor recognition on ATPO homepage

Listed as ATPO Eye CAN Conference sponsor in ATPO-authored promotional emails

**Corporate Exhibit Booth: $2,000**

Fully branded exhibit booth in virtual exhibit hall

Two (2) full-conference registrations and two (2) additional exhibit-only representatives

Live online audio, video, or chat options to interact with attendees, as well as exhibitor-specific group chat features

30-day post meeting access to virtual exhibit hall (unstaffed)

Lead retrieval

Opportunity to upload documents and videos into booth-specific data center

Company listing on ATPO Eye CAN digital program

Company listing on ATPO Career Fair program (if desired)

Pre-conference and onsite marketing and gamification tools to encourage attendees to visit corporate exhibits

Virtual booth design assistance included
**ATPO Career Fair-Only Booth: $1,000**

Limited to healthcare institutions seeking to hire allied ophthalmic professionals

- Fully branded exhibit booth in virtual exhibit hall
- One (1) full-conference registration and two (2) additional career fair-only representatives
- Live online audio, video, or chat options to interact with attendees, as well as exhibitor-specific group chat features
- Lead retrieval
- Opportunity to upload documents and videos into booth-specific data center
- Company listing on ATPO Career Fair program
- Virtual booth design assistance included

**Supplemental Advertising Opportunities**

Available to exhibiting and/or sponsoring companies

- Social media post: $500 each (3 for $1,000)
- In-session push notification: $1,500
- Email blast to attendees: $2,000
- Printed collateral insert mailed in swag bag: $2,500 (plus cost of printing and delivery to ATPO headquarters)
- Pre-conference or post-conference contact list: $3,000
- Promotional item mailed in swag bag: $5,000 (plus cost of item and delivery to ATPO headquarters)
Instructions: Please complete all sections of this application.

Organization/Company Name

Contact Name   Job Title

Address

City     State  Zip

Daytime Phone   Cell Phone (Alternate)

Email Address

Organization Website Address

Names of Attending Representatives

Name #1

Email Address

Name #2 (2nd attendee for Platinum, Gold, and Silver sponsorships)

Email Address

Name #3 (3rd attendee for Platinum and Gold sponsorships)

Email Address

Name #4 (4th attendee for Platinum and Gold sponsorships)

Email Address

Name #5 (5th attendee for Platinum sponsorship only)

Email Address

Name #6 (6th attendee for Platinum sponsorship only)

Email Address

Sponsorship/Exhibitor Contribution

I would like to sponsor the ATPO members in the following way(s) to help further the mission of ATPO and support its members:

- Visionary Sponsor - $25,000
- Peer Education Sponsor - $15,000
- Peer Engagement Sponsor - $15,000
- Scientific Session Sponsor - $10,000
- Corporate Exhibit Booth - $2,000
- Career Fair Only Booth - $1,000
- Email blast to attendees: $2,000
- In-session push notification: $1,000
- Social media post: $500 each;
  Quantity: ________
  ○ Three for $1,000
- Promotional item mailed in swag bag: $5,000 (plus cost of item and delivery to ATPO headquarters)
- Printed collateral insert mailed in swag bag: $2,500 (plus cost of printing and delivery to ATPO headquarters)
- Pre-conference or post-conference contact list $3,000

Total Amount:

Choose one:

- Check
- AMEX
- Mastercard
- VISA

Card/Check Number

Expiration Date

Name of Cardholder

Signature

If paying by Check, mail this form with payment to: ATPO • 446 East High Street, Suite 10 • Lexington, KY 40507.
If paying by Credit Card, fax the completed form to 859-271-0607 or email to idehner@atpo.org.
Online registration is also available at atpo.org/2020.