



June 1, 2019

Dear Vision Industry Partner,

The Eye Education Foundation would like to invite you and your organization to participate in our **32<sup>nd</sup> Annual** Optometric Continuing Education Seminar, January 31 – February 2, 2020. If you have joined us before, you know this seminar is the premier educational event for vision specialists in the tri-state area. The event typically draws an attendance of over 165 optometrists, so it may be advantageous to your organization – as well as the optometrists – to participate in this event.

To provide you with the most exposure, all seminar on-site meals will be held in the exhibit/gallery area, located just outside the lecture room.

The seminar is scheduled to begin Friday, January 31<sup>st</sup>. ***Exhibit areas will be available for set up beginning at 3:00 pm on Thursday, January 30<sup>th</sup>, and we ask that your set up be completed no later than 12:00 pm the following day.*** If you have special circumstances that do not allow you to be set up by 12:00 pm, please let me know in advance on your registration form. Space is limited and will be reserved on a first come, first served basis. Additional sponsorship opportunities are also available including meals, our Friday evening and Saturday evening events. This year we will also have a car show on Saturday located on our Health Center South campus and we will have our registrants vote on a winner. See the enclosed form for more details.

Take advantage of this opportunity now! Please complete and return the enclosed registration form no later than November 1, 2019. **Even if your registration fee cannot be paid at this time please send the registration form so we can prepare for your attendance.** All vendors will be required to make their own accommodation reservations. See the attached reference for hotel and travel information.

We are excited about the upcoming seminar and hope you will be a part of it. Should you have any questions, please feel free to contact me on my cell phone – 334/618-5072

Sincerely,

Katie Woodham  
*Director of Marketing*



## 2020 CONTINUING EDUCATION SEMINAR January 31 – February 2, 2020

### Vendor Sponsorship Opportunities

#### **Platinum Sponsorship Package - \$6,000**

*Our Saturday evening dinner and entertainment will be back at the Dothan Country Club and will feature cocktails, dinner and live music and dancing.*

- Includes exclusive sponsorship naming recognition in the Seminar Invitation and Brochure
- Includes vendor booth each day of the seminar (6 foot, skirted table and electrical hook-up)
- A complete mailing list of attending optometrists
- In-house meals and snacks; evening events
- One piece of literature in attendee bags
- Includes a 10 minute presentation to our registrants about your company/product.
- Logo display on sponsorship signs as platinum sponsor
- Logo display on sponsorship slide-show that will rotate in our exhibit hall.
- Recognition and Thank You at our Saturday night event.

#### **Gold Sponsorship Package - \$4,000**

*Our Friday night event will be held in our exhibit hall/gallery and will include cocktails and dinner.*

- Includes exclusive sponsorship naming recognition in the Seminar Invitation and Brochure
- Includes vendor booth each day of the seminar (6 foot, skirted table and electrical hook-up)
- A complete mailing list of attending optometrists
- In-house meals and snacks; evening events
- One piece of literature in attendee bags
- Includes a 5 minute presentation to our registrants about your company/product.
- Logo display on sponsorship signs as gold sponsor
- Logo display on sponsorship slide-show that will rotate in our exhibit hall.
- Recognition and Thank You at our Friday night event



**Silver Sponsorship Package - \$2,000**

- A complete mailing list of attending optometrists
- Includes vendor booth each day of the seminar (6 foot, skirted table and electrical hook-up)
- In-house meals and snacks
- One piece of literature in attendee bags
- Company recognition during breaks
- Logo display on sponsorship signs as silver sponsor
- Logo display on sponsorship slide-show that will rotate in our exhibit hall.

**Bronze Sponsorship Package - \$1,000**

*A vendor booth is NOT included in this package*

- A complete mailing list of attending optometrists
- One piece of literature in attendee bags
- Logo display on sponsorship signs as bronze sponsor
- Logo display on sponsorship slide-show that will rotate in our exhibit hall

**Car Show Sponsorship Package - \$500**

*Car Show will be Saturday at lunch on our campus*

*A vendor booth is NOT included in this package*

- A complete mailing list of attending optometrists
- Saturday Only – In house meals and snacks
- Company recognition at Car Show
- Logo display on sponsorship signs as car show sponsor
- Logo display on sponsorship slide show that will rotate in our exhibit hall

- ❑ *This year we will be requiring that each vendor bring a door prize with a minimum value of \$100. In order to urge our registrants to stop by your booth we will ask that they drop their business card at every booth they visit for a chance to win a door prize. We will call each vendor up to draw the business card of the winner and present their door prize.*



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**EXHIBITOR/SPONSOR REGISTRATION**

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

**Mailing Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

- Platinum Sponsorship Package - \$6,000**
- Gold Sponsorship Package - \$4,000**
- Silver Sponsorship Package - \$2,000**
- Bronze Sponsorship Package - \$1,000**
- Car Show Sponsorship Package - \$500**

Electricity needed? \_\_\_\_\_  
*Extension cords must be provided by the exhibitor.*

Number (or Names) of representatives attending seminar \_\_\_\_\_

Will your set up be complete by 12 pm? \_\_\_\_\_

My company will also sponsor the following:

_____	Friday Breakfast/Lunch/Dinner	\$1,500 each
_____	Saturday Breakfast/Lunch	\$1,500 each
_____	Sunday Breakfast	\$1,500



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Please return this form with the vendor/sponsor fee no later than November 1, 2019.

Please email your company logo to [kwoodham@eyecentersouth.net](mailto:kwoodham@eyecentersouth.net) no later than November 1, 2019.

**Make checks payable to:** Eye Education Foundation

**Mailing address:** Eye Education Foundation  
Attn: Katie Woodham  
2800 Ross Clark Circle  
Suite 1  
Dothan AL 36301



**2020 CONTINUING EDUCATION SEMINAR**  
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**Travel & Accommodations Information**

*All vendors are responsible for their own travel and accommodation reservations.*

**Airports**—The nearest airport to Eye Center South is conveniently located in Dothan and is serviced by Delta Airlines. Montgomery, Panama City, Pensacola and Tallahassee are all within a two-hour drive, while Birmingham and Mobile are both about 200 miles away.

**Rental Cars**—Rental cars are available in Dothan from Avis, Hertz, and National. AAA Cab, UBER and LYFT are also available.

**Hotels**— A complete listing of Dothan hotels can be found at [www.dothanalcvb.com](http://www.dothanalcvb.com).

Holiday Inn	(334) 699-1400 – Located closest to ECS
Courtyard By Marriott	(334) 671-3000 – Located closest to ECS
Fairfield Inn By Marriott	(334) 671-0100 – Located closest to ECS
Sleep Inn	(334) 671-2086
Residence Inn	(334) 793-1030
Hilton Garden Inn	(334) 671-7676