



College of Optometry
UNIVERSITY OF HOUSTON



2024

Exhibit Information

Continuing Education Conferences

ENHANCING HEALTH AND VISION FOR LIFE



About Us

Each year, the University of Houston College of Optometry (UHCO) offers several Continuing Education (CE) conferences throughout Texas, as well as Colorado, attracting more than 2,000 professionals. Our mission is to optimize patient care by designing events that provide the most accurate and up-to-date information and strategies for optometrists. Inspired by experts within the field, our world-class lectures showcase topics that are timely and informative, ensuring that CE participants further develop skills and knowledge vital to patient care.

On behalf of the University of Houston College of Optometry, the Office of Professional Relations would like to welcome you to our in-person Continuing Education Conferences! Please review the following information for available exhibit booth opportunities. We look forward to another successful year with your involvement.

Sincerely,

The UHCO Office of Professional Relations Team

Your **UHCO** Office of Professional Relations



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Dates & Stats

APRIL 6-7
CE in Dallas

DALLAS, TEXAS

Anticipated Attendance 150-175

JULY 18-21
CE in the Rockies

ESTES PARK, CO

Anticipated Attendance 150-175

OCTOBER 26-27
CE in Austin

AUSTIN, TEXAS

Anticipated Attendance 150-175

NOVEMBER 16-17
CE in Fort Worth

FORT WORTH, TEXAS

Anticipated Attendance 150-175

NOVEMBER 23-24
**Cornea, Contact Lens & Contemporary
Vision Care Symposium**

HOUSTON, TEXAS

Anticipated Attendance 150-175

Each conference offers a competitive exhibit hall that may sell out quickly. If your company is interested in exhibiting during these events, we encourage you to submit registration as early as possible to ensure your booth space.



Exhibits

6' Exhibit table with two chairs

Approximately 6 hours of exhibit time with conference participants

Meals for two representatives

Meals provided during non-compete times

Logo Advertisement

Company logo advertised in the conference booklet and outside of the education meeting space

Flyer

One full-page company advertisement located on the CE website

Contact Information

Representative contact information listed on the CE website and in the conference booklet



To promote exhibit traffic flow, UHCO holds raffles during each conference. Participants are encouraged to visit with company representatives to be eligible for raffle drawings.

Exhibitors have the option to sponsor a prize for the daily raffle drawing. If you are interested in donating an item, please indicate the item of choice on the registration form and bring it to the conference.



Sponsorship & Add-Ons

Sponsorship

Sponsorship options include exhibit booth fee.

COFFEE BREAK..... \$1,500

4 Slots Available

Includes:

- Exhibit booth benefits
- On-site recognition of meal support

BREAKFAST..... \$2,000

2 Slots Available

Includes:

- Exhibit booth benefits
- On-site recognition of meal support
- Company listed in conference booklet as meal sponsor

Add-On

Add-on options are in addition to exhibit booth fees.

EBLAST MARKETING..... \$1,000

Includes:

- One exclusive eblast to conference attendees who elect to receive promotional marketing

VIDEO IN MEAL ROOM.... \$2,000

Includes:

3 Slots Available

- One 10 minute video played on loop in the meal room during both conference days

EBLAST MARKETING & VIDEO IN MEAL ROOM..... \$2,500

Includes:

- One exclusive eblast to conference attendees who elect to receive promotional marketing
- One 10 minute video played on loop in the meal room during both conference days





Inclusion & Logistics

Logos & Contact Information

A high resolution logo file is required for your company's participation. This file should be provided to the UHCO CE Department when support is established, along with the contact information you wish to be listed:

- Company Name
- Representative Name
- Email Address

Individual Conference Logistics

Logistics specific to each conference, such as exhibit setup/breakdown, etc., will be emailed two weeks prior to the start date.

In general, setup takes place at 6:00 am on the first day of the conference, and break down occurs after the last break on the last day of the event. Conference Agendas can be found on event webpages at ce.opt.uh.edu.

Eblast Advertisement (Add-On)

Eblast advertisement will occur within two weeks of the conference start date. Eblast information must be received by the UHCO CE Department 30 days prior to the conference date.

Full Page Advertisement

Exhibit registration allows for one full-page (8.5 in x 11 in) advertisement to be displayed on the CE website. Electronic flyers must be received by the UHCO CE Department 30 days prior to the conference date.

Hotel Room Blocks

UHCO has arranged room blocks for each event. Lodging rates can be found on event webpages at ce.opt.uh.edu.

Please note that our room blocks may sell out before the listed deadlines.

Video Advertisement (Add-On)

Video advertisements, no more than 10 minutes in duration, must be received by the UHCO CE Department 30 days prior to the conference date.

Photo Disclaimer

Photos may be taken during University of Houston College of Optometry Continuing Education events. Such photos will be retained by UHCO and may be included in informational and/or marketing materials.

UHCO Conference Exhibit 2024 Registration Form

Contact Information

Company Name: _____

Contact Person: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone Number: _____

Conference Selections

Sponsorship Selections:

Includes Exhibit Booth

Add-On Selections:

Additional to Exhibit Booth

	Exhibit Only	Electricity	Coffee Break	Breakfast	Eblast	Video	Eblast & Video
CE IN DALLAS April 6-7, Dallas, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
CE IN THE ROCKIES July 18-21, Estes Park, CO	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
CE IN AUSTIN Oct 26-27, Austin, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
CE IN FORT WORTH November 16-17, Fort Worth, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
CORNEA, CONTACT LENS SYMPOSIUM November 23-24, Houston, TX	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500

The following will be donated to the Participant Raffle: _____

Representatives

Name

Email

1. _____

2. _____

Payment Information

Please indicate payment preference below:

CREDIT CARD - An invoice will be emailed to the Company Contact Person at the email listed above.

CHECK - Checks must be payable to the Foundation for Education and Research in Vision (FERV) and mailed to the following address:

UHCO CE Department - Attn: Cristian Loayza
4401 Martin Luther King Blvd.
Houston, TX 77204

Submit Registration Form to:
Cristian Loayza - cloayza@central.uh.edu