



College of Optometry
UNIVERSITY OF HOUSTON

2025

**CONTINUING
EDUCATION**

**Sponsorship & Exhibit
Information**

ENHANCING HEALTH AND VISION FOR LIFE



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Registration

About us

The University of Houston College of Optometry (UHCO) hosts several Continuing Education (CE) conferences annually across Texas and Colorado, drawing over 2,000 professionals. Our mission is to enhance patient care by delivering education that provides the most accurate, up-to-date information and strategies for optometrists. Featuring lectures led by experts in the field, our programs cover timely and informative topics, helping CE participants advance their knowledge and skills critical to patient care.

The UHCO Office of Professional Relations is excited to welcome you to our in-person Continuing Education Conferences! Please explore the information below for sponsorship and exhibit booth opportunities. We look forward to another successful year with your participation.

UHCO Office of Professional Relations



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20

Live Conferences &
Programs

44

States in Attendance at
2024 Live Conferences &
Programs

2,900

Attendees at 2024 Live
Conferences & Programs



Dates

Conference/Program	Format	Historical OD Attendance
March 29-30 CE in Dallas Dallas, TX	In-Person Exhibit Hall	125-150
July 17-20 CE in the Rockies Estes Park, CO	In-Person Exhibit Hall	125-150
November 1-2 CE in Fort Worth Fort Worth, TX	In-Person Exhibit Hall	125-150
November 15-16 CE in Austin Austin, TX	In-Person Exhibit Hall	125-150
December 6-7 Cornea, Contact Lens & Contemporary Vision Care Symposium Houston, TX	In-Person Exhibit Hall	125-150

In-Person Exhibits

6' Exhibit Table with Two Chairs

Approximately 6 hours of exhibit time with conference participants

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

Meals for Two Representatives

Meals provided during non-compete times



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.

In-Person Exhibit Add-Ons

Booth registration is required for Exhibit Add-Ons

EBLAST MARKETING

Includes:

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

VIDEO IN MEAL ROOM *3 Slots Available*

Includes:

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

In-Person Sponsorship

Sponsorship options include exhibit booth fee

COFFEE BREAK *4 Slots Available*

Includes:

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

BREAKFAST *2 Slots Available*

Includes:

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

In-Person 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

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.

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 45 days prior to the conference date.

Individual Conference Logistics

Logistics specific to each conference, such as exhibit setup/breakdown, etc., will be emailed three 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 45 days prior to the conference date.

Video Advertisement (Add-On)

Video advertisements, no more than 10 minutes in duration, must be received by the UHCO CE Department 45 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.

Contact Information

Company Name: _____

Contact Person: _____ Email: _____

Address: _____

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

In-Person Exhibit Selections

	Exhibit Only	Electricity
CE IN DALLAS March 29-30, Dallas, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200
CE IN THE ROCKIES July 17-20, Estes Park, CO	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200
CE IN FORT WORTH November 1-2, Fort Worth, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200
CE IN AUSTIN November 15-16, Austin, TX	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$200
CORNEA, CONTACT LENS SYMPOSIUM December 6-7, Houston, TX	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$200

Sponsorship Selections:

Includes Exhibit Booth

Coffee Break	Breakfast
<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$2,250

Add-On Selections:

Additional to Exhibit Booth

Eblast	Video	Eblast & Video
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500

Representatives

Name

Email

1. _____

2. _____

Raffle Item

The following item(s) will be donated to the Participant Raffle: _____

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: Victoria Hackney
4401 Martin Luther King Blvd.
Houston, TX 77204



Submit Registration Form to:
Victoria Hackney
vhackney@central.uh.edu