

63RD ANNUAL HOAECC  
**EXHIBITOR  
PROSPECTUS**

# 63RD ANNUAL HOAECC EXHIBIT HALL

**FEBRUARY 9-10, 2024**

SHERATON KANSAS CITY HOTEL AT CROWN CENTER  
KANSAS CITY, MISSOURI

## EXHIBIT HALL SCHEDULE

### FRIDAY, FEBRUARY 9<sup>TH</sup>

Exhibit Booth Setup	8:00 AM - 2:30 PM
Exhibitor Lounge Hours	8:00 AM - 6:00 PM
Exhibitor Welcome Meeting and Prize Drawing	2:25 PM - 2:45 PM
Exhibit Hall Grand Opening	3:00 PM
Exhibiting Hours	3:00 PM - 8:00 PM
Heart of America Craft Beer Tour	5:30 PM - 7:00 PM
Para, Optometrist and Exhibitor Event	

### SATURDAY, FEBRUARY 10<sup>TH</sup>

Exhibiting Hours	9:00 AM - 2:00 PM
Exhibitor Lounge Hours	9:00 AM - 2:00 PM
<b>PRIZE DRAWINGS</b>	
Paraoptometric	10:15 AM
Optometrist	10:30 AM
Grand Prize Drawings	1:00 PM
<b>MUST BE PRESENT TO WIN</b>	
<b>EXHIBIT HALL BUFFET LUNCHEON</b>	
Exhibitor	11:30 AM - 12:30 PM
Paraoptometric and Optometrist	12:30 PM - 1:30 PM
Heart of America Business Meeting	1:30 PM
Heart of America Presidential Cocktail Reception	7:00 PM
Para, Optometrist, and Exhibitor Event	





RON D HANSEN, OD



DAWN WILLIAMS, OD

## THANK YOU TO THE 2023 EXHIBITING SPONSORS

Johnson & Johnson Vision  
VSP Global  
Alcon  
CooperVision  
Allergan  
GSRx  
Vision Care Direct  
EssilorLuxottica  
EyeCare Partners  
Midland Optical  
Hoya  
Envolve Health  
Moyes Eye Center  
Acquios  
MacuHealth  
LKC Technologies  
PERC  
Shamir  
Elevate Eyecare  
Invision

Dear Exhibitors ,

As we prepare for the 2024 Heart of America Eye Care Congress, it is important to look back at the successful meeting we had in 2023. We continue to grow following the pandemic and, accordingly, our attendance numbers were up significantly again. The 2023 Congress was attended by 1141 attendees, an increase of 18.4% over 2022. Doctors, paras, students, and residents attend a meeting for two reasons - world class continuing education and a world class exhibit hall. Proudly, with your help, the Heart has been a leader in providing both. We appreciate you, our partners in industry, and look forward to working with you again in 2024 to provide a meeting of which we can all be proud.

Sincerely,

Ron D Hansen OD and Dawn Williams OD  
Directors of Exhibits

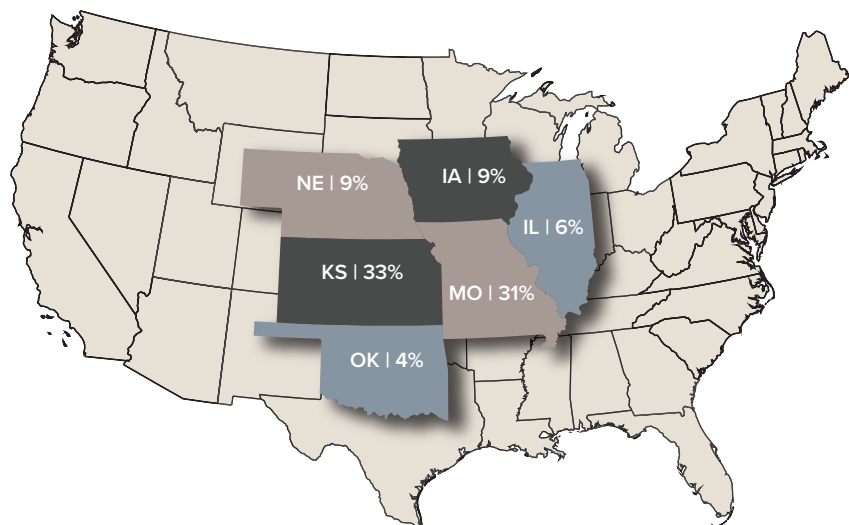
# WHAT'S HAPPENING IN THE EXHIBIT HALL

## ATTENDEE DEMOGRAPHICS

### NUMBER OF ATTENDEES

# 1141

### WHERE ARE THEY FROM?



### NUMBERS BY PARTICIPANT:



OPTOMETRISTS - 63%



OTHER STAFF - 25%



STUDENTS - 5%



RESIDENT - 7%



EXHIBITORS - 81 BOOTHS

## EXHIBIT HALL SCHEDULE AND SPECIAL EVENTS/BENEFITS

- Attendee Scavenger Hunt
- Doctor Meet and Greet
- Craft Beer Tour
- Over \$10,000 in Prizes and Drawings

### FRIDAY, FEBRUARY 9TH

- Setup
- Grand Opening & Welcome
- Prizes
- Craft Beer Tour

### SATURDAY, FEBRUARY 10TH

- Exhibiting
- Grand Prize Drawings
- Buffet Lunch
- Cocktail Reception



# EXHIBITOR REGISTRATION AND BOOTH



## REGISTER ONLINE AT:

[hoaecc.org/exhibit](http://hoaecc.org/exhibit)

## EXHIBIT BOOTH PACKAGES

10'X10' BOOTH	\$2,500 (\$250 DEPOSIT)
20'X20' BOOTH	\$10,000 (\$1,750 DEPOSIT)

- Deposits due before November 1, 2023 for preferential booth assignment
- Payment in full is due before January 1, 2024.  
\$250 ADMINISTRATIVE FEE will be charged for booth fees not paid in full by January 1st.
- Payment in full received after the conclusion of the congress will be assessed a \$700 administrative fee.

## WHAT'S INCLUDED IN EACH BOOTH?

- Drape
- Sign
- 5 exhibitor badges (additional badges are \$50 each)
- Exhibitor portal
- Security officer in exhibit hall from setup through tear down.

## WHAT'S NOT INCLUDED IN BOOTH FEES?

- Tables
- Chairs
- Trash cans
- Carpet

Payment can be made on line with a credit card (Visa or Mastercard) or a check can be made out to HOAECC and mailed to

DAWN WILLIAMS, OD  
HOAECC EXHIBITS DIRECTOR  
2602 N. CHEROKEE RD.  
GARDEN CITY, KS 67846

## EXHIBITOR REGISTRATION INCLUDES

- Tickets for the Friday night Heart of America Craft Beer Tour in the exhibit hall.
- **Two** buffet luncheon tickets for Saturday. (Extra luncheon tickets can be purchased at the exhibits registration booth.) Luncheon tickets will be delivered to the booth on Saturday morning.
- Heart's exhibitor portal, upload their company description, web page address and contact information.

## BOOTH INFORMATION

Booth assignment is highly competitive. Booth selection is not interactive on the portal and floor plan does NOT indicate available booth spaces.

Exhibit directors will assign booths no later than 01/21/23.

Booth assignments will be based upon:

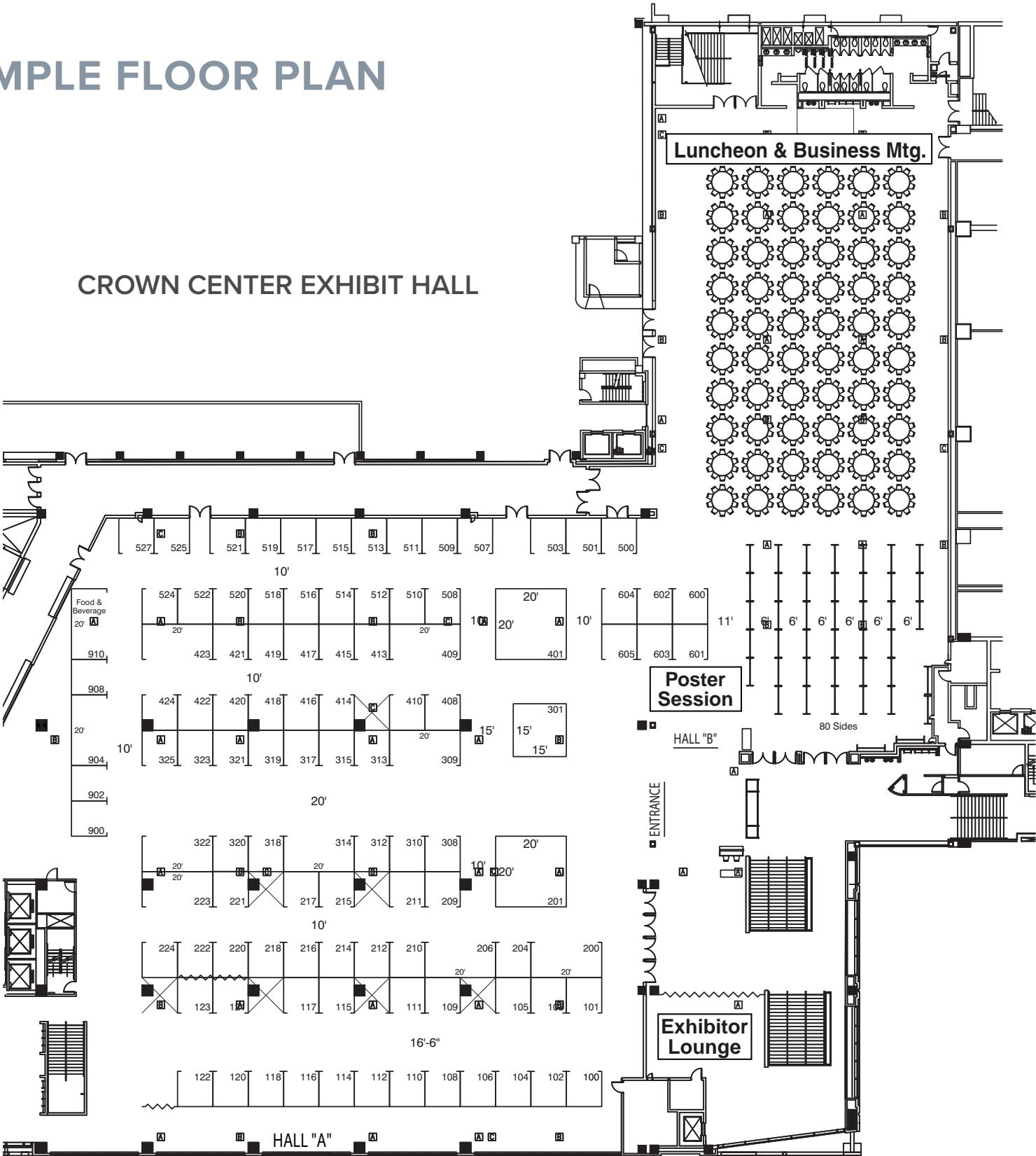
For companies making their deposit before November 1st, 2023.

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Loyalty/Longevity of exhibiting at the HOAECC Congress.
3. Date of receipt of deposit.
4. 300 aisle booths are reserved for Bronze and above sponsors

For companies making their deposit after November 1st, 2023.

1. Contributions to the Public & Professional Relations fund or Speaker Sponsorship.
2. Date of receipt of deposit

# SAMPLE FLOOR PLAN



\*\*\* 2024 FLOOR PLAN SUBJECT TO CHANGE BASED UPON THE NUMBER OF BOOTHS AND ISLAND BOOTHS REQUIRED\*\*\*

# CORPORATE SPONSOR INFORMATION & OPPORTUNITIES

The 2023 Heart of America Eye Care Congress was a huge success with great education and camaraderie being highlights. We thank all attendees for your continued support. The support of our 21 eye care industry Sponsors in 2023 played a large part in the success of the Congress. To all of you, we say a big thank you for your continued support and relationships. Industry sponsors continue to bring the best innovations in modern eyecare to the Heart of America Congress each year. All of these Congress components make Heart of America a premiere regional eye care meeting.

We look forward to providing doctors and staff the opportunity to interact with sponsors and exhibitors at the 63rd edition of the HOAECC Feb. 9-11, 2024 at the Sheraton at Crown Center in Kansas City, Missouri. We hope you can join us.

To learn more about sponsorships and branding opportunities, go to [hoaecc.org/sponsorship](https://hoaecc.org/sponsorship).

Kelly Norland, OD  
Public & Professional Relations Director  
[ppr@hoaecc.org](mailto:ppr@hoaecc.org)  
712-320-3937



KELLY NORLAND

## SPONSORSHIP LEVELS

DIAMOND	\$15,000
PLATINUM	\$10,000
GOLD	\$5,000
SILVER	\$2,500
BRONZE	\$1,250
PROGRAM	\$1,500
SUPPORTING	\$1,000

## ADDITIONAL OPPORTUNITIES:

- Discounted marketing and branding sponsorships
- Private meeting and event sponsorships
- Additional inclusion in newsletters, synopses, program mailings, and emails

## REGISTRATION PACKET INFORMATION OPPORTUNITY

HOAECC invites your company to advertise in the registration packets which are given to every attendee. This benefit is free to Diamond and Platinum Sponsors. Exhibitors may participate for \$400 and non-exhibitors for \$1,000 per 1 page advertisement. All inserts must be received by February 1st at **663 E. 1300 Rd. Lawrence, KS 66049**. Contact Dr. Sharon Green for more information via email at: [registration@hoaecc.org](mailto:registration@hoaecc.org)



# THANK YOU TO OUR 2023 CORPORATE SPONSORS

## DIAMOND SPONSORS



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS

Hoya  
Envolve Health  
Midland Optical

## BRONZE SPONSORS

Moyes Eye Center  
Acquios

## PROGRAM

MacuHealth  
LKC Technologies  
PERC

## SUPPORTING

Shamir  
Elevate Eyecare  
Invision



# EXHIBIT SERVICES AND CONFERENCE SUPPORT

## EXHIBITOR SERVICES

George E. Fern Exposition and Event Services of Kansas City, Missouri will assist you with your exhibit hall booth arrangements. Each 10' x 10' exhibitor booth will be equipped with an 8' back drape, two 3' side drapes and one exhibiting company identification sign. Your booth will not come with any furnishings. If you would like tables, chairs, flooring or trash cans, you **MUST** contact George Fern to order these items.

Approximately 3 months prior to the event George Fern will send the exhibitor packet and instructions for logging into your exhibitor portal. This will include all details for shipping or delivery of materials to the exhibit hall. You will also be able to request additional booth furnishings, carpeting, electrical services, or other services that they provide. They will be available for the duration of the exhibit hall to assist exhibitors with on-site needs. Assembling and dismantling exhibitor booths is the responsibility of George Fern, not the responsibility of exhibitors.

## CONTACT:

GARY BATES  
PHONE: 816-668-9856  
GBATES@FERNEXPO.COM

GEORGE  
**fern**  
EXPOSITION & EVENT SERVICES

## MARKETING, PRINTING AND DISPLAY SUPPORT

AlphaGraphics Kansas City is supporting the HOAECC with the development and execution of event materials. They will be available to exhibitors before and during the event for exhibit signage, printed materials, and promotional materials.

## CONTACT:

HALEY HAAR,  
PHONE: 816-842-4200,  
EMAIL: HOAECC@ALPHAGRAPHICS.COM

**alphagraphics®**

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— DOWNTOWN KC —



# RULES AND REGULATIONS

## HOLD HARMLESS CLAUSE

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, employees, and Heart of America members and board of directors from any and all such losses, damages, and claims. Submission of your payment indicates agreement with the terms of the Hold Harmless Clause.

## RIGHT OF REFUSAL

The Heart of America Eye Care Congress board of directors reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit applications.

Due to numerous complaints regarding companies with cosmetic products and services, the Heart of America Eye Care Congress approves booth space applications from companies whose products or services are directly related to the optometric industry. Companies with products or services not related to optometry WILL NOT BE ACCEPTED.

## FIRST TIME EXHIBITORS

First-time exhibitors must submit background information on the company, products and services to be exhibited. Information REQUIRED to be considered for acceptance are: website, copies of literature for all products and services to be exhibited.

## REFUND / CANCELLATION POLICY

- A. Booth deposits (\$250 per 10'X10' booth or \$1750 per 20'X20') are non-refundable.
- B. Companies canceling their exhibit space on or before November 30, receive a refund of all payments made to date less the non-refundable deposit.
- C. Companies canceling their exhibit space on or after December 1, and before December 31, receive a refund of all payments made to date less a 25% processing fee and the non-refundable deposit.
- D. Companies canceling their exhibit space on or after January 1 will not receive any refunds.
- E. Companies canceling their exhibit space immediately before the Heart of America Eye Care Congress due to circumstances beyond their control may have their payments credited to exhibit at the Heart of America Congress, minus the \$250/\$1750 non-refundable deposit, the following year. Approval of this credit will be at the discretion of the Heart of America board of directors.



## IMPORTANT DATES

**NOVEMBER 1** - Register for PRIORITY BOOTH booth assignment

**JANUARY 1** - Late fees apply for payment received after January 1

## CONTACT INFORMATION

### **DAWN WILLIAMS, O.D.**

Exhibits Director  
exhibits2@hoaecc.org

### **RON HANSEN, OD**

Exhibits Director  
exhibits1@hoaecc.org

### **KELLY NORLAND, O.D.**

Public & Professional Relations Director  
ppr@hoaecc.org

## HOW TO REGISTER

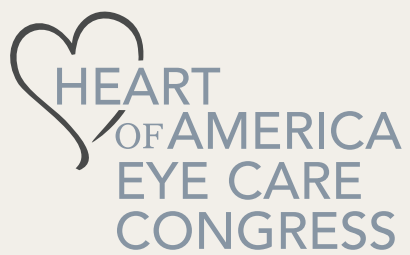
Exhibitors are strongly encouraged to register and pay online at: [hoaecc.org/exhibit](http://hoaecc.org/exhibit)

If you have exhibited with us in the past and are unable to access your portal account, please contact Dawn Williams via email for assistance.

Payment online can be made with Visa or Mastercard. Checks can be made out to HOAECC and mailed to:

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GARDEN CITY, KS 67846





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