Building Bridges, Shaping Vision

2027 GWCO CONGRESS PROSPECTUS

October 21-24
Portland Marriott Downtown Waterfront



GWCO
GREAT WESTERN COUNCIL OF OPTOMETRY

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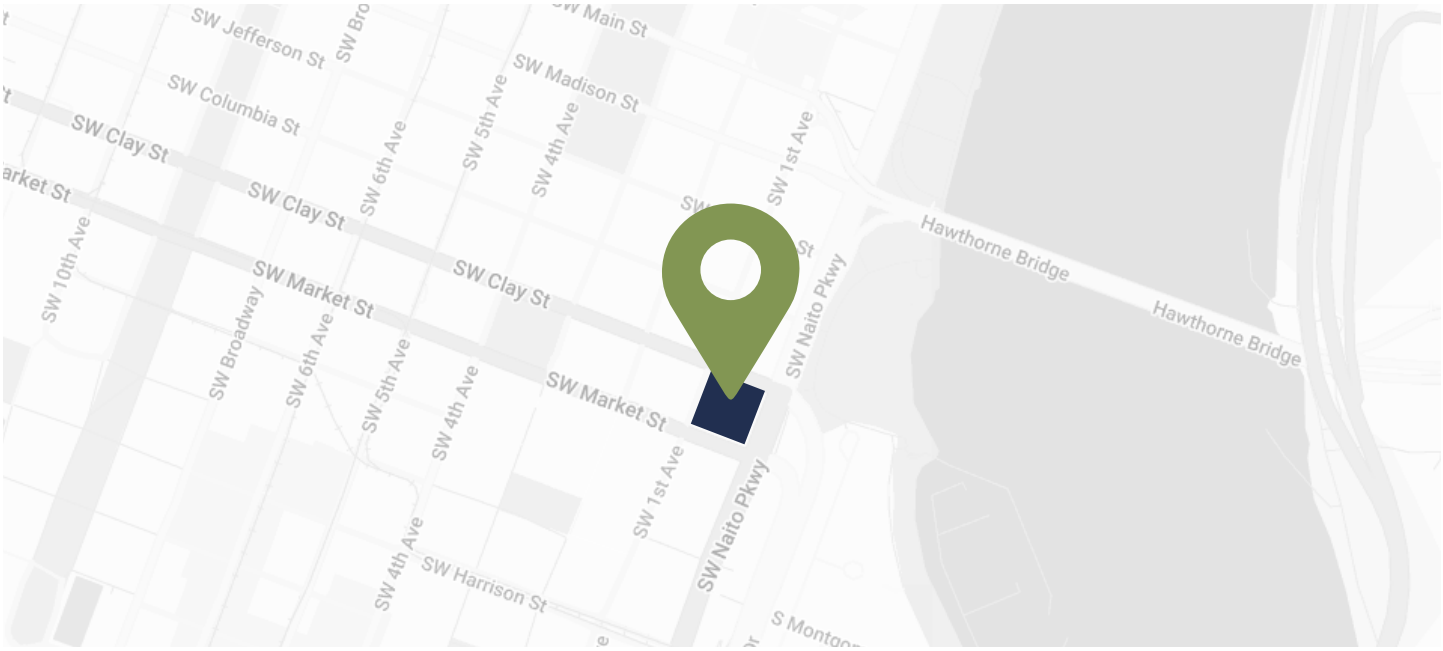
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2027 Congress Location

The Marriott Portland Downtown Waterfront
1401 SW Naito Pkwy, Portland, OR 97201



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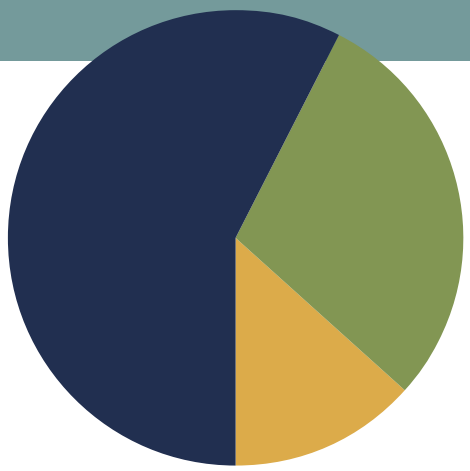
About GWCO Congress

The Great Western Council of Optometry Congress is a gathering of optometrists at every stage of their career — from students and entry-level to leaders in the field. Reserve Your Sponsorship Package and Booth Today!



GWCO is a Nonprofit Organization that provides
- A common voice for members within organized optometry
- Financial support to 12 member state associations
- Enhances professional development & facilitates communication

Through the sustained contributions of its partners to see the Optometric Industry thrive, GWCO has given back more than $2,000,000 in non-dues revenue to its member states since 1997!



CONGRESS ATTENDEE COMPOSITION

57% Optometrists

29% Students

13% Exhibitors & PARA attendees

Benefits of Sponsoring



Sponsoring a GWCO meeting provides direct, high-value access to optometry leaders and decision-makers from across the western United States in a focused, relationship-driven setting.

Targeted Access

GWCO meetings bring together practice owners, state association leaders, and national optometry influencers, allowing sponsors to connect directly with individuals who shape clinical, business, and legislative decisions within the profession.

Regional Reach with Purpose

One sponsorship provides exposure across multiple western states, making GWCO an efficient and impactful way to build brand awareness and goodwill within a key regional market.

Meaningful Engagement

Unlike large national conferences, GWCO offers a smaller, highly engaged audience, creating opportunities for deeper conversations, stronger relationships, and long-term partnerships rather than brief booth interactions.

Brand Alignment & Credibility

Sponsorship aligns your organization with a respected nonprofit dedicated to advancing independent optometry. Supporting GWCO demonstrates a commitment to education, leadership development, and the future of the profession.

Lasting Impact

Proceeds from GWCO events are reinvested into member state associations, meaning sponsors directly support education, advocacy, and professional development throughout the region.

Dates & Deadlines

3/2 - 10/1	Booth Registration Open
8/13	Promotional Material Artwork Due*, Advertising Space Reservations, Ad Copy for On-site Manual, Branding Seminar Details, Company Logo (Prior Submission with Sponsor Reservation Requested), Customized Email Content to GWCO, (500-1,000 Words, up to 3 Links, and up to 2 Images), and On-site Signage Artwork
9/24	Collateral Material to be shipped to Congress Decorator
10/1	Attendee Pre-registration list distributed Member State Leadership Contact Information distributed
10/21-24	GWCO Congress 2027
10/21-23	Exhibit Hall Marketplace Open
11/5	Attendee Post-Event List Distributed

*Logo must be delivered in vector format; .eps, .ai, or .svg file or a .jpg or .png that is 900px or larger.

Premier Sponsorship Levels

Sponsorship Type	Diamond $30,000	Platinum $25,000	Gold $20,000	Silver $15,000	Deadline
Exhibit booth	Corner Booth	Corner Booth	Standard Booth	Standard Booth	
Podium Time Includes 3-minutes of promotional speaking time and 2 minutes to introduce the first speaker of our morning CE sessions. Please note that GWCO may have 1-3 education tracks, so sponsorship may include 1-3 speaking opportunities.	✓				
One email sent to attendees from GWCO on behalf of sponsor	✓				PDF and one link to be provided two weeks prior to email send
Collateral for attendee swag bag	✓				To be shipped to congress decorator by September 25
Push notification in the mobile app	✓	✓			N/A
Mention on social media	✓	✓			N/A
15 Minutes presentation at the Board Meeting (In-person or virtual)	✓				
10 Minutes presentation at the Board Meeting (Virtual)		✓			
10 Minutes presentation at the IRC Committee Meeting (In-Person or Virtual)			✓		
Additional booth representative (Includes meals, does not include access to educational sessions)	8	6	4	2	Contact info due by September 25
Member state leadership contact information	✓	✓	✓		Reveived by October 2
Featured exhibitor in mobile app	✓	✓	✓	✓	N/A
Slide show recognition	Logo	Logo	Logo	Logo	Logo received by August 13
Company logo linked on website homepage	Logo	Logo	Logo	Logo	Logo received by August 13
Company logo on sponsor signage	Logo	Logo	Logo	Logo	Logo received by August 13
Company logo on on-site manual	Logo	Logo	Logo	Logo	Logo received by August 13
Company recognized and in all event emails	Logo	Logo	Name	Name	Logo received by August 13
List of attendees delivered post event	✓	✓	✓	✓	N/A

*Recognition of benefits contingent on full payment.

Food & Beverage Sponsorships

EVENT	RATE	DAY(S)	DESCRIPTION
Lunch Seminars	$12,000	Thursday Friday Saturday	Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes. Standard Seminars: 12:00 PM – 1:00 PM • 3 available on Thursday • 3 available on Friday • 1 available on Saturday Standard Seminar Reach = 50 Attendees
Breakfast Seminar (4 Available*)	$12,000	ALL	Non-CE breakfast offers sponsor the opportunity to address attendees for 50 minutes. One breakfast seminar will be hosted daily from 7AM-8AM. Reach for Breakfast Seminar is Up to 100.
Student Lunch (1 Available)	$5,000	Saturday	Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. Reach for student lunch is up to 150.
Exhibit Refreshment Sponsor (2 Available)	$4,500	Friday Saturday	Offers sponsor the opportunity to interact with the attendees and hand out promotional material. 5-minutes of speaking time to announce raffle prizes and to meet with attendees about visiting them at the refreshment station. This sponsorship has a reach of 300-500 attendees.
Board of Directors Dinner	$5,000 + Cost of Dinner		The GWCO Board Dinner Sponsorship offers a unique opportunity to host an exclusive dinner with the GWCO Board of Directors. The sponsoring company will treat the board to dinner and have dedicated time to present their organization, share insights, and engage in meaningful conversation with GWCO leadership in an intimate, relationship-focused setting. Sponsors are responsible for total bill amount of Board Dinner.

Reserve your Spot Today - www.gwco.org/industry-partners

Special Event Sponsorships

EVENT	RATE	DAY(S)	DESCRIPTION
Welcome Reception (1 Available)	$12,000	Thursday	Welcome Reception held at end of day and includes 5-10 minute presentation. Reach = 300+ Attendees
Welcome Reception Drink Sponsor (1 Available)	$3,500	Thursday	Make a lasting impression and elevate your brand's visibility by becoming the exclusive drink sponsor for the Welcome Reception! This is your opportunity to showcase your company's support for innovation, networking, and a vibrant social atmosphere.
President's Reception (1 Available)	$12,000	Friday	Offers the opportunity to address attendees for 5-10 minutes. Reach = 100+ Attendees
Evening Social Event	$15,000	Friday	Take the GWCO attendees out on the town in Portland. The sponsor is responsible for coordinating this event. Reach = 100+ Attendees
New! **Professional Headshot Sponsor (1 Available)**	**$7,500**	**ALL**	**Opportunity to have high traffic at your booth while providing services to our attendees. Includes 2 10x10 booths in the exhibit hall (1 for head shots, 1 for regular booth), company responsible for finding photographer**
Presidents' Council (4 Available) (2/day)	$5,000	Friday Saturday	Includes the opportunity to address the Presidents' Council for 10 min. Reach is 60+ Organization Leaders from all 12 GWCO states.
Dr. Harue J. Marsden Student Scholarship Donation	$3,000	N/A	Give a deserving student the opportunity to attend GWCO Congress.
Student AM Program (1 Available)	$6,000	Saturday	Offers sponsor the opportunity to provide educational content to future optometric professionals. Reach = 75 Students
Student PM Program (1 Available)	$6,000	Saturday	Offers sponsor the opportunity to provide educational content for future professionals. Reach = 75 Students

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Miscellaneous Sponsorships

Create a lasting impression by providing attendees with promotional items to use at the Congress, as well as take back to their offices. Promotional merchandise is an easy and cost-effective way to boost your brand awareness and get your name out there.

You supply your logo/artwork and GWCO will handle the rest! GWCO reserves the right to have the GWCO logo and or Congress logo accompany sponsor logos. If sponsor chooses to provide/purchase items, such items must be provided in advance of the Congress and sponsor rate/fee remains.

ITEM SPONSORSHIP (One available for each)	RATE	ARTWORK DEADLINES	DESCRIPTION
Name Badge Lanyard	$4,500	August 13	
Congress Tote Bags	$5,000	August 13	
Reusable Water Bottles	$2,000	August 13	
Pens	$750	August 13	
Customizable Hotel Key Cards	$2,000	August 13	
Registration	$5,000	August 13	Sponsor our registration desk where each attendee will check-in for their time at our event. Sponsorship would include your logo on the registration banner, as well as your logo placed on each screen of the registration desk computers.
Photo Booth & Themed Props	$5,000	August 13	Sponsor our photobooth where attendees capture unforgettable moments at GWCO Congress. Sponsorship includes your logo placed at the photobooth as well as sponsored prop items for attendees to hold in their pictures.
Exhibit Hall Passport	$2,500	August 13	Put your brand in attendees' hands! Sponsor our Exhibit Hall Passport and feature your logo on the passport attendees will use as they explore the exhibit hall and visit our booths.
Signage Sponsorship	Price Dependent on Signage Order	August 13	Put your brand in the spotlight with prominent signage throughout Congress. Your logo will be featured in high-visibility areas, keeping your organization front and center as attendees navigate and connect throughout the event.

Reserve your Spot Today - www.gwco.org/industry-partners

Tech & Advertising Sponsorships

PLACEMENT	DESCRIPTION	REACH	RATE	DEADLINE
Mobile App Sponsor (One available) Impression = 50,000	Put your brand front and center and make a stronger first impression. Get the attention of attendees by having this exclusive ad.	600+	$6,000	August 13
Customized Email to Attendees (Six available)	Target registered attendees by sending them a custom email from GWCO. (500-1,000 words, up to 3 links, and up to 2 images)	1,300+	$1,000	August 13
WiFi Sponsor (One available)	**As the sponsor of the wireless internet, you may choose the name of the WiFi network as well as the password, resulting in passive advertisement for your brand.**	**600+**	**$5,000**	**August 13**
Customized Ad Impression = 15,000	Add to your exhibitor or sponsor listing in the GWCO Congress App.	300+	$500	August 13

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Venue Map & Booth Rates

BOOTH	FEATURES	RATE
Platinum Entry	Largest floor space. First thing attendees when entering the Ballroom.	$5,500
Corner	Attract attendees from two sides	$3,000
Standard	Most Economical	$2,500
Additional Representative		$100 each

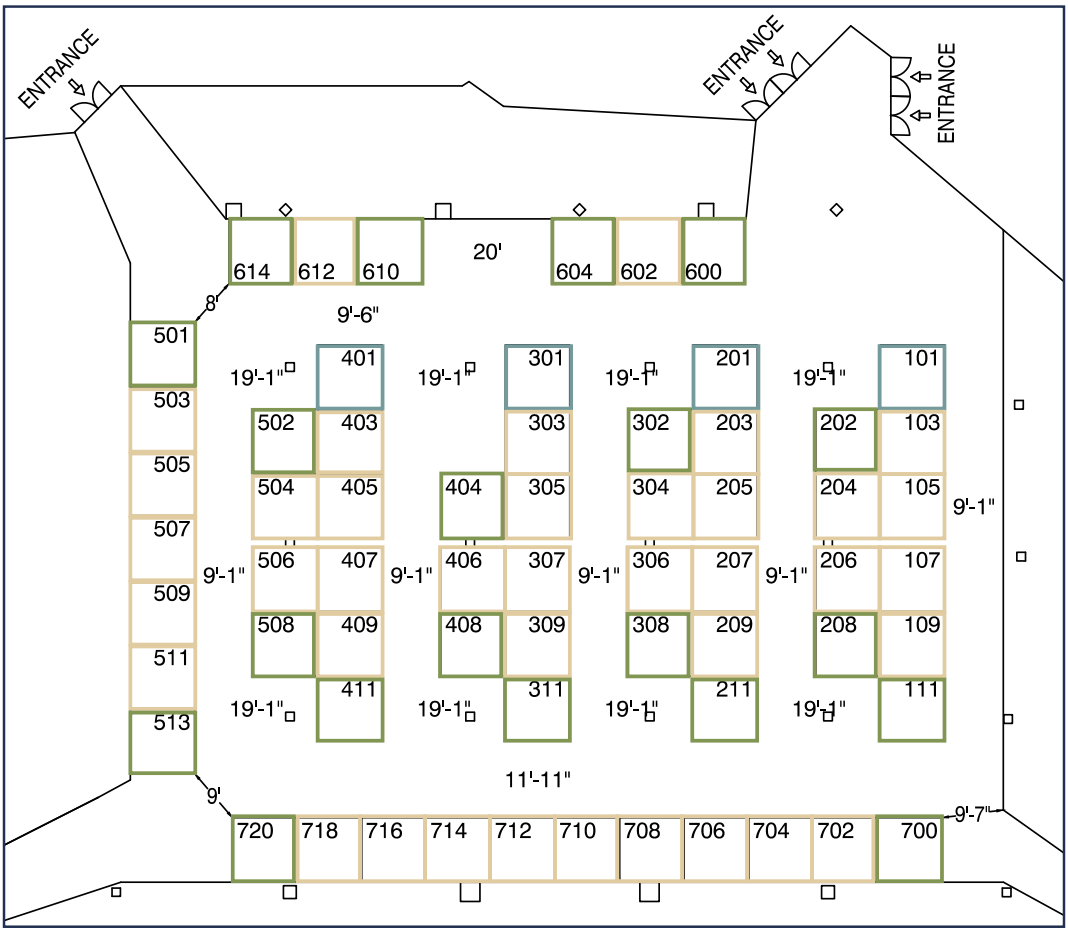


*Exhibit hall map subject to change

Reserve your Spot Today - www.gwco.org/industry-partners

Congress Details

On the Exhibit Hall Marketplace floor, exhibitors will have the opportunity to meet face-to-face with optometric professionals that are moving their practice and the Optometric Industry forward. The GWCO Congress' non-compete hours enable exhibitors to have the undivided attention of attendees, as well as allow exhibitors the opportunity to participate in all scheduled events alongside attendees.

Exhibit Hall Marketplace Hours

Thursday 5:00pm - 7:00pm
Friday 2:00pm - 4:00pm
Saturday 12:00pm - 3:00pm
(All exhibit hours are non-compete)
*Exhibit Hall hours subject to change. Please visit gwco.org for updateds.

Exhibit Move in/Out Hours

In: Thursday 8:00am – 4:30pm
Out: Saturday 2:30pm – 7:00pm

Show Location

The Marriott Portland Downtown Waterfront

Accommodations

Visit: www.gwco.org

Show Specials

Exhibitors are encouraged to provide show specials to increase logo branding, entice booth traffic, and generate sales/membership.

Door Prizes

Exhibitors may provide a door prize to be given away during exhibit hours. Please indicate on your registration form whether or not you will give away a door prize.

Exhibit Hall Decorator

Fern Expositions
6700 NE 59th Pl, Portland, OR 97218
Tel: 503.228.6800 Fax: 503.228.6808
www.fernexpo.com

Booth Provision Details

- One professionally draped booth
- One 8' professionally draped table
- Two chairs
- One 7x44" booth identification sign
- Two name badges (additional at $100 ea.)
- Saturday lunch provided

Please note that due to fire marshal regulations, you will not be allowed to have any exhibit materials outside your designated booth area. This will be strictly enforced.

Security

Entrance to the exhibit hall will be by official GWCO badge only. BADGES MUST BE WORN AT ALL TIMES. GWCO will provide reasonable security during the show and overnight on Friday, but cannot be responsible for exhibitors' possessions. It remains exhibitor's responsibility to protect their equipment and materials. GWCO assumes no liability for loss.

Exhibit Hall Services

Exhibitor service kits will be emailed upon full payment of your registration fee. Payment in full of the exhibit fee is due at time of reservation. No refunds will be given.

- Exhibitors not wearing name badges will be denied access to the Exhibit Hall.
- Helium balloons are not allowed in the Oregon Convention Center. Penalty fees apply.
- No outside food and beverage (including water bottles). Small candies are allowed.
- All items brought to the Exhibit Hall must be properly disposed of or taken with you. Penalty fees apply.
- GWCO reserves the right to change booth assignments as deemed necessary.
- Exhibit booth space is non-refundable.

Reserve Your Sponsorship Package and Booth Today!

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Questions?
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