

AACO™

American Association of Corporate Optometrists™

Sponsor | Exhibit | Media

**20
23**



Welcome

On behalf of the AACO Board of Directors, we take this opportunity to thank all of our valuable corporate sponsors. Your support has allowed us to expand our member benefits and programs thus raising the quality of practices across the nation. We focus on serving all brands of practicing Corporate Affiliated Optometrists. With a mission to empower members by giving them knowledge and resources to provide optimal patient care, the AACO serves as a unified voice that advances both the public and inter-professional image of the corporate affiliated optometrist. AACO provides valuable practice management and educational opportunities which enable our members to provide the highest quality care to their patients. We hold in high regard the corporate sponsors that make fulfillment of our mission possible, and we appreciate your support!

CONTACT

Melonie Clemmons, OD

AACO President

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Who is AACO?

AACO is a non-profit association that focuses on the corporate optometry community. AACO members are optometrists that own practices in corporate retail settings as well as contract optometrists and other health care professionals.



CORE VALUES

- ✓ UNIFY
- ✓ INSPIRE
- ✓ EDUCATE
- ✓ EMPOWER



MISSION

To provide technical and professional education, practice resources, and tools for corporate affiliated optometrists, so they may provide the highest quality care to their patients.



PROMISE

AACO exists to advance the clinical practice and image, both publicly and inter-professionally, of Corporate Optometry.



OUR PURPOSE

AACO exists to advance the clinical practice and image, both publicly and inter-professionally, of Corporate Optometry.



Corporate Optometrists that own or lease a franchise of a greater corporate brand.



Optometrists who are either working full or part-time for corporate affiliated optometrists.

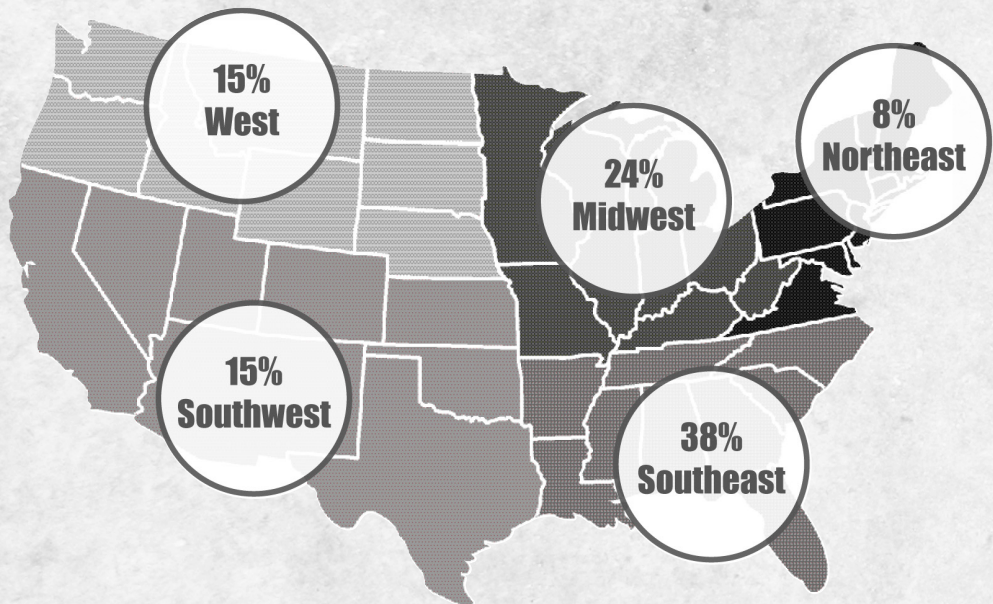


Students currently enrolled in optometry school.



Other professionals connected to the ophthalmic community.

Membership By Region



- ✓ AACO has over 1000 members
- ✓ AACO has a database of 12,000+ eye care professionals, the majority of which are corporate optometrists

Retail Brands Represented by members

Walmart
Save money. Live better.

COSTCO
WHOLESALE

LENSCRAFTERS

PEARLE VISION

TARGET

SAM'S CLUB

NATIONAL VISION

EYEMART EXPRESS

AMERICA'S BEST CONTACTS & EYEGLASSES

MACY'S

myeyedr.

Sterling OPTICAL

Stanton OPTICAL

Visionworks

CVS pharmacy

Why Partner with AACO?



CONNECT WITH
DECISION MAKERS



GENERATE LEADS
AND NEW SALES



LAUNCH NEW PRODUCTS
AND SERVICES



SURVEY CURRENT AND POTENTIAL
CUSTOMERS ON THEIR NEEDS



NETWORK WITH
INDUSTRY PEERS



IDENTIFY WHAT YOUR
COMPETITION IS OFFERING

2023 Events

AACO Annual CE Conference

August 18-20 | Austin, TX



Sponsorship Commitment Deadline: June 1, 2023

Exhibit Price: \$3,000 (2-day event)

AACO At SECO

March 5 | Atlanta, GA



Sponsorship Commitment

Deadline: Jan. 5, 2023

Exhibit Price: \$2,000
(1-day event)

AACO Regional Conference

Nov. 5 | Long Beach, CA



Sponsorship Commitment

Deadline: Sept. 1, 2023

Exhibit Price: \$2,000
(1-day event)

** tentative*

Sponsorship Packages

2023

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$125,000	\$100,000	\$75,000	\$50,000	\$25,000
RECOGNITION					
Title Sponsor Recognition Logo on Website Home Page	✓	✓	✓	✓	✓
Title Sponsor Recognition Logo Recognition on all Event Signs	✓	✓	✓	✓	✓
Title Sponsor Recognition Logo in all Publications	✓	✓	✓	✓	✓
Title Sponsor Recognition Logo in all Member Communication	✓	✓	✓	✓	✓
Title Sponsors 2023 Press Release	✓	✓	✓	✓	✓
ANNUAL MEETING					
Title Sponsor of AACO Annual Meeting	1				
Registrations at AACO Annual Meeting	6	4	2	2	2
Advertisement in Annual Meeting Program	Full Page	Full Page	Full Page	Full Page	1/2 Page
15-minute Podium Time at Annual Meeting	✓	✓	✓		
Corporate Collateral Distribution at Annual Conference	✓	✓	✓	✓	✓
Tickets to the Annual Meeting Awards Dinner	2	2	2	2	2
Table Top Exhibit at the Annual Meeting	2	1	1	1	1
REGIONAL MEETING					
Title Sponsor of AACO Regional Meeting		1	1		
Table Top Exhibit at AACO Regional Event	2	2	1		
15-minute Podium Time at Regional Event	2	2			
ADDITIONAL BENEFITS					
Product Advertisement Email to Database	8	6	6	4	2
Educational Content featured in Knowledge Center	2	2	2	2	2
Advertorial Content in Digital eNews	✓	✓	✓	✓	✓
Social Media Post	12	12	8	8	
Pop Up Advertisement on AACO Website (video or image)	1	1			
Advertisement in Corporate Optometrist Magazine	(2) Full Page	(2) Full Page	(2) 1/2 Page	(2) 1/2 Page	
(1) Symposium Webinar	✓	✓			
Virtual Strategy Meeting w/ AACO Board of Directors	1 hr	1 hr	1 hr	30min	30min

All sponsorships are subject to change and will be detailed in Sponsorship Agreement. All provided content is subject to AACO approval. Sponsorship benefits must be used in 2023. Speaking engagements and exclusive opportunities are first-come, first-served. Upon request, AACO can create custom packages not showcased within this prospectus.

Sponsorship Opportunities

2023

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

	COST
AACO Corporate Optometrist Full Page Ad + Eblast	\$6,500
AACO Corporate Optometrist Full Page Ad	\$4,000
AACO Database E-Blast	\$2,000
Pop Up Advertisement Video on AACO Website (includes link) *12 weeks	\$1,200
Pop Up Advertisement Image on AACO Website (includes link) *12 weeks	\$900
Social Media Post *vendor provides graphic and copy (Facebook, Instagram, LinkedIn)	\$300
Vendor Resource Directory on AACO Website (includes logo and link)	\$250

CONFERENCE ADD-ON SPONSORSHIP OPPORTUNITIES

	COST
Breakfast Podium Time (15 minutes)	\$2,500
Lunch Podium Time (15 minutes)	\$3,500
Dinner Podium Time (15 minutes)	\$3,500
Breakfast Podium Time (30 minutes)	\$6,250
Lunch Podium Time (30 minutes)	\$8,750
Dinner Podium Time (30 minutes)	\$8,750
Happy Hour Sponsorship	\$4,000
Sponsored Break	\$750
Branded Lanyards *vendor provided	\$1,000
Conference Tote Bags *vendor provided	\$1,000

2023 Print Rates & Sizes

Corporate Optometrist™ Magazine

SIZE	1x	2x
Full Page	\$4,000	\$7,200
Half Page	\$2,400	\$4,320
Quarter Page	\$1,440	\$2,600
Back Cover	\$4,800	\$8,640
Inside Cover/Inside Back Cover	\$4,400	\$7,920

ISSUE SPONSORSHIP - \$25,000

- ✓ Guest Editorial Written by Optometrist
- ✓ Feature Article - Technical (2 pages)
- ✓ Feature Article - Practice Management, Advocacy or Education (2 pages)
- ✓ Two (2) Full Page Advertisements
- ✓ Logo Recognition in E-blast announcement
- ✓ Logo Recognition on Table of Contents

ADVERTORIAL - \$4,000

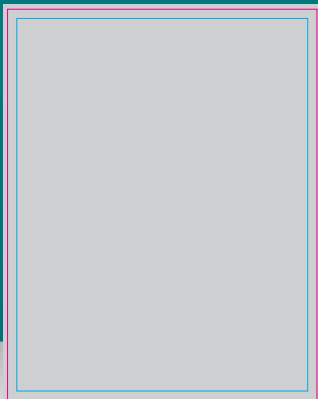
- ✓ One (1) page up to 1000 words
- ✓ Logo Recognition on Table of Contents

Reach over 10,000 practicing optometrists working in a corporate setting.



MAGAZINE AD SPECS

Accepted File Formats: High Resolution PDF is *preferred* (Please outline all fonts) **OR** High Resolution JPEG at 300 DPI

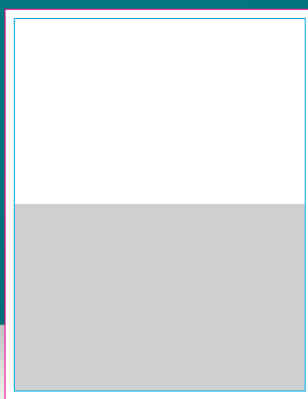


Full Page Ad Specs:

Bleed: 8.625" x 11.125"

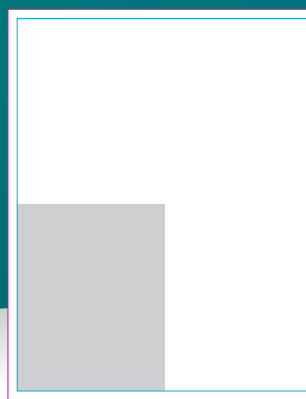
Trim size: 8.375" x 10.875"

Safe Zone: 7.875" x 10.375"



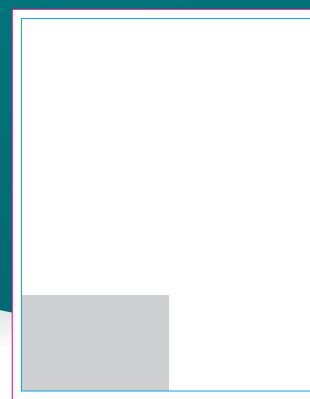
1/2 Page Ad Specs:

7.875" x 5.25"



1/4 Page Ad Specs:

4" x 5.25"



1/8 Page Ad Specs:

2.65" x 4"