



## Exhibitor Prospectus and Sponsorship Opportunities

4  
Days



18+  
Exhibits



140+  
M.D.'s



12 Networking Events



1 Sponsor  
Reception with  
the Board of  
Directors

2017 Summer Symposium | August 10-13, 2017 | San Diego, California

 [wionline.org](http://wionline.org)  [@wionline](https://www.facebook.com/wionline)  [@WIO\\_WomenInOph](https://twitter.com/WIO_WomenInOph)

# Be a Conference Exhibitor

## About Women In Ophthalmology (WIO)

Founded in 1989, Women in Ophthalmology (WIO) has grown into a dynamic organization that promotes professional and personal growth and development within the ophthalmic industry by providing education, networking, mentorship, representation and advancement opportunities for women.

Today, half of the individuals entering medical school are women and WIO has more than 440 members with an expanding national and international membership.

## About Our Annual Conference

- ⇒ The Summer Symposium consists of clinicians, researchers, industry leaders, administrators, and other professionals who are engaged in the diagnosis and treatment of eye diseases.
- ⇒ The conference features medical presentations from international leaders in the fields of retina, glaucoma, neuro-ophthalmology and pediatric ophthalmology, balanced with sessions that provide the leadership and professional tools necessary to thrive in academic, private-practice and industry settings alike.
- ⇒ The Summer Symposium is planned in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME).

**Women in Ophthalmology enhances and improves the professional environment for women ophthalmologists**

## Exhibiting at the Summer Symposium

Exhibitors are invited to participate in every element of the conference. Exhibits are located in close proximity to coffee breaks, meals and poster sessions.

### Exhibit Booth - \$2,500

Each exhibit booth includes a six-foot draped table, one complimentary conference registration, and access to educational sessions, meals and networking events.

### Previous Exhibitors

Abbott Medical Optics, Alcon, Allergan, Aurora Surgical Micro, Bausch + Lomb, Beaver-Visitec, Blythe Medical, Endo Optiks, Eye Eco, Inc., Genentech, Glaukos, Haag-Streit USA, Epsilon, Innova Systems, IOP, Lions VisionGift, Lumenis, Merck, Merz Aesthetics, MicroSurgical Technology, Neomedix, Nextech, New World Medical, Nidek, Oasis, OA Systems, OMIC, Omeros Corporation, Regeneron, Review of Ophthalmology, Sangam, Sequenom, Stiefel, Tearlab, VisionCare Ophthalmic Technologies, Inc.

### 2017 Exhibit Hours

**Friday, August 11th**  
7:00 a.m. – 1:30 p.m.

**Saturday, August 12th**  
7:00 a.m. – 1:30 p.m.

## What Members Are Saying About the 2016 Summer Symposium

“My favorite meeting!”

“I absolutely loved it! As a medical student, I felt inspired, empowered, and immensely supported. Can't wait for next year's conference!”

“I have increased communication and understanding of how my patients feel.”

“Wonderful women at this meeting; that's what would really bring me back. Just an inspiring group atmosphere!”

# Enhance Your Visibility

## Sponsorship Opportunities

### Increase your brand exposure

Women in Ophthalmology values our relationship with our supporters and wants to provide the opportunity to become a true organizational partner.

Select the best channels to achieve your marketing goals.

Sponsorship items are listed below and on the back page. All items in the advertising, conference sponsorship, and events sections are eligible.



## Advertising

### Banner/Graphic Ad - \$2,500

- ✓ Facebook (10,000 potential reach)
- ✓ Website Homepage (90-day period)

Image is posted on the WIO website and/or Facebook page, and linked back to the page of your choice.

### Promoted Posts - \$2,500

- ✓ Facebook (10,000 potential reach)

Leverage the power of the WIO Facebook page with a series of three posts, developed by you and promoted by WIO.

### Video Promotion- \$2,500

- ✓ Facebook (10,000 potential reach)
- ✓ Website Homepage (90-day period)

Perfect for a demonstration/testimonial/product endorsement, released and promoted on the Facebook page or website.

### Ad in Summer Symposium Printed Program Book

- ✓ Half-page Ad - \$2,500
- ✓ Full Page Ad - additional \$1,000
- ✓ Back Cover Ad - additional \$2,500

All advertisements are full color, and printed in the 2017 Summer Symposium program, distributed to all 160+ delegates.

### WIO Members-only Website

- ✓ Speaker's Resource Center - beginning at \$5,000

The resource center is an exclusive benefit to WIO members, for them to list their areas of expertise, photos and availability for lecturing. WIO actively promotes use of this resource by meetings and societies in developing their speaker lists, by industry for their consideration when selecting scientific advisory boards and speakers, and by academia. These efforts enhance the diversity of speakers and promote our members. Sponsorship includes logo acknowledgement on the site and complimentary access to the site for one year.

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 [wioonline.org](http://wioonline.org)

 [@wioonline](https://www.facebook.com/wioonline)

 [@WIO\\_WomenInOpht](https://twitter.com/WIO_WomenInOpht)

# Sponsorship Opportunities

## Conference Sponsorships (continued)

### Closing Evening Reception - \$7,500

The final networking event before the close of the conference reception. Over 150 delegates continue the conversations from the session rooms and form new collaborations. Sponsorship includes logo acknowledgement on signage and in the printed supplement, two complimentary conference registrations, and an exhibit booth.

### Honorary Lecture - \$3,000

This award is given by the WIO President to honor an individual who is a leader in ophthalmology and who has contributed to the profession as an educator, researcher, or humanitarian. Past recipients include Joan Miller, William Rich, Jean Ramsey, Tom Harbin, Johanna Seddon, Mary Elizabeth Hartnett, Tamara Fountain, and Bitia Esmaeli. Sponsorship includes logo acknowledgement on signage and program slides, and in the printed program, and two complimentary conference registrations.

### Bernice Z. Brown Memorial Lecture - \$3,000

This award is given by the WIO Board of Directors to a WIO member in honor of Dr. Bernice Z. Brown, a founding member of WIO. Recipients are members who have contributed to the profession of ophthalmology and to the advancement of women in the profession. Past recipients include Eve Higginbotham, Marguerite McDonald, Anne Coleman, Bronwyn Bateman, Ruth Williams, Ingrid Kreissig, Lisa B. Arbisser, Marlene Moster, and Carol Shields. Sponsorship includes logo acknowledgement on signage and program slides, and in the printed program, and two complimentary conference registrations.

### Leadership Training Sessions - \$5,000

One day at the Summer Symposium is dedicated to leadership and professional skills enhancement. Sessions include a Communications Bootcamp with lauded communications expert, Marsheila DeVan; sessions on how to manage difficult people, how to get the job you want, ethics and risk management. Sponsorship includes logo acknowledgement on signage and program slides, and in the printed program, and two complimentary conference registrations.

NEW

### Resident Travel Grant – beginning at \$2,500

The WIO Resident Taskforce is pleased to offer travel grants to residents to attend the 2017 Summer Symposium. Sponsorship includes logo acknowledgement on signage, in the printed program, and in contest promotions.



## Achieve Your Marketing Goals with WIO

From exhibit booths to social media to global meetings, select the best opportunities to enhance your visibility

## WIO Events at Other Society Meetings – beginning at \$5,000

### International Meetings

A global audience benefits from the education and networking associated with these symposia. WIO has joint symposia at the following international meetings: Pan-American Association of Ophthalmology; World Ophthalmology Congress; and the European Society of Ophthalmology. Sponsorship includes logo acknowledgement on signage, the WIO website and email promotions.

### American Glaucoma Society Meeting

The WIO Symposium is held annually, with 80+ participants who gather for a 1.5-hour lunch session with a selected speaker. This session provides a place for women to gather and receive education geared especially towards them within the setting of a large specialty society meeting. The environment is ripe for networking & establishing lasting relationships. Sponsorship includes logo acknowledgement on signage, the WIO website and email promotions.

### American Academy of Ophthalmology Meeting

The WIO reception at AAO has become a who's who of the biggest key opinion leaders at the AAO meeting. Take this opportunity to demonstrate your alignment with an organization that many have a large passion for. The reception gathers approximately 75 people on Monday evening during the AAO meeting. Sponsorship includes logo acknowledgement on signage, beverage napkins, the WIO website and email promotions, and two complimentary tickets to the reception.