

VisionServe Alliance

Sponsor and Exhibitor Prospectus



2023 CEO Summit & Year-round Events

March 26 – 29, 2023

Austin, TX

Stephen F. Austin Royal Sonesta Hotel

Dear Corporate Partners,

We offer you the opportunity to partner with us at our upcoming CEO Summit in Austin, Texas March 26 – 29. Along with the Summit, we will have additional events in 2023 to showcase your company at virtual events and a Leadership Seminar being planned for this fall. This **Sponsor and Exhibitor Prospectus** has details on the CEO Summit – offering professional development, networking opportunities and inspiration to an expected attendance of 100+ of our member leaders and their executive team leaders.

Here are some reasons why you should be a Sponsor:

- **VALUABLE YEAR-ROUND ACCESS TO THE DECISION MAKERS** - Your sponsorship packages include a year-round advertising package to keep your company in front of your target audience especially the decision makers – the executive staff - giving you additional engagement opportunities throughout 2023 to interact and connect with potential customers.
- **EFFECTIVE LEAD GENERATION** – We give you access to attendee list and profiles for easy follow-up with company representatives. After the event you'll get analytics to conduct more informed follow-up.
- **IN PERSON AND ONLINE ENGAGEMENT OPPORTUNITIES** – See the table of Sponsorship benefits on page 3 to choose the right combination of in person and online benefits such as an exhibit hall table, dedicated sponsor listing on the virtual conference website and event app with instant messaging and a meeting scheduler at the click of a button.
- **GROWING ATTENDANCE AT IN PERSON EVENTS** – Our last in person conference in Tampa, Florida attracted 177 attendees and the recent collaborative event at the NIB Conference attracted over 700 attendees!

We will continue to offer you **year-round engagement opportunities** for even more return on your investment. See the table of sponsorship packages on page 3 tailor made to meet your company's goals. For additional notice, select one of the branded engagement experiences listed on page 4.

As always, VSA's staff members are here to ensure we provide you with the exposure you are looking for. There are many options listed here, but if you don't see the kind of package you're looking for, reach out to us and we'll create a custom package just for you. Branded sponsorship opportunities are available **while quantities last**, so reach out to us at your earliest convenience once you've made your decision. **Registration is set to open mid-December**



We thank you for your company's support of VisionServe Alliance and our members. We look forward to seeing you in Austin!

A handwritten signature in black ink that reads "Lee Nasehi".

Lee Nasehi
President & CEO
VisionServe Alliance

Available Benefits & Year-Round Engagements	\$15,000 Presenting Sponsor	\$7,500 Platinum Level	\$5,000 Gold Level	\$2,500 Silver Level	\$1,000 Bronze Level
Presenting Sponsor - co-branded conference with your logo embedded in the conference logo	√				
Live demo of products/services	20 min	10 min	5 min		
60-minute Sponsor presented session *pending VSA approval	√	√			
Length of session intro	5 min	5 min	3 min	2 min	1 min
Exhibit Table in break area	√	√	√	√	√
Virtual Exhibit Booth	√	√	√	√	√
Branded Sponsor Opportunities (See p. 4)	√	√	√	√	
Banner ads on sessions, calendar, homepage	(2)	(2)	(1)	(1)	(1)
Provided attendees list pre-conference	√	√	√	√	√
# of Free Registrations for your staff	4	3	2	1	1 (Booth Staff)
# of customized email blasts before or after	3 (before, during & after)	2 (before & during)	1 (before or during)		
Company name/logo on VSA website, event registration page and in all event emails	√	√	√	√	√
Year-Round Advertising Benefits:					
Bronze Advertising Package (See page 6 for details)				√	
Silver Advertising Package (See page 6 for details)			√		
Gold Advertising Package (See page 6 for details)	√	√			

CEO Summit Branded Sponsorship Opportunities

Branded sponsorship opportunities are available while quantities last, so reach out to us at your earliest convenience once you've made your decision. Registration is set to open mid-December. Sponsors will also be acknowledged with a clickable logo/banner ad in the event app and on the virtual event website.

Presenting Sponsor - \$15,000 Exclusive (limited to 1)

Make a big impression by becoming the title sponsor for the entire CEO Summit. Your company's logo will be incorporated into the event logo "Presented in partnership with [Your company]" and all signage. Discuss with us how you would like to see the event co-branded with your company.

Nametag Lanyard Sponsor - \$2,500 Exclusive

Your company logo will be the featured logo on the Summit nametag lanyards.

CEO Summit Tote bag Sponsor - \$2,500 Exclusive

Stand out with your company logo featured on our useful tote bag given to ALL attendees when they check-in.

Welcome Reception - \$5,000 Exclusive; \$2,500 non-exclusive

Make a name for your company during the premier networking event of the conference. Each year industry leaders unite at this must-attend VSA event! During this 2-hour event, you have the opportunity to create a link between your brand and attending leaders. This opportunity gives you an extra showcase for your company from the podium (5 minutes for \$5,000, 3 minutes for \$2,500) to address all attendees and branded signage.

Monday and Tuesday Keynote Session - \$5,000 Exclusive; \$2,500 non-exclusive

Get off to a quick start to the conference by sponsoring one of our keynote speaker presentations. This sponsorship includes 5 minutes at the podium to address all attendees, and includes your company's logo on all signage, printed and online listings and additional branding opportunities in the event app.

Tuesday Happy Hour/Exhibitor Showcase - \$5,000 Exclusive; \$2,500 non-exclusive*

Use this time to demo your latest *innovative* products as attendees mix, mingle and grab a beverage and some snacks. Includes a spotlight for your company representative to say a few words of welcome. *Extra catering costs to be covered by the sponsor.

Breakfast or Lunch - \$5,000 Exclusive; \$2,500 non-exclusive

Showcase your company during breakfast or lunch on Monday or Tuesday. The meal will feature dedicated signage for your company during a catered breakfast or lunch at our venue. Includes a spotlight for your company representative to say a few words of welcome.

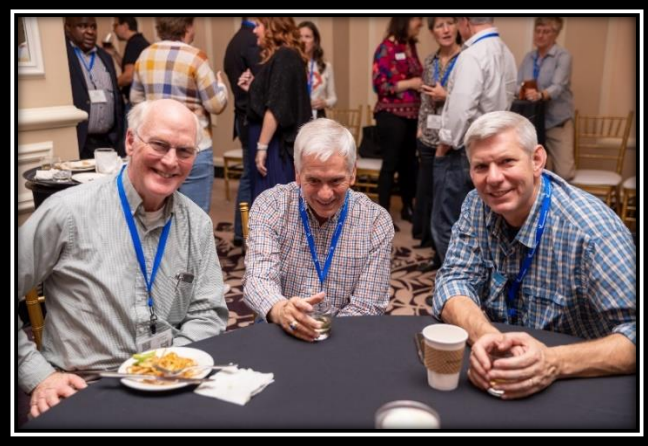
AM Coffee Break - \$2,500 – Exclusive

Be the center of attention by sponsoring attendees' morning coffee pick-me-up! Tag your company as an industry leader including your company's logo on all signage, printed and online listings and additional branding opportunities in the event app.

Networking Activities at the CEO Summit for Sponsor Company Representatives

Meet and get to know the Summit attendees at these fun networking activities throughout the event:

Sunday Welcome Reception



Breaks, Meals & Happy Hour



Downtown Austin Dine Around



Awards Dinner at the Speakeasy



Online Engagement

- Large logo on event landing page, during Opening Session, before a speaker, and on the app
- Virtual Exhibit Booth branded with your company's logo and signage where you can upload materials like On-Demand video content to be viewed before, during, and after the conference to highlight your product or service offerings; refresh content anytime you want.
- Make appointments with attendees and your company representatives; set up one-on-one meetings with attendees or link to a virtual room anytime to talk directly with attendees.
- Expanded access to the event platform, event app, and On-Demand video library 30 days before the event and 60 days after the event
- Complimentary Preliminary and Post-Show Attendee List

Year-Round Advertising Opportunities

All CEO Summit sponsorship packages include the extra value of a Gold, Silver or Bronze year-round advertising package valued at \$500, \$750 and \$1,000. This gives your company the opportunity to be recognized for your support not just at the CEO Summit, but throughout 2023 at these events:

Big Data Project Webinars – VSA’s most ambitious project to map out the future of data and research needed for our field; provides state-level data on the rate of blindness and low vision among people aged 65 years and older for many states with a goal to release reports for all US States.

Leadership Academy – Training and mentoring program to develop future leaders in the Vision Services field as current leadership retires in record numbers

Voices of Vision Leaders Podcast –Interviews with leaders in the field of blindness and visual impairment on a range of topics affecting the field including public policy, accessibility technology, and leadership development.

Ad Council Edge Campaign – VSA is completing research to better understand factors that pose barriers to access to quality services for older people and to lay the necessary groundwork for potential national campaign effort

Executive Leadership Symposium – In-person event being planned for fall of 2023 in conjunction with the NIB Training Conference or another national partner.

Community Regional Engagement and Professional Empowerment (C.R.E.P.E.) Events – In-person leadership development training events presented in conjunction with partners countrywide.

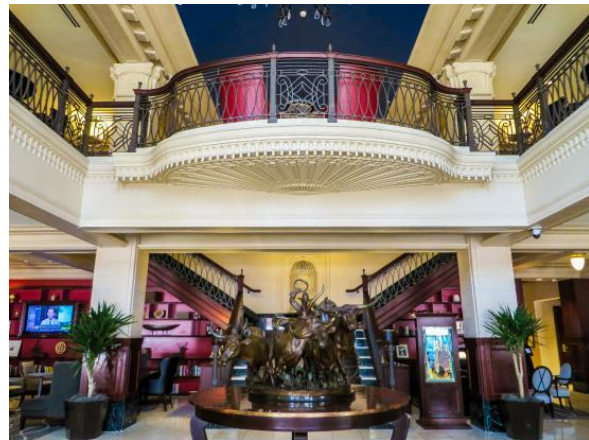
<ul style="list-style-type: none"> • Bronze Digital Ad Package - \$500 <ul style="list-style-type: none"> ○ 2 Social Media shares *Subject to VSA approval ○ 1 Audio ad on a Voices of Vision Leaders podcast ○ Video commercial included on recording of virtual event ○ 1 Public eNews ad (distributes to 1,500) ○ Logo on VSA homepage & customizable sponsor page ○ 1 Ad in the VSA Member Portal 	<ul style="list-style-type: none"> • Gold Digital Ad Package - \$1,000 <ul style="list-style-type: none"> ○ 6 Social Media shares *Subject to VSA approval ○ Live commercial ○ 3 Audio ads on Voices of Vision Leaders podcast ○ 2 video commercials at VSA virtual events – live and recording ○ 2 Member-Only eNews ads & 1 Public eNews ad (distributes to 1,500) ○ Logo on VSA homepage & customizable sponsor page ○ 1 Ad in the VSA Member Portal <p>Additional Advertising Opportunities Talk to us about these other customizable opportunities:</p> <ul style="list-style-type: none"> ○ Virtual Presentations \$1,250 each or \$3,250 for 3
<ul style="list-style-type: none"> • Silver Digital Ad Package - \$750 <ul style="list-style-type: none"> ○ 4 Social Media shares *Subject to VSA approval ○ 1 Video commercial at VSA virtual event ○ 2 Audio ads on Voices of Vision Leaders podcast ○ Live commercial at virtual event – 3 min ○ 1 Member-Only eNews ad & 1 Public eNews ad (distributes to 1,500) ○ Logo on VSA homepage & customizable sponsor page ○ 1 Ad in the VSA Member Portal 	

Timeline and How to Sign Up

Branded sponsorship opportunities are available while quantities last, so reach out to us at your earliest convenience or for more information. **For maximum exposure, select your sponsorship opportunity by December 12th** before Attendee registration launches.

Email Wendy at wendy@visionservealliance.org or call (314) 257-0530.

[Visit our Conference page](#) to learn more about next year's conference.



Hotel Information: Our venue is the Stephen F. Austin Royal Sonesta, 701 Congress Ave, Austin, TX 78701. Located right in the heart of downtown and just blocks away from the famous Sixth Street entertainment district. Phone is (512) 457-8800. A booking link to reserve rooms at our group rate of \$249/night will be posted on our conference page when registration opens in mid-December.