PERSPECTIVES IN EYE CARE 2027

MINNESOTA EYE FOUNDATION

# PERSPECTIVES IN EYE CARE 2027

**February 1, 2027 | Quincy Hall**
**Minneapolis, MN**


www.mneyefoundation.com

1325 Quincy St NE, Minneapolis, MN 55413

info@mneyefoundation.com



*About Us*

# PERSPECTIVES IN EYE CARE

Since 1994, the Minnesota Eye Foundation has been hosting Perspectives in Eye Care, an educational program designed for Doctors of Optometry. COPE Continuing Education Credits are awarded to all attendees and historically, we are proud to have as many as 435 Doctors of Optometry attending our program. Please join us for the 2027 event!

## MINNESOTA EYE FOUNDATION

The Minnesota Eye Foundation is a non-profit organization created in 2005 by the partners of Minnesota Eye Consultants.

The Foundation was formed in an effort to enrich the quality of life of our community members through charitable outreach, as well as, continued education and research in the field of vision care. This organization directly supports the delivery of eye care to those in need, vision research, education of Optometry and Ophthalmology students and post-graduates.

The Foundation relies on volunteer donors, public knowledge and good will to finance its mission.



# EVENT LOCATION

**Quincy Hall**
**1325 Quincy St NE,**
**Minneapolis, MN 55413**
**(612) 400-1754**

# HOTEL LOCATION

**Delta Hotels Minneapolis**
**1330 Industrial Blvd. NE**
**Minneapolis, MN 55413.**
**Phone: (612) 331-1900**

To stay at The Delta Hotels Minneapolis contact a Reservation Specialist at (612) 331-1900. A discounted block of rooms has been held under the name ***2026 Perspectives in Eye Care***. You may also book your reservations online by using the following link:

Booking Link: **Click Here**

Your reservation must be made by Thursday, December 31, 2026 in order to receive the discounted room rate.

**Note: The hotel is not on the premises of the event location but it is nearby.*

*Become an Exhibitor*

# BRONZE SPONSORSHIP

As a Bronze Sponsor, you will have access to approximately 250+ Optometrists before, during, and after each session, and during our mid-day lunch break. It is a perfect opportunity to showcase your product, service, or technology to an interested and engaged audience of providers located throughout Minnesota, Wisconsin, Iowa, and North and South Dakota. Bronze Sponsors also receive recognition in our digital coursebook and on the event website.

**The fee to become a Bronze Sponsor is $2,750.** It includes access to one 8' by 2' table, two chairs, and a wastebasket. This fee also includes access to our continental breakfast beginning at 7:15 a.m., and lunch beginning at 11:30am.

Your sponsorship fee directly supports the Foundation's efforts to provide an engaging educational opportunity to optometrists and assists with the costs related to venue and booth rental, audio-visual equipment, printed programs and presentation materials, and name tags for the attendees and sponsors.

In the event that the 2027 Perspectives in Eye Care program in unable to take place, all sponsors will have the choice of either receiving a full refund, or transferring their funds and sponsorship to the following year.

# EXHIBITOR SPECIFICS

Exhibitor set-up begins at 6:30 a.m. on Monday, February 1, 2027 and the program starts at 8:00 a.m. Set-up is also available the day prior (Sunday, January 31, 2027) with a tenative window from 4pm-6pm. More information will follow regarding this option closer to the event date.

***Please Note:** If you need access to an electrical outlet for the duration of the event, please send an email to the event organizers.*

**PLEASE STAY FOR THE ENTIRETY OF THE EVENT**
*To ensure the success and smooth operations of Perspectives in Eye Care 2027, we kindly remind all exhibitors of the importance of staying for the entire duration of the vendor show. Leaving early can significantly impact the overall experience for our participants. Thank you for your cooperation.*

# ONLINE EXHIBITOR REGISTRATION

Registration can be completed online: https://www.mneyefoundation.com.
Once your registration is received, we will send you an official invoice via email.

*Enhance Your Sponsorship*

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you would like to take advantage of additional exposure and recognition prior to and during the event, the following sponsorship opportunities are also available:

| | **SILVER PACKAGE** (BREAKFAST SPONSOR) $4,000 | **GOLD PACKAGE** (LUNCH SPONSOR) $8,000 |
|---|---|---|
| Bronze Sponsorship package & booth rental | ✓ | ✓ |
| *Recognition on printed invite prior to the event | ✓ | ✓ |
| Live mentions throughout the event | ✓ | ✓ |
| Additional signage on-site during the event | ✓ | ✓ |
| Full page, full color ad included in the digital course book | ✓ | ✓ |
| Prominent recognition on the Minnesota Eye Foundation website | | ✓ |
| Corporate logo displayed as a Breakfast or Lunch Sponsor during meals and breaks | | ✓ |
| Corporate logo included on the banner located at the entrance of the classroom | | ✓ |
| One marketing message on each email reminder distributed to registrants prior to the event | | ✓ |
| WiFi sponsor recognition in digital coursebook | | ✓ |

*If you are interested in any of the additional sponsorship opportunities, please have your registration form submitted to us **as soon as possible.** *In order for our Silver & Gold Sponsors to be recognized on the printed invitation, registration must be received by **December 1, 2026.***



## Stay Connected

For the most recent event information, such as agenda topics and speakers, feel free to visit our Perspectives in Eye Care website. We will be updating this site as we finalize the agenda items.
https://www.mneyefoundation.com

Please let us know if you have any questions about this event or the support options. We hope you can join us!

## Contact Us

Please don't hesitate to reach out with any questions or feedback.

**Maura Mitchell | Minnesota Eye Foundation Administrator**
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