



MINNESOTA EYE
FOUNDATION

PERSPECTIVES IN EYE CARE 2022

MAY 23RD | RADISSON BLU MALL OF AMERICA
BLOOMINGTON, MN

 <https://www.mneyefoundation.com>

 2100 Killebrew Drive, Bloomington, MN

 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 in 2021, we are proud to have had **425 Doctors of Optometry** viewing our online program. Please join us for this year's 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.





Stay With Us

EVENT LOCATION

**The Radisson Blu (Connected to the Mall of America)
2100 Killebrew Drive
Bloomington, MN 55425
952.314.5116**

To stay at the Radisson Blu Hotel, contact a Reservation Specialist at 1-800-333-3333. A discounted block of rooms has been held under the name "MN Eye Foundation - Perspectives in Eye Care". You may also book your reservations online by entering the following promotional code on the main booking page.

Promotional Code: MINEYE

Your reservation must be made by **April 20th, 2022** in order to receive the discounted room rate.

MINNESOTA EYE FOUNDATION

Become an Exhibitor

BRONZE SPONSORSHIP

As a Bronze Sponsor, you will have access to over 400 optometrists before, during, and after each session, and during our Cocktail Reception immediately following the program. 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 printed coursebook and on the event website, and have an opportunity to include one promotional item in the attendee bags.

The fee to become a Bronze Sponsor is \$2,500. It includes access to one 7' x 2' table, two chairs, and a wastebasket. This fee also includes access to our continental breakfast beginning at 7:15 a.m., lunch beginning at noon, and cocktail reception immediately following the conference program.

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 2022 Perspectives in Eye Care program is unable to take place in-person or virtually streamed, 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, May 23rd, and the program starts at 8:00 a.m. Set-up is also available the day prior (Sunday, May 22nd), and more information will follow regarding this option closer to the event date.

Please note: the hotel supplies electricity at an added cost. If you are interested in securing access to an electrical outlet for the duration of the event, please send an email to the event organizers.

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 SPONSOR \$4,000	GOLD 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 on the presentation screens 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 printed coursebook		
The opportunity to include an additional handout (2 total) in the attendee bag		

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 **January 15th, 2022**.



REGISTER ONLINE

Quick and convenient Online Registration can be done here:

<https://www.mneyefoundation.com>

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 me 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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