

# Welcome to IACLE

The International Association of Contact Lens Educators is a global network of contact lens educators teaching contact lenses to students – **the contact lens practitioners of tomorrow** – in educational institutions worldwide.



Over four decades, this one organization has brought together a total of 2,500 members in 91 countries, who have instilled their knowledge to as many as 170,000 students. We estimate that more than 250 million contact lens wearers around the world have experienced the life-changing benefits of contact lenses as a result.

If you would like to join us in our mission, IACLE can offer valuable benefits to you and your organization. Together we have a unique opportunity to raise the standard of contact lens education throughout the world, promote the safe use of contact lenses and help grow the contact lens market.

In future, IACLE will need to provide new resources, programs and events – delivered via new platforms – to keep our members abreast of advances in education and in contact lenses. As an IACLE sponsor your role will be crucial in helping us evolve to meet our members’ needs.

2020 will be a landmark year for our profession and industry. We look forward to working with you to fulfill our mission and to meet the challenges that the future will surely bring.

Dr Shehzad Naroo  
IACLE President

1  
organization

91  
countries

2.5K  
members

170K  
students

250M  
CL wearers



## COMING SOON... IN 2021

The 4th IACLE World Congress on Contact Lens Education will be held at the 2021 BCLA Clinical Conference & Exhibition and, for the first time, will include a joint session on the main BCLA program.

## What is IACLE?

IACLE is the leading provider of educational and information resources essential to contact lens educators worldwide. Founded in 1979, IACLE is a non-profit, non-political organization welcoming contact lens educators from any eye care profession and from the contact lens industry.

## What is IACLE’s mission?

In partnership with industry, **our mission** is to:

- Increase the number of qualified contact lens educators and improve the quality of teaching
- Increase the number of skilled contact lens practitioners around the world, and thereby
- Facilitate the use of contact lenses worldwide, in partnership with industry

## What does IACLE do?

Our **focus** is to:

- Raise the standard of contact lens education throughout the world
- Promote the safe use of contact lenses globally

IACLE helps **grow the contact lens market** by:

- Identifying, recruiting and training contact lens educators
- Developing and distributing high-quality resources and providing training on their use
- Assessing the level of knowledge and skills of educators and their students
- Providing ongoing support such as continuing education to educators and practitioners

## Who are IACLE’s members?

IACLE currently has more than 850 members in 78 countries, reaching around 20,000 students each year in 625 institutions worldwide.

## What does IACLE provide?

**Our resources** include the flagship New IACLE Contact Lens Course (ICLC), the must-have resource for all contact lens educators and – from **ICLC2020** – now regularly updated every two years by the world’s leading authorities in contact lenses.

**Our programs** include the prestigious Fellowship of IACLE (FIACLE) program. FIACLEs are seen as leaders within their field and are frequently invited to speak at educational meetings, providing practitioner and student education within their professional communities.

**Our events** include IACLE World Congresses, Educator Meetings, Train-the-Trainer Programs, Industry Seminars, Institute Visits, Web Lectures and Discussion Forums, across all three of our global regions: Americas, Asia Pacific and Europe / Africa – Middle East.



## WHAT DO OUR MEMBERS GAIN FROM IACLE?

Here are just some of our essential resources, programs and events...

- New IACLE Contact Lens Course provides educators with the materials needed to teach a high-quality contact lens course, and is also suitable for students, practitioners and industry members
- New Distance Learning Program offers a self-study program for educators
- Fellowship of IACLE (FIACLE) recognizes members’ accomplishments in contact lens education.
- Student Trial Exam assesses students’ contact lens knowledge
- Interactive Case Reports and Image Collections support their teaching
- Monthly Research Updates keep educators up to date with developments
- Global Member Newsletters on the latest IACLE news and resources
- Web Lectures and Discussion Forums broadcast live online across multiple institutions
- World Congresses, Educator Meetings, Train-the-Trainer Programs, Industry Seminars and Institute Visits
- Annual Awards for IACLE Contact Lens Educators of the Year and IACLE Travel Awards to attend meetings

**PLUS** Access to a **global network** of contact lens educators and opportunities to collaborate.

Visit **www.iacle.org** for full details

And here’s what our members want IACLE to provide in future\*...

- New tools for improving and assessing students’ practical skills
- More events including the 4th IACLE World Congress on Contact Lens Education
- Additional awards enabling members to attend IACLE events and global meetings
- Awareness campaign to promote contact lenses in their institutions
- Support on how to use technology in teaching
- Advice on how to teach specific topics such as torics, presbyopia and slit lamp use.

\*2018 IACLE Membership Survey

## ICLC 2020

The **IACLE Contact Lens Course** is our most used and most valued resource.\* The course covers all aspects of contact lens education – from the anatomy of the cornea to the business of contact lens practice – in just **six modules and 33 lectures**.



**World Congresses on Contact Lens Education** bring members together to discuss the latest developments in teaching worldwide and are considered the most important IACLE events.\* **The 4th IACLE World Congress** will be launched in 2020 and held alongside BCLA.



**The Fellowship scheme** is our most important program, and is rated most highly by members for satisfaction.\***FIACLEs** are seen as leaders within their field and are frequently invited to speak at educational meetings, providing practitioner and student education within their professional communities.



What do our Members say about IACLE?

'Without IACLE, and the resources it provides to educators, there is no doubt in my mind that contact lens practice would be behind where it is today. Thanks to IACLE for its continued dedication to training the contact lens clinicians of tomorrow.'

*Professor Lyndon Jones, University of Waterloo, Canada*

'The resources that IACLE has provided and the training conducted over the years are invaluable to educators all over the world.'

*Professor Pauline Cho, Hong Kong Polytechnic University*

'IACLE has provided members with so many opportunities to travel, meet colleagues, gain knowledge, access resources and support their students, that have allowed them to succeed in ways they often never imagined.'

*Professor Deborah Sweeney, Western Sydney University, Australia*

'IACLE was the turning point in the way contact lens practice and education was conducted in India. Joining IACLE was a turning point in my career from clinician to educator.'

*Professor Monica Chaudhry, Amity University, India*

'IACLE provides a wealth of information and motivation to be a better contact lens practitioner.'

*Dr Orlando Neira, Fundacion Universitaria del Area Andina-Pereira, Colombia*

'IACLE is just fantastic. It really changed a lot for me.'

*Dr Eef van der Worp, University of Maastricht, the Netherlands*



HOW WILL YOU BENEFIT FROM JOINING US?

By becoming a sponsor of IACLE you will...

- **Showcase your support** for contact lens education worldwide
- **Position your brand** alongside a unique and prestigious global organization
- **Network** with leading contact lens educators around the world
- **Reach out to educators and students** – the contact lens practitioners of tomorrow – through participation in IACLE World Congresses, Educator Meetings, Train-the-Trainer Programs, Industry Seminars and Web Lectures
- **Access resources and programs**, such as ICLC2020, the Distance Learning Program, Case Reports, Research Update, Image Collections and Fellowship Program (FIACLE)
- **Benefit from complimentary membership** for sponsor employees and delegate places for sponsor representatives at IACLE events
- **Receive acknowledgement** for your support in IACLE communications, on our website and across social media platforms
- **Gain media coverage** for your support via our list of over 150 press contacts

**PLUS Opportunities to get involved in events and activities for educators, students and practitioners at a local, regional or international level. We also encourage sponsors to provide input into our planning, goal setting and overall direction.**

2020 Annual Sponsorship Packages

Industry sponsorship is used to fund the core operations of IACLE activities to achieve our mutual objectives. Funding for events and activities that are specifically requested but that do not fall directly within our mandate may attract incremental funding from industry sponsors or other interested organizations and will be negotiated independently.

See our Sponsor Benefits below for details at each sponsorship level and contact IACLE Executive Director Bonnie Boshart at [b.boshart@iacle.org](mailto:b.boshart@iacle.org) to secure your position for 2020.

Sponsorship Level	Donor Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Annual Contribution	\$10,000 - \$24,999	\$25,000- \$74,999	\$75,000 - \$124,999	\$125,000 - \$174,999	\$175,000 and above
<b>Year-round Promotional Recognition</b> Company logo on each page of IACLE website (with profile on Sponsors page), on member emails, presentations and promotional materials, and Sponsor use of IACLE logo	✓	✓	✓	✓	✓
<b>Your Company Information for IACLE Members</b> Company profile on our Sponsors of IACLE web page. Your materials available to members under Industry Resources. Relevant news in our monthly Global Member Newsletter.	✓	✓	✓	✓	✓
<b>Meeting Participation (Educator Meetings, Train-the-Trainer Programs, Industry Seminars and World Congress)</b> First call for participation in regional and national meetings in 2020. Opportunity to provide giveaways at meetings.	✓	✓ + display booth/table at meetings	✓ + display booth/table at meetings. First call for incremental sponsorship of 4th IACLE World Congress at BCLA 2021 + podium presence	✓ + display booth/table at meetings. First call for incremental sponsorship of 4th IACLE World Congress at BCLA 2021 + podium presence + opportunity to sponsor lunch and/or activity	✓ + display booth/table at meetings. First call for incremental sponsorship of 4th IACLE World Congress at BCLA 2021 + podium presence + opportunity to sponsor dinner and/or activity
<b>Access to IACLE Resources</b> English IACLE resources available at cost. Use of resources to develop programs will incur a license fee.	✓	✓	✓	✓ + access to translated resources	✓ + open access to all IACLE resources + unlimited use in developing educational programs
<b>Access to FIACLEs</b> Access to a list of FIACLEs, who are a valuable resource to act as Key Opinion Leaders.		✓	✓	✓ + IACLE facilitation of non-industry FIACLEs for CE delivery	✓ + IACLE facilitation and training of non-industry FIACLEs for CE delivery
<b>Web Lecture Participation</b> Five-minute presentation during one Web Lecture each year.		✓	✓ + Web Lecture series one additional time	✓ + Web Lecture series two additional times per year (available in multiple languages)	✓ + Web Lecture for up to 25 member locations (multiple languages)
<b>Complimentary IACLE Membership</b> One complimentary membership for sponsor employee.	✓	✓ + 1 complimentary membership for sponsor employees	✓ + 2 complimentary membership for sponsor employees	✓ + 4 complimentary membership for sponsor employees	✓ + 9 complimentary membership for sponsor employees

**Does your company want to help educate the contact lens practitioners of tomorrow and grow the market for contact lenses worldwide?... Then, can you afford NOT to be a sponsor of IACLE?**



2020 Sponsorship Opportunities with IACLE

