



# **Sponsorship Opportunities with IACLE**

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# Welcome to IACLE

Welcome to the International Association of Contact Lens Educators, 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 the 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 contact lenses. As an IACLE sponsor, your role will be crucial in helping us evolve to meet our members' needs.

1

organization

91

countries

2.5k

members

170k

students

250m

CL wearers



IACLE is committed to ensuring that contact lenses are still at the forefront of the minds of eye care practitioners and their patients. As the global recovery from the COVID-19 pandemic continues, we are well-placed to help our members re-imagine their approaches to contact lens teaching and inspire the next generation of contact lens practitioners.

**Professor Philip Morgan**  
**IACLE President**



# About IACLE

## WHAT IS IACLE?

IACLE is the leading provider of educational and information resources essential to contact lens educators worldwide. Founded over 40 years ago, IACLE is a non-profit, non-political organization, that welcomes 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
- Facilitate the use of contact lenses worldwide

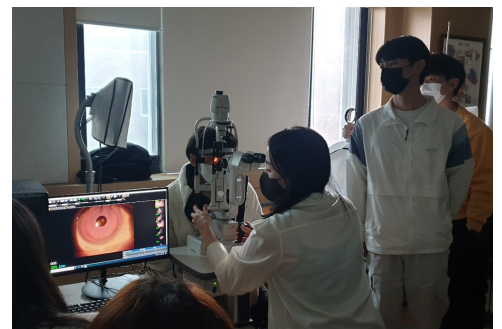
## WHAT DOES IACLE DO?

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





## WHAT DOES IACLE PROVIDE?

**Our resources** include the flagship IACLE Contact Lens Course (ICLC), the must-have resource for all contact lens educators. The ICLC is regularly updated by the world's leading authorities in contact lenses to keep pace with the latest developments.

**Our programs** include our prestigious Fellowship Program. Fellows of IACLE are seen as leaders within the industry and are frequently invited to speak at educational meetings, providing practitioner and student education within their professional communities.

**Our Teaching Online Platform**, IACLETOP, is IACLE's central point to access all online resources and teaching materials, including the IACLE Contact Lens Course, Distance Learning Program, Student Trial Exam, Case Report Series, Flashcards, Webinars, the Research Update and the Regional Hubs.

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



# Member Benefits

## WHO ARE OUR MEMBERS?

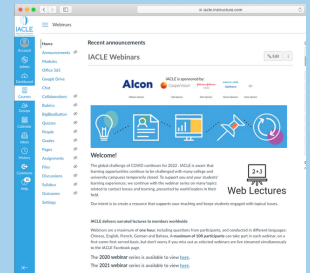
IACLE currently has more than **800 members** in **79 countries**, reaching around **20,000 students** each year in institutions worldwide.

## WHAT DO OUR MEMBERS GAIN FROM IACLE?

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

- Access to IACLETOP where all IACLE online resources and teaching materials can be accessed, including the recently-developed Student Area, making it possible to provide IACLE resources to students and giving the ability for educators to develop their own online teaching content
- The 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
- The Distance Learning Program offers a phased, self-study aid for educators and assists those sitting the Fellowship Exam
- Fellowship of IACLE Program (FIACLE) recognizes members' accomplishments within the global field of contact lens education
- Student Trial Exam assesses students' contact lens knowledge
- Interactive Case Report Series and IACLE Library to support teaching
- Monthly Research Updates keep educators up to date with developments in published research
- Global Member Newsletter informs members about the latest IACLE news, resources, and member updates
- Web Lectures and Discussion Forums broadcasted live online across multiple platforms, including Zoom, Facebook, and YouTube
- World Congresses, Educator Meetings, Virtual Conferences, Train-the-Trainer Programs, and Industry Seminars
- Annual Awards for IACLE Contact Lens Educator of the Year and IACLE Travel Awards to attend international meetings

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



**IACLETOP** is the central point to access all IACLE online resources and teaching materials.

## ICLC 2020

The **IACLE Contact Lens Course** is our most used and highly 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**.



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

## And here's what our members want IACLE to provide in the 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
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## 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, Virtual Conferences, Train-the-Trainer Programs, Industry Seminars and Web Lectures
- **Access** resources and programs, such as the IACLE Contact Lens Course, Distance Learning Program, Case Report Series, Research Update, IACLE Library and Fellowship Program (FIACLE) for use in developing training for your staff and ECPs
- **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 IACLETOP
- **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.

Visit [www.iacle.org](http://www.iacle.org) for more details

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.



# 2022 Annual Sponsorship Packages

See our Sponsor Benefits for details at each sponsorship level and contact IACLE Chief Executive Officer **Bonnie Boshart** at [b.boshart@iacle.org](mailto:b.boshart@iacle.org) to secure your position for 2022.

Sponsorship Level	Year-round Promotional Recognition	Social Media Presence	Meeting Participation (Educator Meetings, Train-the-Trainer Programs)	Access to FIACLEs	IACLETOP	Web Lecture Participation	Complimentary IACLE Membership
<b>Donor Sponsor</b> \$10,000 - \$24,999	Company logo on each page of IACLE website (with text on Sponsor page) as well as front page of each course offered on IACLETOP, on member emails, presentations and promotional materials, as Donor Sponsor in 5th position. Sponsor use of IACLE logo.	Recognition of all IACLE sponsors across all social media platforms once per year.	Attendance at global, regional and national meetings.		Access to IACLE resources for professional services staff training and practitioner continuing education.  Industry donated generic resources available to members and students on IACLETOP.		One complimentary membership for sponsor employee.
<b>Bronze Sponsor</b> \$25,000 - \$74,999	Company logo on each page of IACLE website (with text on Sponsor page) as well as front page of each course offered on IACLETOP, on member emails, presentations and promotional materials, as Bronze Sponsor in 4th position. Sponsor use of IACLE logo.	Recognition of all IACLE sponsors across all social media platforms once per year.	Attendance at global, regional and national meetings.	Access to list of FIACLEs.	Access to IACLE resources for professional services staff training and practitioner continuing education.  Industry donated generic resources available to members and students on IACLETOP.	Five-minute presentation during one Web Lecture each year.	Two complimentary memberships for sponsor employees.
<b>Silver Sponsor</b> \$75,000 - \$124,999	Company logo on each page of IACLE website (with text on Sponsor page) as well as front page of each course offered on IACLETOP, on member emails, presentations and promotional materials, as Silver Sponsor in 3rd position. Sponsor use of IACLE logo.	Exclusive recognition of sponsorship once per year across all social media platforms.  Recognition of all IACLE sponsors across all social media platforms once per year.	Participation in global, regional and national meetings. Podium time available for 10 min slot for science & technology or commercial presentation to match theme of meeting.	Access to IACLE list of FIACLEs.	Access to IACLE resources for professional services staff training and practitioner continuing education.  Industry donated generic resources available to members and students on IACLETOP.	Five-minute presentation during regularly scheduled Web Lecture series two times per year.	Three complimentary memberships for sponsor employees.
<b>Gold Sponsor</b> \$125,000 - \$174,999	Company logo on each page of IACLE website (with text on Sponsor page) as well as front page of each course offered on IACLETOP, on member emails, presentations and promotional materials, as Gold Sponsor in 2nd position. Sponsor use of IACLE logo.	Exclusive recognition of sponsorship twice per year across all social media platforms.  Recognition of all IACLE sponsors across all social media platforms once per year.	Participation in global, regional and national meetings. Podium time available for 15 min slot for science & technology or commercial presentation to match theme of meeting.	Access to IACLE facilitation of non-industry FIACLEs for CE delivery.	Access to IACLE resources for professional services staff training and practitioner continuing education.  Industry donated generic resources available to members and students on IACLETOP.	Five-minute presentation during regularly scheduled Web Lecture series three times per year (available in multiple languages).	Five complimentary memberships for sponsor employees.
<b>Platinum Sponsor</b> \$175,000 and above	Company logo on each page of IACLE website (with text on Sponsor page) as well as front page of each course offered on IACLETOP, on member emails, presentations and promotional materials, as Platinum Sponsor in 1st position. Sponsor use of IACLE logo.	Exclusive recognition of sponsorship three times per year across all social media platforms.  Recognition of all IACLE sponsors across all social media platforms once per year.	Participation in global, regional and national meetings. Podium time available for 20 min slot for science & technology or commercial presentation to match theme of meeting.	Access to IACLE facilitation of non-industry FIACLEs for CE delivery.	Access to IACLE resources for professional services staff training and practitioner continuing education.  Industry donated generic resources available to members and students.  Industry Resource Center with branded materials available to members and students.	IACLE will facilitate company-related Web Lecture for up to 100 member locations (available in multiple languages) and a five-minute presentation during regularly scheduled Web Lecture series four times per year.	Ten complimentary memberships 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?