



2027

INTREPID

INNOVATION SUMMIT

BOWIE HOUSE • FORT WORTH, TEXAS

INDUSTRY ENGAGEMENT PROSPECTUS

APRIL 16-18, 2027 | BOWIE HOUSE | FORT WORTH, TEXAS

A curated convergence of bold thinkers, emerging technologies,
industry leaders, and the next generation of optometric innovation.

VISION | COLLABORATION | INNOVATION | IMPACT

INTREPID INNOVATION SUMMIT

Intrepid Eye Society is a collective of emerging thought leaders in optometry dedicated to promoting excellence and growth in the field. The Innovation Summit focused on encompassing innovative discussions on future medical therapeutics, diagnostics, practice development, research and development, and collaborative care.

About the Innovation Summit

The 2027 Innovation Summit serves as the premier platform for optometric professionals to engage in forward-thinking discussions, hands-on workshops, and collaborative sessions. Attendees will explore the latest advancements in eye care, share insights on emerging technologies, and foster partnerships that drive the profession forward. It's not just an event, it's a movement. A curated, 3 day convergence of bold thinkers, emerging technologies, and leaders in Optometry. The Innovation Summit exists to break silos, question norms and reimagine what's possible in eyecare.

Date: April 15-17, 2027

Location: The Bowie House, Fort Worth, Texas

Attendance: ~70 Visionaries

~34* Intrepid Eye Society Members

~34* Industry Leaders

SCAN THE QR
CODE TO SEE ALL
THE IES MEMBERS
AND THEIR BIO'S



Objectives

Illuminate the next wave of innovations and breakthrough technologies in optometry.

Ignite collaboration between key opinion leaders and industry changemakers.

Elevate visibility of Intrepid members as the future voices of clinical innovation.

Empower pipeline transparency, strategic dialogue, and shared vision among stakeholders.

Why Participate?

Thought Leadership: Position your organization at the forefront of optometric innovation.

Networking Opportunities: Connect with a diverse group of leading Optometric influencers and educators, researchers, and industry leaders.

Brand Visibility: Enhance your brand's presence among key stakeholders in the optometric community.

Collaborative Engagement: Participate in shaping the future of eye care through joint initiatives and discussions.

Innovation: Reimagine what's possible in the future of eye care.

Roundtable Workshops: Small group discussions of trends and innovations

Trend Analysis: Collaborative analysis between industry and eye care providers for an honest evaluation of the current status of Optometry and where it is heading.

Focus Group / Ad Board Opportunities with industry leadership and IES members.

Leadership

OFFICERS

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Stillwater, MN

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Edmond, OK

BOARD MEMBERS

Membership

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Carolyn Majcher, OD, FAAO
Tahlequah, OK

Culture Ambassador

Selina McGee OD, FAAO, Dipl ABO
Edmond, OK



ENGAGING WITH THE INNOVATION SUMMIT

Next Steps

Please feel free to contact us at your convenience to explore engagement opportunities further or complete the engagement form on the following page.

On the next few pages you will find a tentative schedule for the 2027 IES Innovation Summit. This schedule is still being developed and has opportunities for your input as our industry partners.

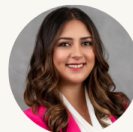
Warm regards,

Bo Keeney and Sarah Keeney

Executive Directors
Intrepid Eye Society

2026 IES Members

Scan the QR for
full bios on all
IES members.



Bitu Asghari



Melissa Barnett



Alison Bozung



Nick Bruns



Mark Buboltz



Jade Coats



Michael Cooper*



Micaela Crowley



Vin Dang



Janelle Davison



Damon Dierker*



Tracy Doll



Daniel Epshtein



Mitch Ibach



Jaclyn Garlich



John Gelles



Derek Hamilton



Jessica Haynes



Josh Johnston



Erin Keim



Brett King*



Cecelia Koetting



Chris Kruthoff



Jacob Lang



Cory Lappin



Sophia Leung



Nate Lighthizer



Carolyn Majcher



Selena McGee



Aaron McNulty



Jessilin Quint



Adam Ramsey



Mark Schaeffer



Justin Schweitzer



Patrick Scott



Jessica Steen



Jacqueline Theis



Erin Tomiyama



Ashley Tucker



Gina Wesley



Mary Beth Yackey

*Intrepid Emeritus Members



Bo Keeney
Executive Director



Sarah Keeney
Executive Director

Summit Engagement Opportunities

	Foundational Supporter \$110k	Gold \$50k	Silver \$25k	Bronze \$18k
Availability (16 total sponsors)	SOLD!	3	5	7
Industry Attendees	5	4	3	2
Seats on Innovation Panels	3	2	1	1
Executive Session with IES Leadership (3-4 IES Board Members per session)	25 minutes	25 minutes	-	-
Day 3 Ad Boards or Workshop*	Included on Foundational Supporter Day	1	1	-
Sponsor Spotlight Industry Introduction	5 minutes	3 minutes	2 minutes	-
Summit Onsite Program Advertising	Full Page Inside Front	Full Page	Half Page	Quarter Page
Lunch Round Table topic of your selection	✓	✓	-	-
Summit Sponsorship Recognition	✓	✓	✓	✓
Directory of all attendees, contact information, post survey results, post conference material	✓	✓	✓	✓
Invitation to 2028 IES Academy of Optometry Connection Reception	✓	✓	✓	✓

FRIDAY, INNOVATION SUMMIT AGENDA

Time	Session
11:00-9:00 PM	Foundational Sponsor Day
9:00-10:30 PM	Welcome Reception for all Innovation Summit Attendees

SATURDAY, INNOVATION SUMMIT TENTATIVE AGENDA

Time	Session
7:00-7:30 AM	Breakfast & Networking
7:30-7:45 AM	Welcome: Why 2027 Matters for Optometry
7:45-8:30 AM	State of the Industry: What Is Changing Fastest in Eyecare?
8:35-9:20 AM	Artificial Intelligence 2.0: From Hype to Daily Workflow
9:25-10:10 AM	The New Clinical Authority of Optometry
10:10-10:25 AM	Networking Break
10:25-11:10 AM	Interventional Glaucoma and the Future of Chronic Disease Management
11:15-12:00 PM	Ocular Surface Disease, MGD, and Neurotrophic Disease: Building a True Chronic Care Model
12:00-2:15 PM	Lunch Roundtables
2:15 -2:30 PM	Networking Break
2:30 - 3:15 PM	Myopia Management, Pediatrics, and the Lifetime Patient Relationship
3:20-4:05 PM	IES Innovation Partnership: Accelerating Adoption of Premium Eye Care Innovation Surgical Collaboration 2027: Cataract, Refractive, Cornea, and Premium IOL Care
4:10-4:55 PM	OD Behavior, Influence, and Adoption: Why Great Innovation Still Fails
5:15-5:45 PM	Executive Session with IES Leadership
6:30-10:00 PM	Shuttle Departure Cowboy Networking Event

SUNDAY, INNOVATION SUMMIT TENTATIVE AGENDA

Time	Session
7:00–7:30AM	Networking Breakfast
7:30–8:45 AM	Innovation Summit lessons learned and next steps. How we take optometry to the next level?
9:00–10:15 AM 10:30–11:45 AM	AD Boards/Marketing Development

2026 IES Summit Supporters

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INNOVATION SUMMIT ENGAGEMENT FORM

Please send this form completed and signed to intrepideyesocietyleaders@gmail.com

Company Name _____

Main Point of Contact _____ Email _____

Telephone _____

Address _____

City _____ State _____ Postal Code _____

Attendee 1 Name _____ Email _____

Attendee 2 Name _____ Email _____

Sponsorship Opportunities

Foundational Support Package	\$10,000
Gold Package (Limited to 3 Companies)	____ \$50,000
Silver Package (Limited to 5 Companies)	____ \$25,000
Bronze Package (Limited to 5 Companies)	____ \$18,000

Payment Schedule

An invoice for 100% of the payment will be sent upon reception of the order form. The invoice will be payable within 45 days prior to the 2027 Innovation Summit. There will be a 3% processing fee for all payment utilizing a credit card. No cancellations are permitted.

Date _____ Signature _____

If you have any questions, please reach out to Bo or Sarah at
intrepideyesocietyleaders@gmail.com or 804-643-0312