

## Sponsor Information

Company Name as it should appear when printed: \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Please check your Sponsorship Level:

- Platinum (\$15,000)
- Gold (\$10,000)
- Silver (\$5,000)
- Bronze (\$2,500)
  
- A La Carte (please list)

\_\_\_\_\_

- Advertising (please list)

\_\_\_\_\_

Checks payable to: **Indiana Optometric Association**

Total amount enclosed \_\_\_\_\_

### Credit Card Payments

Name on card \_\_\_\_\_

Account # \_\_\_\_\_

Circle type:      MC                      VISA

Expiration date \_\_\_\_\_

I hereby authorize the above charge amount.

Signature \_\_\_\_\_

Return completed forms to:

**Indiana Optometric Association**  
10 W. Market Street, Suite 2995  
Indianapolis, IN 46204

Online payment:

<http://www.ioa.org/online-sponsorship-payment/>

## 2020 IOA Events

### Fall Seminar - October 2-3, 2019

Bloomington, IN    OD Attendance: ~230  
Table Space: \$2500 for one day; \$4000 for two days  
(Space is limited)  
Lunch Sponsor: \$5000 includes table space for one day and 10 minute presentation time

### Winter Seminar - February 5, 2020

Ritz Charles, Carmel, IN    OD Attendance: ~100  
Table Space: \$1000  
Lunch Sponsor: \$5000 includes table space and 10 minute presentation time

### Indiana Optometry's Meeting Convention - April 17-19, 2020

Embassy Suites Noblesville  
Attendance: Approximately 150 ODs, 40 Paraoptometrics, 40 IU Optometry Students  
Exhibit: \$1000 booth; \$1800 premium space  
*A La Carte Sponsorships available!*

### Summer Seminar - July 15, 2020

Ritz Charles, Carmel, IN    OD Attendance: ~100  
Table Space: \$1000  
Lunch Sponsor: \$5000 includes table space and 10 minute presentation time

### Fall Seminar - October 15-16, 2020

Bloomington, IN    OD Attendance: 230

## Connect with the IOA

Questions or to discuss sponsorship opportunities, contact Director of Marketing and Communications Lisa Sheridan at:

Phone: 317-237-3560      Email: [ls Sheridan@ioa.org](mailto:ls Sheridan@ioa.org)

**Indiana Optometric Association**  
10 W. Market Street, Suite 2995  
Indianapolis, IN 46204  
[www.ioa.org](http://www.ioa.org)

 <https://www.facebook.com/IndianaOptometricAssociation>  
Closed Group: Indiana OPTOMETRY

 @IndianaEyeDocs



## 2020 SPONSORSHIP & ADVERTISING OPPORTUNITIES



**Partnership with the IOA is a win-win for everyone!**

## Annual Corporate Sponsorships

With more than 800 members, Indiana OPTOMETRY, the Indiana Optometric Association (IOA), has served Hoosier Optometrists and their patients since 1897. Make your annual commitment by Jan. 24, 2020, to be recognized at all events! *We will be happy to discuss substitutions and modifications.*

### Platinum Sponsorship \$15,000

- Full page advertisement in educational materials for four IOA seminars
- Quarter page advertisement in IOA newsletter (3-4 issues per year)
- Logo on the IOA website with a direct link to your website
- Acknowledgement on IOA Convention and seminar event signage and programs
- Three free standard exhibitor booths at the IOA Annual Convention Exhibit Hall
- Two complimentary rooms Friday night at the IOA Annual Convention (IOA rate)
- Four complimentary tickets for the Convention Awards Luncheon
- Invitation to one IOA Board of Trustees meeting with a 30 minute presentation
- Ten minute presentation at the IOA's popular Fall Seminar

### Gold Sponsorship \$10,000

- Full page advertisement in educational materials for four IOA seminars
- Quarter page advertisement in IOA newsletter (3-4 issues per year)
- Logo on the IOA website with a direct link to your website
- Acknowledgement on IOA Convention and seminar event signage and programs
- Two free standard exhibitor booths at the IOA Annual Convention Exhibit Hall
- One complimentary room Friday night at the IOA Annual Convention (IOA rate)
- Two complimentary tickets for the Convention Awards Luncheon
- Invitation to one IOA Board of Trustees meeting with a 15 minute presentation

### Silver Sponsorship \$5,000

- Half-page advertisement in educational materials for four IOA seminars
- Logo on the IOA website with a direct link to your website
- Acknowledgement on IOA Convention and seminar event signage and programs
- One free standard exhibitor booth at the IOA Annual Convention Exhibit Hall
- Two complimentary tickets for the Convention Awards Luncheon
- Invitation to one IOA Board of Trustees meeting with a 10 minute presentation

### Bronze Sponsorship \$2,500

- Half-page advertisement in educational materials for four IOA seminars
- Logo on the IOA website with a direct link to your website
- Acknowledgement on IOA Convention and seminar event signage and programs
- One standard exhibitor booth at 50% discount at the IOA Annual Convention Exhibit Hall

## Advertising

### Educational Publications

Ad will appear in educational book for seminar attendees.

<u>Ad type</u>	<u>Convention/Fall</u>	<u>All 4 CE Books</u>
Full page - no special placement, B&W only	\$700	\$1,000
Full page - front inside cover, color (1 available)	\$1,200	\$1,700
Full page - back inside cover, color (1 available)	\$1,200	\$1,700
Full page - back cover, color (1 available)	\$1,500	\$2,200

### Newsletter Advertising

Your color ad will appear in the printed newsletter mailed to more than 800 members three to four times per year.

<u>Ad type</u>	<u>Price per printed issue</u>
Full page	\$800
Half page	\$500
Quarter page	\$375

### Email Blast Advertising

Ad will appear in an IOA member e-newsletter. E-blasts are sent on an as-needed basis about once per month. Ad must be submitted as a JPEG.

<u>Color ad</u>	<u>Price</u>
1 Edition	\$250
2 Editions	\$450

## A La Carte Sponsorships

### Convention Sponsorships

	<u>Standard Rate</u>
Friday Continuing Education Breaks	\$1,500
Saturday Continuing Education Breaks	\$1,500
Saturday Paraoptometric CE Breaks	\$1,000
Sunday Continuing Education Break	\$1,000
Past Presidents' Breakfast	\$1,000
Post Convention Board Meeting	\$500

**Please note:**  
Sponsorships at the standard rate may include a co-sponsor.

### Convention Sponsorships with 5-10 minute speaking opportunity

	<u>Standard Rate</u>	<u>Exclusive Rate</u>
IOA Board of Trustees Dinner	\$1,500	
House of Delegates Meeting	\$2,500	
Friday Awards Luncheon	\$5,000	\$10,000
Friday Welcome Reception	\$5,000	\$10,000
Friday Night Social Event	\$2,500	\$15,000
Saturday Trade Show Luncheon	\$5,000	\$15,000
Saturday President's Reception	\$5,000	\$10,000

Interested in sponsoring a speaker? Please call to discuss this option.