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: lsheridan@ioa.org

Indiana Optometric Association
10 W. Market Street, Suite 2995
Indianapolis, IN 46204
www.ioa.org

https://www.facebook.com/IndianaOptometricAssociation
Closed Group: Indiana OPTOMETRY
@IndianaEyeDocs

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/

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

Educational Publications
Ad will appear in educational book for seminar attendees.

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Convention/Fall</th>
<th>All 4 CE Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - no special placement, B&amp;W only</td>
<td>$700</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full page - front inside cover, color (1 available)</td>
<td>$1,200</td>
<td>$1,700</td>
</tr>
<tr>
<td>Full page - back inside cover, color (1 available)</td>
<td>$1,200</td>
<td>$1,700</td>
</tr>
<tr>
<td>Full page - back cover, color (1 available)</td>
<td>$1,500</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Price per printed issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$800</td>
</tr>
<tr>
<td>Half page</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$375</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Color ad</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Edition</td>
<td>$250</td>
</tr>
<tr>
<td>2 Editions</td>
<td>$450</td>
</tr>
</tbody>
</table>

A La Carte Sponsorships

Convention Sponsorships

<table>
<thead>
<tr>
<th>Event</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Continuing Education Breaks</td>
<td>$1,500</td>
</tr>
<tr>
<td>Saturday Continuing Education Breaks</td>
<td>$1,500</td>
</tr>
<tr>
<td>Saturday Paraoptometric CE Breaks</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sunday Continuing Education Break</td>
<td>$1,000</td>
</tr>
<tr>
<td>Past Presidents’ Breakfast</td>
<td>$1,000</td>
</tr>
<tr>
<td>Post Convention Board Meeting</td>
<td>$500</td>
</tr>
</tbody>
</table>

Convention Sponsorships with 5-10 minute speaking opportunity

<table>
<thead>
<tr>
<th>Event</th>
<th>Standard Rate</th>
<th>Exclusive Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOA Board of Trustees Dinner</td>
<td>$1,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>House of Delegates Meeting</td>
<td>$2,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>Friday Awards Luncheon</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Friday Welcome Reception</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Friday Night Social Event</td>
<td>$2,500</td>
<td>$15,000</td>
</tr>
<tr>
<td>Saturday Trade Show Luncheon</td>
<td>$5,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Saturday President's Reception</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

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