



# Indiana OPTOMETRY

## 2019 SPONSORSHIP AND ADVERTISING OPPORTUNITIES



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# ANNUAL CORPORATE SPONSORSHIPS

**A partnership with Indiana OPTOMETRY is a win-win for everyone!**

With approximately 775 members, Indiana OPTOMETRY, the Indiana Optometric Association (IOA), has served Hoosier Optometrists and their patients since 1897.

- ◆ *Your company receives maximum exposure to our members throughout the calendar year.*
- ◆ *Sponsorship helps Indiana OPTOMETRY continue to provide premier education and services to Indiana Optometrists.*

**Thank you for helping advance Optometry in Indiana!**

## Platinum Sponsorship

- 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 Saturday night at the IOA Annual Convention (IOA rate)
- Four complimentary tickets for the Convention Awards Dinner
- Invitation to one IOA Board of Trustees meeting with a 30 minute presentation
- Ten minute presentation at the IOA's popular Fall Seminar

**\$15,000**

## Gold Sponsorship

- 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 Saturday night at the IOA Annual Convention (IOA rate)
- Two complimentary tickets for the Convention Awards Dinner
- Invitation to one IOA Board of Trustees meeting with a 15 minute presentation

**\$10,000**

## Silver Sponsorship

- 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 Exhibition Hall
- Two complimentary tickets for the Convention Awards Dinner
- Invitation to one IOA Board of Trustees meeting with a 10 minute presentation

**\$5,000**

## Bronze Sponsorship

- 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 Exhibition Hall

**\$2,500**

*For more information about sponsorship opportunities, please contact:*

Indiana OPTOMETRY • 10 W. Market Street, Suite 2995 • Indianapolis, IN 46204 • [www.ioa.org](http://www.ioa.org)  
Lisa Sheridan, Director of Marketing and Communications • 317.237.3560 • [ls Sheridan@ioa.org](mailto:ls Sheridan@ioa.org)



# CONVENTION SPONSORSHIPS

Indiana OPTOMETRY hosts an annual convention with top notch continuing education, social gatherings, tradeshow and premium exhibit areas.

**Indiana Optometry's Meeting, the 122nd Annual Convention of the IOA, will be held in French Lick on April 12-14, 2019.**

- ◆ *Convention sponsorship enhances your visibility and allows you to reach interested professionals in Optometry. Your name will be recognized on signage, the IOA website and event publications, and in formal announcements and the member newsletter.*
- ◆ *Your company can select any of the sponsorship options listed or suggest another way to support the Annual Convention.*

## 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
Student Bus from IU to Convention	\$2,500

### PLEASE NOTE:

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

## Convention Sponsorships including a 5-10 minute speaking opportunity

	<u>Standard Rate</u>	<u>Exclusive Rate</u>
IOA Board of Trustees Dinner	\$1,500	
New Technology Summit	\$2,500	
House of Delegates Meeting	\$2,500	
Friday Night Welcome Reception	\$5,000	\$10,000
Friday Night Bowling Social	\$2,500	\$5,000
Saturday Trade Show Luncheon	\$5,000	\$15,000
Saturday Evening President's Reception	\$5,000	\$7,500
Saturday Evening Awards Dinner	\$5,000	\$10,000
Young Optometrist Leadership Organization(YOLO) Social Event	\$2,500	\$5,000

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

### **Exhibit at the Annual Convention (Booth information available Fall 2018)**

Tradeshow Booth - \$1,000      Premium Booth - \$1,800

### **Yearly OD Attendance at the Annual Convention**

2018 - 130    2017 - 140    2016 - 150    2015 - 157    2014 - 171

*In addition, more than 75 IU School of Optometry students and Paraoptometric students attended the 2018 event.*

## Read what some of our exhibitors and sponsors say about the IOA Convention...

*It provided an opportunity to gain visibility for our product that was needed in Indiana.*

The hours worked well. It provided optimal traffic. The facility was great. The layout was very organized.

I got to talk to a ton of doctors and created quite a few leads for my products.

*Thanks for making sure we had great access to doctors.*

The food was excellent. The temperature was just right, and our exhibit equipment made it there with no issue.

*The people who were in charge really interacted with everyone!*

I appreciate being thanked by all of the attending members. It's well organized. I enjoy seeing everyone "outside" of work hours.

As a vendor I love the opportunity to give back while having a great time!



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# SEMINAR SPONSORSHIPS

2018 Fall Seminar - October 3-4, 2018

2019 Winter Seminar - February 6, 2019

2019 Summer Seminar - July 10, 2019

2019 Fall Seminar - October 2-3, 2019

## FALL SEMINAR OPPORTUNITIES

Indiana OPTOMETRY's popular two day fall education seminar is held on the beautiful campus of Indiana University in Bloomington. Optometrists spend two full days learning about the latest technology, techniques and medications. The compact setting of the Indiana Memorial Union guarantees high visibility for sponsors.

### **OD Attendance for Fall Seminar**

2017 - 235	2016 - 232	2015 - 217	2014 - 236
2013 - 279	2012 - 289	2011 - 278	

### **Event Sponsor \$10,000**

Exclusive recognition at all events and in print materials as Fall Seminar sponsor. Includes an address to attendees at the luncheon and an exhibit table for one day.

### **Wednesday Luncheon Sponsor \$5,000**

Includes an address to attendees at the luncheon and an exhibit table for one day.

### **Wednesday Evening Reception Sponsor \$5,000**

Includes an address to attendees at the reception and an exhibit table for one day.

### **Exhibit Table \$2,500 one day/\$4,000 two days**

Limited number, located in breakfast/break room next to lecture hall with OD traffic throughout the day.

### **Print Advertisement Fall Seminar Handbook**

\$450 Full page (black/white, no special placement)  
\$300 Half page (black/white, no special placement)

## SUMMER & WINTER SEMINARS

Indiana OPTOMETRY's one day continuing education seminars held at the Ritz Charles in Carmel, Indiana.

### **OD Attendance**

#### **Summer Seminar**

2018 - 74

2017 - 94

2016 - 81

2015 - 94

2014 - 108

2013 - 87

### **OD Attendance**

#### **Winter Seminar**

2018 - 133

2017 - 102

2016 - 119

2015 - 106

2014 - 69 (*Attendance*

*reduced 50% due to blizzard)*

### **Event Sponsor \$5,000**

Recognition at the event and in print materials as the seminar sponsor. Includes an address to attendees at the lunch and an exhibit table for the day.

### **Exhibit Table \$1,000**

Exhibit for the day. Limited number, located near breakfast/break area or in best available area near continuing education.

### **Print Advertisement Seminar Handbook**

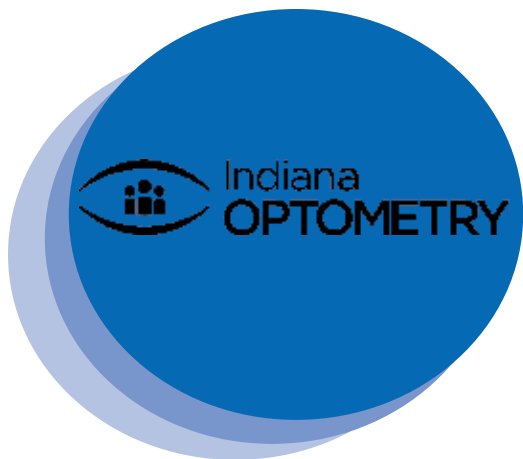
\$450 Full page (black/white, no special placement)

\$300 Half page (black/white, no special placement)



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# ADVERTISING

Indiana OPTOMETRY hosts four educational seminars annually that offer world-class speakers lecturing on cutting edge topics. Each year, more than 1,000 optometrists, optometric students and paraoptometric receive IOA educational materials.

◆ *Advertisers in Indiana OPTOMETRY educational publications, newsletters and E-blasts gain direct exposure to existing and potential clients.*

## Educational Publications

Your ad will appear in educational materials (electronic and/or print) for seminar attendees.

<u>Ad type</u>	<u>Convention &amp; Fall</u>	<u>All 4 Seminars</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 775 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

Your ad will appear on an IOA e-newsletter sent to more than 600 members throughout the year. E-blasts are sent on an as-needed basis about once per month. Ads must be submitted as a JPEG. Space is limited.

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

### Ad Specs

**Full page newsletter**      **Full page CE handbook**  
7.5" W x 9" H                      7.5" W x 10" H

**Half page newsletter**      **Half page CE handbook**  
7.5" W x 4.25" H                      7.5" W x 4.75" H  
4.875" W x 6.25" H

**Quarter page newsletter**  
3.5" W x 4.25" H

If possible, please submit ads in JPEG, EPS or PDF.  
Logos and images must be high resolution.

The IOA reserves the right to refuse any ad on the basis of editorial discretion.

### Seminar Dates

10/3-4/2018      Fall Seminar  
2/6/2019              Winter Seminar  
4/12-14/2019      Indiana Optometry's Meeting (Annual Convention)  
7/10/2019              Summer Seminar  
10/2-3/2019              Fall Seminar

### Handbook Ad Deadlines

2018 Fall Seminar      8/24/2018  
2019 Winter Seminar      12/28/2018  
2019 Spring Convention      2/22/2019  
2019 Summer Seminar      5/31/2019  
2019 Fall Seminar      8/23/2019

*Deadlines subject to change.*

### Newsletter Ad Deadlines

December      10/19/2018  
March              1/11/2019  
June                  4/19/2019  
September      7/19/2019  
December      10/18/2019

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# ANNUAL SPONSORSHIPS & ADVERTISING

**Thank you for considering sponsorship and advertising opportunities with Indiana OPTOMETRY!**  
 Since 1897 the Indiana Optometric Association has taken a leadership role in the support of the profession and the development of its members. As a resource for members, Indiana OPTOMETRY provides opportunities for continuing education, best practices networking and practice placement. Indiana OPTOMETRY advocates for public policy to assist our members in improving the vision and health of their patients.  
*Your continued commitment to Indiana OPTOMETRY will keep us moving forward in our mission.*

<b>Corporate Sponsorship</b>	<b>Value</b>	<b>Selection</b>	<b>Amount</b>
Platinum	\$15,000		
Gold	\$10,000		
Silver	\$5,000		
Bronze	\$2,500		

<b>Convention Sponsorship</b>	<b>Standard Rate</b>	<b>Exclusive Rate</b>	<b>Selection</b>	<b>Amount</b>
IOA Board of Trustees Dinner	\$1,500			
Friday Night Welcome Reception	\$5,000	\$10,000		
Friday Night Bowling Social	\$2,500	\$5,000		
Friday Continuing Education Breaks	\$1,500			
House of Delegates Meeting	\$2,500			
Saturday Trade Show Luncheon	\$5,000	\$15,000		
Saturday Evening President's Reception	\$5,000	\$7,500		
Saturday Evening Awards Dinner	\$5,000	\$10,000		
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 of Trustees Meeting	\$500			
New Technology Summit	\$2,500			
YOLO Social Event	\$2,500	\$5,000		
Student Bus from IU to Convention	\$2,500			

<b>Seminar Sponsorship &amp; Ads</b>	<b>Standard Rate</b>	<b>Selection</b>	<b>Amount</b>
Fall Seminar Event Sponsor	\$10,000		
Fall Seminar Wednesday Luncheon	\$5,000		
Fall Seminar Wednesday Evening Reception	\$5,000		
Fall Seminar Exhibit Table - one day	\$2,500		
Fall Seminar Exhibit Table - both days	\$4,000		
Summer or Winter Seminar Event Sponsor	\$5,000		
Summer or Winter Seminar Exhibit Table	\$1,000		
Full page ad in seminar handbook	\$450		
Half page ad in seminar handbook	\$300		

<b>Advertising</b>	<b>Selection</b>	<b>Amount</b>
<b>Educational Publications Advertising</b>	<b>Convention &amp; Fall</b>	<b>All 4 publications</b>
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
<b>Newsletter Advertising</b>	<b>Price per issue</b>	<b>Quantity</b>
Full page	\$800	
Half page	\$500	
¼ page	\$375	
<b>Email Blast Advertising</b>	<b>Price</b>	
1 Edition	\$250	
2 Editions	\$450	

MAIL FORM AND PAYMENT, CALL OR PAY ONLINE!

Please total your sponsorship here: \$



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