



# Indiana OPTOMETRY

## 2018 SPONSORSHIP AND ADVERTISING OPPORTUNITIES





# 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 Luncheon
- 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 Luncheon
- 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 Luncheon
- 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.

**The 121st Annual Spring Convention will be held at The Westin Indianapolis on April 13-15, 2018.**

- ◆ *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

*Standard rate may include a co-sponsor.*

	<b>Standard Rate</b>	<b>Exclusive Rate</b>
IOA Board of Trustees Dinner	\$1,500	\$3,000
Friday Continuing Education Breaks	\$1,500	\$2,500
Saturday Continuing Education Breaks	\$1,500	\$2,500
Saturday Paraoptometric CE Breaks	\$1,000	\$1,500
Sunday Continuing Education Break	\$1,000	\$1,500
Past Presidents' Breakfast	\$1,000	\$2,000
Post Convention Board Meeting	\$500	\$1,500
Provide Badge Holders (Naming Rights)	N/A	\$1,500

## Convention Sponsorships including a 10 minute speaking opportunity

House of Delegates Breakfast	\$2,500	\$5,000
Friday Awards Luncheon	\$5,000	\$10,000
Friday Night Reception	\$5,000	\$10,000
Saturday Trade Show Luncheon	\$3,000	\$15,000
Saturday President's Reception	\$2,500	\$5,000
Lecture Hall Wi-Fi Sponsor (3 days)	N/A	\$9,500

**Interested in sponsoring a speaker?** We would be happy to discuss this option with you.

## **Exhibit at the Annual Convention**

**(Booth information available January 2018)**

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

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

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

*In addition, more than 75 OD students and Paraoptometrics attended the 2017 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!*



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# SEMINAR SPONSORSHIPS

2017 Fall Seminar	◆	October 4-5, 2017
2018 Winter Seminar	◆	February 7, 2018
2018 Summer Seminar	◆	July 11, 2018
2018 Fall Seminar	◆	October 3-4, 2018

## 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**

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**

2017-94  
2016-81  
2015-94  
2014-108  
2013-87

### **OD Attendance**

#### **Winter Seminar**

2017-102  
2016-119  
2015-106  
2014-69 (*Attendance reduced 50% due to blizzard*)  
2013-152

### **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**

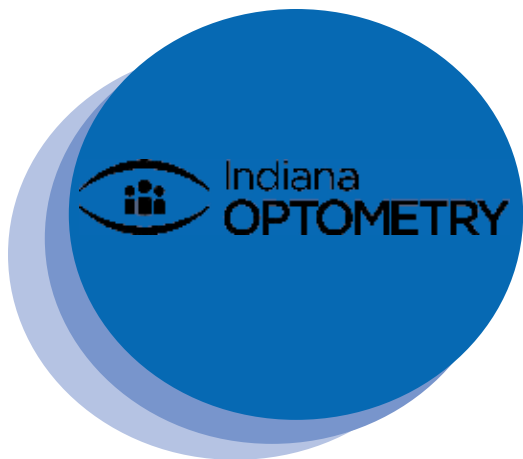
\$450 Full page (black/white, no special placement)  
\$300 Half page (black/white, no special placement)



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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

10/4-5/2017      Fall Seminar  
2/7/2018              Winter Seminar  
4/13-15/2018      Spring Convention  
7/11/2018              Summer Seminar  
10/3-4/2018              Fall Seminar

### Handbook Ad Deadlines

2017 Fall Seminar      8/25/2017  
2018 Winter Seminar      1/5/2018  
2018 Spring Convention      3/1/2018  
2018 Summer Seminar      6/1/2018  
2018 Fall Seminar      8/24/2018

*Deadlines subject to change.*

### Newsletter Ad Deadlines

December      10/20/2017  
March              1/12/2018  
June                  4/27/2018  
September      7/20/2018  
December      10/19/2018

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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.

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

Convention Sponsorship	Standard Rate	Exclusive Rate	Selection	Amount
IOA Board of Trustees Dinner	\$1,500	\$3,000		
Friday Awards Luncheon	\$5,000	\$10,000		
Friday Night Reception	\$5,000	\$10,000		
Friday Continuing Education Breaks	\$1,500	\$2,500		
House of Delegates Breakfast	\$2,500	\$5,000		
Saturday Trade Show Luncheon	\$3,000	\$15,000		
Saturday President's Reception	\$2,500	\$5,000		
Saturday Continuing Education Breaks	\$1,500	\$2,500		
Saturday Paraoptometric CE Breaks	\$1,000	\$1,500		
Sunday Continuing Education Break	\$1,000	\$1,500		
Past Presidents' Breakfast	\$1,000	\$2,000		
Post Convention Board of Trustees Meeting	\$500	\$1,500		
Lecture Hall Wi-Fi Sponsor (3 days)	N/A	\$9,500		
Provide Badge Holders (Naming Rights)	N/A	\$1,500		

Seminar Sponsorship & Ads	Standard Rate	Exclusive Rate	Selection	Amount
Fall Seminar Event Sponsor	N/A	\$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			

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

Please total your sponsorship here: \$

**Mail form and payment. Call. Or Pay online. Thank you!**



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