



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
Lisa Sheridan, Director of Marketing and Communications • 317.237.3560 • 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.

| | Standard Rate | Exclusive Rate |
|---------------------------------------|----------------------|-----------------------|
| 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

| | Standard Rate | Exclusive Rate |
|-------------------------------------|----------------------|-----------------------|
| 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!



For more information about sponsorship opportunities, please contact:

Indiana OPTOMETRY • 10 W. Market Street, Suite 2995 • Indianapolis, IN 46204 • www.ioa.org
 Lisa Sheridan, Director of Marketing and Communications • 317.237.3560 • ls Sheridan@ioa.org



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.

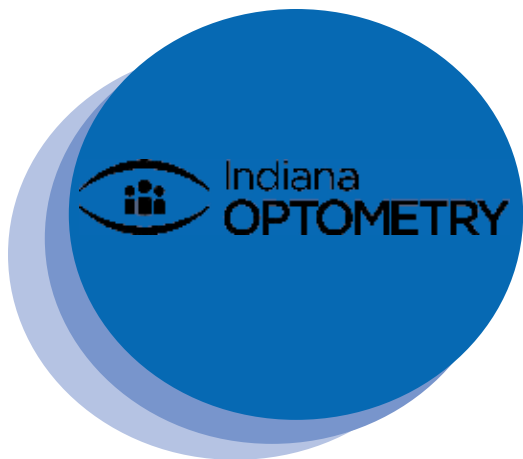
Print Advertisement Seminar Handbook

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



For more information about sponsorship opportunities, please contact:

Indiana OPTOMETRY • 10 W. Market Street, Suite 2995 • Indianapolis, IN 46204 • www.ioa.org
Lisa Sheridan, Director of Marketing and Communications • 317.237.3560 • ls Sheridan@ioa.org



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 & 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

For more information about advertising opportunities, please contact:

Indiana OPTOMETRY • 10 W. Market Street, Suite 2995 • Indianapolis, IN 46204 • www.ioa.org
Lisa Sheridan, Director of Marketing and Communications • 317.237.3560 • ls Sheridan@ioa.org



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!



10 W. Market St., Suite 2995 • Indianapolis, IN 46204 • 317.237.3560 • www.ioa.org
 Lisa Sheridan, Director of Marketing and Communications • lsheridan@ioa.org