

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
275 N. Medical Dr., #3363
Carmel, IN 46082



IOA Events

January Virtual Seminars

January 12, 2021, 8 – 10 pm EST, with Blair Lonsberry, OD
Oral Pharmaceuticals in Anterior Segment Disease

January 21, 2021, 7 – 9 pm EST, with Brad Sutton, OD
Favorite Cases Grand Rounds

January 26, 2021, 8 – 10 pm EST, with Blair Lonsberry, OD
Pain Management in Optometric Practice in an Era of
Opioid Abuse (Required in IN for CSR Renewal)

Virtual Seminar with Gregory Caldwell, OD

February 10, 2021, Additional information coming soon

Indiana Optometry's Meeting

Convention - April 16-17, 2021

Embassy Suites, Noblesville, IN

Attendance: Approximately 150 ODs, 40 Paraoptometrics
and 40 IU Optometry students

Exhibit: \$1000 booth; \$1800 premium space

A la carte sponsorships available!

Summer Seminar - July 14, 2021

Ritz Charles, Carmel, IN OD Attendance: ~100

Table Space: \$1000 (Space is limited.)

Lunch Sponsor: \$5000 includes table space and 10 minute
presentation time

Fall Seminar - Sept. 30 - Oct. 1, 2021

Indiana Memorial Union, Bloomington, IN

OD Attendance: 200+

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

Connect with the IOA

Lisa Sheridan, Director of Marketing & Communications
317-237-3560 lsheridan@ioa.org www.ioa.org

Indiana Optometric Association
275 N. Medical Dr., #3363
Carmel, IN 46082

<https://www.facebook.com/IndianaOptometricAssociation>

@IndianaEyeDocs



SPONSORSHIP & ADVERTISING OPPORTUNITIES



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

Annual Corporate Sponsorships

With more than 850 members, Indiana OPTOMETRY, the Indiana Optometric Association (IOA), has served Hoosier Optometrists and their patients since 1897. Make your annual commitment by Jan. 15, 2021, to be recognized at all events!

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
- Four Eblast advertisements in the IOA e-newsletter
- Two social media posts on Twitter and Facebook
- Invitation to one IOA Board of Trustees meeting with a 30 minute presentation
- Ten minute presentation to attendees 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
- Two Eblast advertisements in the IOA e-newsletter
- One social media post on Twitter and Facebook
- 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
- One social media post on Twitter and Facebook
- 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
Paraoptometric CE Breaks	\$1,000
Past Presidents' Breakfast	\$1,000

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	
Awards Luncheon	\$5,000	\$10,000
Welcome Reception	\$5,000	\$10,000
Trade Show Luncheon	\$5,000	\$15,000
President's Reception	\$5,000	\$10,000
Social Event	\$2,500	\$15,000
Post Convention Board Meeting	\$1000	

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