

# 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 # \_\_\_\_\_

CVV # \_\_\_\_\_ Expires \_\_\_\_\_

I hereby authorize the above charge amount.

Signature \_\_\_\_\_

Return completed forms to:

**Indiana Optometric Association**  
275 N. Medical Dr., #3363  
Carmel, IN 46082  
Fax: 317-237-3564



# IOA Events

## Winter Seminar - February 9, 2022

Ritz Charles, Carmel, IN

OD Attendance: ~100

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

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

## Indiana Optometry's Meeting Convention - April 22 - 23, 2022

Embassy Suites, Plainfield, IN

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

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

*A la carte sponsorships available!*

## Summer Seminar - July 13, 2022

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 - Oct. 12 - 13, 2022

Indiana Memorial Union, Bloomington, IN

OD Attendance: ~230

Table Space: \$2500 for one day; \$4000 for two days (Space is limited.)

Lunch Sponsor: \$7000 includes table space for one day and 10 minute presentation time

Educational grants to cover speaker honorarium and travel expenses are welcome. Please call to discuss!

# 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

**2022 marks the IOA's 125th Anniversary!**

*Be a part of the celebration!*



# Annual Corporate Sponsorships

Founded in 1897, the Indiana Optometric Association celebrates its 125 year anniversary in 2022! Be a part of this important milestone as the IOA continues to serve its more than 850 members and their patients! Make your annual commitment by Jan. 15, 2022, to be recognized at all events!

## Platinum Sponsorship \$15,000

- Full page advertisement in event program book 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 event program book 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 event program book 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 event program book 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

## Event Program Book

Ad will appear in program book for seminar attendees.

<u>Ad type</u>	<u>Convention/Fall</u>	<u>4 Event 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 850 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	\$2,000	
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
Social Event (Friday night)	\$2,500	\$15,000

## IOA Board of Trustees Meeting Sponsor with 10 minute speaking opportunity

Board meetings in 2022	<u>Standard Rate</u>
Feb. 8, April 21, July 12, Oct. 11	\$2000