

Sponsor Information

Company Name as it should appear when printed: _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Website _____

Sponsorship Level:

- ☐ Platinum (\$15,000) ☐ Gold (\$10,000)
☐ Silver (\$5,000) ☐ Bronze (\$2,500)

☐ A La Carte (please list) _____

☐ Exhibitor table or booth reservations (please list) _____

☐ Advertising (please list) _____

Checks payable to: **Indiana Optometric Association**

Total amount enclosed _____

Credit Card Payments

☐ Check here for an email with an invoice link to pay online

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 7, 2024

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 19 - 20, 2024

Embassy Suites, Noblesville, IN
Attendance: Approximately 160 ODs, 40 Paraoptometrics and 40 IU Optometry students
Exhibit: \$1200 trade show booth; \$2000 premium space
A la carte sponsorships available!

Exhibitor packets for the convention trade show will be sent in the Fall.

Summer Seminar - July 10, 2024

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. 9 - 10, 2024

Indiana Memorial Union, Bloomington, IN
OD Attendance: ~230
Table Space: \$2500 for one day; \$4000 for two days (Space is limited.)
Lunch Sponsor: \$7500 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
lsheridan@ioa.org

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

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fax: 317-237-3564
Twitter @IndianaEyeDocs



SPONSORSHIP & ADVERTISING



Annual Corporate Sponsorships

Founded in 1897, the Indiana Optometric Association is the voice of Indiana Optometrists and the patients they serve. With more than 850 members, the IOA offers an opportunity to bring meaningful exposure to your company, brand, products and services. Make your annual commitment by Jan. 15, 2024, 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 20 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.

Full page ad is 7.5" W x 10" H. Half page ad is 7.5" W x 4.75" H.

<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	\$2,000

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>	<u>Size</u>
Full page	\$800	7.5" W x 9" H
Half page	\$500	7.5" W x 4.25" H or 4.875" W x 6.25" H
Quarter page	\$375	3.5" W x 4.25" H

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
Wifi password sponsor (<i>only one</i>)	\$1,000
Custom key cards (<i>only one</i>)	\$5,000

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>
House of Delegates Meeting	\$2,500	\$7,500
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

We welcome other sponsorship suggestions, as well as educational grants to cover speaker honorariums and travel expenses. Please call to discuss!