



**NYSOA**

New York State Optometric Association

[www.NYSOA.ORG](http://www.NYSOA.ORG)

BUSINESS PARTNER OPPORTUNITIES

# VISUALIZE YOUR MARKET

The New York State Optometric Association's annual Business Partner Program is a prime opportunity to enhance your company's marketing efforts among doctors and students of optometry in the Empire State. Partnering with the NYSOA provides you with consistent visibility among our members throughout the year. And as your support of the NYSOA enhances our mission to advance the profession of optometry, you will also strengthen your company's ties to the profession's most dedicated members.

# ENVISION THE OPPORTUNITY

With over 1,000 members from across the State, the NYSOA is a proven resource for companies who seek an unparalleled opportunity for exposure to eye care professionals. Through advertisements in our newsletter Prospectus, prominent exposure on our website, and participation in Association conferences and events, Business Partners are assured ongoing contact with the NYSOA membership.

# EXPAND YOUR VIEW

Expand your reach—and enhance your marketing—through the NYSOA Business Partner Program. The program requires an annual commitment and follows a calendar-year cycle. Please contact our office for more information.

<b>BENEFITS</b>	<b>Diamond</b> \$15,000	<b>Gold</b> \$10,000	<b>Silver</b> \$7,500	<b>Bronze</b> \$3,500
1 Full-page Feature Article (written by Partner) in Prospectus	✓			
Full-page ads in Prospectus (4 issues per year)	✓	✓		
Half-page ads in Prospectus (4 issues per year)			✓	
Quarter-page ads in Prospectus (4 issues per year)				✓
Company Logo with link to Website on NYSOA.org	✓	✓	✓	✓
Company Logo with link to Website in Prospectus (4 issues per year)	✓	✓	✓	✓
Opportunity to send e-blasts to membership	<b>6 per year</b>	<b>4 per year</b>	<b>2 per year</b>	<b>1 per year</b>
Recognition in email correspondence	✓	✓	✓	✓
Recognition on pre-event advertising (printed and digital) for NYSOA Annual Meeting	✓	✓	✓	✓
Recognition on conference signage at NYSOA Annual Meeting	✓	✓	✓	✓
Recognition at Annual Awards Banquet	✓	✓	✓	✓
Recognition during NYSOA-sponsored Student Program at Vision Expo East	✓	✓	✓	✓
Complimentary Exhibition Space at NYSOA Annual Meeting	✓			
Address Board of Directors at both NYSOA Annual Meeting and Annual Leadership Retreat (10 minutes at each)	✓			
Address Board of Directors at NYSOA Annual Meeting or Annual Leadership Retreat (10 minutes - one event only)		✓	✓	
Opportunity to host a lunch or dinner presentation at Annual Leadership Retreat	✓			
<b>TOTAL PACKAGE VALUE</b>	<b>\$28,275.00</b>	<b>\$17,300.00</b>	<b>\$9,150.00</b>	<b>\$4,075.00</b>
<b>% SAVINGS</b>	<b>89%</b>	<b>73%</b>	<b>22%</b>	<b>16%</b>

# PARTNERSHIP LEVELS

## DIAMOND \$15,000

All Gold benefits as well as...

### ADVERTISING & ELECTRONIC EXPOSURE

- Full-page Feature Article (written by Partner) in Prospectus (1x/yr)
- Opportunity to send e-blasts to membership (6x/yr)

### MEETINGS, PRESENTATIONS & FOCUS GROUPS

- Complimentary Exhibition Space at NYSOA Annual Meeting
- Address Board of Directors at both NYSOA Annual Meeting and Annual Leadership Retreat (10 minutes at each)
- Facilitate meetings/focus groups with NYSOA Members

## GOLD \$10,000

### ADVERTISING & ELECTRONIC EXPOSURE

- Full-page ad plus company logo & link in Prospectus issues (4x/yr)
- Recognition & link on NYSOA website
- Opportunity to send e-blasts to membership (4x/yr)
- Recognition in email correspondence

### MEETINGS, PRESENTATIONS & WEBINARS

- Recognition on NYSOA Annual Meeting materials, at Annual Awards Banquet
- Address Board of Directors at NYSOA Annual Meeting or Annual Leadership Retreat (one 10-minute presentation)
- Opportunity to host a lunch or dinner presentation at Annual Leadership Retreat

## SILVER \$7,500

### ADVERTISING & ELECTRONIC EXPOSURE

- 1/2-page ad plus company logo & link in Prospectus issues (4/yr)
- Recognition & link on NYSOA website
- Opportunity to send e-blasts to membership (2x/yr)
- Recognition in email correspondence

### MEETINGS & PRESENTATIONS

- Recognition on NYSOA Annual Meeting materials, at Annual Awards Banquet
- Address Board of Directors at NYSOA Annual Meeting or Annual Leadership Retreat (one 10-minute presentation)

## BRONZE \$3,500

### ADVERTISING & ELECTRONIC EXPOSURE

- 1/4-page ad plus company logo & link in Prospectus issues (4x/yr)
- Recognition & link on NYSOA website
- Opportunity to send e-blasts to membership (1x/yr)
- Recognition in email correspondence

### MEETINGS & PRESENTATIONS

- Recognition on NYSOA Annual Meeting materials, at Annual Awards Banquet

# NYSOA 2023 ANNUAL MEETING

NYSOA's 127th Annual Meeting will tentatively take place April 27-30 at the Gideon Putnam in Saratoga Springs, NY. We are pleased to offer our industry supporters a variety of exhibit and sponsorship opportunities at this marquee event. The following items can be purchased a la carte or combined with your Business Partner Program benefits package.

## 2023 ANNUAL MEETING EXHIBIT & SPONSORSHIP OPPORTUNITIES

\*ALL MEETING SPONSORSHIPS INCLUDE AN EXHIBIT TABLE\*

### EXHIBIT HALL OPPORTUNITIES:

AWARDS BANQUET SPONSOR .....	\$10,000
RECEPTION SPONSOR .....	\$10,000
LUNCHEON SPONSOR (2) .....	\$7,500
BREAKFAST SPONSOR (3) .....	\$5,000
BOARD OF TRUSTEES MEETING .....	\$3,000
SPEAKING OPPORTUNITY (5-10 MINUTES)	
TOTE BAG SPONSOR.....	\$2,500
BREAK SPONSOR (3) .....	\$2,000
NAME BADGE LANYARD SPONSOR .....	\$2,000

### EXHIBIT HALL OPPORTUNITIES:

BRANDING SPONSOR .....	\$2,000
*1 EXHIBIT TABLE AND RECOGNITION ON ALL PROMOTIONAL MATERIALS AND SIGNAGE	
EXHIBIT TABLE .....	\$1,500

**SIGN UP TODAY AT [NYSOA.ORG/BECOME-A-PARTNER](https://www.nysoa.org/become-a-partner)**

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