

over 1000 optometrists

ONE WAY TO VISUALIZE THEM ALL

NYSOA'S Business Partner Program equips you to reach hundreds of eye care professionals in a way that enhances your stature. By partnering with the NYSOA, you enjoy consistent visibility through a wide range of benefits, including networking with NYSOA members at our popular events. And by supporting the NYSOA — thereby advancing the profession of optometry — you gain respect among the profession's most dedicated members.

envision the opportunity

With over 1,000 members from across the State, the New York State Optometric Association (NYSOA) is a proven resource for Business Partners who seek an unparalleled opportunity for exposure to eye care professionals. Whether through advertisements in our quarterly newsletter, prominent exposure on our web site, participation in Association conferences and seminars, or other programs, Business Partners are assured contact with the NYSOA membership.

expand your view

Expand your reach — and enhance your marketing — through the NYSOA Business Partner Program. Complete the form found in this brochure, download an online application, or contact our office for more information, 800.342.9836.



NYS OPTOMETRIC ASSOCIATION
119 Washington Avenue, 2nd Floor
Albany, New York 12210
518.449.7300 phone
800.342.9836 toll free
518.432.5902 fax
nysoa2020@aol.com
www.nysoa.org



reach your prospects

Join the **NYSOA**

BUSINESS PARTNER PROGRAM

NYSOA BUSINESS PARTNERS

PLATINUM

Alcon
alcon.com

Inter. Vision Expo
visionexpoeast.com

VWI, Inc.
vweye.com

SILVER

AMO
www.amo-inc.com

Bausch & Lomb
bausch.com

Silhouette
silhouette.com

Vistakon
vistakonpharmaceuticals.com

partnership levels

Business Partnership is available at four levels: platinum, gold, silver and bronze. In addition, the NYSOA offers exclusive event sponsorship opportunities.

PLATINUM • \$10,000

- Invited to host webinars via NYSOA to members 4 times annually
- Independent page on NYSOA's website
- Full-page ad & Full Page company Profile in all issues of *Prospectus*
- Lunch Program/Seminar presentation to Local Presidents
- Opportunity to address the members at meetings
- Opportunity to send E-blasts to membership
- Advertising in Local Society newsletters
- Recognition in Board of Trustees meeting materials, at Vision Expo, in fax/email correspondence, & in all conference materials
- Recognized at the Annual Meeting with a certificate of appreciation & exhibit table banner
- Company logo listed as **Platinum** Sponsor on NYSOA homepage

GOLD • \$7,500

- Invited to host webinars via NYSOA to membership 2 times annually
- Independent page on NYSOA's website
- Half-page ad in all issues of *Prospectus*
- Half-page company profile in all issues of *Prospectus*
- Opportunity to send E-blasts to membership
- Recognition in Board of Trustees meeting materials, at Vision Expo, in fax/email correspondence, & in all conference materials
- Recognized at the Annual Meeting with a certificate of appreciation & exhibit table banner
- Company logo listed as **Gold** Sponsor on NYSOA homepage

SILVER • \$5,000

- Quarter-page ad in all issues of *Prospectus*
- Quarter-page company profile in all issues of *Prospectus*
- Recognition and company link on NYSOA's website
- Opportunity to send E-blasts to membership
- Recognized in Board of Trustees meeting materials, at Vision Expo, in fax/email correspondence, & in all conference materials
- Recognized at the Annual Meeting with a certificate of appreciation
- Company logo listed as **Silver** Sponsor on NYSOA homepage

BRONZE • \$2,500

- Quarter-page ad in two issues of *Prospectus*
- Quarter-page company profile in two issues of *Prospectus*
- Recognition and company link on NYSOA's website
- Opportunity to send E-blasts to membership
- Recognition on fax/email correspondence, & in all conference materials
- Recognized at the Annual Meeting with a certificate of appreciation
- Company logo listed as **Bronze** Sponsor on NYSOA homepage

EXCLUSIVE EVENT SPONSORSHIP

Please contact the NYSOA office for more information.

INTERESTED?

So are we. Support the NYSOA through the Business Partner Program by completing the form found to the right, or contact our office for more information.

NYSOA BUSINESS PARTNERS

BRONZE

ABB Con-Cise
abbcon-cise.com

CIBA Vision
CIBAVision.com

Cooper Vision
coopervision.com

Essilor USA
essilorusa.com

Hydrogel Vision
hydrogelvision.com

TLC Vision
tlcvision.com

Transition Optical
transitions.com

USI Optometric
usioptometric.biz

Winchester Optical
winchesteroptical.net

sponsorship

Yes! I am interested in supporting the profession of optometry through a business partnership with the NYSOA.

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEB _____

TOTAL AMOUNT ENCLOSED \$ _____

Please make checks payable to NYSOA. Return completed form to & payment to: NYS Optometric Association
119 Washington Avenue, 2ndFloor
Albany, NY 12210

For questions or to receive more information, contact the NYSOA at: 518.449.7300 phone
800.342.9836 toll free
518.432.5902 fax
nysoa2020@aol.com
www.nysoa.org

SPONSOR LEVELS

- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$7,500)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$2,500)
- Exclusive Sponsorship Opportunity
I am interested in becoming an Exclusive Event Sponsor. Please contact me to discuss available options.