

over 1,000 optometrists

## visualize your market

The New York State Optometric Association Business Partner Program will become a vital part of your marketing plan by providing access to our members at the grassroots level. As a partner with the NYSOA you will 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 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, participation in Association conferences and seminars and through 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 at [www.nysoa.org](http://www.nysoa.org) or contact our office at 800.342.9836 for more information.



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@gmail.com](mailto:nysoa2020@gmail.com)

[www.nysoa.org](http://www.nysoa.org)

reach your prospects

Join the 

BUSINESS PARTNER PROGRAM

## NYSOA BUSINESS PARTNERS

### PLATINUM

Alcon

Allergan

International  
Vision Expo

Signet Armorlite,  
Inc.

VWI, Inc.

### SILVER

Abbot Medical  
Optics

Bausch & Lomb

Silhouette

Vistakon

## partnership levels

*Business Partnership is available at four levels: Platinum, Gold, Silver and Bronze. In addition, the NYSOA offers exclusive event sponsorship opportunities.*

### NEW IN 2010!

*Prospectus*, the newsletter of the NYSOA will be published eight times per year instead of four. In an effort to be more environmentally responsible, the NYSOA will be publishing six issues online and two in print.

### PLATINUM • \$10,000

- Opportunity to host webinars via NYSOA to members 4x annually
- Independent page on the NYSOA website
- Full-page ad and full-page company profile in all issues of *Prospectus*
- Lunch program/seminar presentation to Local Presidents
- Opportunity to address NYSOA 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 and in all conference materials
- Recognized at Annual Meeting with a certificate of appreciation and exhibit table banner
- Company logo listed as **Platinum** Sponsor on NYSOA homepage

### GOLD • \$7,500

- Invited to host webinars via NYSOA to membership 2x annually
- Independent page on NYSOA's website
- Half-page ad and 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 and in all conference materials
- Recognized at Annual Meeting with a certificate of appreciation and exhibit table banner
- Company logo listed as **Gold** Sponsor on NYSOA homepage

### SILVER • \$5,000

- Quarter-page ad and 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 and in all conference materials
- Recognized at Annual Meeting with a certificate of appreciation
- Company logo listed as **Silver** Sponsor on NYSOA homepage

### BRONZE • \$2,500

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

## NYSOA BUSINESS PARTNER

### BRONZE

ABB Con-Cise

CIBA Vision

Cooper Vision

Essilor USA

Hydrogel Vision

Transition Optical

Winchester Optical

## 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 and payment to:  
New York State Optometric Association  
119 Washington Avenue, 2nd Floor  
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@gmail.com  
www.nysoa.org

### SPONSORSHIP LEVELS

- Platinum Sponsor  
\$10,000
- Gold Sponsor  
\$7,500
- Silver Sponsor  
\$5,000
- Bronze Sponsor  
\$2,500