



**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.

BENEFITS	Diamond \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$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	6 per year	4 per year	2 per year	1 per year
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	✓	✓	✓	✓
Opportunity to present and air infomercial during NYSOA-sponsored Student Program at Vision Expo East (3-min max length)	✓			
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)		✓	✓	
Participation in Business Partner Roundtable at Annual Fall Leadership Retreat (includes 5-minute presentation opportunity)	✓	✓	✓	✓
Opportunity to host webinars via NYSOA	3 per year	2 per year	1 per year	
Opportunity to host a lunch or dinner presentation at Annual Leadership Retreat	✓	✓		
TOTAL PACKAGE VALUE	\$28,275.00	\$17,300.00	\$9,150.00	\$4,075.00
% SAVINGS	89%	73%	22%	16%



# 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)
- Opportunity to present and air infomercial during Vision Expo East Student Program (3-min max length)

### 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
- Opportunity to host webinars via NYSOA (3x/yr)

## 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, and at Vision Expo East Student Program
- Address Board of Directors at NYSOA Annual Meeting or Annual Leadership Retreat (one 10-minute presentation)
- Participation in Business Partner Roundtable at Annual Fall Leadership Retreat (includes 5-minute presentation)
- Opportunity to host webinars via NYSOA (1x/yr)
- Opportunity to host a lunch or dinner presentation at Annual Leadership Retreat
- Opportunity to host webinars via NYSOA (2x/yr)

## 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, and at Vision Expo East Student Program
- Address Board of Directors at NYSOA Annual Meeting or Annual Leadership Retreat (one 10-minute presentation)
- Participation in Business Partner Roundtable at Annual Fall Leadership Retreat (includes 5-minute presentation)
- Opportunity to host webinars via NYSOA (1x/yr)

## 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, and at Vision Expo East Student Program
- Participation in Business Partner Roundtable at Annual Fall Leadership Retreat (includes 5-minute presentation)

# NYSOA 2020 ANNUAL MEETING

The NYSOA's 125th Annual Meeting will take place June 4-7, 2020 at the Radisson Hotel Corning in Corning, 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 à la carte or combined with your Business Partner Program benefits package.

## 2020 ANNUAL MEETING EXHIBIT & SPONSORSHIP OPPORTUNITIES

### BOARD OF TRUSTEES MEETING

SPEAKING OPPORTUNITY (5-10 MINUTES)\* .....\$3,000.00

BREAK SPONSOR\* .....\$2,000.00

NAME BADGE LANYARD SPONSOR\* .....\$2,000.00

TOTE BAG SPONSOR\* .....\$2,000.00

ATTENDEE BAG INSERT .....\$250.00

AWARDS BANQUET SPONSOR\* .....\$10,000.00

LUNCHEON SPONSOR\* .....\$7,500.00

RECEPTION SPONSOR\* .....\$10,000.00

BREAKFAST SPONSOR\* .....\$5,000.00

BRANDING SPONSOR (1 EXHIBIT BOOTH AND RECOGNITION ON ALL PROMOTIONAL MATERIALS AND ON-SITE PROGRAM & SIGNAGE) .....\$2,000.00

EXHIBIT BOOTH .....\$1,500.00

PROGRAM ADVERTISING - FULL PAGE .....\$300.00

PROGRAM ADVERTISING - HALF PAGE .....\$150.00

PROGRAM ADVERTISING - INSIDE FRONT COVER .....\$500.00

PROGRAM ADVERTISING - INSIDE BACK COVER .....\$500.00

PROGRAM ADVERTISING - BACK COVER .....\$650.00

\*Includes Exhibit Booth and 1/2 Page Ad or \$150 credit toward Program Advertising (\$1650 value)

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

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