



VIRGINIA OPTOMETRIC
ASSOCIATION

2025 PARTNER PROGRAM

EDUCATE. INSPIRE. EVOLVE.

P.O. BOX 29069
HENRICO, VA 23242
WWW.THEVOA.ORG

PARTNER PROGRAM INFORMATION

The Virginia Optometric Association (VOA) is committed to improving vision and eye health for all Virginians. We take every opportunity to promote our members, the profession of Optometry, and the improvement of materials, methods, education and technology available.

With your industry help, the VOA is able to hold our members to the highest standards of competence and integrity to ensure their practices merit the confidence of the public.

The VOA Partner Program runs on a January 1 - December 31 fiscal year and shall be renewed on an annual basis. All sponsorship selections must be made by December 1, 2024 to ensure availability for the 2025 VOA Partner Program. The VOA Partner Program is an a la cart program, if you are interested in sponsoring or providing an item that is not listed please let us know.

How to Become a 2025 VOA Partner Program Member

To become a 2025 VOA Partner Program member, please contact Jerry Neidigh, O.D. or Sarah Keeney at office@thevoa.org or 804-643-0309 with a list of sponsorships you would like. All requests will be reviewed by the VOA Industry Relations Committee. Current VOA Partner Program members will have until December 1, 2025 to request sponsorships for 2025. To participate at any level, your company must spend collective the corresponding dollar amount for the 2025 calendar year. Payments are due in full no later than May 1, 2025. Should you need to make an alternative payment plan please contact Sarah Keeney at the VOA office. If payment is not paid in full by May 1, 2025 your sponsorship may become available for others. The VOA will accept payment by check or credit card.

Program Begins 1/1/2025

For more information on becoming a member of the Partner Program visit us at www.thevoa.org

By phone (804) 643-0309

Payments may be remitted to:

P.O. Box 29069

Henrico, Va 23242-0069

PARTNER PROGRAM INFORMATION

2025 VOA sponsorship, Exhibiting and Advertising Offerings

The Virginia Optometric Association hosts a multitude of conferences throughout the year primarily for providing education to Virginia's Doctors of Optometry. These programs are developed to offer an educational setting with their peers and stay ahead of updates on the latest issues and trends impacting the optometric industry.

What is a VOA Partner?

The VOA Partnership Program was created to allow industry suppliers a better way to support the Association and reach its members. The program is designed so that companies can choose the level of exposure that best suits their needs and goals. The corresponding benefits at each of the five levels allow participating vendors to more effectively generate personal and familiar relationships with Virginia's licensed optometrists in the following ways:

Face to Face Time: The VOA Partners Program offers numerous opportunities to address a live or virtual audience throughout the year. Speaking opportunities range from 10 - 80 minutes. Gold, Diamond and Platinum Levels will also be provided as an in-person or virtual meeting with the VOA Board of Trustees.

Follow-up: VOA partners at all levels receive an advanced copy of conference attendee lists prior to each event at which *they exhibit*, allowing them to follow up with the attendees they met; an invaluable tool for maintaining and growing business relationships.

Frequency: Keeping in touch with VOA members between events and meetings is easy for our partners thanks to benefits. All levels of the VOA Partner Program include public recognition at all local society events, corporate recognition on website, email blasts, corporate stuffers, social media posts, and ads in our quarterly publication. Partners use these benefits to do everything from introducing new products and services, announcing specials or promotional offers, and promoting events businesses will be involved in.

Looking for additional opportunities to support the VOA? Please contact [Sarah Keeney](mailto:office@thevoa.org) at office@thevoa.org or 804-643-0309

2025 VOA CONFERENCE & EVENTS CALENDAR

<u>January 26</u> Virtual	One-Day CE Conference	125-150 ODs
<u>February 20</u> Virtual	In Focus Series	40-50 ODs
<u>April 9</u> Virtual	In Focus Series	40-50 ODs
<u>May 29 - June 1</u> Williamsburg, Va	Annual Conference Williamsburg Lodge	125 ODs 25-50 Paras
<u>Summer 2025</u>	2025 Laser Course Two 2-Day Courses	40 ODs at each
<u>September 2025</u> Virginia Beach, Va	Strategic Planning & Leadership Training Meeting	30 VOA Leadership
<u>October 23-26</u> Leesburg, Va	Fall Conference Lansdowne Resort	125-150 ODs
<u>November</u> Virtual	In Focus Series	40-50 ODs

2025 VOA PARTNER PROGRAM

PLATINUM



DIAMOND



CooperVision®

Johnson & Johnson

GOLD

BAUSCH + LOMB



SILVER



BRONZE



2025 PARTNER PROGRAM LEVELS

	Bronze \$3,000 - \$5,999	Silver \$6,000 - \$9,999	Gold \$10,000 - \$14,999	Diamond \$15,000 - \$19,999	Platinum \$20,000 - Above
Advance Copy of Attendee List for Sponsored Conferences	✓	✓	✓	✓	✓
Public Recognition at all local society events	✓	✓	✓	✓	✓
Corporate Recognition on website recognizing support level with Sales Representatives Contact Information	1 Sales Rep	2 Sales Reps	3 Sales Reps	4 Sales Reps	5 Sales Reps
Recognition as Partner on footer of the VOA home page	✓	✓	✓	✓	✓
Signage recognition at major VOA meetings	✓	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓	✓
Email Blasts to Membership	1	2	3	4	5
Ad in Printed Quarterly Newsletter**	1 Quarter	1 Quarter 1 Half	1 Quarter 2 Half	2 Half 2 Full	4 Full
Sponsorship Level listed on Annual Conference Exhibit Booth Signage	✓	✓	✓	✓	✓
Q&A Profile in Printed Quarterly Newsletter with company president		✓	✓	✓	✓
Sponsored posts on VOA's Facebook and Instagram**			2	3	4
Award Plaque presented at Annual Conference			✓	✓	✓
Company Marketing Flyer with Conference Registration Packet**			Annual Conference	Annual Conference & Fall Conference	Electronic Flyer - 1 Day CE Laser Course Annual Conference Fall Conference
1 Meeting with Board of Trustees (in person or virtual)			7 Mins	10 Mins	15 Mins
Complimentary Deluxe Exhibit Booth at Annual Conference				✓	Double Booth + 2 Extra Registrations
Company Logo on Annual Conference Registration Confirmation				✓	✓
Entrance into Annual Conference Member Appreciation Event				2 Reps	4 Reps
Affiliate Membership					✓
Logo Recognition on Weekly Monday Minute					✓

No advertisements/promotional materials are allowed to promote competing education opportunities to the VOA members. ** Size Restriction Applies

SPONSORSHIP & EXHIBIT OPPORTUNITIES

Affiliate Membership - \$400

- Detailed Membership Roster in Excel every quarter
- Copy of VOA newsletter (quarterly)
- One promotional blast email per year to all VOA Members
- Company on the VOA website including Virginia Sales Representative's contact information
- 25% advertising discount

Mascot Sponsorship - \$2,500 (2 available)

Mascot Buyout (\$5,000)

- NEW VOA mascot - large, colorful, with optic nerve tail
- Company logo attaches to mascot
- Mascot will attend all meetings and some Local Society events

SOLD

Name Badge Sponsor with Company Logo - \$5,000

- Company logo on all attendee name badges for all conferences and events including: Annual Conference, Paraoptometric Program, Fall Conference, Strategic Planning Meeting
- Includes Fall Conference exhibit table, electricity and 2 company representatives.
- VOA will select, order and purchase this item

SOLD

Lanyards with Company Logo - \$5,000

- Company logo on all attendee lanyards for all conferences and events including: Annual Conference, Paraoptometric Program, Fall Conference, Strategic Planning Meeting and Laser Courses
- Includes Fall Conference exhibit table, electricity and 2 company representatives.
- VOA will select, order and purchase this item

Strategic Planning Meeting

September 2025 | Virginia Beach, Va

Sponsor - \$3,500 ¹ (~~2~~ available)

- 10 minute speaking opportunity to Board of Directors and Virginia Optometric Leadership
- Saturday Team Building Reception and Sunday Breakfast sponsor
- 2 Company Representatives to attend Saturday team building, reception and Sunday morning breakfast
- Company logo on all signs

SOLD

Virtual One Day CE

January 26, 2025 | Virtual Conference

Marketing Minute and Webinar Sponsor - \$3,000 (1 available)

- 10 minutes of promotional talk time to all attendees
- Emailed Marketing Flyer prior or post conference to attendees
- Company logo on bottom of webinar page, registration, event marketing materials

Virtual Packet Stuffer - \$250 (3 available)

- Emailed Marketing Flyer sent in electronic conference packet prior to conference

VOA In Focus Series

~~February~~, ~~April~~, ~~November~~ | Virtual CE Meetings

Webinar Sponsor - \$1,500 (1 available per In Focus)

- 10 minutes of promotional talk time to all attendees
- Company logo on webinar page, registration confirmation, and promotional materials
- Emailed Marketing Flyer sent prior or post to conference attendees

Annual Conference

May 29 - June 1, 2025 | Williamsburg Lodge | Williamsburg, Va

Exhibit Hall Standard Booth - \$1,200

~~35~~³⁴ available)

- 10 x 8 Exhibit Booth
- Electricity
- 2 Company Representatives
- Standard Wifi will be provided by the VOA
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

Exhibit Hall Deluxe Booth - \$1,500

~~15~~⁶ available)

- Heavy Traffic Location
- 10 x 8 Exhibit Booth
- Electricity
- 2 Company Representatives
- Standard Wifi will be provided by the VOA
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

Continuing Education Speaker - \$4,000(1 hour) \$6,000(2 hours)

- Company to provide speaker for 1-2 hour(s) of Continuing Education (50 - 60 minutes/per hour)
- Company logo in printed and online program to promote event
- Social Media post to promote event with company logo and speaker photo and topic
- 1/2 page ad in conference program
- Company to provide hotel and travel accommodations for speaker
- Virginia does not require COPE

SOLD

Professional Head Shot Photography Sponsor - \$2,500

- Company logo in printed and online program to promote head shots
- Head shot booth will be next to or connecting to your booth

Thursday Board of Trustee, Past Presidents, Va Optometric Leadership Training Dinner Co-Sponsor - \$3,500 (2 available)

- 5 minute promotional talk time at Past President Forum
- Company logo in printed and online program to promote dinner
- 2 company representatives to take part of the event
- Emailed Marketing Flyer post conference to all conference attendees
- VOA will arrange dinner location, menu, audio visual, and pay the bill for the event
- Social Media post to promote event at the annual conference
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

Annual Conference

May 29 - June 1, 2025 | Williamsburg Lodge | Williamsburg, Va

Friday Promotional Breakfast with Talk Time - \$5,000

- Company to provide speaker for 15 minutes of talk time
- Company logo in printed and online program to promote event
- 1/2 page ad in conference program
- Company to provide hotel accommodations for speaker

SOLD

Friday Marketing Minute - \$3,500 (2 available)

- 10 minutes promotional speaking opportunity to all attendees
- Microphone, screen and podium provided
- Contact information provided to all attendees in electronic exhibitor directory
- Company name in program

SOLD

Friday Morning Beverage Break Sponsor - \$500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Friday Afternoon Refreshment Break Sponsor - \$500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Friday Exhibit Hall Lunch Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Sponsorship announced during event

Friday Minute to Win It - Free (4 available)

- Pre exhibit hall give away you bring a gift of \$250
- Companies have 1 minute to promote attendees to visit exhibit booth prior to exhibit hall (song, dance, speech, etc.)
- Companies to provide a \$250 give away, winners to collect prize at company booth

Friday Young OD/Emerging Leaders Company Lead Presentation - \$3,500

- 1 hour of promotional time
- Refreshments provided by the VOA during the presentation
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Electronic Email promotion to all Young ODs and Emerging Leaders
- Social Media post to promote event at the annual conference

SOLD

Annual Conference

May 29 - June 1, 2025 | Williamsburg Lodge | Williamsburg, Va

Friday Night Pig Roast Hawaiian Luau Sponsor - \$2,500

(2 available)

- Company logo in printed and online program to promote event
- Emailed Marketing Flyer post conference to all conference attendees
- Social Media post to promote event at the annual conference
- Food and beverages provided by the VOA
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees
- Includes 2 representatives to attend
- Please note that other exhibitors will have the opportunity to purchase tickets and attend event for \$200 per person (attendance included in Diamond and Platinum benefits)

Annual Conference Friday Injection Sponsorship - \$1,000

(2 available)

- Company logo on event sponsor sign during event signage
- Company logo in printed and online program to promote event
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees
- 5 minutes of talk time to injection lab attendees

Saturday Marketing Minute - \$3,500

(only 1 available!)

- 10 minute promotional speaking opportunity to all attendees
- Microphone, screen, projector
- Prior to Exhibit Hall Break
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

SOLD

Saturday Exhibit Hall Breakfast Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Sponsorship announced during event

Saturday Morning Beverage Break Sponsor - \$250

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Saturday VOA Business Meeting Lunch Sponsorship - \$5,000

- 10 minute promotional talk time to all VOA members
- Company logo in printed and online program to promote event
- 1/4 page ad in Convention Program
- Social Media post to promote event at the annual conference
- VOA will arrange menu, audio visual, and pay the bill for lunch

SOLD

Annual Conference

May 29 - June 1, 2025 | Williamsburg Lodge | Williamsburg, Va

Saturday Afternoon Beverage Break Sponsor - \$250

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Saturday Night Member Appreciation Event - \$2,500 (2 available)

- 2024 Event included a dinner, multiple bars and a band
- Includes 2 representatives to attend
- Private event for the 2 sponsors only and Platinum and Diamond Partner members

Sunday Grab and Go Breakfast Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Sunday Morning Beverage Break Sponsor - \$250

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Coffee Station/Cup Collars Sponsor - \$2,000

- Company logo on disposable cup collars at all refreshment breaks throughout conference

Audio Visual Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Wi-Fi Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Registration Table Sponsor - \$500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Company Logo Member Giveaway - \$3,500

- Company logo on all attendee giveaway item
- VOA will select, order, and purchase this item

Tote Bags with company logo - \$2,500

- Company logo on all attendee tote bag
- VOA will select, order, and purchase this item
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Annual Conference Paraoptometric Program

May 30 - June 1, 2025 | Williamsburg Lodge | Williamsburg, Va

Promotional Education Lecture - \$2,000 (4 available)

- Company to provide speaker for 1 hour of Educational Lecture
- Company logo in printed and online program to promote event
- Social media post to promote sponsored CE with company logo and speaker photo + topic
- 1/4 page ad in conference program
- Company to provide hotel and travel accommodations for speaker

Paraoptometric Marketing Minute - \$1,500 (2 available)

- 10 minute promotional speaking opportunity to all paraoptometrics.
- Microphone, screen, projector provided,
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

Fall Conference

October 24 - 26, 2025 | Lansdowne | Leesburg, Va

To exhibit at Fall Conference, you must sponsor an item below.

- All sponsorships include exhibit table, electricity and 2 company representatives.

Friday Night Promotional Dinner - \$6,000

- 30 people max attendance
- 1.5 hour promotional time
- Company logo in printed and electronic materials to promote event
- Emailed marketing flyer to all conference attendees
- Social media post to promote event
- VOA will arrange dinner location, menu, A/V, and pay the bill for the event

SOLD

Friday Welcome Reception - \$3,000

- Company logo on event sponsorship sign to promote event
- Company logo in printed and electronic materials to promote event
- Includes 2 representatives to promote event

SOLD

Friday Young OD/Emerging Leaders Company Lead Presentation - \$3,500

- 1 hour of promotional time
- Refreshments provided
- Company logo on event sponsorship sign to promote event
- Company logo in printed and electronic materials to promote event
- Electronic Email presentation to all Young ODs and Emerging Leaders
- Social Media post to promote event

SOLD

Saturday Promotional Breakfast with Presentation - \$5,000

- 30 minute promotional speaking opportunity to all attendees
- 1/2 page marketing opportunity
- Company logo on event sponsorship sign to promote event
- Company logo in printed and electronic materials to promote event
- Social media post to promote event
- Microphone, screen, and projector provided

SOLD

Saturday Marketing Minute - \$3,500

(3 available)

- 10 minute promotional speaking opportunity to all attendees
- Microphone, screen, and projector provided

SOLD

Saturday Morning Beverage Break Sponsor - \$1,500

- Company logo on event sponsorship sign to promote event
- Company logo in printed and electronic materials to promote event

SOLD

Saturday Afternoon Beverage Break Sponsor - \$1,500

- Company logo on event sponsorship sign to promote event
- Company logo in printed and electronic materials to promote event

SOLD

Fall Conference

October 24 - 26, 2025 | Lansdowne | Leesburg, Va

Saturday Audio Visual Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Saturday Promotional Lunch - \$6,000

- 50 - 60 minute continuing education speaking opportunity to all attendees
- Half page marketing advertisement in printed and online program
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Microphone, screen, and projector. If you do not have an Apple device, please bring an adapter
- Virginia does not require COPE

Saturday Food Trucks and Games - \$3,000 (2 available)

- Company logo in printed and online program to promote event
- Emailed Marketing Flyer post conference to all conference attendees
- Social Media post to promote event at the Fall Conference
- VOA will arrange dinner location, menu, audio visual, and pay the bill for the event
- 2 Food Trucks

Sunday Breakfast Sponsor - \$1,500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Sunday Audio Visual Sponsor - \$750

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Coffee Cup Collars Sponsor - \$2,000

- Company logo on disposable cup collars at all refreshment breaks throughout conference
- Company logo on event sponsor sign during event

Tote Bags with company logo - \$2,000

- Company logo on all attendee tote bag
- VOA will select, order, and purchase this item

Wi-Fi Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Registration Table Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Company Logo Member Giveaway - \$3,500

- Company logo on all attendee giveaway item
- VOA will select, order, and purchase this item

Laser Course

Summer 2025 | Location TBD
Two 2-Day Conferences (Back to Back)

Exhibit Table - \$2,000 (limited to 6)

- 2 company representatives
- Electricity
- 4 total days exhibiting

Day 1 / Day 3 Beverage Break Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- First day of each conference morning refreshment break sponsor

SOLD

Day 2 / Day 4 Beverage Break Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- First day of each conference morning refreshment break sponsor

Happy Hour Sponsor - \$3,000 For both conferences

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Wi-Fi Sponsor - \$1,000 For both conferences

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

Registration Table Sponsor - \$500 (2 available)

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

VOA NEWSLETTER

A Print and Digital Quarterly Publication

2025 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VOA
February	January 15, 2025
May	April 15, 2025
August	July 15, 2025
November	October 15, 2025

Artwork Specs:

Full Page - 9" tall by 7.5" wide (864 x 720 pixels)

Half Page - 4.5" tall by 7.5" wide (432 x 720 pixels)

Quarter Page - 4.5" tall by 3.75" wide (432 x 360 pixels)

All logos and ads for Annual Conference need to be received by the VOA office no later than February 1, 2025.

Questions?

Contact [Sarah Keeney](mailto:office@thevoa.org) | office@thevoa.org | 804-643-0309



THE VOICE OF
VIRGINIA OPTOMETRISTS