



VIRGINIA OPTOMETRIC  
ASSOCIATION

# 2026 PARTNER PROGRAM

EDUCATE. INSPIRE. EVOLVE.

P.O. BOX 29069  
HENRICO, VA 23242  
[WWW.THEVOA.ORG](http://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.

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, 2025 to ensure availability for the 2026 VOA Partner Program. The VOA Partner Program is an a la carte program, if you are interested in sponsoring or providing an item that is not listed please let us know.

## **How to Become a 2026 VOA Partner Program Member**

To become a 2026 VOA Partner Program member, please contact Jerry Neidigh, O.D. or Sarah Keeney at [office@thevoa.org](mailto: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 October 1, 2025 to request sponsorships for 2026. To participate at any level, your company must spend the minimum corresponding dollar amount for the 2026 calendar year. Payments are due in full no later than May 1, 2026. 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, 2026 your sponsorship may become available for others. The VOA will accept payment by check or credit card.

Note: Only Partner Program members receive pre and post conference attendee lists.

## **Program Begins 1/1/2026**

For more information on becoming a member of the Partner Program visit us at [www.thevoa.org](http://www.thevoa.org)

By phone (804) 643-0309

Payments may be remitted to:

P.O. Box 29069

Henrico, Va 23242-0069

# 2026 VOA CONFERENCE & EVENTS CALENDAR

<u>January 25</u> Virtual	One-Day CE Conference	100-125 ODs
<u>March</u> Virtual	In Focus Series	40-50 ODs
<u>May 14 - 17</u> Richmond, Va	Annual Conference Richmond Marriott	180 ODs
<u>June</u> Virtual	In Focus Series	40-50 ODs
<u>September 24 - 27</u> Grand Cayman	Voyages In Vision Conference The Westin Grand Cayman 7 Mile Beach Resort & Spa	60-80 ODs
<u>October 23 - 25</u> White Sulfer Springs, WV	Fall Conference The Greenbrier	125 ODs
<u>November</u> Virtual	In Focus Series	40-50 ODs

## 2025 VOA PARTNER PROGRAM

### PLATINUM



### DIAMOND



### GOLD



### SILVER



### BRONZE



# 2026 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	✓	✓	✓	✓	✓
Recognition as Partner on footer of the VOA home page	✓	✓	✓	✓	✓
Signage recognition at major VOA meetings	✓	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓	✓
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
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	✓	✓	✓	✓	✓
Award Plaque presented at Annual Conference	Certificate	Certificate	Plaque	Plaque	Plaque
Q&A Profile in Printed Quarterly Newsletter with company president		✓	✓	✓	✓
Sponsored posts on VOA's Facebook and Instagram**			1	2	3
Company Marketing Flyer with Conference Registration Packet**			Annual Conference	Annual Conference Fall Conference	1 Day CE Voyages Annual Conference Fall Conference
1 Meeting with Board of Trustees (in person or virtual)			7 Mins	10 Mins	15 Mins
Complimentary Premium Exhibit Booth at Annual Conference				✓	Double Booth + 2 Extra Registrations
Company Logo on Annual Conference Registration Confirmation				✓	✓
Entrance into Annual and Fall Conferences Member Appreciation Event				2 Reps	4 Reps
Affiliate Membership					✓
Logo Recognition on Weekly Monday Minute sent to membership					✓

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 with names and emails
- 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

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

### Mascot Buyout (\$4,500)

- NEW VOA team member "Seemore" - large friendly eyeball mascot
- Company logo attached to mascot
- Mascot will attend all\* types of VOA meetings and some Local Society events  
\*excluding Voyages-In-Vision

**SOLD!**



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

- Company logo on all attendee name badges for all conferences and events including: Annual Conference, Voyages In Vision and Fall Conference
- VOA will select, order and purchase this item

**SOLD!**

## VOA APP Sponsor - \$5,000

- Company logo on splash page of VOA App all year
- Push notifications sponsored by company (4 per year)
- VOA app is available for download on the Apple App Store and GooglePlay

## Tote Bag Sponsor with company logo - \$3,000

- Company logo on all attendee tote bags for all conferences and events including: Annual Conference, Voyages In Vision and Fall Conference
- VOA will select, order, and purchase this item

## VOA In Focus Series

March, June, November | Virtual CE Meetings

## Webinar Sponsor - \$1,000

(3 available)

- 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



# Voyages in Vision

September 24 - 27, 2026 | The Westin Grand Cayman 7 Mile Beach Resort & Spa | Grand Cayman | Attendees from across USA



## All Voyages Sponsorships include:

- Full page ad in each quarterly VOA newsletter
- 3 sponsored posts on VOA's Facebook and Instagram pages

## Attendee Pre-Arrival Giveaway - \$2,500 (2 available)

- Company logo on waterproof phone case or luggage tag sent to attendees in preconference package
- 1 Tabletop Exhibit with 2 company representatives
- Company logo on website page and registration confirmation
- Electronic marketing flyer in electronic conference attendee package
- Social media post to promote event at Voyages in Vision
- 10 minutes promotional speaking opportunity to all attendees
- 2 Full registrations

## Thursday Beach Welcome Reception - \$2,500

- Company logo on all event marketing material, event page on VOA website
- 1 Tabletop Exhibit with 2 company representatives
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at Voyages in Vision
- 10 minutes promotional speaking opportunity to all attendees
- 2 Full registrations

**SOLD!**

# Voyages in Vision

September 24 - 27, 2026 | The Westin Grand Cayman 7 Mile Beach Resort & Spa | Grand Cayman

## Friday Breakfast & Refreshment Break Sponsor - \$750

- Company logo on all event marketing material, event page on VOA website
- 1 Tabletop Exhibit with 2 company representatives
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at Voyages in Vision

## Friday Evening Beach/ Poolside Reception - \$2,500

- Company logo on all event marketing material, event page on VOA website
- 1 Tabletop Exhibit with 2 company representatives
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at Voyages in Vision
- 10 minutes promotional speaking opportunity to all attendees
- 2 Full Registrations

**SOLD!**

## Saturday Breakfast & Refreshment Break Sponsor - \$750

- Company logo on all event marketing material, event page on VOA website
- 1 Tabletop Exhibit with 2 company representatives
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at the Annual Conference



# Annual Conference

May 14 - 17, 2026 | Richmond Marriott | Richmond, Va



## Exhibit Hall Standard Booth - \$1,500

- 10 x 8 Exhibit Booth, 1 6 foot table, 2 chairs
- 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 Package - \$2,000

- 10 x 8 Exhibit Booth, 1 6 foot table, 2 chairs
- Electricity
- 2 Company Representatives\*
- Standard Wifi will be provided by the VOA
- Includes entrance to Friday Night's Member Appreciation event for 2 representatives
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

## Exhibit Hall Premium Package - \$2,500

- 10 x 8 Exhibit Booth, 1 6 foot table, 2 chairs
- Electricity
- 2 Company Representatives\*
- Standard Wifi will be provided by the VOA
- Includes entrance to Friday Night and Saturday Night's Member Appreciation event for 2 representatives\*
- Contact Information of Representatives in electronic exhibitor directory provided to all convention attendees

## Continuing Education Speaker - \$4,000 (1 hour)

- Company to provide speaker for 1 hour of Continuing Education (50 - 60 minutes/per hour)
- Company logo in print and online program to promote event
- Social Media post to promote sponsored CE 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!**

\*Additional fee applies for extra representatives

# Annual Conference

May 14 - 17, 2026 | Richmond Marriott | Richmond, Va

## Thursday Board of Trustee, Va Optometric Leadership Training Dinner Sponsor - \$5,000 (1 available)

- 10 minute promotional talk time
- 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

## Friday Promotional Breakfast with Talk Time - \$6,000

- Company to provide speaker for 10 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 and travel accommodations for speaker

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

- 10 minutes promotional speaking opportunity to all attendees
- Microphone, screen and projector provided
- Contact information of Representatives in electronic exhibitor directory provided to all convention attendees
- Company name in program to promote event

## 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 Beverage 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

# Annual Conference

May 14 - 17, 2026 | Richmond Marriott | Richmond, Va

## Friday Young OD/Emerging Leaders Company Lead Presentation - \$4,000

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

## Saturday Marketing Minute - \$3,500 (1 available)

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

## 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 - \$500

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

## Saturday VOA Business Meeting Lunch Sponsorship - \$6,000

- 20 minute promotional talk time to all VOA membership
- 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 meeting space and provide bill for lunch

## Saturday Afternoon Beverage Break Sponsor - \$500

- 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)

- 2025 Event included a dinner, networking
- Includes 2 representatives to attend

# Annual Conference

May 14 - 17, 2026 | Richmond Marriott | Richmond, Va

## Sunday Promotional Breakfast with Talk Time - \$6,000

- Company to provide speaker for 30 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 and travel accommodations for speaker

## Sunday Morning Beverage Break Sponsor - \$250

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

## Disposable Coffee Station/Cup Collars Sponsor - \$750

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

## Audio Visual Sponsor - \$1,000

- Covers entirety of event - all 3 days
- 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
- Company name as Wi-Fi password (if the latter can accommodate)

## Registration Table Sponsor - \$500

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

## Lanyard with Company Logo - \$2,000

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

**SOLD!**

**SOLD!**

# Annual Conference

May 14 - 17, 2026 | Richmond Marriott | Richmond, Va

## Yoga Sponsor - \$2,500

- Entrance for 2 company representatives
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

## Member Giveaway with Company Logo - \$2,500

- Company logo on all attendees' t-shirts
- VOA will select, order and purchase this item

# SOLD!

# Fall Conference

October 23 - 25, 2026 | The Greenbrier | White Sulfer Springs, WV



## Table Top Exhibit - \$1,500

- Exhibit Table
- Electric
- 2 Company Representatives

# SOLD OUT!

## Friday Night Welcome Reception - \$3,000

- 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 conference

## Saturday Night Reception - \$3,000

- 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 conference

## Saturday Promotional Breakfast with Presentation - \$6,000

- 30 minute promotional speaking opportunity to all attendees
- 1/2 page marketing in conference program
- Company logo on event signage during event
- Company logo in printed and online program to promote event
- Social media post to promote event at the conference
- Microphone, screen, and projector provided

# SOLD!

## Saturday Marketing Minute - \$3,500

(1 available)

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

# SOLD!

# Fall Conference

October 23 - 25, 2026 | The Greenbrier | White Sulfer Springs, WV

## Saturday Lunch Sponsor - \$3,500

- 10 minute speaking opportunity to all attendees
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

**SOLD!**

## Audio Visual Sponsor - \$750

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

## Disposable Coffee Cup Collars Sponsor - \$750

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

## Wi-Fi Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Company name as Wi-Fi provider for the event (to accommodate)

**SOLD!**

## Registration Table Sponsor - \$500

- 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

## 2026 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VOA
February	January 15, 2026
May	April 15, 2026
August	July 15, 2026
November	October 15, 2026

### 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)

### Questions?

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



THE VOICE OF  
VIRGINIA OPTOMETRISTS