



VIRGINIA OPTOMETRIC
ASSOCIATION

2024 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 November 1, 2023 to ensure availability for the 2024 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 2024 VOA Partner Program Member

To become a 2024 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 November 1, 2024 to request sponsorships for 2024. To participate at any level, your company must spend collective the corresponding dollar amount for the 2024 calendar year. Payments are due in full no later than April 1, 2024. 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 April 1, 2024 your sponsorship may become available for others. The VOA will accept payment by check or credit card.

Program Begins 1/1/2024

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 29079

Henrico, Va 23242-0069

PARTNER PROGRAM INFORMATION

2024 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 four 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 and Diamond 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

2024 VOA CONFERENCE & EVENTS CALENDAR

January 28
Virtual

One-Day CE Conference

April
Virtual

In Focus Series

May 30 - June 2
Norfolk, Va

Annual Conference
Hilton Norfolk The Main

July
Virtual

In Focus Series

September 20 - 22
Hot Springs, Va

Fall Conference
The Omni Homestead Resort

November 14 - 17
Aruba

Voyages in Vision
Hilton Aruba Caribbean Resort & Casino

December
Virtual

In Focus Series

2023 VOA Partner Program

DIAMOND



CooperVision®



Johnson & Johnson
VISION



GOLD



SILVER



BRONZE



2024 PARTNER PROGRAM LEVELS

	Bronze \$3,000 - \$5,999	Silver \$6,000 - \$9,999	Gold \$10,000 - \$14,999	Diamond \$15,000 - 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
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
Ad in Printed Quarterly Newsletter**	1 Quarter	1 Quarter 1 Half	1 Quarter 2 Half	2 Half 2 Full
Sponsorship Level listed on Annual Conference Exhibit Booth Signage	✓	✓	✓	✓
Q&A Profile in Printed Quarterly Newsletter with company president		✓	✓	✓
Sponsored posts on social media accounts**			1	2
Award Plaque presented at Annual Conference			✓	✓
Company Marketing Flyer with Conference Registration Packet**			Annual Conference	Annual Conference & Fall Conference
1 Meeting with Board of Trustees (in person or virtual)			10 Mins	15 Mins
Complimentary Deluxe Exhibit Booth at Annual Conference				✓
Company Logo on Annual Conference Registration Confirmation				✓

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

Virtual One Day CE

January 30, 2024 | Virtual Conference

125-150 OD's in attendance

All attendees will be mailed a Conference Packet prior to the Conference

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

- 10 minutes of promotional talk time to all attendees
- Emailed Marketing Flyer sent in electronic conference packet prior to conference
- Company logo on bottom of registration, event marketing materials

SOLD

Virtual Packet Stuffer - \$250 (5 available)

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

SOLD

VOA In Focus Series

SOLD, **SOLD**, December **SOLD** | Virtual CE Meetings

60-80 OD's in attendance

Webinar Sponsor - \$1,750 (1 available per In Focus)

- 10 minutes of promotional talk time to all attendees
- Company logo on webinar confirmation, and promotional materials
- Emailed Marketing Flyer sent in electronic conference attendees

SOLD

Annual Conference

May 30 - June 2, 2024 | Hilton The Main | Norfolk, Virginia
125 - 150 OD's in attendance

Exhibit Hall Standard Booth - \$1,125

- 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 with Electricity - \$1,500

- 10 x 8 Exhibit Booth
- Preferred Location
- 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

Branded Human Eye Anatomical Model - \$2,000

- Human Eye Anatomical Model Full Display Model with removable stand for patient education
- Company Logo to be placed on model
- Will be given out to all VOA attendees at the Annual Conference from the VOA Exhibit Hall Booth

SOLD

Continuing Education Speaker - \$4,000

- Company to provide speaker for 1-2 hour(s) of Continuing Education (50 - 60 minutes)
- Company logo in printed conference 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

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

- Company to provide speaker for 30 minutes of talk time
- Company logo in printed conference program to promote event
- 1/2 page ad in conference program
- Company to provide hotel and travel accommodations for speaker

SOLD

Annual Conference

May 30 - June 1, 2024 | Hilton The Main | Norfolk, Virginia
150 - 175 OD's in attendance

Thursday Board of Trustee & Virginia Optometric Leadership
Training Dinner Co-Sponsor - \$4,500 (2 available)

- 10 minute promotional talk time
- Company logo in printed and online program to promote event
- 2 company representatives to present
- Emailed Marketing Flyer postcard to conference attendees
- VOA will arrange dinner location, 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

SOLD

Friday Marketing Minute - \$3,500

- 10 minutes promotional speaking time to all attendees
- Microphone, screen and projector
- Contact information of Representatives in electronic exhibitor directory provided to all convention attendees

SOLD

Friday Morning Refreshment Break Sponsor - \$250

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

Friday Afternoon Refreshment Break Sponsor - \$250

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

SOLD

Friday Exhibit Hall Lunch Sponsor - \$2,000

- 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

Annual Conference

May 30 - June 1, 2024 | Hilton The Main | Norfolk, Virginia
150 - 175 OD's in attendance

Friday Night Norfolk Tides Baseball Sponsor - \$5,000 (2¹ 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
- 2 Complimentary tickets to game
- Cobranded clear exhibit bag
- Please note that other exhibitors will have the opportunity to purchase tickets and attend event for \$200 per person

Saturday Marketing Minute - \$3,500

- 10 minute promotional speech to all attendees
- Microphone, screen, projector
- 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 Afternoon Refreshment Break Sponsor - \$250

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

SOLD

Saturday VOA Business Meeting Lunch Sponsorship - \$4,000

- 10 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 annual conference
- VOA will arrange menu, audio visual, and pay the bill for lunch

SOLD

Saturday Young OD/Emerging Leaders Company Lead Presentation - \$3,000

- 1 hour of promotional time
- Beverages, and snacks provided during event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Electronic Email promoting event sent to all Young ODs and Emerging Leaders
- Social Media post to promote event at the annual conference

SOLD

Annual Conference

May 30 - June 1, 2024 | Hilton The Main | Norfolk, Virginia
150 - 175 OD's in attendance

Saturday Night Member Appreciation Event - \$4,000 ¹ (~~2~~ available)

- 2023 Event included a dinner, multiple bars and a band
- Private event for the 2 sponsors only

Sunday Grab and Go Breakfast Sponsor - \$1,500

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

Sunday Morning Refreshment 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 - \$2,500

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

Company Logo Cocktail Napkins - \$2,500

- Company logo on cocktail napkins, to be used at all receptions and coffee stations

Name Badge Sponsor with Company Logo - \$ 2,500

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

Lanyards with Company Logo - \$ 2,000

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

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

Daily Email Schedule Reminders - \$500

- Company logo with clickable link on email sent to all attendees

Annual Conference

May 30 - June 1, 2024 | Hilton The Main | Norfolk, Virginia
150 - 175 OD's in attendance

Logoed Pens - \$750

- Company logo pens provided to all attendees
- VOA will select, order, and purchase this item

Hotel Key Card - \$2,500

- Company logo on hotel guest key card to all attendees
- VOA will select, order, and purchase this item

Annual Conference Paraoptometric Program

June 1 - June 2, 2024 | Hilton The Main | Norfolk, Virginia
25 OD's in attendance

Promotional Education Lecture - \$2,500 (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 - \$2,000 (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

September 20 - 21, 2024 | Omni Homestead | Hot Springs, Va
125 - 150 OD's in attendance

Friday Night Promotional Dinner - \$5,000

- 30 people max attendance
- 2 hour promotional dinner,  talk time
- Company logo in printed and  promote event
- Emailed marketing flyer per  conference attendees
- Social media post to promote  nference
- VOA will arrange dinner location, menu, A/V, and pay the bill for the event
- 1 Exhibit Table with electricity and 2 company representatives

Friday Welcome Reception - \$3,000

- Company logo on event  ent
- Company logo in printed and  promote event
- 1 Exhibit Table with electric  representatives

Fall Conference

September 20 - 21, 2024 | Omni Homestead | Hot Springs, Va
125 - 150 OD's in attendance

Saturday Promotional Breakfast with Presentation - \$5,000

- 30 minute promotional speaking opportunity to all attendees
- 1/2 page marketing ad in convention program
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event at the annual conference
- Microphone, screen, and projector provided
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Saturday Marketing Minute - \$3,500

(~~2~~ available)

- 10 minute promotional speaking opportunity to all attendees
- Microphone, screen, and projector provided
- 1 Exhibit table with electricity and 2 company representatives

SOLD

Saturday Morning Refreshment Break Sponsor - \$1,500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

Saturday Afternoon Refreshment Break Sponsor - \$1,500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Saturday Continuing Education with Lunch - \$5,000

- 50 - 60 minute continuing education speaking opportunity to all attendees
- Half page marketing ad in convention program
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Microphone, screen and projector provided. If you have an Apple device, please bring an adaptor.
- 1 Exhibit Table with electricity and 2 company representatives
- Virginia does not require COPE

SOLD

9 Hole Golf Tournament Sponsor - \$3,500

(3 available)

- Company branded golf item to be selected, and purchased by the VOA
- 2 complimentary golfers
- Company logo on event sponsor sign during event
- Social media post to promote event at the annual conference
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

Fall Conference

September 20 - 21, 2024 | Omni Homestead | Hot Springs, Va
125 - 150 OD's in attendance

Wine Tasting Sponsor - \$3,500

- Company branded wine tasting giveaway selected and purchased by the VOA
- Company logo on event sponsor sign during event
- Social media post to promote event at the annual conference
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives
- 2 Complimentary wine tastings

Saturday Night Picnic Sponsor - \$4,000

¹
~~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
- VOA will arrange dinner location, menu, audio visual, and pay the bill for the event
- 1 Exhibit Table with electricity and 2 company representatives
- 2 Picnic registrations
- Please note, we will open this event up to additional exhibitors at \$200 per person

Saturday Audio Visual Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Sunday Breakfast Sponsor - \$2,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

Sunday Morning Refreshment Break Sponsor - \$1,500

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Sunday Audio Visual Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

Fall Conference

September 20 - 21, 2024 | Omni Homestead | Hot Springs, Va
125 - 150 OD's in attendance

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

- Company logo on disposable coffee cups at all refreshment breaks throughout conference
- Company logo on event sponsor sign during event
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Company Logo Cocktail Napkins - \$2,000

- Company logo on cocktail napkins, to be used at all receptions and coffee stations
- 1 Exhibit Table with electricity and 2 company representatives

Name Badge Sponsor with Company logo - \$ 2,000

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

SOLD

Tote Bags with company logo - \$ 2,000

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

SOLD

Lanyards with company logo - \$ 1,500

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

Wi-Fi Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

SOLD

Registration Table Sponsor - \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- 1 Exhibit Table with electricity and 2 company representatives

Logoed Pens - \$1,000

- Company logo pens provided to all attendees
- VOA will select, order, and purchase this item
- 1 Exhibit Table with electricity and 2 company representatives

Hotel Key Card - \$2,000

- Company logo on hotel guest key card to all attendees
- 1 Exhibit Table with electricity and 2 company representatives

Voyages in Vision

November 13 - 18, 2024 | Hilton Aruba Caribbean Resort | Aruba
50 -70 OD's in attendance

Attendee Pre-Arrival Giveaway - \$2,000

- Company logo on luggage identifier sent to attendees in preconference package
- 1 Tabletop Exhibit with 2 company representatives
- Company logo on webinar page, registration confirmation, and promotional webinars
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at Voyages in Vision

Attendee Pre-Arrival Giveaway - \$2,500

- Company logo on toiletry bag sent to attendees in preconference package
- 1 Tabletop Exhibit with 2 company representatives
- Company logo on webinar page, registration confirmation, and promotional webinars
- Electronic marketing flyer to be included in electronic conference attendee package
- Social media post to promote event at Voyages in Vision

Name Badge Sponsor - \$1,500

- Company logo on name badge
- Company logo 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

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

Friday Breakfast 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

Voyages in Vision

November 13 - 18, 2024 | Hilton Aruba Caribbean Resort | Aruba
50 - 70 OD's in attendance

Friday 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

Friday Evening 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

Saturday Breakfast Sponsor - \$1,000

- 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

Saturday 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

VOA NEWSLETTER

A Print and Digital Quarterly Publication

2024 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VOA
February	January 10, 2024
May	April 5, 2024
August	July 10, 2024
November	October 4, 2024

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, 2024.

Questions?

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



THE VOICE OF
VIRGINIA OPTOMETRISTS