



VIRGINIA OPTOMETRIC  
ASSOCIATION

# 2024 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.

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](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 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](http://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](mailto: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



HORIZON.



neuroLens®  
Relief is in Sight

EssilorLuxottica

BRONZE



SOUTHERN  
COLLEGE OF  
OPTOMETRY



LUMENIS



Dompé



# 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 attendees
- Company logo on both webinar page, registration, event marketing materials



## Virtual Packet Stuffer - \$250 <sup>4</sup>(~~5~~ available)

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

## VOA In Focus Series

**SOLD**, **SOLD**, December | 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 page, registration confirmation, and promotional materials
- Emailed Marketing Flyer sent prior or post to conference attendees

# 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 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 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 Event 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 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 Marketing Minute - \$3,500

- 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

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

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 (1 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 speaking opportunity to all attendees
- Microphone, screen, projector provided
- 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 Afternoon Refreshment 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 - \$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 the annual conference
- VOA will arrange menu, audio visual, and pay the bill for lunch

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

- 1 hour of promotional time
- Beverages, and snacks provided to all attendees 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

# 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 <sup>1</sup>(~~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, 1 hour talk time
- Company logo in printed and online program to promote event
- Emailed marketing flyer to all conference attendees
- Social media post to promote conference
- 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 space
- 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

## 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

## 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

## 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

## 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 (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

## 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

## 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 cup collars at all refreshment breaks throughout conference
- Company logo on event sponsor sign during event
- 1 Exhibit Table with electricity and 2 company representatives

## 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

## Tote Bags with company logo - \$ 1,500

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

## Lanyards with company logo - \$ 2,000

- 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

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



VIRGINIA OPTOMETRIC  
ASSOCIATION

THE VOICE OF  
VIRGINIA OPTOMETRISTS

