

The UOA Partnership Program



UTAH OPTOMETRIC
— ASSOCIATION —

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Our Goals



Effective business opportunities

The Utah Optometric Association (UOA) Partnership Program will be an invaluable component of your marketing strategy. It will allow our partners a better way to support the Association and reach its members.

Endorse its benefits

As a UOA partner, you will receive maximal opportunity to market your product to our 300+ members. Partners will be allowed to establish preferred exhibit space at conferences, advertise in our monthly newsletter, and sponsor select items/meals at our annual convention, in addition to other unmatched opportunities.

Escalate Growth

The UOA Partnership Program will produce increased sales for your company at a relatively low cost. It will help you keep in touch with UOA members in between events and meetings. There are three different partnership levels to represent each company's specific needs.

Partnership
Program
Begins
1/1/2024

- For more information about becoming a member of the Partnership Program, visit us at www.utaheydoc.org
- Call Chanae at (801) 364-9103
- Payments may be remitted to:
PO Box 862
Draper, UT 84020

The UOA Partnership 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 31, 2023, to ensure availability for the 2024 UOA Partnership Program**

Payment is due in full no later than April 1, 2024. Payments can be made by check or credit card. If payment is not made in full by April 1, 2024, your sponsorship items selection may become available for others. Please note that any payment with a credit card will incur a 3% convenience fee.

In the coming weeks, we will be reaching out to you. If you are ready to sign up please contact the UOA office at (801) 364-9103 or uoa@utaheydoc.org. If you have any questions, or if you would like to discuss any other opportunities not listed herein, do not hesitate to call. We look forward to working with you and thank you for your support.

Partnership benefits & Levels



Marketing & Advertising

	Silver (\$5,000)	Gold (\$10,000)	Platinum (\$20,000)
Advanced copy of attendee list for sponsored conferences	✓	✓	✓
Corporate recognition on website recognizing support level	✓	✓	✓
Ad in monthly newsletter	[1 quarter]	[2 half]	[1 full, 2 half]
Recognition in monthly newsletter	✓	✓	✓
Email blasts to membership	✓ [1]	✓ [2]	✓ [4]
Stuffer with conference registration packet	✓	✓	✓
Recognition as partner on UOA footer of web pages	✓	✓	✓
Sponsored posts on social media	✓ [1]	✓ [2]	✓ [4]
Advertisement on June Annual Congress website	✓	✓	✓

Continuing Education Conferences

Booth exhibit space at June Annual Congress	✓	✓	✓ [2]
Booth exhibit space at St. George		✓	✓
1/2 page ad in UOA Annual Congress book		✓	✓
1 meeting with Board of Trustees (in person or digital)			15 minutes
Option to provide COPE approved CE at UOA Mega CE or St George			2 separate hrs
Full page ad in UOA Annual Congress book			✓
Sponsorship of item/food at the UOA Annual Congress	Up to \$1,000	Up to \$5,000	Up to \$10,000

Ask us about our "buy up" opportunities, if you would like to sponsor a specific item or event at one of our conferences that is not part of the listed benefits.

**We understand that Pharmaceutical Partners are required to adhere to their compliance guidelines, therefore we can adjust our benefits on a case by case basis.*

Sponsorship & Exhibit Opportunities



UOA Annual Congress

June 6-9, 2024

Zermatt Resort in Midway

140-160 ODs in Attendance

Exhibit hall standard booth with electricity: early bird (10x8)	\$975
Exhibit hall standard booth with electricity: regular (10x8)	\$1,100
Golf swag bags	\$500
Golf lunch	\$1,500
Golf hole sponsor (limited space)	\$300
Thursday afternoon refreshment break	\$500
Thursday night kick-off reception (wine bar optional for \$500 more)	\$10,000
Friday UOA board meeting breakfast and 10-minute speaking	\$3,000
Friday breakfast with the ODs: co-sponsor	\$5,000
Friday breakfast with the ODs: co-sponsor	\$5,000
Friday morning refreshment break	\$1,000
Friday installation lunch	\$10,000
Friday afternoon refreshment break	\$1,000
Friday night ice cream social sponsor	\$2,000
Friday dinner for adults only (wine bar optional for \$500 more)	\$10,000
Saturday breakfast with the ODs	\$10,000
Saturday morning refreshment break	\$1,000
Saturday exhibit hall lunch: co-sponsor	\$5,000
Saturday exhibit hall lunch: co-sponsor	\$5,000
Saturday afternoon refreshment break	\$1,000
Saturday family carnival and dinner (wine bar optional for \$500 more)	\$10,000
Sunday morning breakfast	\$3,000
Sunday morning refreshment break	\$500
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Tote bags sponsor with your company logo	\$1,000
Lanyards with your company logo	\$1,000
Audio visual sponsor per day (\$1,000 all 3 days)	\$500 per day
Stuffer for Conference Packet	\$500

If you'd like to donate a gift worth \$100 or more to the exhibit hall raffle, we will put your business card in a raffle for a free booth next year.

Sponsorship & Exhibit Opportunities cont.

Mega CE

March 22-23, 2024

Rocky Mountain University, Provo

50 -60 in Attendance

Lunch sponsor with 10 minutes presentation (2 available)	\$2,000
Saturday morning refreshment break	\$500
Saturday afternoon refreshment break	\$500
Lecture sponsorship (2 hrs Cope approved)	\$2,500

St. George

April 12-13, 2024

Entrada Resort

40-60 in Attendance

Limited to 10-15 sponsors

Exhibit hall standard booth with electricity	\$300
Golf swag bags	\$500
Golf lunch	\$1,000
Golf hole sponsor (limited space)	\$300
Friday dinner	\$3,000
Saturday breakfast	\$2,000
Saturday refreshment break	\$500
Audio visual sponsor	\$500
Saturday lunch with UOA board members/representatives	\$2,000
Lecture sponsorship (2 hrs Cope approved)	\$3,000

Fall Quarterly Meeting

TBD

Rocky Mountain University, Provo

50 -60 in Attendance

Dinner sponsor	\$2,000
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Custom Event Sponsorship

The UOA has a young ODs group, a womens group, and a breakfast group. If you would like to sponsor one of these events, please contact the UOA at 801-364-9103. The price can vary based on what the group decides.