2027

THE UOA PARTNERSHIP PROGRAM

UTAH OPTOMETRIC ASSOCIATION

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Our Goals

PARTNERSHIP PROGRAM BEGINS 1/1/2027

Effective business opportunities

The Utah Optometric Association (UOA) Partnership Program will be invaluable to 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.

The Utah Optometric Association is a non-profit organization. We appreciate your support for all of the optometrists within the UOA.

- Call Chanae Landeen 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 calendar year and shall be renewed on an annual basis. All sponsorship selections must be made by April 1, 2027 to ensure availability for the 2027 UOA Partnership Program.

Payment is due in full no later than May 1, 2027. Payments can be made by check or credit card. If payment is not made in full by April 1, 2027 your sponsorship items selection may become available for others.

InThe Utah Optometric Association's (UOA) Partnership Program is designed to create meaningful partnerships that benefit both our industry supporters and the optometric profession. By partnering with the UOA, your company gains valuable, year-round exposure to Utah optometrists through cost-effective marketing opportunities while directly supporting the education, advocacy, and success of our members.

PARTNERSHIP BENEFITS & LEVELS

UTAH OPTOMETRIC ASSOCIATION

Continuing Education Conferences

	Silver ($5,000)	Gold ($10,000)	Platinum ($20,000)
Booth exhibit space at UOA Annual Congress on June 11-12, 2027 (extra booth $800)	✓	✓	✓ (2)
Ad in UOA Annual Congress App	1/2 page ad	1/2 page ad	1 full page
Cocktail booth and 5-minute presentation at St. George on April 9-10, 2027		✓	✓
Option to provide COPE accredited CE at UOA Mega CE or St George			2 separate hrs
Short presentation at the UOA board meeting at the UOA Annual Congress		5 minutes	10 minutes
Sponsorship of presentation at a UOA meeting (included in partnership)	Up to $5,000*	Up to $10,000*	Up to $20,000*

Marketing & Advertising

Email blasts to membership	✓ (2)	✓ (4)	✓ (4)
Sponsored posts on social media	✓ (2)	✓ (4)	✓ (4)
Advertisement in UOA newsletter	(1 half)	(1 full)	(1 full, 2 half)
Recognition in monthly newsletter	✓	✓	✓
Recognition on June Annual Congress website	✓	✓	✓
Recognition as partner on UOA footer of web pages	✓	✓	✓
Advanced copy of attendee list for sponsored conferences	✓	✓	✓
Corporate recognition on website recognizing support level with Sales Representatives Contact Information	2 Sales Rep	3 Sales Reps	4 Sales Reps

* **This benefit is for the partner sponsors to choose an item or food from the 2027 Annual Congress sponsorship list and they will receive all of the benefits involved in that sponsorship without any extra cost. (See next page for list)**

*We understand that our 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

UTAH OPTOMETRIC ASSOCIATION

UOA Annual Congress

June 10-13, 2027
Zermatt Resort in Midway (Near Park City)
150-160 ODs in Attendance

Exhibit hall on June 11 from 1:30-3:30 pm and June 12 from 10:30-12:30 pm

Exhibit hall early bird (Before May 1)	$1,100 (8x8) / $1,300 (8x10)

- 1 Exhibit booth
- 2 Company Representatives
- A sign with your company name
- Emailed attendee list sent prior to or post conference attendees

Exhibit hall regular (After May 1)	$1,200 (8x8) / $1,400 (8x10)

- 1 Exhibit booth
- 2 Company Representatives
- A sign with your company name
- Emailed attendee list sent prior to or post conference attendees

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Golf Sponsorship on June 10, 2027

Golf hole sponsor (9 spots available) (Wasatch Golf Course in Midway)	$300

- Recognition of support on golf registration website
- Business name/logo on sign at the golf tournament
- Opportunity to sponsor a fun game/event at golf hole
- List of golfers sent prior to golf tournament
- 1 free golf registration

UOA Annual Congress Golf Drink Cart	$500

- Recognition of support on golf registration website
- Business name/logo on golf cart at the golf tournament
- Drive golf cart around the golf course and offer drinks to players (UOA will cover the cost of drinks and cart)

UOA Annual Congress Golf Player	$120

- Participate in golf tournament with doctors, students, and office staff
- Boxed lunch included
- List of golfers sent prior to golf tournament

UOA Annual Congress

June 10-13, 2027
Zermatt Resort in Midway (Near Park City)
150-160 ODs in Attendance

UTAH OPTOMETRIC ASSOCIATION

Platinum Partner Options (or a la carté)

Thursday night kick-off reception (wine bar optional. Pay via separate invoice) *$20,000

- 2-hour event
- Dinner provided by the UOA during the event
- Company logo in the conference app and online program to promote event
- Social media post to promote event

Friday installation lunch *$20,000

- 2-hour event
- Lunch provided by the UOA during the event
- Company logo in the conference app and online program to promote event
- Social media post to promote event

Friday dinner for adults only (wine bar optional. Pay via separate invoice) *$20,000

- 2-hour event
- Dinner provided by the UOA during the event
- Company logo in the conference app and online program to promote the event
- Social media post to promote event.

Saturday breakfast with the ODs *$20,000

- 2-hour event
- Breakfast provided by the UOA during the event
- Company logo in the conference app and online program to promote the event
- Social media post to promote event

Saturday family carnival and dinner (wine bar optional. Pay via separate invoice) *$20,000

- 2-hour event
- Dinner provided by the UOA during the event
- Company logo in the conference app and online program to promote the event
- Social media post to promote event.

* **This benefit is for the partner sponsors to choose an item or food from the 2027 Annual Congress sponsorship list and they will receive all of the benefits involved in that sponsorship without any extra cost.** **(See page 3)**

UOA Annual Congress

June 10-13, 2027
Zermatt Resort in Midway (Near Park City)
150-160 ODs in Attendance

UTAH OPTOMETRIC ASSOCIATION

Gold Partner Options (or a la carté)

Friday breakfast seminar with optometrists (6 available) (7 – 8:30 am) *$10,000

- 10-minutes of promotional time to 120 optometrists
- Breakfast provided by the UOA during the event
- Company logo in the conference app and online program to promote event
- Social media post to promote event

Sunday morning optometrist breakfast (2 available) (7 – 8 am) *$10,000

- 25-minute promotional presentation to 30-50 optometrists
- Breakfast provided by the UOA during the event
- Company logo in the conference app and online program to promote the event

Silver Partner Options (or a la carté)

Friday breakfast seminar with optometrists (5 available) (7 – 8:30 am) *$5,000

- 5-minutes of promotional time to 120 optometrists
- Breakfast provided by the UOA during the event
- Company logo in the conference app and online program to promote event
- Social media post to promote event

Student/Doctor Speed Networking Event (Saturday, June 12 from 4- 6:30 pm) *$5,000

- 10-minute promotional presentation with docs and students
- Company logo in the conference app and online program to promote the event

UOA Annual Congress/St George Golf Lunch *$5,000

- Recognition of support on golf registration website
- 4 free registrations to participate in each golf tournament
- Opportunity to sponsor a fun game/event at golf hole
- List of golfers sent prior to golf tournament

Saturday lunch/raffle and Para Social Sponsor *$5,000

- Sponsor and give away big prize at the Saturday lunch/raffle with docs, paras, and family members
- 10-minute promotional presentation with 50 office staff at the para social
- Company logo in printed and online program to promote the event
- Sponsor and provide 10-15 small, fun prizes for the para social

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Winter Quarterly Meeting

TBD
50 ODs in Attendance

UTAH OPTOMETRIC ASSOCIATION

Dinner Sponsor (2 available)	$1,000

- 15-minute promotional presentation
- Company logo printed in online program to promote event
- Dinner and AV provided by the UOA during the event

St George Spring Conference

April 9-10, 2027
Entrada Inn at St. George
40-50 ODs in Attendance

Golf hole sponsor (9 spots available)	$200

- Recognition of support on golf registration website
- Business name/logo on sign at the golf tournament
- Opportunity to sponsor a fun game/event at golf hole
- List of golfers sent prior to golf tournament
- 1 free golf registration

Friday dinner (Entrada Inn on April 10 from 6:30 – 7 pm)	$2,000

- 30-minute promotional presentation
- Company logo printed in online program to promote event
- Dinner and AV provided by the UOA during the event

Saturday Presentation (Entrada Inn on April 11 from 12:30 – 1 pm)	$1,000

- 15-minute promotional presentation
- Company logo printed in online program to promote event
- AV provided by the UOA during the event

St. George Golf Player (Coral Canyon Golf Course on April 10 from 8 am – 12 pm)	$120

- Participate in golf tournament with doctors, students, and office staff
- Boxed lunch included
- List of golfers sent prior to golf tournament

Mega CE

September 10-11, 2027
Rocky Mountain University in Provo, UT
50 – 60 ODs in Attendance

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Friday Dinner Sponsor (2 available) — $2,000

- 30-minute promotional presentation
- Dinner and AV provided by the UOA during the event
- Company name in online program to promote the event

Saturday Lunch Sponsor (2 available) — $2,000

- 30-minute promotional presentation
- Dinner and AV provided by the UOA during the event
- Company name in online program to promote the event

For more information about the UOA partnership program, please contact UOA Associate Executive Director Chanae Landeen at 801-364-9103 or uoa@utaheyedoc.org. If you would like to create a customized partnership package, please reach out to us and we will be happy to work with you to create an effective partnership with you. Thank you for your support!