



2025 THE UOA PARTNERSHIP PROGRAM

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Our Goals

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.

**PARTNERSHIP
PROGRAM
BEGINS
1/1/2025**

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 fiscal year and shall be renewed on an annual basis. All sponsorship selections must be made by December 31, 2024 to ensure availability for the 2025 UOA Partnership Program.

Payment is due in full no later than April 1, 2025. Payments can be made by check or credit card. If payment is not made in full by April 1, 2025 your sponsorship items selection may become available for others.

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@utaheyedoc.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)
Email blasts to membership	✓ [2]	✓ [4]	✓ [6]
Sponsored posts on social media	✓ [2]	✓ [4]	✓ [6]
Ad in monthly 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

Continuing Education Conferences

Booth exhibit space at UOA Annual Congress on June 5-8, 2025 (extra booth \$795)	✓	✓	✓ [2]
Ad in UOA Annual Congress book	1/4 page ad	1/2 page ad	1 full/1/2 ad
Discount on a booth at Mega CE on Sept. 12-13, 2025 (optional, regular price \$750)	\$500 price	\$500 price	\$500 price
Cocktail Table booth space at St. George on April 11-12, 2025		✓	✓
Option to provide COPE accredited CE at UOA Mega CE or St George		1 hour at Mega CE	2 separate hrs
Short presentation at a UOA board meeting at the UOA Annual Congress		5 minutes	10 minutes
Credit towards sponsorship of item/food at the UOA Annual Congress	Up to \$2,000*	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.

**This benefit is for the partner sponsors to choose an item or food from the 2025 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)*

Sponsorship & Exhibit Opportunities



UOA Annual Congress

June 5-8, 2025

Grand Hyatt in Deer Valley

130-160 ODs in Attendance

Exhibit hall standard booth: early bird (Before May 1)

\$995

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

Exhibit hall standard booth: regular (After May 1)

\$1,200

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

UOA Annual Congress Golf Breakfast

\$2,000

- Recognition of support on golf registration website
- 10 minute presentation during lunch
- 2 free registrations to participate in golf tournament

Golf hole sponsor (limited space)

\$300

- Recognition of support on golf registration website
- Business name/logo on sign at the golf tournament
- Opportunity to speak with golfers at the tournament

UOA Annual Congress Golf Lunch

\$2,000

- Recognition of support on golf registration website
- 10 minute presentation during lunch
- 2 free registrations to participate in golf tournament

Thursday symposium

\$5,000

- 45 minutes of promotional time
- Beverages and snacks provided by the UOA during event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event

UOA Annual Congress

June 5-8, 2025 | Grand Hyatt Resort at Deer Valley | 130-160 ODs in Attendance

Thursday night kick-off reception [wine bar optional. Pay via separate invoice]

\$10,000

- 2 hours of promotional time
- Dinner provided by the UOA during the event
- Company name on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Friday UOA board meeting breakfast

\$2,000

- 10 minute promotional presentation
- Opportunity to give a short presentation and then leave the board meeting
- Breakfast will be provided by the UOA during the event

Friday breakfast with the ODs: co-sponsor

\$5,000

- 15 minutes of promotional time
- Breakfast will be provided by the UOA during the event
- Company sign on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Friday breakfast with the ODs: co-sponsor

\$5,000

- 15 minutes of promotional time
- Breakfast will be provided by the UOA during the event
- Company sign on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Friday installation lunch

\$10,000

- 15 minutes of promotional time
- Lunch provided by the UOA during the event
- Company name on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Family Social on Friday or Saturday [2 available]

\$1,000

- 1 hour of promotional time
- Food provided by the UOA during the event
- Company logo in printed and online program to promote event
- Social media post to promote event

UOA Annual Congress

June 5-8, 2025 | Grand Hyatt Resort at Deer Valley | 130-160 ODs in Attendance

Friday Para Team Building Activity

\$1,000

- 30 minutes promotional presentation
- You will provide a fun/educational activity for the doctors and paras with prizes for the winners
- UOA will provide the room/location

Friday dinner for adults only (wine bar optional. Pay via separate invoice)

\$10,000

- 2 hours of promotional time
- Dinner provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote the event
- Social media post to promote event.

Women OD and Student Event

\$5,000

- 1 hour of promotional time
- Drinks and dessert provided by the UOA during the event
- Company name in printed and online program to promote the event
- Social media post to promote event

Saturday breakfast with the ODs

\$10,000

- 1 1/2 hours of promotional time
- Breakfast provided by the UOA during the event
- Company name on event sponsor sign during the event
- Company logo in printed and online program to promote the event
- Social media post to promote event

Saturday lunch: co-sponsor

\$5,000

- 15 minutes of promotional time
- Lunch provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Saturday lunch: co-sponsor

\$5,000

- 15 minutes of promotional time
- Lunch provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

UOA Annual Congress

June 5-8, 2025 | Grand Hyatt Resort at Deer Valley | 130-160 ODs in Attendance

Student/Doctor Speed Networking Event

\$5,000

- 10 minutes of promotional time
- Company name on event sponsor sign during event
- Company logo in printed 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)

\$10,000

- 2 hours of promotional time
- Dinner provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote the event
- Social media post to promote event.

Sunday morning breakfast

\$2,000

- 10 minutes of promotional time
- Breakfast provided by the UOA during the event
- Company name on event sponsor sign during event
- Company logo in printed and online program to promote the event
- Social media post to promote event.

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 1/2 off your booth in 2026.

St George

April 11-12, 2025 | Entrada in St. George | 40-60 ODs in Attendance

Golf lunch	\$1,000
<ul style="list-style-type: none">• Recognition of support on golf registration website• 10 minutes presentation during lunch• 2 free registrations to participate in golf tournament	
Golf hole sponsor (limited space)	\$300
<ul style="list-style-type: none">• Recognition of support on golf registration website• Business name/logo on sign at the golf tournament• Opportunity to speak with golfers at the tournament	
Friday dinner (2 available)	\$1,000
<ul style="list-style-type: none">• 10 minutes promotional talk time• Company logo printed in online program to promote event• Social media post to promote event at the conference• Dinner provided by the UOA during the event	
Continuing Education Lecture Speaker	\$3,000
<ul style="list-style-type: none">• Company to provide speaker for 2 hours of Cope Accredited Continuing Education• Company logo printed in online program to promote event• Social media post to promote sponsored CE with company logo, speaker photo, and speaker topic• Promotion of event and speaker in the monthly newsletter• Company to provide hotel and travel accommodations for speaker	

Mega CE

September 12-13, 2025 | Rocky Mountain University | 50-80 ODs in Attendance

Friday Dinner Sponsor (2 available)

\$1,000

- 10 minutes of promotional time
- Lunch and refreshments provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in online program to promote the event
- Social media post to promote event.

Saturday Lunch Sponsor (2 available)

\$1,000

- 10 minutes of promotional time
- Lunch and refreshments provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in online program to promote the event
- Social media post to promote event.

Continuing Education Lecture Speaker

\$2,500

- Company to provide speaker for 1-2 hour (s) of Cope Accredited Continuing Education
- Company logo printed in online program to promote event
- Social Media post to promote sponsored CE with company logo and speaker photo and topic
- Promotion of event and speaker in the monthly newsletter
- Company to provide hotel and travel accommodations for speaker

Exhibit hall standard booth

\$750

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

Winter Quarterly Meeting

January 2025 | TBD | 50-70 ODs in Attendance

Dinner sponsor (2 available)

\$1,000

- 15 minutes of promotional time
- Dinner provided by the UOA during the event
- Company logo on event sponsor sign during event
- Company logo in online program to promote the event
- Social media post to promote event.

Custom Event Sponsorship: The UOA has a Young OD group and a Women OD group that meet a few times each year.

If you'd 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.