

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**

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

- 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.

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)
Advanced copy of attendee list for sponsored conferences	✓	✓	✓
Corporate recognition on website recognizing support level with Sales Representatives Contact Information	1 Sales Rep	2 Sales Reps	3 Sales Reps
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]
Ad in UOA Annual Congress book	1/4 page ad	1/2 page ad	1 full/1/2 ad
Booth exhibit space at St. George		✓	✓
Option to provide COPE accredited CE at UOA Mega CE or St George		1 hour at Mega CE	2 separate hrs
1 meeting with Board of Trustees (in person or digital)			15 minutes
Full page ad in UOA Annual Congress book			✓
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 2024 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 6-9, 2024

Zermatt Resort in Midway

140-160 ODs in Attendance

Exhibit hall standard booth: early bird (Before May 13)

\$975

- 10x8 Exhibit booth
- 2 Company Representatives
- A sign with your company name
- Emailed marketing flyer sent prior to or post conference attendees

Exhibit hall standard booth: regular (After May 13)

\$1,100

- 10x8 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 Lunch

\$1,000

- 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

Thursday afternoon refreshment break

\$500

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

Thursday Young OD/Emerging Leaders Event

\$5,000

- 1 hour 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
- Social Media post to promote event

UOA Annual Congress

June 6-9, 2024 | Zermatt Resort in Midway | 140-160 ODs in Attendance

Thursday night kick-off reception (wine bar optional for \$500 more) \$10,000

- 2 hours of promotional time
- Dinner and drinks 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

Friday UOA board meeting breakfast \$2,000

- 10 minute promotional talk time
- 2 company representatives to take part in the event
- 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 logo 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 logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- Social media post to promote event

Friday morning refreshment break \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

Friday installation lunch \$10,000

- 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

Friday afternoon refreshment break \$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

UOA Annual Congress

June 6-9, 2024 | Zermatt Resort in Midway | 140-160 ODs in Attendance

Friday night ice cream social sponsor

\$2,000

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

Friday dinner for adults only (wine bar optional for \$500 more)

\$10,000

- 2 hours of promotional time
- Dinner and drinks 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.

Saturday breakfast with the ODs

\$10,000

- 1 hour of promotional time
- Breakfast provided by the UOA during the event
- Company logo 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 morning refreshment break

\$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

Saturday exhibit hall 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 afternoon refreshment break

\$1,000

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

UOA Annual Congress

June 6-9, 2024 | Zermatt Resort in Midway | 140-160 ODs in Attendance

Saturday family carnival and dinner (wine bar optional for \$500 more) **\$10,000**

- 2 hours of promotional time
- Dinner and drinks 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 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 refreshment break **\$500**

- Company logo on event sponsor sign during event
- Company logo in printed and online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

Tote bags sponsor with your company logo **\$1,000**

- Company logo on all attendee tote bags
- UOA will select, order, and purchase this item (or you can bring the item and receive 50% off sponsor price)

Lanyards with your company logo **\$1,000**

- Company logo on all attendee lanyards
- UOA will select, order, and purchase this item (or you can bring the item and receive 50% off sponsor price)

Audio visual sponsor per day (\$1,000 all 3 days) **\$500 per day**

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

Flyer for Conference Packet **\$300**

- Send the flyer or advertisement to the UOA by 5/30/24 to have it included in the packet for convention
- Company logo in printed and online program to promote sponsorship

Logoed pens and notepads **\$1,000**

- Company logo on all pens and notepads
- UOA will select, order, and purchase this item (or you can bring the item and receive 50% off sponsor price)

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.

Mega CE

March 22-23, 2024 | Rocky Mountain University | 50-60 ODs in Attendance

Lunch and refreshment break sponsor (2 available)

\$2,000

- 15 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

St George

April 12-13, 2024 | Entrada Resort | 40-60 ODs in Attendance

Exhibit hall small booth (limited to Gold and Platinum partners)

\$1,000

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

Golf swag bags

\$500

- Company logo on all attendee swag bags
- UOA will select, order, and purchase this item (or you can bring the item and receive 50% off sponsor price)

Golf lunch

\$1,000

- 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

- 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

\$3,000

- 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

St George

April 12-13, 2024 | Entrada Resort | 40-60 ODs in Attendance

Saturday breakfast

\$2,000

- 15 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 refreshment break

\$500

- Company logo on event sponsor sign during event
- Company logo in online program to promote event
- High top table near the refreshments to greet the doctors during the 15-minute break

Audio visual sponsor

\$500

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

Saturday lunch with UOA board members/representatives

\$2,000

- 10 minute promotional talk time
- Company logo in online program to promote the event
- 2 company representatives to take part of the event
- UOA will arrange the lunch location, menu, and pay the bill for the event
- Social media post to promote event at the St George meeting

Continuing Education Lecture Speaker

\$3,000

- 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, speaker photo, and speaker topic
- Promotion of event and speaker in the monthly newsletter
- Company to provide hotel and travel accommodations for speaker

Fall Quarterly Meeting

TBD | TBD | 50-60 ODs in Attendance

Dinner sponsor

\$2,000

- 15 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.

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.