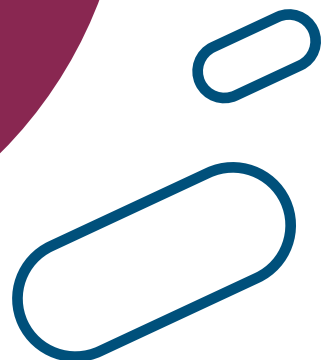
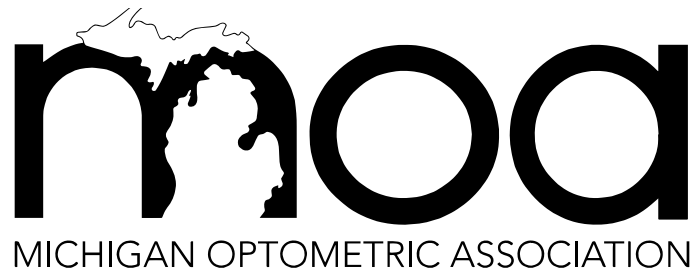




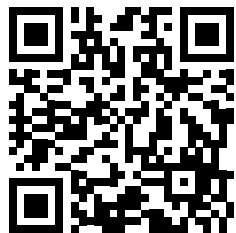
2027 Prospectus

MEDIA KIT & GUIDE



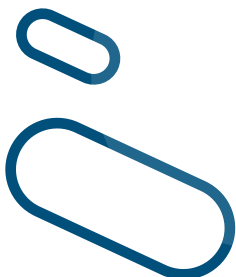


Founded in 1896, the Michigan Optometric Association (MOA) is one of the state's oldest organizations, and was created to provide leadership for the development of optometrists to provide comprehensive eye care for patients in the state of Michigan.



**Visit the MOA Partners
page to become an MOA
Annual Partner**

themoa.org/page/partners





2027 MOA Partner Program

The Michigan Optometric Association offers four levels of partnership: **Platinum, Gold, Silver, and Bronze**. The support of our partners is crucial to helping the MOA provide education, information, and services to over a thousand doctors of optometry, optometric students, and paraoptometric professionals across Michigan.

The Partner Program offers a selection of digital and print channels to present your brand and promote your services and products. An advantage of becoming one of our partners is the ability to maximize your organization's exposure and attract customer loyalty with year-round recognition.

As valued partners in our mission, the MOA is open to your suggestions and modification for sponsorship opportunities. Please contact Debbie Quintieri to discuss at 517.482.0616.

2027 EVENT DATES

Winter Seminar

Winter Seminar will be held virtually on **February 6-7, 2027** and host approximately 350 OD attendees.

Great Lakes Eye Care Conference

The Great Lakes Eyecare Conference (GLEC) will be held at the Sheraton Grand Rapids Airport Hotel on **May 19-20, 2027**, and host approximately 150 OD attendees.

Golf Classic

The MOA Golf Classic will be held in **August 2027** in the Lansing area and will host approximately 65 golfers.

Fall Seminar

Fall Seminar will be held at the Lansing Center in Lansing, Michigan on **October 13-14, 2027** and will host approximately 375 optometrist and para-optometric staff attendees. This is the MOA's largest in-person event!

Member Communication

	Platinum \$12,500	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Logo and Link on MOA Website	✓	✓	✓	✓
E-Blast to MOA Membership	4	3	2	1
Posts on MOA Socials	4	3	2	1
Advertisement in printed <i>Michigan Optometrist</i>	3 Full Page	3 Full Page	3 Half Page	2 Quarter Page
Advertisement in MOA e-newsletter, <i>Bi-Focal</i>	3	2		
Logo Recognition in MOA e-Newsletter (12x/year)	✓	✓	✓	✓
Corporate Mailer Included with Dues Statement	✓	✓	✓	
15 Minute Meeting with MOA Board	✓	✓		
Banner ad on MOA Website	4 events/ 2 weeks per ad			

Event Benefits

	Platinum \$12,500	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Exhibit Booth at GLEC & Fall Seminar	1 GLEC/ 2 Fall Seminar	1 GLEC/ 2 Fall Seminar	1 GLEC/ 1 Fall Seminar	1 GLEC/ 1 Fall Seminar
Premium Booth Selection	1 st Selection	2 nd Selection	3 rd Selection	4 th Selection
Recognition in Pre-Event Digital Advertising	✓	✓	✓	✓
Advertisement in Conference Program	Full Page	Full Page	Half Page	Quarter Page
Recognition in Conference Program & Signage	✓	✓	✓	✓
Advanced List of Event Registrants	✓	✓	✓	✓
Video Message Played During Winter Seminar 2026	45 Seconds	30 Seconds	15 Seconds	15 Seconds
Virtual Booth at Winter Seminar	✓	✓	✓	✓
Attendee Bag Insert For GLEC & Fall Seminar	✓	✓	✓	
Footer Ad on GLEC and Fall Seminar Conference App	✓	✓	✓	
Direction Floor Stickers at Fall Seminar	✓	✓		
MOA Golf Classic Hole Sponsorship	✓	✓		
2 Representative Golfers at MOA Golf Classic	✓			
Pre/Post Event e-Blast to Winter Seminar, GLEC, Fall Seminar Attendees	✓			

Exhibit Opportunities at MOA Events

The Michigan Optometric Association hosts three continuing education events throughout the year that offer opportunities for our partners to engage with event attendees and showcase your products and services.

These events are: Winter Seminar, Great Lakes Eyecare Conference (GLEC), and Fall Seminar.

GLEC will not have exhibitor only registration, this event will be exclusive for MOA Annual Partners.

These events focus on providing education to professionals across the optometric field. Exhibitor only registration for Fall Seminar 2027 is now open on the MOA events webpage.

Winter Seminar Partner Benefits Includes:

NOTE: Due to the conference taking place in January, partnership deliverables will be delivered during the January 2028 conference.

- Video message played each day during virtual program.
- Virtual booth on MOA Winter Seminar website throughout registration until one month after event concludes
- Vendor logo to be included in rolling slideshow played twice per day
- Pre- and post-event attendee list that will include email address for those attendees who opt in at registration

GLEC & Fall Seminar Exhibit Booth Includes:

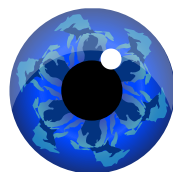
- Exhibit Booth: GLEC will have table top exhibits and Fall Seminar will have 10'x10' with pipe and drape
- 6' x 24" skirted table and two cushioned chairs
- One wastebasket
- Standard electricity
- Two conference registrations and name badges (additional registrations can be purchased)
- Company name and link on the MOA website during event registration until one month after event concludes
- Recognition in event program and on MOA website event page
- Pre- and post-event attendee list that will include email address for those attendees who opt in at registration

2027 Winter Seminar VIRTUAL

This event will be held virtually for approximately 350 ODs with the primary focus of providing continuing education to our optometric professionals.

Virtual exhibit booths will be posted on the MOA website and available for one month after the event concludes.

Registration
\$500



GREAT LAKES
EYECARE CONFERENCE

This conference hosts over 150 ODs from throughout the state. GLEC will host an intimate exhibit hall with booth availability for MOA Annual Partners only.

Exhibit Hall will be exclusive to MOA Annual Partners who have confirmed partnership before May 1, 2027.

MICHIGAN OPTOMETRIC ASSOCIATION **Fall SEMINAR**

This is a premier state-sponsored optometric CE program. We are honored to host approximately 375 attendees and a large exhibit hall with approximately 70 booths.

Early Registration ends
July 31, 2027.

\$1,550

Regular Registration
August 1 - September 17, 2027.

\$1,750

Conference Attendee Stats

2024

Winter seminar: 376 OD's

GLEC: 146 OD's

Fall Seminar: 290 OD's

Fall Seminar: 69 Paraoptometric Staff

2025

Winter Seminar: 309 OD's

GLEC: 149 OD's

Fall Seminar: 261 OD's

Fall Seminar: 86 Paraoptometric Staff

2026

Winter Seminar: 349 OD's

GLEC: 135 OD's

A La Carte Add Ons for MOA Annual Partners and Exhibitors

EVENT PROMOTION

Fall Seminar Pre-Event Evening Educational Session – \$3,000

Host a pre-conference CE event the evening of Tuesday, October 12, 2027. Sponsor is responsible for obtaining COPE accreditation for lecture, reporting of attendance, and any food and beverage offered. Lecture will be included in the MOA Agenda and on the MOA registration site. *(1 available)*

GLEC and/or Fall Seminar Evening Reception Sponsor – \$1,000/event

Attendees and exhibitors will come together at the conclusion of day 1 educational sessions (May 19, 2027 and October 13, 2027) for hors d'oeuvres and drinks. Sponsors will be given a brief opportunity to welcome attendees during the reception. Sponsor will be recognized with signage during the reception, as well as printed in the event program. *(1 available)*

GLEC and/or Fall Seminar Break Sponsor – \$1,000/event

Everyone loves an afternoon sweet treat! Sponsor the afternoon snack for all attendees with your logo placed at the break station. *(2 available)*

GLEC and/or Fall Seminar Notepad Sponsor – \$1,000/event

Provide your company logo to be printed alongside the MOA logo on event specific notepads. These pads will be provided to all attendees at the event giveaway table. 500 black and white notepads will be printed per event. Logo must be provided at least 2 weeks prior to event. *(1 available per event)*

GLEC and/or Fall Seminar Water Bottle Sponsor – \$750/event

Become the exclusive sponsor for reusable water bottles to be distributed to all attendees at GLEC and/or Fall Seminar. The MOA's initiative is to reduce the number of disposable water bottles used at association events. Sponsors will be responsible for supplying water bottles with their logos to all conference attendees. Estimated number needed for GLEC is 175, Fall Seminar is 350. Bottles must be received at the MOA office 2 weeks prior to event. *(1 available per event)*

GLEC and/or Fall Seminar Attendee Bag Sponsor – \$750/event

Provide your company logo bags to be distributed to all attendees! These bags will be given out at the registration desk and pre-stuffed with conference materials. Estimated number needed for GLEC is 175, Fall Seminar is 350. Bags must be received at the MOA office 2 weeks prior to event. *(1 available)*

Fall Seminar Exhibit Hall Door Magnets – \$500 for 2 door magnets

Provide your company graphic to be displayed on 2 entry doors of the Fall Seminar Exhibit Hall for both days of the conference. Graphics are 30" wide x 24" high and must be created by sponsor. *(2 available)*

Lanyard Sponsor – \$750/event

Provide lanyards with your company logo to be worn by conference attendees. Lanyards will be made available to all attendees at registration. Estimated number needed for GLEC is 175, Fall Seminar is 350. *(1 available)*

COMPANY PROMOTION

Sponsor Promotional

Educational Webinar Promotion – \$1,000/webinar

Host an educationally beneficial webinar and MOA will promote to our membership with 2 ads in our *Bi-Focal* e-newsletter and an e-blast to members. Sponsor will provide webinar link and session management.

Member E-Blast

\$300/email • Date
subject to availability

MOA EVENTS

1 E-Blast to Event Attendees

\$250/event • Date
subject to availability

Attendee Bag Insert (GLEC/Fall Seminar)

\$250/event

DIGITAL

The Bi-Focal is a bi-weekly e-newsletter sent to all MOA members.
Social posts are posted to Facebook, Twitter, & LinkedIn

Banner Ad on Homepage	MOA Bi-Focal eNewsletter	Post on MOA Social Media
1 Month – \$150	2 Issues – \$150	1 Post – \$75
3 Months – \$375	4 Issues – \$250	3 Posts – \$175
6 Months – \$600	6 Issues – \$325	6 Posts – \$350

MICHIGAN OPTOMETRIST PRINT MAGAZINE

The magazine is printed 3x/year to coincide with our events and mailed to 1,000+ optometrists and businesses.

Full Page Ad	Half Page Ad
1 Issue – \$200	1 Issue – \$100
2 Issues – \$350	2 Issues – \$175
3 Issues – \$450	3 Issues – \$225

2027 Partner, Exhibitor and Sponsor Agreement

1. All exhibit space & sponsorship opportunities will be awarded to Michigan Optometric Association (MOA) Partner Program participants first and then on an “as received and paid” basis.
2. Due to production time, exhibitors and sponsors who register less than 3 weeks before an event may not be mentioned in printed materials.
3. Exhibitors and sponsors may not sublet, assign, or apportion any part of the item(s) sponsored, nor advertise or distribute literature or materials for the products or services of any other firm or organization, unless approved in writing by the MOA.
4. MOA assumes no responsibility for the violation of trademarks or copyrights by Exhibitors/Sponsors.
5. MOA reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. MOA may deny any exhibitor or sponsor if it feels that it detracts from the objectives of the conference or the mission of the MOA.
6. No food shall be provided at exhibit booths unless pre-ordered and purchased from the host venue.
7. The display area for exhibitors/sponsors will be separate from the education area. The MOA does not allow vendors to participate and sit in on education sessions.
8. Exhibitors/Sponsors will make their own arrangements for delivery and receipt of any shipments related to their exhibit.
9. Lunches and beverage breaks for exhibitors are included in exhibitor registration fees. Exhibitors are responsible for making their own overnight room reservations.
10. The MOA does not allow exhibitor attendees to sit in on educational sessions.
11. Confirmation of exhibitor registration, booth floor plan, set up, and tear-down hours, hall hours, shipping instructions, and an exhibitor kit will be emailed to conference registrant at least 30 days prior to event.
12. Exhibit booth representatives names must be communicated to the MOA three weeks prior to the event start date. Additional attendee fees apply for any representative attendee above the two (2) included with exhibit booth registration or sponsorship.
13. By registering as an exhibitor/sponsor, you agree to allow the MOA to use photographs/video which may include your likeness in a variety of media formats to market future MOA programs/events.
14. By registering, you agree to abide by the regulations set forth here by the MOA.

PAYMENT

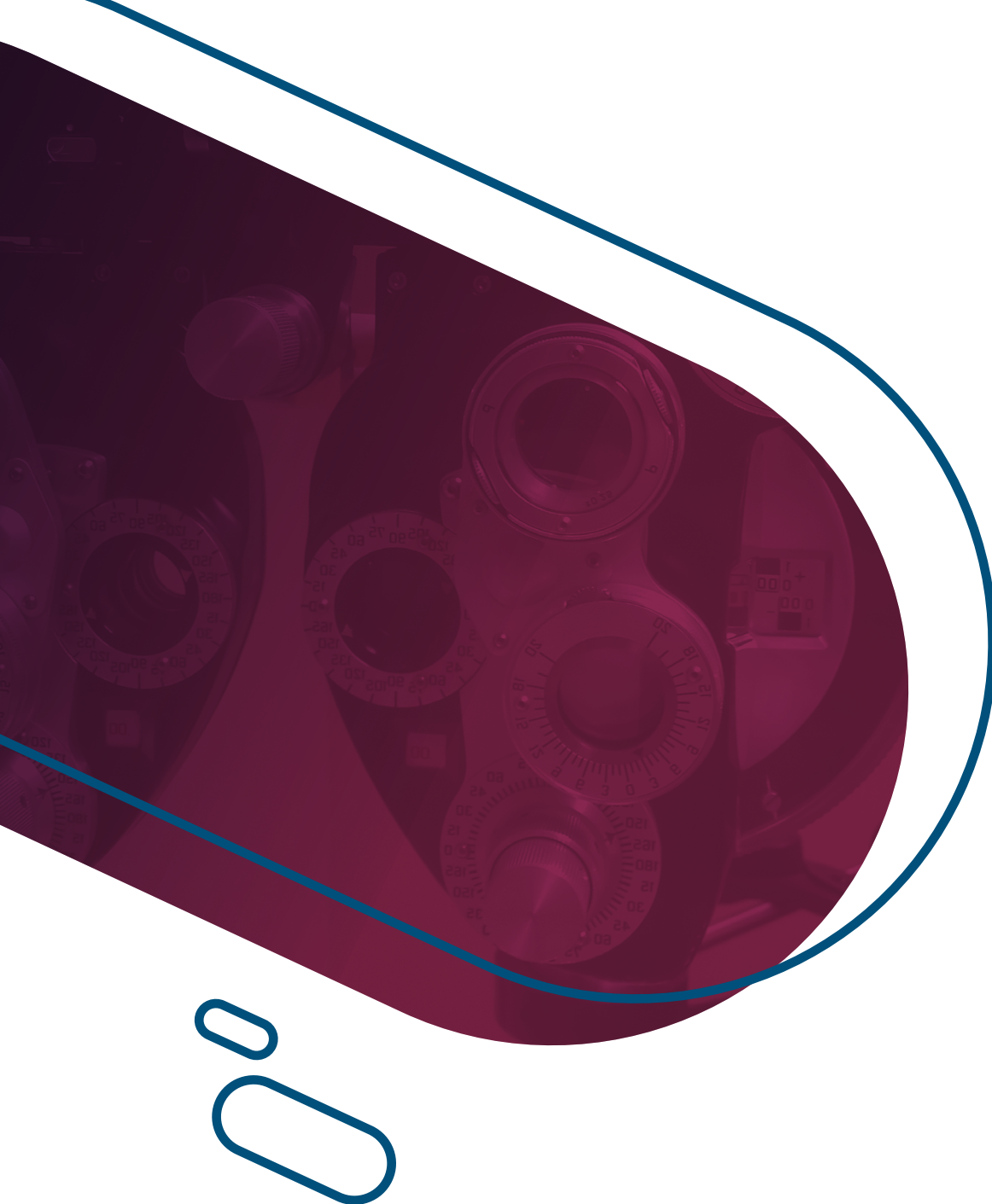
If payment is not made at the time of registration, payment must be received within 30 days of registration. Failure to submit payment within 30 days will result in the exhibit booth and/or sponsorship being re-opened to the general public.

CANCELLATION

Cancellations must be received via the online cancellation submission on the MOA website. The date upon which the notice of the cancellation is received shall apply as the official date of cancellation. If a cancellation occurs, the following shall apply: If an exhibitor cancels 30 days or more prior to the event start date, the MOA will issue a full refund, less a \$50 administration fee. If an exhibitor cancels between the day of the event and 29 days prior to the conference, the entire deposit will be forfeited.

AGREEMENT

Upon MOA receiving payment for your partnership, sponsorship, or exhibit booth, you acknowledge receipt of this agreement and agree to abide by the guidelines set forth.



Substitutions and modifications are welcome.
Please contact Debbie Quintieri, MOA Events &
Education Coordinator with questions.
Email: events@themoa.org • Phone: (517) 482-0616

themoa.org
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