

MarketingProspectus

Partner | Sponsor | Exhibitor & Advertising Opportunities



ABOUT MOA

Who We Are: The Maryland Optometric Association serves doctors of optometry as the voice of the profession in Maryland. We provide advocacy, education and networking opportunities for our members and connect them with industry supporters.

Membership

400+ MOA Members 1200+ Online Community Members

5 Local Societies (Baltimore, Anne Arundel, Central MD, Eastern Shore & Western MD)

2019 Tentative Event Calendar

3-Day MOA Annual Convention (125+ unique registrants)

November 1-3 Gaylord National Resort & Conference Center

Friday Night Welcome Reception @ Exclusive Pose Lounge

Saturday Member Meeting & Evening Special Event

Member Communication - Marketing & Media Channels

Weekly MOA Blog *Tuesday Talk* | **3-6 MOA e-blasts** monthly

Regular posts across **MOA social media networks** (FB, Twitter, Instagram and LinkedIn)

Regular posts on new MOA Facebook Group *Maryland ODs Forum*

PARTNERSHIP PROGRAM

Our Program is designed to provide MOA Partner organizations with valuable marketing exposure to member and non-member community doctors. All Partner packages include FREE **3-day** exhibit placement at our 2019 Annual Convention. Partners also receive (*by level*) a host of benefits and exclusive marketing opportunities. Join today and expand your reach within the regional ophthalmic market. **Sign up before January 30 to receive the 10% Early Bird Discount.**

Questions? Contact MOA Director of Operations Linda Cohen at (410) 486-9662 or via email at lindacohen@marylandoptometry.org.

PARTNER PROGRAM BENEFITS

	Bronze	Silver	Gold
Benefit	QTY	QTY	QTY
Free EXH Placement at Annual Convention (includes 3-day booth, credentials for 2 reps and attendee list)	✓	✓	✓
VIP Exhibitor Package (credentials for 4 reps, free Wi-Fi & AV - subject to availability and 2 tickets to our Exclusive Pose Lounge Cocktail Reception)		✓	✓
Partner Recognition & Attendee List @ MOA Meetings	✓	✓	✓
Exclusive Partner Marketing @ MOA Meetings (complimentary 1-page insert in doctor registration packet)	✓	✓	✓
Partner Recognition & Linkage in MOA Media (website and email signature)	✓	✓	✓
MOA Social Media Ads (Choose Your Channel(s) - Facebook Twitter Instagram)	2	4	6
MOA Homepage Banner <u>and</u> Classified Ads	2	4	6
Maryland ODs Forum FB Group - Pinned Post(s) (must be approved by Forum Admin)		2	4
MOA Member e-blast (400+ doctors)	1	2	4
MOA Online Community e-blast (1200+ members)	1	2	4
MOA Tuesday Talk Blog Ads (size determined by Admin)	1	2	4
Printed Member Address Labels (one set)		✓	✓
Exclusive Sponsorship Opportunities (MOA & Society Meetings/Events - priority by Partner level)	✓	✓	✓
Regular Price	\$2500	\$3500	\$5000
Early Bird Price <i>10% Discount</i>	\$2,250	\$3150	\$4500

Marketing Opportunities

MOA CONVENTION

NON-PARTNER EXHIBITOR RATES

Annual Convention Exhibit Placement (2 day Saturday & Sunday)	\$1500
Annual Convention Exhibit Placement (1 day Saturday or Sunday)	\$1000
Ticket to Pose Cocktail Reception (Bronze Partner \$50 per person)	\$100 (per person)
Attendee List (post event only)	\$300
Booth Electricity (advanced notice required)	\$50 (day of \$75)
One-Page Attendee Registration Packet Insert (Company provides Ad copy)	\$200

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Swag	Contact Us For Details
<input type="checkbox"/> Pens	\$500
<input type="checkbox"/> Notepads	\$600
<input type="checkbox"/> Breakfast	Contact Us for Details
<input type="checkbox"/> Symposium Lunch	Contact Us For Details
<input type="checkbox"/> Special Event	Contact Us For Details

ADDITIONAL À LA ADVERTISING CARTE OPTIONS

<input type="checkbox"/> MOA Website Homepage E-Banner	\$200 (Regular Rate)
<input type="checkbox"/> Exclusive E-Blast	
<input type="checkbox"/> Members Only (400+)	\$175 (Mem/Partner Rate)
	\$400 (Regular Rate)
<input type="checkbox"/> Online Community (1200+)	\$250 (Mem/Partner Rate)
	\$500 (Regular Rate)
<input type="checkbox"/> MOA <i>Tuesday Talk</i> Blog Ad	\$200
<input type="checkbox"/> MOA FB Group <i>Maryland ODs Forum</i> Post/Ad	\$250

Marketing Registration

Yes! I am interested in supporting Maryland optometry by becoming a 2019 MOA Partner
Indicate Level Below

Partner

Gold ~~\$5000~~ \$4500 Silver ~~\$3500~~ \$3150 Bronze ~~\$2500~~ \$2250

Company Name: _____

Contact Name / Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____ Fax: _____

Email: _____ Website: _____

My signature below acknowledges that I hereby authorize Maryland Optometric Association to process my payment in the amount of \$_____.

Signature

Date

Method of Payment: Payable to Maryland Optometric Association (check one):

Check American Express Discover MasterCard Visa

Card Number: _____ CVV: _____ Expiration Date: _____

Name (on Card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

**Return completed form by mail - MOA, P.O. Box 350, Stevenson, MD 21153
 F: 443-378-8845 or email lindacohen@marylandoptometry.org**



Maryland Optometric Association

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