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

350+ MOA Members 1300+ Online Community Members
5 Local Societies (Baltimore, Anne Arundel, Central MD, Eastern Shore & Western MD)

2021 Tentative Event Calendar

While we hope to hold 2021 events in person, safety is our first priority. Meeting format and location determinations will be fluid throughout the year and all in person meetings will adhere to CDC and State pandemic safety and social distancing guidelines. Partners will be notified immediately when meetings are scheduled whenever marketing opportunities exist.
MOA Annual Convention - November 12-14
Quarterly Young OD Events
Society Meetings
Interactive Online Continuing Education
Foreign Body Wet Lab/Pharma Course

MOA Communication - Marketing & Media Channels

*Tuesday Talk Blog e-blast* (2-4 monthly)
*Member and marketing e-blasts* (5-7 monthly)
*MOA social media platforms* (FB, Twitter, Instagram and LinkedIn) including regular posts on the MOA Facebook page and in the Maryland OD Fourm
*MOA Classified Ads* (MOA website and monthly e-blast)

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 exhibit placement at our 2021 Annual Convention. Partners also receive (by level) a host of additional benefits and exclusive marketing opportunities. Join today and expand your reach within the regional ophthalmic market.

*Sign up before February 28 to receive the 10% Early Bird Discount.*
# Partner Program Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partner Marketing &amp; Recognition at Annual Convention</strong> (signage &amp; 1-page registration insert – partner provides copies)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Free EXH Placement at Annual Convention</strong> <em>(includes credentials for 2 reps)</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Pre- or Post- Annual Convention Attendee List</strong> <em>(Excel spreadsheet format)</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>VIP Annual Convention EXH Package</strong> <em>(Free A/V &amp; Wi-Fi -based on availability, 2 additional reps, and premier EXH Booth Location – Gold then Silver)</em></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Partner Recognition/Logo Linkage</strong> <em>(on MOA website and email signature)</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Exclusive Sponsorship Opportunities</strong> <em>(MOA &amp; Society Meetings/Events – priority by Partner level)</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Online CE Presentation via MOA Webinar/On-Demand Platforms</strong> <em>(additional charges may apply)</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Partner Spotlight in one Tuesday Talk e-blast</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Presentation at Board of Directors Meeting</strong> <em>(5 min – additional charges may apply)</em></td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td><strong>1-Page New Member Welcome Packet Insert</strong> <em>(partner provides copies)</em></td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td><strong>MOA Member e-blast</strong> <em>(350+ doctors)</em></td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>MOA Online Community e-blast</strong> <em>(1,300+ doctors)</em></td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>MOA Facebook Posts</strong></td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>MOA Homepage Banner</strong></td>
<td>2</td>
<td>4</td>
<td>Unlimited</td>
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<table>
<thead>
<tr>
<th>Partner Level Price</th>
<th>$2500</th>
<th>$3500</th>
<th>$5000</th>
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<tbody>
<tr>
<td><strong>Early Bird Price</strong></td>
<td><strong>10% Discount</strong></td>
<td>$2250</td>
<td>$3150</td>
</tr>
</tbody>
</table>

**Questions?** Contact MOA Director of Operations Cheryl Frazier at (410) 486-9662 or via email at cfrazier@marylandoptometry.org.
Marketing Opportunities

MOA CONVENTION

EXHIBITOR & SPECIAL EVENT TICKET RATES

- Annual Convention Exhibit Placement: $1200 (per day)
- Additional Rep Credential (Non-partner): $100 (per person/per day)
- Additional Rep Credential (Partner): $50 (per person/per day)
- Attendee List (post-event only): $300
- Booth Electricity (advanced notice required): Contact Us

SPONSORSHIP OPPORTUNITIES & ADVERTISING RATES

- One-Page Attendee Registration Packet Insert: $200
  (Company provides ad print copies for Conv attendees)
- Conference Swag Sponsor (Pens | Lanyards): Contact Us
  (Sponsor supplies product)
- Conference Wi-Fi Sponsor (Co- | Exclusive): $2500 | $5000
  Contact Us
- Break Sponsor: Contact Us
  (company recognition on marketing materials, table tent advert supplied by sponsor displayed during the break)
- Symposium Meal: Contact Us
- Special Event: Contact Us

ADDITIONAL À LA ADVERTISING CARTE OPTIONS

- MOA Website Homepage E-Banner: $250
  (8 week run-time)
- Exclusive E-Blast
  - Members Only (400+): $500 | $1000
  - Online Community (1200+): $750 | $1500
- MOA Facebook Post: $200 | $400
- March Madness Sponsor: Contact Us For Details

(Mem/Partner | Reg Rate)
Program Registration

Yes! I am interested in supporting Maryland optometry by becoming a 2021 MOA Partner

Gold $5500 $4500 Silver $3500 $3150 Bronze $2500 $2250

Marketing Opportunity: ________________________________ Amount: _______
Marketing Opportunity: ________________________________ Amount: _______

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 cfrazier@marylandoptometry.org

All sales are final. No refunds will be given.