

MarketingProspectus

2019

Partner | Sponsor | Exhibitor & Advertising Opportunities



Maryland Optometric Association

Revised March 2019

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

MOA Annual Convention (200+ unique registrants)

November 2-3 Gaylord National Resort & Conference Center

Saturday Night Scope Expansion Victory Celebration at POSE Lounge

Member Communication - Marketing & Media Channels

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

Regular posts across **MOA social media** networks

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

**PASSAGE OF 2019 SCOPE EXPANSION
LEGISLATION WILL MAKE THIS YEAR'S
CONVENTION A HISTORIC EVENT!**

WE WILL SELL OUT!

(200-250 unique registrants expected)

MOA PARTNERSHIP PROGRAM

MOA partners receive valuable marketing exposure to our member and non-member community doctors and FREE exhibit placement at our 2019 Annual Convention. See chart for additional partner benefits (*by level*).

	Bronze	Silver	Gold
Benefit	QTY	QTY	QTY
Partner Marketing & Recognition at Convention (signage & 1-page registration insert – partner provides insert)	✓	✓	✓
Partner Recognition/Logo Linkage (on MOA website and email signature)	✓	✓	✓
Exclusive Sponsorship Opportunities (MOA & Society Meetings/Events – priority by Partner level)	✓	✓	✓
Free EXH Placement @ Annual Convention (Saturday EXH Hall - credentials for 2 reps)	✓	✓	✓
VIP Convention EXH Package (credentials for 4 reps plus 2 tickets to Scope Victor Party)	-	✓	✓
PREMIER EXH Booth Location (Gold, then Silver)	-	✓	✓
Pre- or Post- Convention Attendee List (Excel spreadsheet format)	-	✓	✓
Presentation at Board of Directors Meeting (5 min)	-	-	✓
MOA Member e-blast (375+ doctors)	1	2	4
MOA Online Community e-blast (1,500+ doctors)	1	2	4
MOA Facebook Posts	2	4	6
MOA Homepage Banner	2	4	Unlimited
Partner Level Price	\$2500	\$4000	\$5500

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

1-Day Exhibit Placement (credentials for 2 reps/electricity sold separately)	\$1500	
Additional Rep Credential (Non-partner)	\$100	(per person)
Additional Rep Credential (Partner)	\$50	(per person)
Attendee List (Pre- or Post- event only)	\$500	
Booth Electricity		(ordered through venue)
Scope Victory Celebration @POSE Lounge (Bronze Partner \$50 per person)	\$100	(per person)

SPONSORSHIP OPPORTUNITIES & ADVERTISING RATES

Conference Swag Sponsor (Pens Lanyards) (sponsor provides product)	\$250 \$500	
Conference Wi-Fi Sponsor (Co- Exclusive)	\$2500 \$5000	
One-Page Attendee Registration Packet Insert (sponsor provides ad copy)	\$250	
*Sat or Sun Breakfast Sponsorship (4 available)	\$5000	(60 attendees)
**Lunch Sponsor (3 2 available)	\$2500	
Scope Victory Party Sponsor	Contact Us For Details	

***Exclusive Breakfast Sponsorship** is a private event (55 min session) for a minimum of 60 attendees. Includes room rental, F&B, AV fees and venue taxes and service charges. Sponsor pays all speaker related expenses. Attendance can be limited to minimum, or sponsor can opt to pay for additional attendees at quoted per person rate.

****Lunch Sponsors** are recognized and receive 10 mins of podium time (including introduction) during the Saturday Luncheon attended by all Conference registrants (200-250 doctors).

EVERYDAY A LA CARTE ADVERTISING

MOA Website Homepage E-Banner	\$200	(8 week run-time)
Exclusive E-Blast		
<input type="checkbox"/> Members Only (400+)	\$250 \$500	(Mem/Partner Reg Rate)
<input type="checkbox"/> Online Community (1200+)	\$500 \$1000	(Mem/Partner Reg Rate)
MOA Facebook Post	\$200 \$400	(Mem/Partner Reg Rate)

Marketing Registration

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

Partner

Bronze **\$2500** Silver **\$4000** Gold **\$5500**

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 provided.



Maryland Optometric Association

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