



**VERMONT
OPTOMETRIC
ASSOCIATION**

2024 Partner Program

vtoptometrists.org

Overview

The VOA Partner Program is offered to enhance the relationship between Vermont Optometrists and companies that support the profession. We know how important it is to your business to connect with your target audience. The program is designed to allow your company to choose the partner level that fits your budget and helps achieves your goals. VOA partners receive access to opportunities to further engage with VOA members.

Your support of the VOA enhances our mission to advance the profession of optometry and strengthens your company's ties to the profession's most dedicated practitioners. 87% of VT ODs are VOA members.

Valuing Industry Support

Partners will be recognized throughout the year for their support of the VOA and its members. Our members will be educated on the impact vendor support provides to the VOA that enhances opportunities for VOA members.

2024 VOA Conference Calendar

VOA Spring Conference

March 22 – 23, 2024

Woodstock Inn & Resort, Woodstock, VT

Anticipated Attendance: 60 ODs

VOA Fall Conference

October 4 – 6, 2024

DoubleTree by Hilton, Burlington, VT

Anticipated Attendance: 60 ODs

2024 VOA Partnership Levels

Benefit	Platinum \$7,000	Gold \$4,500	Silver \$2,000	Exhibit Only
Conferences & Events				
Exhibit Booth at Spring Conference	✓	✓	\$1,000	\$1,000
Flyer/Item in Attendee Registration Packet at Spring Conference	✓	✓	\$250	\$250
Exhibit Booth at Fall Conference	✓	✓	✓	\$1,000
Flyer/Item in Attendee Registration Packet at Fall Conference	✓	✓	✓	\$250
Recognition on Event Promotions and Signage	✓	✓	✓	-
Invitation to attend the Welcome Reception at the Fall Conference	✓	✓	-	-
5 Minutes to Address Attendees at the VOA Business Meeting (Spring Conference)	✓	-	-	-
Engagement with Leadership				
15-Minute Meeting with VOA Board (In-Person or virtual)	✓	-	-	-

Marketing				
Logo with link on VOA Website	✓	✓	✓	-
Recognition in Partner Appreciation E-blast to Membership	✓	✓	✓	-
E-blast to Membership	3	2	1	-

Exhibit Booths Include:

- (1) table
- (2) chairs
- (2) complimentary exhibitor registrations (additional registrations are \$100)
- Participation in the Exhibitor Passport Program
- Meals and receptions during exhibit hall hours
- Pre-registration list one week before event
- Post-attendee list
- Opportunity to provide an item for the Exhibitor Passport Program raffle (value \$100+)

A la Carte Sponsorships

Exhibitors receive the opportunity to participate in a la carte sponsorships and be recognized for their additional support of the VOA. Sponsors will receive recognition on event promotions.

VOA Spring Conference

Friday Exhibit Hall Reception - \$2,500

- Company logo on signage during the reception
- Opportunity to address the attendees for up to 5 minutes

Friday Board Dinner - \$3,000 (dinner is included)

- 2 representatives to join the board for dinner

Saturday Breakfast - \$1,500

- Company logo on signage during the breakfast
- Opportunity to address the attendees for up to 5 minutes

Saturday Lunch - \$2,000

- Company logo on signage during the lunch
- Opportunity to address the attendees for up to 5 minutes

Tote Bags - \$1,500

- Co-branded tote bags will be provided by the VOA to conference attendees

Leather Portfolios - \$2,500

- Co-branded leather portfolios will be provided by the VOA to conference attendees.

Lanyards - \$1,000

- Sponsor branded lanyards will be provided by the VOA to conference attendees.

VOA Fall Conference

Friday Welcome Reception - \$2,500

- Company logo on signage during the reception
- Opportunity to address the attendees for up to 5 minutes

Saturday Breakfast - \$1,500

- Company logo on signage during the breakfast
- Opportunity to address the attendees for up to 5 minutes

Saturday Lunch - \$2,000

- Company logo on signage during the lunch
- Opportunity to address the attendees for up to 5 minutes

Saturday Exhibit Hall Reception - \$2,500

- Company logo on signage during the reception
- Opportunity to address the attendees for up to 5 minutes

Saturday Board Dinner - \$3,000 (dinner is included)

- 2 representatives to join the board for dinner

Sunday Breakfast - \$1,500

- Company logo on signage during the breakfast
- Opportunity to address the attendees for up to 5 minutes

Tote Bags - \$1,500

- Co-branded tote bags will be provided by the VOA to conference attendees.

Lanyards - \$1,000

- Sponsor branded lanyards will be provided by the VOA to conference attendees.

For questions, or to participate, contact:

Kristen Hopper

Executive Administrator

Email: VOASponsorshipsandEvents@gmail.com



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Exhibitor and Partner Registration Form

Company Name: _____
(as it should appear on signage)

Company Website: _____

Primary Contact Name: _____

Email: _____

Phone: _____

Select your Partnership Level:

- Platinum (\$7,000)**
- Gold (\$4,500)**
- Silver (\$2,000)**
- Exhibitor (Spring Conference - \$1,000)**
- Exhibitor (Fall Conference - \$1,000)**
- Add Attendee Packet Flyer/Item (\$250)
- Add Attendee Packet Flyer/Item (\$250)

Select a la carte sponsorship(s):

VOA Spring Conference

- Friday Reception (\$2,500)**
- Friday Board Dinner (\$3,000)**
- Saturday Breakfast (\$1,500)**
- Saturday Lunch (\$2,000)**
- Tote Bags (\$1,500)**
- Leather Portfolios (\$2,500)**
- Lanyards (\$1,000)**

VOA Fall Conference

- Friday Welcome Reception (\$2,500)**
- Saturday Breakfast (\$1,500)**
- Saturday Lunch (\$2,000)**
- Saturday Exhibit Hall Reception (\$2,500)**
- Saturday Board Dinner (\$3,000)**
- Sunday Breakfast (\$1,500)**
- Tote Bags (\$1,500)**
- Lanyards (\$1,000)**

Payment Total: \$ _____

Payment Method:

- Check**
 - Make checks payable to:** Vermont Optometric Association
 - Mail to:** Vermont Optometric Association
c/o: VOA Treasurer
61 Highland Rd.
Underhill, VT 05489
- Credit Card** (an invoice will be emailed with a 3% credit card fee included in your total)
- Email me an invoice**

Email this completed form to VOASponsorshipsandEvents@gmail.com or submit the online form.