

2025 Partner Program

Overview

The VOA Partner Program enhances 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 achieve your goals. VOA partners receive access to opportunities to further engage with VOA members. Partners will be recognized throughout the year for their support of the VOA and its 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.

2025 VOA Conference Calendar

VOA Spring Conference (Ski)

April 11-13, 2025

Killington Grand Resort Hotel, Killington, VT

Anticipated Attendance: 60 ODs

VOA Fall Conference

September 12-14, 2025

Essex Resort & Spa, Essex Junction, VT

Anticipated Attendance: 60 ODs

2025 VOA Partnership Levels

Benefit	Diamond \$10,000	Platinum \$7,000	Gold \$5,000	Silver \$3,500	Exhibit Only
Conferences & Events					
Exhibit Booth at Spring Conference	✓	✓	✓	✓	\$1,500
Exhibit Booth at Fall Conference	✓	✓	✓	✓	\$1,500
Participation in social events at Spring and Fall Conferences	✓	✓	✓	✓	✓
Recognition on Event Promotions and Signage	✓	✓	✓	✓	-
5 Minutes to Address Attendees at the VOA Business Meeting	✓	✓	-	-	-
Sponsorship of a Regional Member Event	✓	-	-	-	-
Engagement with Leadership					
15-Minute Meeting with VOA Board (In-Person or virtual)	✓	✓	-	-	-
Marketing					
Logo with link on VOA Website	✓	✓	✓	✓	-
E-blast to Membership	3	3	2	1	-

Exhibit Booths Include:

- Exhibit table with 2 chairs
- 2 complimentary exhibitor registrations
- Access to all meals and receptions
- Spot on Exhibitor Passport
- Pre-registration List (1 week before event)
- Final Attendee List



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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 Regional Member Event - \$3,500

Connect with VOA members in an intimate setting as the host of a regional event. You will receive up to 30 minutes of presentation time and will enjoy dinner with the group.

VOA Spring Conference

Lanyards - \$1,000

Your brand will be front and center on every attendee's lanyard.

Padfolios - \$2,500

Have your brand carried with ODs throughout their day with an exclusive padfolio sponsorship.

Tote Bags - \$1,500

Free up attendees' hands by providing the bag to put their goodies in. Your logo will make an impression throughout the conference and for future grocery shopping trips to come.

Sponsors of these programs will receive signage recognition and up to a 5-minute presentation to attendees during the conference:

Exhibit Hall Reception - \$3,000

Will receive a 20% discount on a sponsorship package or exhibit space.

Saturday Breakfast - \$2,000

Saturday Lunch - \$2,000

Pints for Pupils Reception - \$3,000

Will receive a 20% discount on a sponsorship package or exhibit space.

Sunday Breakfast - \$2,000



VERMONT
OPTOMETRIC
ASSOCIATION

2025 Partner Program

VOA Fall Conference

Lanyards - \$1,000

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Padfolios - \$2,500

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Saturday Breakfast - \$2,000

Saturday Lunch - \$2,500 (Pending First Right of Refusal)

Pints for Pupils Reception - \$3,000 (Pending First Right of Refusal)

Will receive a 20% discount on a sponsorship package or exhibit space.

Sunday Breakfast - \$2,000

2025 VOA Partner and Exhibitor Registration

Visit the [VOA Website](#) to complete a registration form and request an invoice to be emailed to you.

You will be able to select from the following payment methods:

- Check
- Credit Card (an invoice will be emailed with a 3% credit card fee included in your total)

Have questions? Contact:

Kristen Hopper

Executive Administrator

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