

# MarketingProspectus

Partner | Sponsor | Exhibitor & Advertising Opportunities

2024



# ABOUT MOA

**Who We Are:** The Maryland Optometric Association (MOA) serves doctors as the voice of the profession in Maryland. We provide advocacy, education and networking opportunities and connect Maryland doctors with industry supporters.

# PARTNERSHIP PROGRAM

## Partner Organizations Receive...

Valuable exposure to tri-state member and non-member doctors of optometry. FREE exhibit placement at the 2-Day MOA 2024 Annual Convention. Additional exclusive marketing benefits and sponsorship opportunities.

## Membership

- 400+ MOA Members
- 1400+ Online Community Members
- 5 Regional Societies

MOA SOCIETIES	City/Counties Represented
<b>Anne Arundel County Optometric Society (AACOS)</b> Laura Goldberg, O.D., President	Anne Arundel County
<b>Central Maryland Optometric Society (CMOS)</b> Barbra Johnson, O.D., President   Diana Chu, O.D., Vice-President	Frederick, Montgomery, Prince George's, Calvert & Charles
<b>Eastern Shore Optometric Society (ESOS)</b> Eleanor Siri, O.D., President	Kent, Queen Anne's, Talbot, Caroline, Dorchester, Wicomico, Somerset & Worcester
<b>Greater Baltimore Optometric Association (GBOS)</b> Jenny Chan, O.D., President	Baltimore City, Baltimore County, Howard, Carroll, Harford & Cecil
<b>Western Maryland Optometric Association (WMOS)</b> Rose Wood, O.D., President	Garrett, Allegany, Fredrick & Washington

## MOA 2024 Annual Convention - Exhibitor Info

**Date | Location TBA (Announcement on or before Jan 31)**

Our 2024 Convention will be a *two-day conference*.

MOA Partners (all levels) receive a **FREE Exhibit Booth** (6-foot table draped in black linen with two chairs - approximate 8' by 8' exhibit space). Partner exhibitors may choose booth location (priority by level) prior to event.

**Tentative Saturday Partner Happy Hour** (immediately following end of Education Program) - *Details coming soon*

## Additional 2024 MOA Meetings

**SOCIETY MEETINGS** - Our 5 societies each hold 2-4 meetings per year. These smaller meetings present a great opportunity to meet local doctors. Sponsors receive podium time (20-30 mins) and recognition across all event marketing channels. Due to growing demand, *only partners are invited to host Society meetings*.

**YOUNG OD EVENTS** - Quarterly meetings marketed to doctors 1-10 yrs in practice. These events (typically social, but can include CE) are extremely well attended by area doctors and practice owners seeking to network with the young OD community. **Sponsors receive podium time (20-30 mins) and recognition across all event marketing channels.**

**MOA Annual Membership Meeting** - We are planning a *tenative* 1/2 day CE summertime meeting combined with our MOA Annual Awards Ceremony. Space providing, event will include either a **Partner Only** Exhibitor Hall or *Meet our Partners*

## MOA Communication - Marketing & Media Channels

- Tuesday Talk Blog e-Blast
- Member and Marketing e-Blasts
- MOA Social Media Platforms
- MOA Classified Ads

- Bi-monthly (average open rate 40%)
- 5-7 monthly
- FB & Instagram
- MOA website & Tuesday Talk e-blasts

# Partner Program Benefits

	Bronze	Silver	Gold
Benefit	QTY	QTY	QTY
<b>Partner Marketing &amp; Recognition at Annual Convention</b> (signage & 1-page registration insert – partner provides copies)	✓	✓	✓
<b>Partner Recognition/Logo Linkage</b> (on MOA Website & Tuesday Talk bi-monthly newsletter)	✓	✓	✓
<b>Exclusive Sponsorship Opportunities</b> (Society Meetings/Events – <i>partner only exclusive opportunity</i> )	✓	✓	✓
<b>Free EXH Placement @ Annual Convention</b> (includes 2-day booth and credentials for 2 reps)	✓	✓	✓
<b>VIP Annual Convention EXH Package</b> (Free A/V & WiFi -based on availability and up to 2 additional reps)	-	✓	✓
<b>Post- Annual Convention Attendee List</b> (Excel spreadsheet format – subject to ARBO standards when applicable)	✓	✓	✓
<b>Leadership Feedback Questionnaire</b> (Hear from MOA Leadership about your product – via Google Form)	-	✓	✓
<b>Product Survey</b> (get feedback from our online community about your product or business – one annually)	-	✓	✓
<b>1-Page New Member Welcome Packet Insert</b> (partner provides copies)	-	-	✓
<b>Presentation at MOA Virtual Board Meeting</b> (one annually)	-	5 mins	10 mins
<b>*MOA Member Only e-blast</b> (400+ doctors)	-	1	2
<b>*MOA Online Community e-blast</b> (1,400+ doctors)	1	2	4
<b>Tuesday Talk Ad</b> (partners receive 2 ads annually – size by level)	¼ page	½ page	Full page
<b>MOA Facebook Posts</b>	1	2	4
<b>MOA Homepage Banner</b>	2	4	Unlimited
<b>Partner Level Price</b>	\$3000	\$4000	\$5500
<b>Early Bird Price 10% Discount</b>	\$2700	\$3600	\$5000

\*Partners may use eblast benefits (Member Only and Online Community) **only once per quarter**. Partner provides copy. MOA cannot guarantee a specific delivery date.

# Marketing Opportunities

Additional à la carte marketing and advertising options

## ANNUAL CONVENTION - A LA CARTE OPTIONS

	Mem/Partner Rate   Reg Rate
<input type="checkbox"/> <b>Convention Exhibit Placement</b> (Sat-Sun)	<b>FREE</b>   \$2000
<input type="checkbox"/> <b>Additional Rep Credential</b> (per person/per day)	<b>\$75</b>   \$150
<input type="checkbox"/> <b>Booth Electricity</b> (advanced notice required)	<b>Contact Us</b>
<input type="checkbox"/> <b>1-Page Attendee Registration Packet Insert</b> (Company provides ad print copies for Conv attendees)	<b>FREE</b>   \$200
<input type="checkbox"/> <b>Additional Rep Credential</b> (per person/per day)	<b>\$75</b>   \$150
<input type="checkbox"/> <b>Exclusive Badge Sponsor</b> (company logo on doctor badges)	<b>\$750</b>   \$1500
<input type="checkbox"/> <b>Exclusive Swag Sponsor</b> (co-brand company logo w/MOA)	<b>\$800</b>   \$1600

## ADDITIONAL ADVERTISING OPTIONS

	Mem/Partner Rate   Reg Rate
<input type="checkbox"/> <b>MOA Website Homepage E-Banner</b> (8 wk run time)	<b>FREE</b>   \$250
<input type="checkbox"/> <b>Exclusive E-Blast</b> (one per year for non-partners)	
<input type="checkbox"/> <b>Members Only</b> (400+)	<b>\$500</b>   \$1000
<input type="checkbox"/> <b>Online Community</b> (1400+)	<b>\$750</b>   \$1500
<input type="checkbox"/> <b>MOA Facebook Post</b>	<b>\$200</b>   \$400
<input type="checkbox"/> <b>Tuesday Talk Ad Space</b>	
Full Page	<b>\$750</b>   \$1500
Half Page	<b>\$350</b>   \$750
Quarter Page	<b>\$200</b>   \$400
<input type="checkbox"/> <b>MOA Website Classified Ad</b>	<b>FREE</b>   \$75

# Special Event Opportunities

We are pleased to offer our industry supporters a variety of sponsorship opportunities throughout the year and at MOA meetings. The following items can be purchased à la carte or may be incorporated into Partner Program packages. For pricing information or questions about custom partner packages, contact Member Services & Marketing Coordinator Kirsten Sanda by phone or email at [ksanda@marylandoptometry.org](mailto:ksanda@marylandoptometry.org).

## 2024 Special Events & Leadership Meetings

**March Madness Tournament** - 1st, 2nd, and 3rd place sponsorships available. Sponsors receive brand recognition and/or ad space on the dedicated tournament webpage and marketing materials/communication. **Contact US**

**Annual MOA Fundraiser** - Show your company's support for Maryland Optometry. This is a great opportunity to meet active Maryland practice owners eager to advance legislative initiatives passed. (scope expansion, insurance and credentialing parity, etc.) **Contact US**

**Board of Directors Meeting** (one available) - Host one of our quarterly in-person Board meetings. Sponsors receive podium time (20-30 mins) and the opportunity to pick the brain of leadership doctors using our customizable pre-meeting questionnaire. **Contact US**

## Annual Convention Sponsorship Opportunities (additional AV fees may apply)

**Board Meeting \$2500** - Host our final Board meeting. Sponsor receives podium time and pre-meeting questionnaire completed by Board and leadership members.

**Breakfast Symposium** (2 available) **\$2500** Let us introduce you as the exclusive meal sponsor, and then you'll own the room. Sponsor receives 45 minutes of podium time and recognition across all event marketing channels.

**Luncheon Symposium** (2 available) **\$2000** The sponsor receives 20 minutes of podium time and recognition across all event marketing.

**Raffle Prize Giveaway FREE** (open to all exhibitors) Everyone loves winning! Provide a raffle prize for in-person attendees and we will market your company during registration and during the Convention. Attendees are required to visit your booth to receive a raffle ticket during the meeting, driving traffic to your reps. Winners are announced by reps in lecture hall at the conclusion of the Saturday Education Program - **great opportunity for a quick plug!**

# Program Registration

**Take Advantage of Early Bird Pricing When You COMMIT By January 31st!**

**Yes!** I am interested in supporting Maryland optometry by becoming a 2024 MOA Partner  
 Gold ~~\$5500~~ **\$5000**    Silver ~~\$4000~~ **\$3600**    Bronze ~~\$3000~~ **\$2700**

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 to MOA, P.O. Box 350, Stevenson, MD 21153  
 or by email to [info@marylandoptometry.org](mailto:info@marylandoptometry.org)

*All sales are final. No refunds will be given. MOA reserves the right to change terms and pricing at anytime based on market rate.*



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