

2026

CONVENTION & Annual Meeting

VENDOR EXHIBIT & SPONSORSHIP

REGISTRATION MATERIALS

CALLING ALL *Vendors!*

Join us at the 2026 WOA Convention & Annual Meeting to showcase your products and services and be part of an unforgettable experience.



CONNECT

Build strong relationships with eyecare decision-makers from across Wisconsin.



SHOWCASE

Highlight your innovations and solutions to a targeted audience.



GROW

Expand your brand, generate leads, and strengthen your business.



SEPTEMBER
24-27, 2026



KALAHARI RESORT
Wisconsin Dells, WI



Wisconsin's largest meeting of optometrists and optometric staff!

2026

CONVENTION & Annual Meeting

CONNECT. LEARN. GROW. MAKE AN IMPACT.

WISCONSIN
OPTOMETRIC
ASSOCIATION



September 24–27, 2026



Kalahari Resort & Convention Center
Wisconsin Dells, WI

June 29, 2026

Dear WOA Industry Partners,

The 2026 WOA Convention & Annual Meeting will be held September 24–27 at the Kalahari Resort & Convention Center in Wisconsin Dells. Exhibit hall activities will take place Thursday and Friday, September 24–25. Join us to connect with optometrists, paraoptometrists, students, and eye care professionals from across Wisconsin.

Through exhibit opportunities, digital communications, event sponsorships, and year-round engagement, WOA provides meaningful access to our doctors. Your support directly enhances WOA's ability to elevate the profession and provide exceptional services to our members—a true win-win partnership.

Sponsorship Levels & Benefits

Our Corporate Sponsorship Program offers bundled opportunities designed to maximize exposure while delivering significant value.

We can customize a package for the remaining 6 months of 2026.

Diamond Sponsor — \$20,000

Includes more than \$14,600 in added benefits

Platinum Sponsor — \$15,000

Includes more than \$10,650 in added benefits

Gold Sponsor — \$10,000

Includes more than \$5,650 in added benefits

Silver Sponsor — \$5,000

Includes more than \$1,750 in added benefits

Bronze Sponsor — \$1,700 (no longer available for 2026)

Includes discounted exhibit booth pricing



Detailed package descriptions and benefits can be found on pages 3–12.

Flexible Options to Meet Your Goals

Every company has different marketing objectives and budgets. Sponsorship packages may be customized at the Silver level and above, and additional opportunities are available through our à la carte menu, with approval from the Industry Support Committee.

Not sure which option is right for your organization? Our team would be happy to schedule a brief consultation to help design your perfect package. Email us at woa@woa-eyes.org to set up a meeting today!

Convenient Payment Options

To simplify budgeting, invoices may be split among departments or cost centers. Sponsorship benefits begin upon receipt of full payment. Checks and credit cards accepted. (2% convenience fee applies to credit card transactions).

Booth-Only Option

Looking for exhibit space only? Companies may purchase exhibit booths without a sponsorship package. Early Bird booth pricing is available through August 1, 2026. Click [HERE](#) to register today! **September 2nd is Regular Registration Deadline.**

Let's Build Something Together

Reserve your sponsorship today and position your organization in front of Wisconsin's leading eye care professionals.

Questions? Please email: Joleen Breunig, WOA Assistant Executive Vice President, Joleen@woa-eyes.org.

WHY PARTNER WITH WOA?

When you partner with the Wisconsin Optometric Association, you gain access to one of the most engaged eye care communities in the Midwest while supporting the advancement of WI optometry.

As a WOA Corporate Sponsor, you can:



INCREASE BRAND VISIBILITY

Connect with more than 650 optometrists, paraoptometrists, students, and industry professionals.



SHOWCASE YOUR INNOVATIONS

Demonstrate products, services, and technologies to key decision-makers.



BUILD MEANINGFUL RELATIONSHIPS

Engage with doctors and staff through in-person events, educational programs, and year-round communications.



SUPPORT THE PROFESSION

Help fund quality continuing education, advocacy efforts, and member programs that strengthen optometry in Wisconsin.



ALIGN WITH A TRUSTED ORGANIZATION

Position your company alongside Wisconsin's leading professional association for optometrists.

WISCONSIN OPTOMETRIC ASSOCIATION

Corporate Sponsorship Package Information

Limited Availability: 2 Diamond • 2 Platinum 4 Gold • 8 Silver ACT FAST!	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
	Best Value!			
Exhibit Hall Booths September Convention	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ + booth extras
Print Advertising Put together a package by selecting items that fit your needs from page 8	✓ \$1,500 Max Value	✓ \$1,200 Max Value	✓ \$800 Max Value	✓ \$500 Max Value
Facebook Posts Live/Pre-recorded or Static Posting	✓ 2-4 Posts	✓ 1 Posts	✓ 1 Post	✓ 1 Post
Featured Eblast to Members Over 60% open rate avg! Content Provided by Vendor.	✓ 3 emails	✓ 2 emails	✓ 1 email	✓ 1 email
Friday Party/Band Night Sponsor September 25 @ Convention. See details on page 5.	✓ Headliner	✓ Stage Manager	✓ Road Crew	✓ Road Crew
Student Program Presenter September 26 @ Convention	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes
Presentation to WOA Board In-person and virtual options available. Date TBD.	✓ 20 Minutes	✓ 10 Minutes	✓ 10 Minutes	✓ 5 Minutes
Weblink to Partner Website in Weekly VantagePoint Emails	✓ 4 per month	✓ 2 per month	✓ 1 per month	✓ 1 per month
Lecture Video Credit Prerecorded video to air pre and/or post lecture at in- person event. .See A La Carte List for Pricing.	✓ \$2,000 max value	✓ \$1,500 max value	✓ \$1,000 max value	✓ \$800 max value
Doctor Luncheon Presentation (Available for September Convention)	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes	
Associate Membership with WOA Enables vendors to partner with local societies, with event-related costs (e.g., food) covered by the vendor.	✓	✓	✓	
Logo on WOA Homepage Linked to vendor website for all of 2026.	✓	✓		
Branded Item for Attendees of Event or Target Group of Members.	✓ \$2,500 Max Value	✓ \$1,500 Max Value		
Total Minimum Value:	\$34,500 \$14,600 in extras!	\$25,450 \$10,650 in extras	\$15,500 \$5,650 in extras!	\$6,650 \$1,750 in extras

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing

The following is the individual pricing for all available sponsorship items. We can tailor any of the packages on page 3 to include items that are of most value to you. Please contact WOA Assistant Executive Vice President, Joleen Breunig at joleen@woa-eyes.org to discuss options.

In Person Connections at Education Events

Convention—Early Bird pricing through 08/01/26

Regular Registration Closes September 2—final deadline! Regular pricing in **red** below.

Opportunities Available	Pricing	Please check items you wish to purchase
September 24-25 Convention Single Booth (8X10)	\$900/ \$1050	
September 24-25 Convention Double Booth (2 8X10)	\$1,700/ \$1800	
September 24-25 Convention Extra Large (8X14) Premium Placement Next to Bar or Food Stations **LIMITED AVAILABILITY** Automatically applied to Platinum and Diamond Sponsors' first booth. Upgrade Option for Diamond and Platinum Sponsors. Upgrade Option for other Sponsors/Vendors.	\$1,050 \$1,350/ \$1,450	
Exhibit Booth Extras - September 24-25 Convention Additional Representatives (2 included per booth): Additional: _____ Additional Rectangular Table: 6 foot or 8 foot 30 or 42 inch wide (circle sizes) High Top Round Table: Please indicate how many: _____ Additional Reception Beverage Tickets: How many sets: _____ Tickets for Luncheon Friday: How many: _____	\$10 Each \$40 Each \$45 Each \$85 per 10 \$35 Each	____ # Add Reps ____ 6 ft ____ 8 ft ____ High Top Tables ____ Add Drink Tix ____ Rep Lunches

Northwoods Education Event

Opportunities Available	Pricing	Please check items you wish to purchase
Northwoods Education Event Sponsorship (October 9th-10th) Join this unique, relaxed event for unparalleled one-on-one connections with doctors. While there is no traditional exhibit hall, sponsors enjoy direct access to attendees in a non-traditional, engaging setting. Event is held in Eagle River, WI. **Podium time may only be used by sponsoring company and not delegated**		
♦ Lake Sturgeon - Includes 10 minutes of podium time	\$1,000	_____
♦ Musky— Includes 5 minutes of podium time	\$750	_____
♦ Northern Pike - Pre/post event email to attendees and attend event	\$500	_____
♦ Blue Gill— Attend event activities/interact with attendees	\$250	_____
Continued on Page 5:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

In Person Connections at Education Events (cont'd)

Convention Lunch Presentation & Face-to-Face Time

Opportunities Available	Pricing	Please check items you wish to purchase
Lunch Presentation at Convention 2026 Gain exclusive visibility by presenting during lunch at Convention. This opportunity is available to registered exhibitors for the September event, with priority given to higher-level sponsors. <i>**Podium time may only be used by sponsoring company and not delegated**</i> ♦ 10 minutes ♦ 5 minutes	\$7,000 \$3,500	_____ _____
Convention Band Night Sponsorship (Friday, Sept 25th) Align your company with Convention's signature Friday night entertainment, combining memorable brand visibility with casual, high-engagement networking. ♦ Headliner—Bar Napkins, Company Logo Projected on Wall during Event, Sign by Door and Recognition in Print Materials ♦ Opening Act—Company Logo Projected on Wall during Event, Sign by Door and Recognition in Print Materials ♦ Stage Manager—Sign by Door and Recognition in Print Materials ♦ Road Crew—Recognition in Print Materials	\$2,000.00 \$1,200.00 \$800.00 \$500.00	_____ _____ _____ _____
WOA Next Networking Social—(Friday, Sept. 25th) Build connections with young ODs, students, and practices during this focused networking social centered on career growth and recruitment. ♦ Rising Star Tier - Reserved table in social with signage noting sponsorship and announcement by WOA leadership acknowledging support ♦ Stand-Out Tier - Reserved table in social with signage noting sponsorship ♦ Emerging Tier - Signage noting sponsorship by entrance	\$1,500 \$750 \$500	_____ _____ _____
Student Program Sponsorship at Convention (Saturday, Sept. 26th) Invest in the future of the profession by supporting student travel grants and building early brand connections with optometry students during a dedicated Saturday afternoon program at Convention. <i>**Podium time may only be used by sponsoring company and not delegated**</i> ♦ Provide 5 Student Travel Grants and do a 20 Minute Presentation ♦ Provide 3 Student Travel Grants and do a 15 Minute Presentation ♦ Provide 2 Student Travel Grants and do a 10 Minute Presentation ♦ Provide 1 Student Travel Grant and do a 5 Minute Presentation	\$1,500 \$900 \$600 \$300	_____ _____ _____ _____
Continued on Page 6:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

In Person Connections at Education Events (cont'd)

Breakfast/Break Sponsorship at Education Events

Opportunities Available	Pricing	Please check items you wish to purchase
Keep attendees fueled while gaining consistent brand visibility during high-traffic breakfast and break periods. Benefits include: logo placed on placards through the breakfast/break buffets; acknowledgement in printed materials; (1) company representative may also be stationed at by the buffets to greet attendees. Full sponsorship also includes 60 second pre-lecture video or speaking opportunity. Partial sponsorship is open to a maximum of two sponsors per break.	Full / Partial	
♦ Convention: Breakfast Friday/Saturday/Sunday; Breaks Thursday pm/ Friday am	\$3,000 / \$1,500	____ Full ____ Partial
♦ Northwoods: Evening Dinner Friday or Breakfast Saturday	\$600 / \$300	____ Full ____ Partial

Education Grant Sponsorship

Support high-quality continuing education by helping offset the costs of nationally recognized speakers through an Education Grant Sponsorship. Grant funding is used to cover reasonable honoraria and speaker expenses. Many companies have a funding mechanism for grant sponsorship that is separate from booth purchases and other sponsorship. Grant providers receive recognition in event email communications, the on-site program guide, hallway signage, and general announcements. In accordance with COPE requirements, sponsors may not influence lecture content. Companies interested in participating are encouraged to share their grant application process with WOA to facilitate submission. Please contact WOA Assistant EVP, Joleen Breunig to discuss details.	\$1,000 Minimum	
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Face-To-Face Time Outside Education Events

WOA Next Young OD Lunch & Learn Monthly Zoom Meetings Build early relationships with young optometrists through monthly zoom meetings hosted by the WOA Young OD Committee, featuring a sponsor-led presentation and interactive Q&A on topics relevant to career development, practice growth and other topics important to young doctors. The meetings are held either during a lunch hour or early evening and typically run 30-45.	\$300 per event	
Continued on Page 7:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

Face-To-Face Time Outside Education Events (cont'd)

Opportunities Available	Pricing	Please check items you wish to purchase
Presentation to WOA Leadership at Board of Directors Meeting Engage directly with WOA leadership by presenting to the Board of Directors during a scheduled 2026 meeting, offering a high-level opportunity to share insights and strengthen relationships with association decision-makers. <i>Available to exhibitors registered for a minimum of one event in 2026, with priority given to high-level sponsors. Meetings are In Person September and December. **Podium time may only be used by sponsoring company and not delegated**</i> ♦ 20 minutes ♦ 15 minutes ♦ 10 minutes ♦ 5 minutes	\$2,000 \$1,500 \$1,000 \$500	----- ----- ----- -----
WOA Next Young OD Social Event—In Person Foster meaningful connections with young optometrists by supporting WOA Young OD Committee–hosted social experiences designed to build community, strengthen relationships, and encourage long-term engagement with the profession. Ideas include Packers/Brewers/Bucks/Admirals games, Northwoods League Baseball games during the summer months, golf outing, golf driving range (PinSeekers in DeForest/Luxe Golf Bays in Franklin), social at a cool venue—the options are endless!	\$500 per event fee for sponsor <i>Sponsor covers the cost of the event (ie tickets, food an beverage etc).</i>	

Face-to-Face Time at Local Society Level

WOA Associate Membership - Society Connection Partner for meetings with any of our 8 local societies by becoming an Associate Member of the WOA. The Associate Membership requires a yearly renewal based on calendar year. Companies will continue to cover the costs of food and beverages at the meetings, as has been the standard practice. Each company must have their own membership.	\$500.00	
Continued on Page 8:		

Have you done a sponsorship with another state with something not listed? We are always excited to hear about new ideas we can add to our sponsorship program. Just reach out and we can chat about it!

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

Advertising—Print

Education Event Publications

Opportunities Available	Pricing	Please check items you wish to purchase
WOA Convention Annual Report Book for Members: (Printed on slick stock paper) ◆ Full Color, Full Page, Outside Back Cover of Book ◆ Full Color, Full Page, Inside Front or Back Cover of Book ◆ Full Color, Inside Page (only available after covers are sold)	(Full Color) \$1,000 \$700 \$500	_____ _____ _____
WOA Convention Schedule Booklet/Exhibit Hall Directory: ◆ Full Color, Full Page, Outside Back Cover of Book ◆ Full Color, Full Page, Inside Front or Back Cover of Book ◆ Full Color, Inside Page (only available after covers are sold)	(Full Color) \$600 \$450 \$300	_____ _____ _____
Event Print Packet Stuffer: One Sheet per attendee packet. Can be one pager or pamphlet. Limit 1 stuffer per event per company.	\$500 per stuffer	_____ # stuffers

Weekly/Monthly Member Communications

WOA Member Monthly Newsletter Advertising: ◆ Full Page Advertisement/Informational Article—One Month ◆ Half Page Advertisement/Informational Article—One Month ◆ Quarter Page Advertisement/Informational Article—One Month	\$250 per ad \$125 per ad \$75 per ad	_____ # months _____ # months _____ # months
Weekly VantagePoint Sponsor with Website Link: Included as part of sponsor packages Silver level and up ◆ Gold/Silver Level - 1 week per month ◆ Platinum Level - 2 weeks per month ◆ Diamond Level - 4 weeks per month ◆ Add on for Bronze Level—1 week per month	\$100 per month \$200 per month \$400 per month \$250 per month	_____ # months _____ # months _____ # months _____ # months
Individual Vendor Email Content provided by vendor. Over 60% average open rate. ◆ Full Membership - 650 doctors ◆ Individual Society - Number of recipients varies per society ◆ Event Attendees - Number of recipients varies (limited number available)	\$500 per email \$150 per email \$375 per email	_____ # emails _____ # emails _____ # emails
Continued on Page 9:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

Advertising—Social Media/Website

Facebook Event: Live or Pre-Recorded Video (pricing per event)		
5 Minute	\$500	_____ # events
3 Minute	\$350	_____ # events
1 Minute	\$200	_____ # events
Facebook Posting: Static posting on WOA Facebook Page	\$250 per post	_____ # events
Logo Placement on WOA Website Home Page with live link to sponsor website. **Only available to Diamond and Platinum Sponsors.**	\$2,500	

Advertising—Video Messages

Finite number of video time slots available. Priority will be given to high level sponsors.

Registration Desk TV Video Messages

Limit one video per vendor per event.

30 Second Video to play on TV at the Registration Desk Video will play all day on continuous loop each day of event.	\$600	_____ Sept Event
15 Second Video to play on TV at the Registration Desk Video will play all day on continuous loop each day of event.	\$300	_____ Sept Event

Pre Lecture Videos

*Limit one pre lecture video per event per vendor. ***Limited opportunities available!****

Opportunities Available	Pricing	Please check items you wish to purchase
120 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$1,500	_____
90 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$1,200	_____
60 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$1,000	_____
30 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$800	_____
Continued on Page 10:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

Advertising - Video Messages (cont'd)

Finite number of video time slots available. Priority will be given to high level sponsors.

Post Lecture Videos

Limit one post lecture video per event per vendor. ***limited opportunities available***

Opportunities Available	Pricing	Please check items you wish to purchase
3 Minute Post Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$3,500	_____
150 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$3,000	_____
120 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$2,500	_____
90 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$1,500	_____
60 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook if desired. Price is per video.	\$1,000	_____

Exhibit Hall Video or Verbal Messages

Limit two videos total per break.

Opportunities Available	Pricing	Please check items you wish to purchase
20 Second Booth Promotion — Video will be projected on the wall in the exhibit hall during exhibit hall break or we give you the microphone to toot your own horn. Great time to announce a show special!	\$400	_____ Sept Event
10 Second Booth Promotion —Video will be projected on the wall in the exhibit hall during exhibit hall break or we give you the microphone to toot your own horn. Great time to announce a show special!	\$200	_____ Sept Event

Virtual Education Sponsor Messages (Live or Video)

Limit two sponsor messages per education session.

Opportunities Available	Pricing	Please check items you wish to purchase
60 Second Pre or Post Lecture Video or Live Message Additional time can be added in 30 second intervals up to 3 minutes.	\$500 \$500 per 30 seconds	_____ Enter length of seconds
5 Minute Lecture Break Video or Live Message A sponsor message can be played or done in person during a lecture break.	\$1,500	_____
Continued on Page 11:		

WISCONSIN OPTOMETRIC ASSOCIATION

A La Carte Pricing (Continued)

Branded Item Opportunities

Opportunities Available ** First Priority for this item to vendors who purchase a package Gold or above.	Pricing	Please check items you wish to purchase
Lanyards** Put your brand front and center throughout the event by sponsoring attendee lanyards worn during registration, sessions, and networking. Sponsor supplies WOA-approved lanyards and pays listed sponsor fee. The price listed is per event.	\$500 \$500	_____ April Spring Seminar _____ Sept. Convention
Attendee Bags** Extend your brand's presence beyond the meeting room by sponsoring the attendee bags used throughout the event and beyond. Sponsor supplies WOA-approved bags and pays listed sponsor fee. The price listed is per event.	\$400 \$400	_____ April Spring Seminar _____ Sept. Convention
Pens for Doctor Packets** Stay top of mind during every lecture by sponsoring pens included in attendee packets. Sponsor supplies WOA-approved pens and pays listed sponsor fee. The price listed is per event.	\$300 \$300	_____ April Spring Seminar _____ Sept. Convention
Napkins for Break Food Tables** Reinforce brand recognition during high-traffic break periods by sponsoring napkins placed at food and refreshment stations. Sponsor supplying WOA-approved art and approved napkins and pays listed sponsor fee. Pricing is listed is per day or per event.	\$150/\$300 \$150/\$500 Day/Event	_____ April Spring Seminar _____ Sept. Convention
Coffee Cups for Break Food Tables (Disposable)** Make a lasting impression by sponsoring coffee cups to be placed on break food tables. Sponsor supplies WOA-approved art approved cups and pays listed sponsor fee. Pricing is listed is per day or per event.	\$150/\$300 \$150/\$500 Day/Event	_____ April Spring Seminar _____ Sept. Convention
Notebooks for Doctor Packets** Increase your company's visibility by sponsoring the notebooks the doctors receive in their packets to take lecture notes. WOA will order the notebooks and create a label acknowledging the sponsors for each notebook. Pricing is listed is per event.	\$600 Per Event	_____ April Spring Seminar _____ Sept. Convention
Branded Item For Non Diamond or Platinum Sponsors Does your company have cool swag? Provide a giveaway to all attendees they get upon picking up registration packet for one event. (All potential give aways must be approved by the WOA and sponsor pays for the items plus the sponsorship fee.	\$600 Sponsorship Fee Sponsor pays directly for items.	_____ April Spring Seminar _____ Sept. Convention
Branded Item/Sponsored Non CE Event (For Diamond and Platinum Sponsors only) Does your company have cool swag? Provide a giveaway to all attendees upon picking up registration packet for one event. (Arranged and Coordinated by WOA Staff). This can also be put towards a social event for any segment of WOA members (students/young ODs/ specific society) *****We understand that our Pharmaceuticals Partners are required to adhere to their compliance guidelines, therefore other a la carte items may be substituted for this in your package.*****	Value up to \$2500*** Included with Diamond and Platinum Packages.	
Proceed to Page 12 to complete package purchase:		

WISCONSIN OPTOMETRIC ASSOCIATION

2026 Corporate Sponsorship Registration - Form 1

Pages 4–11 must be returned in addition to this page for all package purchases.

Selection:	Available Items:	Price:	Final Cost:
	Diamond Package DUE 8/1/2026	\$20,000.00	
	Platinum Package DUE 8/1/2026	\$15,000.00	
	Gold Package DUE 8/1/2026	\$10,000.00	
	Silver Package DUE 8/1/2026	\$5,000.00	
	Bronze Package No longer available for 2026 Exhibit Booth at April & September Events	\$1,700.00	
	Exhibit Booth - September Event Early Bird: 8/1/2026 Regular: 9/2/26	\$900/ \$1050	
	Exhibit Booth Extras From page 4 (tables, extra reps)	See pricing on page 4	
	Build Your Own Package Must include pages 3 through 12 with desired items checked. Please contact WOA Assistant EVP, Joleen Breunig, to assist with this (Joleen@woa-eyes.org).	Total from Pages 3-12	
	A La Carte Item(s) Must include pages 3 through 12, with desired items checked. Use this line item to purchase items in addition to your booth.	Total from Pages 3-12	
	Total Amount Due:		

****If you are just registering to exhibit at the September Event, please click [here](#) to complete the registration online through our secure website.**

WISCONSIN OPTOMETRIC ASSOCIATION

2026 Corporate Sponsorship Registration - Form 2

Please make sure to complete pages 12 and 14 in addition this this page.

Company Name: _____

Corporate Contact Person Name: _____

Corporate Contact Email Address: _____

Company Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Name of lead representative contact person attending event: _____

Email of lead on-site representative: _____

Cell phone number of lead on-site representative: _____

Names of all representatives attending meeting: (All representatives must have WOA a issued name badge and be registered through us - \$10 per rep fee for more than 2 reps per booth)

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

Will you require an electrical outlet in your booth? _____ Yes _____ No

What size table would you like with your booth (1 included): _____ 8 ft _____ 6 ft _____ High Top Table

Do your company policies allow you to receive the drink tickets in your packet? _____ Yes _____ No

Product/and or service to be exhibited: _____

Optional Request for Placement near or far from other exhibitors. All requests will be considered, but not guaranteed. We do not take requests for specific booth placements in the exhibit hall.

We prefer to be placed close to the following exhibitors: _____

We prefer to be placed far from the following exhibitors: _____

EXHIBIT BOOTH POLICY: Exhibit space is assigned on a first-come, first-served basis and will only be reserved once both a completed registration form and full payment have been received. Priority placement is given to sponsors and vendors who purchase premium booths from the à la carte list. **Please note that no spaces will be held without payment, and requests for specific booth locations cannot be accommodated.**

WISCONSIN OPTOMETRIC ASSOCIATION

2026 Corporate Sponsorship Registration - Form 3

If you are registering only to exhibit at Convention, please click [here](#) to complete the registration online through our secure website.

Method of Payment: _____ Check _____ Credit Card

Type of Card: (Circle One) Mastercard VISA Discover American Express

Company Name: _____

Card Holder Name: _____

Credit Card Number: _____

Street Address where you receive your CC Statement:

Credit Card Billing Zip Code: _____

Expiration Date: _____ Security Code from back of CC Card: _____

Authorized Signature: _____

By completing this form, you agree to pay the Wisconsin Optometric Association the above listed payment via credit card.

Please note a 2% convenience fee will be included for all credit card payments.

If paying by check please mail payment and completed registration pages (3-13) to:

Wisconsin Optometric Association
6510 Grand Teton Plaza, Suite 312
Madison, WI 53719

If you have any questions regarding submission of payment please contact Joleen Breunig, WOA Assistant Executive Vice President at Joleen@woa-eyes.org.

THANK YOU
for supporting WI Optometry

WISCONSIN OPTOMETRIC ASSOCIATION

Convention Exhibitor Information

The 2026 WOA Convention & Annual Meeting will be held September 24–27, 2026, at the Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin. This is WOA's final event of the year featuring an exhibit hall and offers a valuable opportunity to connect with Wisconsin optometrists and their staff.

What Your Booth Includes

Each exhibit booth registration includes:

- One 8' x 10' exhibit space with full back drape and half-side drape
- One draped table (6-foot, 8-foot, or cocktail height) and two chairs
- One 110-volt electrical outlet (upon request)
- Registration for two company representatives
- Company identification sign
- Listing in the Exhibit Hall Directory (up to 150 words)
- Pre- and post-event attendee mailing lists
- Ten beverage tickets for use during Exhibit Hall receptions (Thursday & Friday evenings)
- Carpeted exhibit hall

Additional beverage ticket packs (10 tickets) may be purchased for \$85.

Important: Additional tables and electrical service should be ordered during registration. On-site orders are subject to significantly higher rates.

Exhibitor Schedule Information for Convention

Below is a summary of the **tentative** exhibit schedule for Convention:

- Exhibit Hall Setup:** Thursday, September 24 | 9:00 a.m.–2:30 p.m.
- Exhibit Hall Hours:** Thursday, September 24 | 2:45–3:30 p.m. and 5:15–7:00 p.m.
Friday, September 25 | 9:40–10:40 a.m., 3:20–4:00 p.m., and 5:45–7:00 p.m.
- Exhibit Hall Teardown:** Friday, September 25 | Begins at 7:00 p.m.
(All materials must be removed by 10:00 p.m.)

Exhibit times are tentative and subject to change; however, total exhibit hours will remain the same.

A detailed Convention schedule can be found on page 17. Events relevant to exhibitors are highlighted in **red** and include exhibit hall hours, meal functions, setup and teardown times, and networking opportunities.

Exhibit Hall Directory

An Exhibit Hall Directory will be included in the doctors' welcome packets. **Please submit your preferred company description (150 words maximum) highlighting your products and services to be included in this directory.** Descriptions may be submitted with your registration or emailed to woa@woa-eyes.org.

Submission Deadline: September 2, 2026

Door Prize Drawings

WOA will host door prize drawings during the Exhibit Hall receptions on Thursday and Friday evening. Vendors who wish to contribute a prize may complete the participation form included in their on-site packet. Participation is optional but encouraged.

To help drive traffic throughout the exhibit hall, attendees can also earn entries for high-value prizes provided by WOA by visiting vendor booths. The more booths they visit, the more chances to win.

WISCONSIN OPTOMETRIC ASSOCIATION

Convention Exhibitor Information (Continued)

Hotel Accommodations

A room block has been reserved at the Kalahari Resort, with the rate of \$145 plus applicable taxes for a standard room. The room block will be released on **Wednesday, August 24, 2026**, after which room availability and rates cannot be guaranteed. To make your reservation, call 877-525-2427 or simply use the online reservation system to secure the group rate: [BOOK NOW](#)

Doctor Attendee Mailing Lists

Paid exhibitors will receive a list of registered doctors and their office mailing addresses in their on-site packets. A pre-registration list will be available approximately 30 days before the event. Requests may be made by emailing woa@woa-eyes.org. The list will not be available prior to the 30 day time frame.

Booth Assignments & Confirmation Materials

Booth assignments are made on a first-paid, first-served basis. Priority placement is given to sponsorship package participants and premium booth purchasers.

While specific booth locations cannot be guaranteed, WOA will make every effort to accommodate reasonable placement requests to be located near—or away from—another exhibitor. .

Booth assignments and confirmation materials will be distributed after September 11, 2026.

Confirmation packets will be emailed to the primary contact and on-site representatives listed on the registration form and will include: booth assignment, the final schedule for the event, details of the items ordered for your booth (ie tables/chairs/electricity) and shipping and exhibitor instructions.

Shipping Information

Shipping instructions will be sent to registered exhibitors approximately 30 days before the Convention and will also be posted on the WOA website. Instructions will also be included in your confirmation packet.

Cancellation Policy

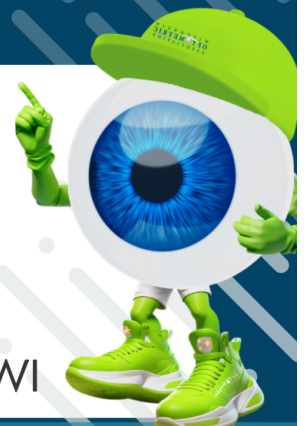
Booth-only cancellations must be received by: **August 1, 2026**.

A \$50 administrative fee applies to all cancellations. Refunds will not be issued after the cancellation deadline.

Sponsorship packages are nonrefundable. If a sponsor is unable to exhibit, WOA will work with the company to identify alternative benefits of comparable value from the available sponsorship opportunities.

UPCOMING EVENTS 2026-27

- **2026 Northwoods Education Event - 8 hours**
October 9-10 - Kalmar Center, Eagle River, WI
- **2026 Primary Care Symposium - 8 hours**
Live Webinar Series - Details coming!
- **2027 Spring Seminar - 14 hours**
April 29-30 - Glacier Canyon Lodge, Wisconsin Dells, WI



WE LOOK FORWARD TO CONNECTING WITH YOU!

WISCONSIN OPTOMETRIC ASSOCIATION

Convention Exhibitor Information (Continued)

Kalahari Resort & Convention Center, Wisconsin Dells, WI

Thursday

September 24th

7:00 a.m. - 5:00 p.m.
Registration

9:00 a.m. - 2:30 p.m.
Exhibit Hall Set Up

1:00 p.m. - 2:45 p.m.
Doctor Education

2:45 p.m. - 3:30 p.m.
Exhibit Hall Break

3:30 p.m. - 5:15 p.m.
Doctor Education

5:15 p.m. - 7:00 p.m.
Exhibit Hall Reception

Friday

September 25th

7:00 a.m. - 5:00 p.m.
Registration

8:00 a.m. - 9:45 a.m.
Doctor Education

9:45 a.m. - 10:30 a.m.
Exhibit Hall Break

10:30 a.m. - 12:10 p.m.
Doctor Education

12:15 p.m. - 1:30 p.m.
Membership Awards Luncheon

1:30 p.m. - 3:20 p.m.
Doctor Education

3:20 p.m. - 4:00 p.m.
Exhibit Hall Break

4:00 p.m. - 5:45 p.m.
Doctor Education

5:45 p.m. - 7:00 p.m.
Exhibit Hall Reception
Final Session

6:00 p.m. - 6:30 p.m.
New Member/Student Orientation

7:00 p.m. - 8:00 p.m.
WOA Next New OD Mentorship Reception

8:00 p.m. - 11:00 p.m.
WOA Social Event

Saturday

September 26th

7:00 a.m. - 4:00 p.m.
Registration

8:00 a.m. - 9:45 a.m.
Doctor Education

11:45 a.m. - 1:15 p.m.
President's Luncheon

1:30 p.m. - 3:15 p.m.
Doctor Education

1:30 p.m. - 4:30 p.m.
Student Program
Vendor Presentations

3:15 p.m. - 3:30 p.m.
Break

3:30 p.m. - 5:15 p.m.
Doctor Education

Sunday

September 27th

7:30 a.m. - 11:00 a.m.
Registration

8:00 a.m. - 9:45 a.m.
Doctor Education

9:45 a.m. - 10:00 a.m.
Break

10:00 a.m. - 11:45 a.m.
Doctor Education

See you in September!



Additional 2026 WOA Fall CE Event Schedules

Northwoods Education

Friday

October 9th

7:00 a.m. - 5:00 p.m.
Activities on your own

5:00 p.m. - 9:00 p.m.
Doctor Education

Saturday

October 10th

7:00 a.m. - 11:00 a.m.
Doctor Education

11:00 a.m. - ?
Activities on your own

Primary Care (Virtual)

Coming this Fall!

Oct 13, 20, 27 and Nov 10 @ 7 p.m.

8 hours of CE

Registration will open early August.

W I S C O N S I N
O P T O M E T R I C
A S S O C I A T I O N
6510 Grand Teton Plaza, Suite 312, Madison, WI 53719
www.woa-eyes.org 608-824-2200

July 1, 2026

TO: WOA Exhibitors
FROM: Joleen Breunig, Assistant Executive Vice President
RE: Distribution of Seminar Exhibitor Registration Forms

The Wisconsin Optometric Association is always looking to update our distribution lists for event information. We are happy to send information electronically to anyone who is interested. Materials will be in PDF format and can be opened with Adobe Reader.

If you are currently receiving the registration materials via email and your email remains the same, it is not necessary to return this form.

If additional reps or corporate office personnel should be receiving the materials, please complete the information below, or simply send an email to joleen@woa-eyes.org with the person's name, company name, and email address. We are happy to send the materials to multiple people within each company.

Company Name: _____

Contact Person: _____

Cell Phone: _____

Email Address: _____

Thank you for taking the time to complete this form.



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- Viatris

Funds received through the WOA Corporate Sponsorship Program enable us to enhance our member services and support initiatives that promote WI Optometry.

Thank You!