

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 Corporate Partnership Program

### Spring Seminar

- April 18 - 19
- Marriott Madison West  
Middleton, WI

### Convention

- September 26 - 29
- Kalahari Resort  
Wisconsin Dells, WI

### Northwoods

- October
- Exact dates and location  
to be announced.

### Primary Care

- November 1 - 2
- Kalahari Resort  
Wisconsin Dells, WI



**CONTACT US TO  
DISCUSS DETAILS!**

[woa-eyes.org](http://woa-eyes.org)

| [woa@woa-eyes.org](mailto:woa@woa-eyes.org) |

(608) 824-2200



December 12, 2023

TO: WOA Industry Supporters  
FROM: Dr. Tessa Sokol, WOA Immediate Past President and Industry Support Committee Chair and  
Dr. Christine Renner, Education Chair  
RE: WOA Education Event Sponsorship and Exhibit Opportunities for 2024

WOA is excited to announce the opening of our 2024 Corporate Sponsorship Registration. This program, first introduced by the WOA Industry Support Task Force in 2022, was created to help industry partners and vendors reach our large database of member doctors of optometry more effectively throughout the year. At the same time, your support enables the WOA to enhance our member services to elevate the profession as a whole. WIN-WIN-WIN

**Why Become A Sponsor?** This annual program is designed so companies can choose the level of exposure that best suits their needs and goals. The WOA can provide a direct communication route to over 900 doctors of optometry in Wisconsin and can help you market your products and/or services to those doctors through face-to-face interactions, frequency of communication, post event follow up opportunities and partner loyalty. This provides maximum value for your sponsorship investment throughout the year.

**What's Available Through the Sponsorship Program?** There are 5 value-packed bundles available. The higher level package you select, the more savings/extras you will experience! Along with our package offerings, there is also an extensive a la carte list with individual pricing available that vendors can use to add on to a package, create their own package, or just purchase a few key items that will benefit them most. See pages 4-10 for detailed information regarding the items included in each package.

**Diamond Package - \$20,000 (Includes \$9,000+ in extras!)**

**Platinum Package - \$15,000 (Includes \$5,000+ in extras!)**

**Gold Package - \$10,000 (Includes \$3,500+ in extras!)**

**Silver Package - \$5,000 (Includes \$1,000+ in extras!)**

**Bronze Package - \$1,600 (Includes \$100 discount on booth space)**

**Flexibility:** The WOA recognizes that each vendor is unique and may have found different things work better for reaching their potential clients. We offer companies the flexibility to individualize packages (Silver level and up) to ensure you get the most bang for your buck. Vendors also have the ability to put together their own package from the a la carte list with final approval from the Industry Support Committee. Our goal is to make sure the program is mutually beneficial to vendors, the WOA and our members. We are happy to hold individual zooms with companies to talk through the offerings and come up with a package that best meets your needs! Email [woa@woa-eyes.org](mailto:woa@woa-eyes.org) to schedule your zoom today!

**Payment Options:** The WOA also understands the complexity of funding sponsorships on the vendor side and that often different budgets/departments cover different elements of sponsorship. We want to make it as simple as possible for our partners. Companies may break the full package price into separate invoices to be paid by different departments/budget sources within your company. Your sponsor status becomes effective as soon as full payment is received. Check and credit card payments accepted. There is a 1.5% convenience charge for credit card payments.

**Booth Only Option:** WOA is still offering companies the opportunity to support the WOA through the purchase of an exhibit booth at the events in April or September, or even better, both! New with the sponsorship plan—companies have the ability to purchase their booth for both events early and receive a \$100 discount for doing so. Not ready to commit to the September Convention? No worries. You can sign up for just the April event now and sign up for September later.

**Questions:** Any questions regarding this corporate sponsorship plan should be directed to Joleen Breunig, WOA Assistant Executive Vice President at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org).

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 Corporate Sponsorship Package Information

**Limited Availability:**

2 Diamond  
2 Platinum  
4 Gold & 8 Silver

**ACT FAST!**

**Diamond  
Package  
\$20,000**

**Platinum  
Package  
\$15,000**

**Gold  
Package  
\$10,000**

**Silver  
Package  
\$5,000**

**Bronze  
Package  
\$1,600**

Plus booth  
extras.

**Best Value!**

Exhibit Hall Booth For <u>Both</u> April Spring Seminar and September Convention (1 per event)	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓	✓
Print Advertisements - Select items that suite your needs from page 7	✓ \$3,000 Max Value	✓ \$2,000 Max Value	✓ \$1,000 Max Value	✓ \$500 Max Value	
Facebook Posts - Live/Pre- recorded or Static Posting	✓ 4 Posts	✓ 2 Posts	✓ 1 Post	✓ 1 Post	
Featured Eblast to WOA Membership Content Provided by Vendor (Over 60% open rate avg!)	✓ 5 emails	✓ 43emails	✓ 2 emails	✓ 1 email	
Friday Night Party/Band Night Sponsor	✓ Headliner	✓ Opening Act	✓ Stage Manager	✓ Road Crew	
Student Program Presenter at Convention - September 30	✓ 30 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes	
Exclusive Presentation to WOA Board at Board Meeting - Date TBD (In-person or virtual options)	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes	
Weblink to Partner Website in Weekly VantagePoint Emails	✓ 4 per month	✓ 3 per month	✓ 2 per month	✓ 1 per month	
Pre-Recorded Pre and/or Post Lecture Video (See A La Carte List for Pricing)	✓ \$4,500 max value	✓ \$2,500 max value	✓ \$2,000 max value	✓ \$1,500 max value	
Presentation to Doctors at a Luncheon (April or September)	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes		
Society Access Pass— Allows Vendors to sponsor events at the local society level— event costs (food etc) responsibility of vendor.	✓	✓	✓		
Logo Placement on WOA website Homepage (includes link to vendor website for all of 2024).	✓	✓			
Branded Item for Attendees or Event for target group of doctors. Max \$2,500 value	✓	✓			
<b>Total Minimum Value:</b>	<b>\$34,000</b> \$14,000 in extras!	<b>\$25,350</b> \$10,350 in extras!	<b>\$15,400</b> \$5,400 in extras!	<b>\$6,650</b> \$1,650 in extras	



# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing

The following is the individual pricing for items listed in the packages, plus some additional items available to purchase as add-ons. We are also willing to work with individual sponsors to tailor a package that includes items that are of most value to you.

Please contact WOA Assistant Executive Vice President, Joleen Breunig at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org) to discuss options.

### Opportunities Available

### Pricing

Please check items you wish to purchase

### In Person Connections at CE Events

#### April and September

April 18-19 Spring Seminar Exhibit Hall Booth (8X10) - Single

\$850

April 18-19 Spring Seminar Exhibit Hall Booth (8X10) - Double

\$1,600

April 18-19 Spring Seminar Exhibit Hall Booth Extra Large (8X14)  
Premium Placement Next to Bar or Food Stations **\*\*LIMITED AVAILABILITY\*\***  
Automatically included in Platinum and Diamond Sponsor Packages.  
Upgrade Option for other Sponsors/Vendors.

\$1,000  
\$1,300

September 26-27 Convention Exhibit Hall Booth (8X10)—Single

\$850

September 26-27 Convention Exhibit Hall Booth (8X10)—Double

\$1,600

September 26-27 Convention Exhibit Hall Booth Xtra Large (8X14)  
Premium Placement Next to Bar or Food Stations **\*\*LIMITED AVAILABILITY\*\***  
Automatically included in Platinum and Diamond Sponsor Packages.  
Upgrade Option for other Sponsors/Vendors.

\$1,000  
\$1,300

#### Exhibit Booth Extras - April 18-19 Spring Seminar

Additional Representatives (2 included per booth): Additional: \_\_\_\_\_

\$10 Each

Additional Rectangular Table: 6 foot or 8 foot (circle desired size)

\$35 Each

High Top Round Table: Please indicate how many: \_\_\_\_\_

\$35 Each

Additional Reception Beverage Tickets: How many sets: \_\_\_\_\_

\$75 per 10

Tickets for Luncheon Thursday: How many: \_\_\_\_\_

\$30 Each

\_\_\_ # Add Reps  
\_\_\_ 6 ft \_\_\_ 8 ft  
\_\_\_ High Top Tables  
\_\_\_ Add Drink Tix  
\_\_\_ Rep Lunches

#### Exhibit Booth Extras - September 26-27 Convention

Additional Representatives (2 included per booth): Additional: \_\_\_\_\_

\$10 Each

Additional Rectangular Table: 6 foot or 8 foot (circle desired size)

\$35 Each

High Top Round Table: Please indicate how many: \_\_\_\_\_

\$35 Each

Additional Reception Beverage Tickets: How many sets: \_\_\_\_\_

\$75 per 10

Tickets for Luncheon Thursday: How many: \_\_\_\_\_

\$30 Each

\_\_\_ # Add Reps  
\_\_\_ 6 ft \_\_\_ 8 ft  
\_\_\_ High Top Tables  
\_\_\_ Add Drink Tix  
\_\_\_ Rep Lunches

Continued on Page 5:

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing (Continued)

### Opportunities Available

### Pricing

Please check items you wish to purchase

### In Person Connections at CE Events (Continued)

#### October & November

##### Northwoods Education Event Sponsorship October (Dates TBD)

Be part of this unique education event in a relaxed setting. No typical exhibit hall but plenty of access to doctors in a non traditional way for one on one connections.

- ◆ Lake Sturgeon - Includes 10 minutes of podium time
- ◆ Musky— Includes 5 minutes of podium time
- ◆ Northern Pike - pre/post event email to attendees and attend event
- ◆ Blue Gill— Attend event activities/interact with attendees

\$1,000  
\$750  
\$500  
\$250

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

##### Primary Care Symposium Education Event Sponsorship Nov 1-2

This education event does not have an exhibit hall, but 1-2 vendors, whose products/services relate to the subject matter of the lectures, will have the opportunity to have a table top display outside of the classroom to interact with attendees before and after classes and during breaks. WOA has sole discretion over which vendors participate.

- ◆ Table Top Display Outside Classroom and 5 minutes to address group
- ◆ Table Top Display Outside Classroom

\$2,000  
\$1,500

\_\_\_\_\_  
\_\_\_\_\_

### In Person Connections at Society Events

##### Society Meeting Access Pass

New this year, companies wishing to sponsor meetings with any of our 8 local societies will need to purchase a society access pass through the WOA sponsorship program in order to have the opportunity to work with the Society Presidents on meetings. Companies would still be responsible for purchasing any food or beverages at the meetings like they normally do.

\$500.00

### Breakfast/Break Sponsorship at CE Events

Say "Good Morning" and keep attendees fueled through this sponsorship opportunity. Coffee is essential and the doctors will thank you! Benefits include: logo placed on placards through the breakfast/break buffets and recognition near the area; acknowledgement in printed materials; (1) company representative may also be stationed at by the buffets to greet attendees. *Full sponsorship includes 60 second pre lecture video, signage by break table and exclusive recognition of your company for 1 break/breakfast; partial sponsorship includes signage by break table with other partial sponsors in recognition of your company for 1 break/breakfast.*

- ◆ **Spring Seminar:** Breakfast Thursday or Friday, Breaks Thursday/Friday am
- ◆ **Convention:** Breakfast Friday, Saturday or Sunday Breaks Thursday pm/Friday am
- ◆ **Primary Care Symposium:** Breakfast Saturday, Breaks Friday pm/Saturday am
- ◆ **Northwoods:** Breakfast Friday or Saturday, Evening Break Friday

Full / Partial

\$3,000 / \$1,500  
\$3,000 / \$1,500  
\$1,500 / \$800  
\$600 / \$300

\_\_\_ Full \_\_\_ Partial  
\_\_\_ Full \_\_\_ Partial  
\_\_\_ Full \_\_\_ Partial  
\_\_\_ Full \_\_\_ Partial

Continued on Page 6:

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing (Continued)

Opportunities Available	Pricing	Please check items you wish to purchase
<b>Branded Item Opportunities</b>		
<b>Lanyards</b> Increase your company's visibility by sponsoring attendee lanyards at a doctors' education event. Sponsor supplies WOA-approved lanyards and pays listed sponsor fee. The price listed is per event. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$350 \$350 \$200	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Attendee Bags</b> Increase your company's visibility by sponsoring attendee bags at a doctors' education event. Sponsor supplies WOA-approved bags and pays listed sponsor fee. The price listed is per event. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$350 \$350 \$200	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Pens for Doctor Packets</b> Increase your company's visibility by sponsoring pens for attendee at a doctors' education event. Sponsor supplies WOA-approved pens and pays listed sponsor fee. The price listed is per event. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$250 \$250 \$150	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Napkins for Break Food Tables</b> Increase your company's visibility by sponsoring napkins to be placed on break food tables. Sponsor supplying WOA-approved art and approved napkins and pays listed sponsor fee. Pricing is listed is per day or per event. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$150/\$300 \$150/\$500 \$100/\$200 <b>Day/Event</b>	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Coffee Cups for Break Food Tables (Disposable)</b> Increase your company's visibility 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. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$150/\$300 \$150/\$500 \$100/\$200 <b>Day/Event</b>	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Notebooks for Doctor Packets</b> 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. <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a>	\$500 Per Event	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Branded Item For Non Diamond or Platinum Sponsors</b> 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  <a href="#">Sponsor pays directly for items.</a>	___ April Spring Seminar ___ Sept. Convention ___ Nov. Primary Care
<b>Branded Item/Sponsored Non CE Event (For Diamond and Platinum Sponsors only)</b> 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)  <a href="#">*****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.*****</a>	Value up to \$2500***  <a href="#">Included with Diamond and Platinum Packages only.</a>	
Continued on Page 7:		

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing (Continued)

### Opportunities Available

### Pricing

Please check items  
you wish to  
purchase

## Advertising - Print

### Education Event Publications

#### WOA Spring Seminar Schedule/Vendor Booklet for Attendees:

- ◆ 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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### WOA Primary Care Symposium Schedule Booklet for Attendees:

- ◆ 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)

\$300

\$200

\$100

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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:

[Only available as part of Silver level package and up](#)

- ◆ Silver Level - 1 week per month
- ◆ Gold Level - 2 weeks per month
- ◆ Platinum Level - 3 weeks per month
- ◆ Diamond Level - 4 weeks per month

\$100 per month

\$200 per month

\$300 per month

\$400 per month

\_\_\_\_\_ # months

\_\_\_\_\_ # months

\_\_\_\_\_ # months

\_\_\_\_\_ # months

**Individual Vendor Email** Content provided by vendor. WOA emails boast a over a 60% open rate on average — well above the industry average.

**Full Membership** - 650 doctors

**Individual Society** - Number of recipients varies per society

\$500 per email

\$150 per email

\_\_\_\_\_ # emails

\_\_\_\_\_ # emails

Continued on Page 8:



# WOA 2024 CORPORATE SPONSORSHIP

## A La Carte Pricing (Continued)

### Opportunities Available

### Pricing

Please check items  
you wish to  
purchase

### Advertising - Video Messages

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

<b>3 Minute Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$2,500	_____ # videos
<b>90 Second Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$1,500	_____ # videos
<b>60 Second Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$1,000	_____ # videos

#### Pre Lecture Videos - limit one pre lecture video per event

<b>90 Second Pre-Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$1,200	_____ # videos
<b>60 Second Pre-Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$1,000	_____ # videos
<b>30 Second Pre-Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$800	_____ # videos
<b>15 Second Pre-Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Price is per video.	\$600	_____ # videos

#### Exhibit Hall Video Messages - limit two videos total per break

<b>20 Second Booth Promotion</b> —These videos will be projected on the wall in the exhibit hall during exhibit hall breaks to encourage attendees to visit your booth. Great time to announce a show special!	\$400	_____ April Event _____ Sept Event
<b>10 Second Booth Promotion</b> —These videos will be projected on the wall in the exhibit hall during exhibit hall breaks to encourage attendees to visit your booth. Great time to announce a show special!	\$200	_____ April Event _____ Sept Event

#### Registration Desk TV Video Messages - limit one video per vendor per event

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

Continued on Page 9:



# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing (Continued)

Opportunities Available	Pricing	Please check items you wish to purchase
<b>Advertising - Social Media</b>		
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 posting	_____ # events
<b>Coveted Face-To-Face Time at Education Events</b>		
Lunch Presentation at Spring Seminar or Convention 2024 (Must be a registered exhibitor for April or Sept Event to purchase this opportunity)		
♦ 20 minutes	\$8,000	_____
♦ 15 minutes	\$6,500	_____
♦ 10 minutes	\$4,000	_____
♦ 5 minutes	\$2,500	_____
Presentation to WOA Leadership at Board of Directors Meeting (Must be a registered exhibitor at a minimum of one event in 2024 to purchase this opportunity. Meetings are February, May, September and December.)		
♦ 20 minutes	\$2,000	_____
♦ 15 minutes	\$1,500	_____
♦ 10 minutes	\$1,000	_____
♦ 5 minutes	\$500	_____
WOA Next Networking Social—Friday Evening Convention This is a social event that focuses on making connections between young ODs, students and practices looking to hire.		
♦ Rising Star Tier - Reserved table in social with signage noting sponsorship and announcement by WOA leadership acknowledging support	\$1,500	_____
♦ Stand-Out Tier - Reserved table in social with signage noting sponsorship	\$750	_____
♦ Emerging Tier - Signage noting sponsorship by entrance	\$500	_____
Student Program Sponsorship at Convention or Zoom Event This sponsorship helps WOA fund travel grants for students to attend Convention. Presentations to the students will be Saturday afternoon of Convention or in a zoom event after Convention.		
♦ Provide 5 Students Travel Grants and do a 20 Minute Presentation	\$1,500	_____
♦ Provide 3 Students Travel Grants and do a 15 Minute Presentation	\$900	_____
♦ Provide 2 Students Travel Grants and do a 10 Minute Presentation	\$600	_____
♦ Provide 1 Student a Travel Grant and do a 5 Minute Presentation	\$300	_____
Continued on Page 10:		

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 A La Carte Pricing (Continued)

### Opportunities Available

### Pricing

Please check items you wish to purchase

### Coveted Face-To-Face Time Continued

#### WOA Next Young OD Lunch & Learn Monthly Zoom Meetings

The WOA Young OD Committee holds monthly zoom meetings either during a lunch hour or early evening on topics they feel are important to young doctors. The meetings typically run 30-45 minutes and include a presentation by the sponsor with the ability for attendees to ask questions. 2023 was our first year offering these meetings, and they were a great success.

\$300 per event

#### WOA Next Young OD Social Event

The WOA Young OD Committee is looking to engage our newest members more with social gatherings around the state. Ideas include Packers/Brewers/Bucks/Admirals games, Northwoods League Baseball games during the summer months, golf outing, golf driving range (Pin Seekers in DeForest/Luxe Golf Bays in Franklin), social at a cool venue—the options are endless!

In 2023, we had a Madison Mallards Baseball event, which was great fun for all that attended and important networking was an added bonus! We set up the event with a registration required and it's possible to have the attendees pay a portion of the ticket cost. For example, the event we did with the Mallards this summer the attendees purchased tickets that were half the cost and the sponsor covered the other half.

\$500 per event  
fee for sponsor  
Sponsor covers the cost  
of the event (ie tickets,  
food an beverage etc).

### Education Grant Sponsorship

Educational Grants are utilized as a means to help offset the cost of featuring top notch education speakers at our state events. These grants are used to cover the reasonable honorarium and expenses for the speakers. Many companies have a funding mechanism for grant sponsorship that is separate from booth purchases and other sponsorship. If your company has this available, please share information with the WOA on how to apply for these grants. Grant providers will be recognized in email communications, the on-site program guide, hallway signage and general announcements during the event. Per COPE rules, sponsors are not able to influence the content of lectures provided. Please contact WOA Assistant EVP, Joleen Breunig to discuss details.

\$1,000  
Minimum

### Total Value of All Items Purchased:

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

## 2024 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 <b>DUE 2/15/2024</b>	\$20,000.00	
	Platinum Package <b>DUE 2/15/2024</b>	\$15,000.00	
	Gold Package <b>DUE 2/15/2024</b>	\$10,000.00	
	Silver Package <b>DUE 2/15/2024</b>	\$5,000.00	
	Bronze Package <b>DUE 3/1/2024</b> Exhibit Booth at April & September Events	\$1,600.00	
	Exhibit Booth - April Event** <b>DUE 3/1/2024</b>	\$850	
	Exhibit Booth - September Event <b>DUE 8/15/2024</b>	\$850	
	Exhibit Booth Extras From page 5 (tables, extra reps)	See pricing on page 5	
	Build Your Own Package <b>Must include pages 4 through 10 with desired items checked.</b> Please contact WOA Assistant EVP, Joleen Breunig, to assist with this ( <a href="mailto:Joleen@woa-eyes.org">Joleen@woa-eyes.org</a> ).	Total from Pages 4-10	
	A La Carte Item(s) <b>Must include pages 4 through 10, with desired items checked.</b> Use this line item to purchase items in additional to your booth.	Total from Pages 4-10	
	<b>Total Amount Due:</b>		

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

**Online registration to register for just the September Event will open in June, 2023.**



# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 Corporate Sponsorship Registration - Form 2

Please make sure to complete pages 11 and 13 in addition this this page.

Company Name: \_\_\_\_\_

Corporate Contact Person Name: \_\_\_\_\_

Corporate Contact Email Address: \_\_\_\_\_

Company Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax 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 additional 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): \_\_\_\_\_ 6 ft \_\_\_\_\_ 8 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: \_\_\_\_\_

Space is granted on a first come (paid), first served basis. Space will only be reserved once a registration form **and payment** have been received. Priority placement will be given to package sponsors and vendors who purchase the premium booths from the a la carte list. **No space will be held without payment and we do not take requests for specific booth placements in exhibit halls.**

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2024 Corporate Sponsorship Registration - Form 3

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

Online registration to register for just the September Event will open in June, 2024.

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 list payment via credit card.

Please note a 1.5% 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](mailto:Joleen@woa-eyes.org).

# EDUCATION EVENT EXHIBITOR INFORMATION

## Exhibit Events:

For 2024, the WOA will have two education events that feature an exhibit hall. These events are the 2024 WOA Spring Seminar, April 18-19 at the Marriott Madison West in Middleton, WI and the 2024 WOA Convention and Annual Meeting, September 26-29 at the Kalahari Resort in Wisconsin Dells, WI.

## What is Included with an Exhibit Booth Purchase:

- ◇ An 8x10 exhibit booth with full-backed drapery and half-side drapery.
- ◇ One draped table (6 or 8 foot or tall cocktail).
- ◇ Two Chairs.
- ◇ One 110 volt outlet (IF REQUESTED).
- ◇ Registration for **two** representatives.
- ◇ Sign with company name.
- ◇ Company listing in Exhibit Hall Directory for event including description of up to 150 words.
- ◇ A pre and post event attendee list with mailing addresses.
- ◇ 10 beverage tickets to be used during the Exhibit Hall Open Houses (Thursday evening of the Spring Seminar and Thursday and Friday night for the Convention).
- ◇ The exhibit hall at both events will have carpeting.
- ◇ Additional packets of 10 beverage tickets may be purchased for \$75.00 with your registration or from the WOA on-site.
- ◇ Additional tables and electricity should be ordered with your registration for the events. **Note: tables and electricity ordered on-site will cost substantially more.**

## Schedule Information For In Person Exhibit Events:

The tentative schedule for each of the events can be found on page 17 of this packet. Events which affect the exhibitors are in **red font** and these include setup and take down times, exhibit hall sessions, meals and other vendor inclusive events. Below is a quick summary of **tentative** exhibit time for each event. Specific exhibit times each day subject to change but total exhibit time will remain the same.

### 2024 Spring Seminar

**Exhibit Hall Set Up:** 6:00 - 8:30 p.m. Wednesday, April 17<sup>th</sup> or 7:00 - 9:30 a.m. Thursday, April 18<sup>th</sup>  
**Exhibit Hall Take Down:** 10:40 a.m. Friday, April 19<sup>th</sup> and must be completed by noon  
**Exhibit Hall Sessions:** Thursday 9:40 - 10:30 a.m., 2:50 - 3:45 p.m., 5:25 - 7:00 p.m.; and Friday 9:40 - 10:40 a.m.

### 2024 Convention and Annual Meeting:

**Exhibit Hall Set Up:** 8:00 a.m. - 2:30 p.m. Thursday, September 26<sup>th</sup>  
**Exhibit Hall Take Down:** 7:00 p.m. Friday, September 27<sup>th</sup> and must be completed by 10:00 p.m.  
**Exhibit Hall Sessions:** Thursday 2:45 - 3:30 p.m., and 5:15 - 7:00 p.m.; and Friday 9:40 - 10:40 a.m., 3:20 - 4:00 p.m., and 5:45 - 7:00 p.m.

## Exhibit Hall Directory:

An Exhibit Hall Directory will be created for each event to be distributed in the doctors' packets. **Please provide a one paragraph description (150 words max) of your company and the products or services you provide, to be included in this directory.** You may send the descriptions with your registration, or send via email to [woa@woa-eyes.org](mailto:woa@woa-eyes.org). Descriptions for Spring Seminar must be received by **March 20<sup>th</sup>** and descriptions for Convention must be received by **September 2<sup>nd</sup>**. Companies are able to submit different information for each event.



## **Exhibitor Booth Cancellation Refunds:**

Exhibit Booth only registration cancellations will be accepted until March 15, 2024 for Spring Seminar and August 15, 2024 for Convention, less a \$50 administrative fee for each event. Any cancellation requests received after the stated dates are not eligible for any refund. There are no refunds allowed for sponsorship packages purchased. If you are unable to exhibit at one of the events we will work with you to find other a la carte list items of similar value to substitute.

## **Sleeping Rooms:**

**April Spring Seminar:** There is a room block set aside at the Marriott Madison West with rates of \$137 plus tax per night. The room block will be released on **Wednesday, March 27, 2024** after which the group rates will not be honored. The hotel has moved to an online reservation system. Click [here](#) to book your sleeping room.

**September Convention:** There is a room block set aside at the Kalahari Resort with the rates of \$113 plus taxes for a standard room Wednesday or Thursday, \$118 plus taxes for a standard room Friday and \$138 plus taxes for a standard room Saturday. The room block will be released on **Monday, August 26, 2024**, after which the group rates will not be honored. The hotel has moved to an online reservation system. Click [here](#) to book your sleeping room.

## **Prize Drawing at Exhibit Hall Receptions:**

WOA will again be conducting a drawing for door prizes at each participating booth in the Exhibit Hall Thursday evening at the Spring Seminar and Thursday and Friday evening at the Convention. If your company wishes to participate in the drawings and provide door prizes, please be sure to complete the form that will be in your onsite packet so we know you are participating. We will encourage the doctors to visit every booth to enter the drawings, thus improving traffic among the exhibits. Participation in these prize drawings is completely voluntary. WOA will also be providing prizes for the drawings to supplement vendor offerings.

## **Doctor Attendee List:**

A list of doctors attending the event will be provided to paid exhibitors. The pre registration list will be available 30 days prior to the start of the event and can be obtained by emailing [woa@woa-eyes.org](mailto:woa@woa-eyes.org). The list will not be available prior to the 30 day time frame.

## **Booth Assignments and Confirmation Materials:**

Booth assignments are distributed on a first come (paid), first served basis, with payment required at the time of registration. Priority placement will be given to package sponsors and vendors who purchase the premium booths from the a la carte list. We do not accept requests for specific booth locations, but will honor to the best of our ability requests to be placed close to or far from another vendor. **Booth assignments will be available after April 1, 2024 for the Spring Seminar and after September 4, 2024 for the Convention.** Assignments along with a confirmation packet for each event will be emailed to the contact person and on-site representative listed on the registration form. The confirmation packet will include the final schedule for the event and detail of the items ordered for your booth (ie tables/chairs/electricity).

## **Shipping Instructions:**

Shipping instructions for each event will be sent to registered vendors within 30 days of the event. We will also post them on the Convention page of the WOA website ([www.woa-eyes.org](http://www.woa-eyes.org)). They will also be included in the confirmation packet sent to registered vendors (see details above on timing).

# EVENTS 2024

UPCOMING

**APR  
18-19**

## **SPRING SEMINAR**

Marriott Madison West, Middleton, WI  
Speaker: Dr. Jessilin Quint and TBD

**SEPT  
26-29**

## **CONVENTION**

Kalahari Resort, Wisconsin Dells, WI  
Speaker: Drs. Brad Sutton, Mohammad Rafieetary, and Jim Thimons

**OCT  
TBA**

## **NORTHWOODS**

TBA, WI  
Speaker: TBA

**NOV  
1-2**

## **PRIMARY CARE**

Kalahari Resort, Wisconsin Dells, WI  
Speaker: Blair Lonsberry

Please see page 17 for tentative event schedules.

If you have a speaker that you would like the Education Committee to consider for a future event, please contact WOA Assistant EVP, Joleen Breunig at [joleen@woa-eyes.org](mailto:joleen@woa-eyes.org).

**WE LOOK FORWARD TO  
CONNECTING WITH YOU!**

# TENTATIVE EVENT SCHEDULES

## SPRING SEMINAR - MARRIOTT MADISON WEST

### Wednesday, April 17<sup>th</sup>

6:00 - 8:00 p.m.  
Exhibit Hall Set Up

### Thursday, April 18<sup>th</sup>

7:00 a.m. - 5:00 p.m.  
Registration  
8:00 a.m. - 9:40 a.m.  
Doctor Education

9:40 a.m. - 10:30 a.m.  
Exhibit Hall Break  
10:30 a.m. - 12:10 p.m.  
Doctor Education  
12:10 p.m. - 1:10 p.m.  
Lunch  
1:10 p.m. - 2:50 p.m.  
Doctor Education  
2:50 p.m. - 3:45 p.m.  
Exhibit Hall Break

3:45 p.m. - 5:25 p.m.  
Doctor Education  
5:25 p.m. - 7:00 p.m.  
Exhibit Hall Open House

### Friday, April 19<sup>th</sup>

7:00 a.m. - 3:00 p.m.  
Registration  
8:00 a.m. - 9:40 a.m.  
Doctor Education

9:40 a.m. - 10:40 a.m.  
Exhibit Hall Break  
Final Session  
10:40 a.m. - 12:00 p.m.  
Exhibit Hall Tear down  
10:40 a.m. - 12:20 p.m.  
Doctor Education  
12:20 p.m. - 1:20 p.m.  
Lunch for Doctors  
1:20 p.m. - 3:00 p.m.  
Doctor Education

## CONVENTION - KALAHARI RESORT

### Thursday, Sept. 26<sup>th</sup>

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, Sept. 27<sup>th</sup>

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, Sept. 28<sup>th</sup>

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, Sept. 29<sup>th</sup>

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

## NORTHWOODS LOCATION TBD

### Friday, Oct 11

7:00 a.m. - 9:00 a.m.  
Doctor Education  
9:00 a.m. - 6:00 p.m.  
Activities on your own  
6:00 p.m. - 8:00 p.m.  
Doctor Education

8:00 p.m. - ???

Hospitality Gathering

### Saturday, Oct 12

7:00 a.m. - 11:00 a.m.  
Doctor Education  
11:00 a.m. - ?  
Activities on your own

## PRIMARY CARE KALAHARI RESORT

### Friday, Nov 1st

5:00 p.m. - 8:40 p.m.  
Registration  
6:00 p.m. - 6:50 p.m.  
Doctor Education  
6:50 p.m. - 7:00 p.m.  
Break

7:00 p.m. - 8:40 p.m.  
Doctor Education

### Saturday, Nov 2nd

7:00 a.m. - 12:00 p.m.  
Registration  
8:00 a.m. - 12:00 p.m.  
Doctor Education



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](http://www.woa-eyes.org) 608-824-2200

December 2023

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](mailto: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.**