

125
YEAR

ANNIVERSARY

WISCONSIN
OPTOMETRIC
ASSOCIATION

2025 CONVENTION & Annual Meeting

VENDOR EXHIBIT AND SPONSORSHIP
REGISTRATION MATERIALS

CALLING ALL *Vendors!*

Be Part of a Milestone Year

Join us as we celebrate 125 years of optometric excellence at the 2025 WOA Convention & Annual Meeting. Showcase your products and services, build meaningful connections, and engage with doctors of optometry from across Wisconsin and beyond.



SEPTEMBER
25-28, 2025



MADISON MARRIOTT WEST
Middleton, WI

WISCONSIN OPTOMETRIC ASSOCIATION

6510 Grand Teton Plaza, Suite 312, Madison, WI 53719
www.woa-eyes.org 608-824-2200



July 1, 2025

TO: WOA Industry Supporters
FROM: Dr. Tessa Sokol, WOA Past President and Industry Support Committee Chair and
Dr. Christine Renner, Education Chair
RE: WOA Education Event Sponsorship and Exhibit Opportunities for July–December 2025

This year marks the Wisconsin Optometric Association's 125th anniversary—a testament to our enduring commitment to advancing optometry across the state. We are excited to invite our valued industry partners to celebrate this milestone with us by connecting with our 650 members at in-person events, through digital communications, and other impactful touchpoints.

By participating in WOA's Corporate Sponsorship Program—originally launched in 2022—you gain meaningful access to our doctors while supporting initiatives that strengthen the profession and enrich member services. It's a true win-win partnership built on collaboration and mutual growth.

Why Partner with WOA?

Our program is designed to be flexible and high-value, offering a variety of sponsorship levels to align with your business goals. From face-to-face interactions and consistent exposure to follow-up opportunities, we help you maximize your investment while building trust and visibility within Wisconsin's optometry community.

Sponsorship Levels & Benefits

Choose from five value-driven bundles, each with increasing benefits and savings. A detailed à la carte menu also allows you to customize a package that fits your unique needs for the second half of 2025.



Diamond Package - \$20,000 (Includes \$14,500+ in extras!)

Platinum Package - \$15,000 (Includes \$10,450+ in extras!)

Gold Package - \$10,000 (Includes \$5,550+ in extras!)

Silver Package - \$5,000 (Includes \$1,650+ in extras!)

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

See pages 4–11 for detailed descriptions of each package and the items included.

Customizable Options

We understand that every company's marketing strategy is unique. That's why we offer flexibility to tailor packages at the Silver level and above. You can also create a personalized bundle from our à la carte list with approval from the Industry Support Committee. Not sure where to start? Schedule a one-on-one Zoom meeting with our team to design the perfect package. Email us at woa@woa-eyes.org to set up a consultation today!

Flexible Payment Options

Invoices can be divided across budgets or departments as needed. Sponsorships become active upon receipt of full payment. We accept checks and credit cards (note: a 2% convenience fee applies for credit card payments).

Booth-Only Option

Prefer to focus on exhibiting? Secure booth space at the Convention—register by August 1 to lock in Early Bird Rates! Click [HERE](#) to register today!

Questions?

For any inquiries, please contact Joleen Breunig, WOA Assistant Executive Vice President, at Joleen@woa-eyes.org.

Thank you for your continued support. We look forward to partnering with you in this special 125th anniversary year and helping you connect with Wisconsin's vibrant optometric community.

WISCONSIN OPTOMETRIC ASSOCIATION

2025 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

Bronze

\$1,600

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 7



\$2,000 Max Value



\$1,500 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.



4 emails



2 emails



2 emails



1 email

Friday Party/Band Night Sponsor

September 26 @ Convention. See
details on page 6.



Headliner



Opening Act



Road Crew



Road Crew

Student Program Presenter

September 27 @ 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



3 per month



2 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.



\$2,500 max value



\$2,000 max value



\$1,500 max value



\$1,300 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 2025.



Branded Item for Attendees of Event or Target Group of Members.



\$2,500 Max Value



\$1,500 Max Value

Total Minimum Value:

\$34,500

\$25,450

\$15,500

\$6,650

\$14,500 in extras!

\$10,450 in extras!

\$5,550 in extras!

\$1,650 in extras

WISCONSIN OPTOMETRIC ASSOCIATION

2025 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 08/01/25 for Convention. Regular pricing in red

Opportunities Available	Pricing	Please check items you wish to purchase
September 25-26 Convention Single Booth (8X10) (Aug 29 Reg Deadline)	\$850/\$950	
September 25-26 Convention Double Booth (2 8X10) (Aug 29 Reg Deadline)	\$1,600/\$1750	
September 25-26 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.	\$1,000 \$1,300/\$1,400	
Exhibit Booth Extras - September 25-26 Convention Additional Representatives (2 included per booth): Additional: _____ Additional Rectangular Table: 8 foot only available High Top Round Table: Please indicate how many: _____ Additional Reception Beverage Tickets: How many sets: _____ Tickets for Luncheon Friday: How many: _____	\$10 Each \$35 Each \$35 Each \$85 per 10 \$30 Each	____ # Add Reps ____ 8 ft ____ High Top Tables ____ Add Drink Tix ____ Rep Lunches

Northwoods

Opportunities Available	Pricing	Please check items you wish to purchase
Northwoods Education Event Sponsorship October 10-11 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. **Podium time may only be used by sponsoring company and not delegated** <ul style="list-style-type: none"> • 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	_____ _____ _____ _____
Continued on Page 5:		

WISCONSIN OPTOMETRIC ASSOCIATION

2025 A La Carte Pricing (Continued)

In Person Connections at Education Events (continued)

Primary Care Symposium

Opportunities Available	Pricing	Please check items you wish to purchase
Primary Care Symposium Education Event Sponsorship Nov 7-8 This education event offers 1-2 vendors, whose products/services relate to the subject matter of the lectures, 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. <i>**Podium time may only be used by sponsoring company and not delegated.**</i> <ul style="list-style-type: none"> Table Top Display Outside Classroom and 5 minutes to address group Table Top Display Outside Classroom 	\$2,000 \$1,500	_____ _____

Coveted Face-to-Face Time

Opportunities Available	Pricing	Please check items you wish to purchase
Lunch Presentation at Convention 2025 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. ** Limited availability** <i>**Podium time may only be used by sponsoring company and not delegated.**</i> <ul style="list-style-type: none"> 15 minutes 10 minutes 5 minutes 	\$7,500 \$5,000 \$3,500	_____ _____ _____
Convention Band Night Sponsorship (Friday, Sept 26th) <ul style="list-style-type: none"> 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. 26th) This is a social event that focuses on making connections between young ODs, students and practices looking to hire. <ul style="list-style-type: none"> 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	_____ _____ _____
Continued on Page 6:		

WISCONSIN OPTOMETRIC ASSOCIATION

2025 A La Carte Pricing (Continued)

In Person Connections at Education Events (continued)

Coveted Face-to-Face Time

Opportunities Available	Pricing	Please check items you wish to purchase
Student Program Sponsorship at Convention—(Saturday, Sept. 27) This sponsorship helps WOA fund travel grants for students to attend Convention. Presentations to the students will be Saturday afternoon. <i>**Podium time may only be used by sponsoring company and not delegated**</i>		
<ul style="list-style-type: none"> Provide 5 Students Travel Grants and do a 20 Minute Presentation Provide 3 Students Travel Grants and do a 15 Minute Presentation Provide 2 Students Travel Grants and do a 10 Minute Presentation Provide 1 Student a Travel Grant and do a 5 Minute Presentation 	\$1,500 \$900 \$600 \$300	_____ _____ _____ _____

Breakfast/Break Sponsorship at Education Events

Opportunities Available	Pricing	Please check items you wish to purchase
Keep attendees fueled through this sponsorship opportunity. 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. <i>Full sponsorship also includes 60 second pre lecture video. Partial sponsorship is open to a maximum of two sponsors per break.</i>		
<ul style="list-style-type: none"> Convention: Breakfast Friday/Saturday/Sunday; Breaks Thursday pm/ Friday am Primary Care Symposium: Breakfast Saturday, Breaks Friday pm/ Saturday am Northwoods: Evening Break Friday, Breakfast Saturday, 	Full / Partial 3,000 / \$1,500 \$1,500 / \$800 \$600 / \$300	____ Full ____ Partial ____ Full ____ Partial ____ Full ____ Partial

Education Grant Sponsorship

Opportunities Available	Pricing	Please check items you wish to purchase
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	
Continued on Page 7:		

WISCONSIN OPTOMETRIC ASSOCIATION

2025 A La Carte Pricing (Continued)

Face-To-Face Time Outside Education Events

Opportunities Available	Pricing	Please check items you wish to purchase
Presentation to WOA Leadership at Board of Directors Meeting Must be a registered exhibitor at a minimum of one event in 2025 to purchase this opportunity. Meetings are In Person September and December. Priority to higher level sponsors. <i>**Podium time may only be used by sponsoring company and not delegated**</i> <ul style="list-style-type: none"> ♦ 20 minutes ♦ 15 minutes ♦ 10 minutes ♦ 5 minutes 	\$2,000 \$1,500 \$1,000 \$500	_____ _____ _____ _____
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. 2024 was our first year offering these meetings, and they were a great success.	\$300 per event	
WOA Next Young OD Social Event—In Person 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!	\$500 per event fee for sponsor Sponsor covers the cost of the event (ie tickets, food an beverage etc).	

Face-to-Face Time at Local Society Level

Opportunities Available	Pricing	Please check items you wish to purchase
WOA Associate Membership - Society Connection Companies wishing to partner for meetings with any of our 8 local societies will need to be 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

2025 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) <ul style="list-style-type: none"> ◆ 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: <ul style="list-style-type: none"> ◆ 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: <ul style="list-style-type: none"> ◆ 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

Opportunities Available	Pricing	Please check items you wish to purchase
WOA Member Monthly Newsletter Advertising: <ul style="list-style-type: none"> ◆ 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 <ul style="list-style-type: none"> ◆ 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. 60% 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

2025 A La Carte Pricing (Continued)

Advertising—Social Media/Website

Opportunities Available	Pricing	Please check items you wish to purchase
Facebook Event: Live or Pre-Recorded Video (pricing per event) 5 Minute 3 Minute 1 Minute	\$500 \$350 \$200	_____ # events _____ # events _____ # 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 **	\$2500	

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.

Opportunities Available	Pricing	Please check items you wish to purchase
30 Second Mute Video to play on TV at the Registration Desk Video will play all day on continuous loop each day of event.	\$600 per event	_____ Sept Event
15 Second Mute Video to play on TV at the Registration Desk Video will play all day on continuous loop each day of event.	\$300 per event	_____ Sept Event

Post Lecture Videos

Limit one post lecture video per event.

Opportunities Available	Pricing	Please check items you wish to purchase
3 Minute Post Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$2,500	_____ # videos
90 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$1,500	_____ # videos
60 Second Post Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$1,000	_____ # videos
Continued on Page 10:		

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2025 A La Carte Pricing (Continued)

Advertising - Video Messages (continued)

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

Pre Lecture Videos

Limit one pre lecture video per event.

Opportunities Available	Pricing	Please check items you wish to purchase
90 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$1,200	_____ # videos
60 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$1,000	_____ # videos
30 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$800	_____ # videos
15 Second Pre-Lecture Pre-Recorded Presentation Includes posting on Facebook. Price is per video.	\$600	_____ # videos

Exhibit Hall Video Messages

Limit two videos total per break.

Opportunities Available	Pricing	Please check items you wish to purchase
20 Second Booth Promotion —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	_____ May Event _____ Sept Event
10 Second Booth Promotion —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	_____ May Event _____ Sept Event
Continued on Page 11:		

UPCOMING EVENTS 2025-26

- **2025 Convention & Annual Meeting**
September 25-28 - Marriott Madison West, Middleton, WI - 22 hours of CE
- **2025 Northwoods Education Event**
October 10-11 - Kalmar Center, Eagle River, WI - 8 hours of CE
- **2025 Primary Care Symposium**
November 7-8 - Kalahari Resort, Wisconsin Dells, WI - 7 hours of CE
- **2026 Spring Seminar**
April 23-24 - Marriott Madison West, Middleton, WI - 14 hours of CE
- **2026 Convention & Annual Meeting**
September 24-27 - Kalahari Resort, Wisconsin Dells, WI - 22 hours of CE



WE LOOK FORWARD TO CONNECTING WITH YOU!

WISCONSIN OPTOMETRIC ASSOCIATION

2025 A La Carte Pricing (Continued)

Branded Item Opportunities

Opportunities Available	Pricing	Please check items you wish to purchase
Lanyards 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. First Priority for this item to vendors who purchase a package Gold or above.	\$350 \$350 \$200	<input type="checkbox"/> May Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
Attendee Bags 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. First Priority for this item to vendors who purchase a package Gold or above.	\$350 \$350 \$200	<input type="checkbox"/> May Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
Pens for Doctor Packets 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. First Priority for this item to vendors who purchase a package Gold or above.	\$250 \$250 \$150	<input type="checkbox"/> May Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
Napkins for Break Food Tables 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. First Priority for this item to vendors who purchase a package Gold or above.	\$150/\$500 \$100/\$200 Day/Event	<input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
Coffee Cups for Break Food Tables (Disposable) 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. First Priority for this item to vendors who purchase a package Gold or above.	\$150/\$500 \$100/\$200 Day/Event	<input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
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. First Priority for this item to vendors who purchase a package Gold or above.	\$500 Per Event	<input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
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.	<input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
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

2025 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 8/1/2025	\$20,000.00	
	Platinum Package DUE 8/1/2025	\$15,000.00	
	Gold Package DUE 8/1/2025	\$10,000.00	
	Silver Package DUE 8/1/2025	\$5,000.00	
	Bronze Package DUE 8/1/2025 Exhibit Booth at September Event plus A La Carte Items	\$1,600.00	
	Exhibit Booth - September Event Early Bird: 8/1/2025 Regular: 8/29/25	\$850/ \$950	
	Exhibit Booth Extras From page 5 (tables, extra reps)	See pricing on page 5	
	Build Your Own Package Must include pages 4 through 11 with desired items checked. Please contact WOA Assistant Executive Vice President, Joleen Breunig, to assist with this (Joleen@woa-eyes.org).	Total from Pages 4-11	
	A La Carte Item(s) Must include pages 4 through 11, with desired items checked. Use this line item to purchase items in additional to your booth.	Total from Pages 4-11	
	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

2025 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: _____ 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): _____ 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: _____

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

2025 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 your support and participation!

WISCONSIN
OPTOMETRIC
ASSOCIATION

CONVENTION EXHIBITOR INFORMATION

The 2025 WOA Convention and Annual Meeting, taking place September 25–28 at the Marriott Madison West in Middleton, WI, is WOA's final event this year featuring an exhibit hall.

What's Included with a Convention Exhibit Booth:

- One 8'x10' exhibit booth with full back drape and half side drape. The exhibit hall is carpeted.
- One draped 8-foot table or tall cocktail table. *6-foot tables are not available for Convention.*
- Two chairs.
- One 110 volt outlet (*if requested*).
- Registration for two company representatives.
- Sign with company name.
- Company listing in Exhibit Hall Directory, including a description of up to 150 words.
- Pre and post event attendee lists with mailing addresses.
- 10 beverage tickets for use during Exhibit Hall Open Houses (Thursday and Friday evenings).
- Additional beverage tickets (\$85 per pack of 10) may be purchased in advance with your registration or from the WOA on-site.
- Additional tables and electricity should be ordered with your registration. **Note: On-site orders will incur substantially higher costs.**

Schedule Information:

The tentative Convention schedule is available on pages 17-19 of this packet. Exhibitor-related activities—such as setup, takedown, exhibit sessions, meals, and other vendor-inclusive events—are highlighted in red for your convenience. Below is a summary of the planned exhibit times (subject to minor adjustments; total exhibit hours will remain consistent).

2025 Convention and Annual Meeting:

- **Exhibit Hall Set Up:** Thursday, September 25 — 8:00 a.m.–2:30 p.m.
- **Exhibit Hall Take Down:** Friday, September 26 — begins at 7:00 p.m. 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.
 - Friday: 9:40–10:40 a.m., 3:20–4:00 p.m., and 5:45–7:00 p.m.

Exhibit Hall Directory:

A printed Exhibit Hall Directory will be included in each doctor's packet. **Please submit a short company description (maximum 150 words) highlighting your products or services.** Descriptions can be included with your registration or emailed to woa@woa-eyes.org. For the Convention, directory entries must be received by **September 2nd**.

Exhibitor Booth Cancellations & Refunds:

Exhibit booth-only cancellations for the Convention will be accepted until August 1, 2025, minus a \$50 administrative fee. Cancellations received after this date are not eligible for a refund. Sponsorship package purchases are non-refundable; however, if you're unable to exhibit, we will gladly work with you to identify other à la carte opportunities of comparable value.

Sleeping Rooms:

A room block has been reserved at the Marriott Madison West for Convention attendees at a rate of \$145 plus tax for a standard room. The room block will be released after **Wednesday, September 3, 2025**, and the group rate will no longer be available after that date. Use the [online link](#) to make your reservation, or call 608-831-2000 to reserve by phone.

Prize Drawing at Exhibit Hall Receptions:

WOA will once again host door prize drawings at each participating booth during the Exhibit Hall Open Houses on Thursday and Friday evenings at Convention. If your company would like to contribute door prizes, please complete the participation form included in your on-site packet. Doctors will be encouraged to visit each booth to enter the drawings, helping to boost booth traffic. Participation is optional, and WOA will also contribute prizes to supplement vendor offerings.

Doctor Attendee List:

Paid exhibitors will receive a list of doctor attendees, including office mailing addresses. The pre registration list will be available 30 days prior to the start of the event and can be requested by emailing 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 made on a first-come, first-served basis, with payment required at the time of registration. Priority placement is given to package sponsors and vendors purchasing premium booths from the à la carte list. While we cannot guarantee specific booth locations, we will do our best to honor requests to be near or away from certain vendors.

For Convention, **booth assignments will be available after September 11, 2025**, and will be emailed to the primary contact and on-site representative listed on your registration form, along with your confirmation packet. The confirmation packet will include the final event schedule and a detailed summary of your booth order (e.g., 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). They will be included in the confirmation packet sent to registered vendors (see details above on timing).

ADDITIONAL 2025 WOA FALL CE EVENT SCHECULES			
NORTHWOODS EAGLE RIVER		PRIMARY CARE WI DELLS	
Friday, Oct 10th	Saturday, Oct 11th	Friday, Nov 7th	Saturday, Nov 8th
7:00 a.m. - 5:00 p.m. Activities on your own	7:00 a.m.—11:00 a.m. Doctor Education	5:00 p.m. - 8:40 p.m. Registration	7:00 a.m. - 12:00 p.m. Registration
5:00 p.m. - 9:00 p.m. Doctor Education	11:00 a.m.— ? Activities on your own	6:00 p.m. - 8:40 p.m. Doctor Education	8:00 a.m. - 12:00 p.m. Doctor Education



WED SEPT. 24

8:00 p.m. - 10:00 p.m.

Executive Committee Meeting
Middleton Room

THURS SEPT. 25

8:00 a.m. - 1:00 p.m.

WOA Board of Directors Meeting
Green Bay/Milwaukee/La Crosse Rooms

8:00 a.m. - 2:45 p.m.

Exhibit Hall Vendor Set Up
Michigan/Wisconsin Rooms

9:00 a.m. - 5:00 p.m.

Registration
Conference Center Coat Room

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

"The Secondary Glaucomas"
Danica Marrelli, O.D.
2 hours GL
COPE#: 82799-GL (Pending)
Superior Room

This 2-hour course will review secondary causes of open angle and angle closure glaucomas. Diagnostic pearls, as well as differences between secondary and primary glaucomas, will be presented. Special considerations for treatment for each type of secondary glaucoma will also be discussed.

2:45 p.m. - 3:30 p.m.

EXHIBIT HALL BREAK
Michigan/Wisconsin Rooms
Coffee, snacks, prize drawings and more!

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

"New Meds and MIGS"
Danica Marrelli, O.D.
1 hour GL
COPE#: 96917-GL (Pending)
Superior Room

This course will present clinically relevant information about glaucoma medications, mechanism of action, efficacy, common side effects, contraindications and clinical pearls. In addition, minimally invasive glaucoma surgery (MIGS) will be discussed.

AND

"Judicious Prescribing in the Era of Opioid Misuse, Abuse, and Overdose"
Danica Marrelli, O.D.
1 hour PH
COPE#: 98229-PH (Pending)

Superior Room

This 1-hour course will briefly present the pain pathway and general concepts for pain control. A history of the opioid epidemic will be reviewed. Oversupply and diversion, along with updated CDC best practices for prescribing, will be presented. Finally, the newly approved non-opioid analgesic for moderate to severe pain will be presented.

5:15 p.m. - 7:00 p.m.

EXHIBIT HALL OPEN HOUSE RECEPTION
Michigan/Wisconsin Rooms
Hors d'oeuvres, prizes, beverages!

FRI SEPT. 26

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

Registration
Conference Center Coat Room

7:15 a.m. - 8:00 a.m.

Continental Breakfast for Doctors
Superior Room

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

"Rapid Fire Cases"
Danica Marrelli, O.D.
2 hours GO
COPE#: 98616-GO (Pending)
Superior Room

This course will present a variety of challenging cases encountered by the speakers in a grand rounds style format. Topics include dry eye management and neurotrophic keratitis; neuro-ophthalmic conditions involving optic disc edema and visual field abnormalities, glaucoma mimickers, keratoconus, and higher order aberration-correcting scleral lens design.

9:45 a.m. - 10:30 a.m.

EXHIBIT HALL BREAK
Michigan/Wisconsin Rooms
Coffee, snacks, prize drawings and more!

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

"DM Update"
Steven Ferrucci, O.D.
1 hour TD
COPE: 91058-TD (Pending)
Superior Room

This course will highlight some of the new treatment modalities as well as new management tools for diabetes, both diabetic eye diseases as well as systemic diabetes. Among topics discussed are anti-VEGF drugs for diabetic retinopathy.

AND

"Diabetic Retinopathy Grand Rounds: Interpreting ERG Findings"
Steven Ferrucci, O.D.



Event Schedule & Course Descriptions

FRI SEPT. 26 CONT.

1 hour SD
COPE: 96985-SD (Pending)
Superior Room

Modern tools can facilitate comanagement and ensure timely intervention in diabetic retinopathy. This case-based course will explore how ERG provides actionable data that aids in the early detection of retinal dysfunction and supports clinical decision-making.

OR

"Convergence Insufficiency in Primary Care: Updates For Your Tool Box."

Scott Kenitz, O.D.; Shelly Kim, O.D.; Kellye Knueppel, O.D.

2 hours FV
COPE#: NA

Green Bay/Milwaukee Rooms

This 2-hour course provides tried, true, and new in-depth approaches to the management of convergence insufficiency for the busy primary care optometrist in all modes of practice. We'll provide the most efficient diagnostic tests, different approaches to the art and science of prescribing small amounts of prism, and effective at-home vision therapy procedures.

The presentation will amplify previous WOA Convergence Insufficiency Project presentations and provide hands-on opportunities for attendees.

12:15 p.m. - 1:30 p.m.
Membership Awards Luncheon
Geneva and Mendota Rooms

1:30 p.m. - 3:20 p.m.
"Refer or Relax: Retina"
Steven Ferrucci, O.D.
2 hours TD
COPE: 97828-TD (Pending)
Superior Room

This course will review some common retinal conditions and identify the optometrist's role in diagnosing and managing.

3:20 p.m. - 4:00 p.m.
EXHIBIT HALL BREAK
Michigan/Wisconsin Rooms
Coffee, snacks, prize drawings and more!

4:00 p.m. - 5:45 p.m.
"AMD: A Through Z"
Steven Ferrucci, O.D.
2 hours TD
COPE#: 94532-TD (Pending)
Superior Room

This comprehensive course will discuss the latest in treatments and technologies for both wet and dry

FRI SEPT. 26 CONT.

AMD. The course will emphasize best practices and technology in order to manage, treat and care for your patients with AMD. Topics such as the latest VEGF agents, genetic testing and new diagnostic equipment will be highlighted.

5:45 p.m. - 7:00 p.m.
EXHIBIT HALL OPEN HOUSE
Final Session
Michigan/Wisconsin Rooms
Hors d'oeuvres, prizes, beverages!

6:15 p.m. - 6:45 p.m.
New Member/Student Orientation
Green Bay/Milwaukee Rooms

7:00 p.m. - 8:00 p.m.
WOA Next Networking Social (All Doctors welcome)
Green Bay/Milwaukee Rooms

8:00 p.m. - 11:00 p.m.
WOA Band Night with Three Degree Shed
Geneva and Mendota Rooms

SAT SEPT. 27

7:00 a.m. - 4:00 p.m.
Registration
Conference Center Coat Room

7:00 a.m. - 8:00 a.m.
Continental Breakfast
Superior Room

8:00 a.m. - 9:45 a.m.
"Retinal and OCT Grand Rounds"
Steven Ferrucci, O.D.
2 hours TD
COPE#: 97492-TD (Pending)
Superior Room

This course reviews some of the basic principles of retinal OCT's as well as uses examples to help illustrate OCT findings associated with certain clinical entities. Clinical pearls for the various diseases are stressed, as well as new treatment options and recommended management.

9:45 a.m. - 11:30 a.m.
WOA Business Meeting
All WOA Members
Superior Room

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



SAT SEPT. 27 CONT.

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

"Doctor, I See Double - Diagnosing and Managing Patients with Diplopia"

Joseph Sowka, O.D.

2 hours NO

COPE#: 97272-NO (Pending)

Superior Room

There have been many recent advances in the area of neuro-ophthalmic disorders. This course examines a primary optometric approach to diagnosing neurogenic double vision with an emphasis on management of these patients. Pertinent information is provided to assist in properly neuroimaging patients, examining common neurogenic imposters, and differentiating serious from benign conditions to give the attendee an increased comfort level when patients say, "Doctor, I see double".

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

Break

Superior Room

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

"Grand Rounds in Optic Neuropathies: You've Got Some Nerve!"

Joseph Sowka, O.D.

2 hours NO

COPE#: 95471-NO (Pending)

Superior Room

In a case-based grand rounds format, this course will examine the gamut of optic neuropathies. Included in the discussion will be papilledema, pseudotumor cerebri, ischemic neuropathy, infiltrative neuropathy, compressive neuropathy, optic atrophy, and infectious neuropathy. Differential diagnoses, clinical findings, and management algorithms are emphasized. Proper neuroimaging and serologic evaluation are discussed. Numerous cases are presented to assist the audience in remembering key concepts.

SUN SEPT. 28

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

Registration

Conference Center Coat Room

7:30 a.m. - 8:00 a.m.

Continental Breakfast

Superior Room

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

"Misdiagnosis and Malfeasance: Fact or Fiction?"

Joseph Sowka, O.D.

2 hours GO

COPE#: 95276-GO (Pending)

Superior Room

This course discusses common medical conditions which can be challenging to diagnose and treat and are disproportionately involved in cases of alleged negligence, plus errors and issues that can expose optometric practices to malpractice suits. These conditions include retinal detachment, giant cell arteritis, intracranial mass lesions, and infectious keratitis. This course discusses diagnosis and management of these conditions. Following, there is discussion of coverage needed and how practitioners can interact with their insurance carriers to reduce the likelihood of a malpractice suit. Recommendations and strategies are provided to minimize risk and better insulate practices from malpractice. Real-life cases will be discussed to illustrate these concepts.

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

Break

Superior Room

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

"AP Phone A Friend: The Greatest Cases That I Never Saw"

Joseph Sowka, O.D.

2 hours NO

COPE#: 93455-NO (Pending)

Superior Room

In a case-based format, several entities are discussed which presented in consultation, not in person, but via text, phone call, and email. In each case, despite limited diagnostic information and distant clinical examination, pertinent details are identified, confounding information is dissected, and key diagnostic clues and considerations are emphasized leading to proper management in each situation. This lecture emphasizes the value of secondary consultation and opinion through distant means for the betterment of patient care and improving patient outcomes.



Event Schedule & Course Descriptions

WISCONSIN OPTOMETRIC ASSOCIATION

6510 Grand Teton Plaza, Suite 312, Madison, WI 53719

www.woa-eyes.org 608-824-2200

July 7, 2025

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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