

WISCONSIN  
OPTOMETRIC  
ASSOCIATION

# 2026 Corporate Partnership Program



**600+** MEMBER  
OPTOMETRISTS

**CUSTOMIZABLE**  
to meet **YOUR** goals & budget.

Distinguish yourself from your competition &  
generate leads through targeted exposure.

**CONTACT US TO DISCUSS DETAILS!**  
608.824.2200 \* [woa@woa-eyes.org](mailto:woa@woa-eyes.org)



December 17, 2025

TO: WOA Industry Supporters  
FROM: Dr. Tessa Sokol, WOA Past President and Industry Support Committee Chair and  
Dr. Christine Renner, WOA Past President and Education Chair  
RE: WOA Education Event Sponsorship and Exhibit Opportunities for 2026

WOA is excited to announce the opening of our 2026 Corporate Sponsorship Registration. First introduced in 2022 by the WOA Industry Support Task Force, this program was created to strengthen connections between industry partners and our network of more than 900 doctors of optometry across Wisconsin. Your support plays a direct role in elevating the profession and enhancing the services we provide to members, creating a partnership built on shared value.

## Why Partner with WOA?

Our sponsorship program is designed with flexibility in mind, offering options that align with your business goals and preferred level of engagement. Whether you value in-person interactions, consistent communication, or enhanced follow-up opportunities, we help you maximize visibility and build lasting relationships within the optometric community.

## Sponsorship Levels & Benefits

We offer five value-packed bundles, each providing increasing benefits and savings. Additionally, an extensive à la carte menu is available for customization, ensuring a package that meets your unique needs.



**Diamond Package - \$20,000 (Includes \$14,600+ in extras!)**  
**Platinum Package - \$15,000 (Includes \$10,650+ in extras!)**  
**Gold Package - \$10,000 (Includes \$5,650+ in extras!)**  
**Silver Package - \$5,000 (Includes \$1,750+ in extras!)**  
**Bronze Package - \$1,700 (Includes \$100 discount on booth space)**

Detailed descriptions of each package and all included benefits can be found on pages 3–12.

## 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](mailto:woa@woa-eyes.org) to set up a consultation today!

## Simplified Payment Options

To accommodate your financial planning needs, WOA allows invoices to be split across different budgets or departments. Sponsorships take effect as soon as full payment is received. We accept checks and credit card payments (note: a 2% convenience fee applies to credit card transactions).

## Booth-Only Option

Prefer to focus on exhibiting? Companies can purchase exhibit booths for the Spring Seminar and Convention events! Sign up early for both events to receive a \$100 discount. If you're not ready to commit to Convention, no problem—you can secure your Spring Seminar booth now ([click here](#)) and decide later about Convention.

## Questions?

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

**We look forward to partnering with you in 2026 and helping you connect with Wisconsin's optometric community like never before.**

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 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**  
\$1,700

**Best Value!**

	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$1,700
<b>Exhibit Hall Booths</b> April Spring Seminar & September Convention (1 per event)	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ + booth extras	✓ + booth extras
<b>Print Advertising</b> 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	
<b>Facebook Posts</b> Live/Pre-recorded or Static Posting	✓ 2-4 Posts	✓ 1 Posts	✓ 1 Post	✓ 1 Post	
<b>Featured Eblast to Members</b> Over 60% open rate avg! Content Provided by Vendor.	✓ 3 emails	✓ 2 emails	✓ 1 email	✓ 1 email	
<b>Friday Party/Band Night Sponsor</b> September 25 @ Convention. See details on page 5.	✓ Headliner	✓ Stage Manager	✓ Road Crew	✓ Road Crew	
<b>Student Program Presenter</b> September 26 @ Convention	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes	
<b>Presentation to WOA Board</b> In-person and virtual options available. Date TBD.	✓ 20 Minutes	✓ 10 Minutes	✓ 10 Minutes	✓ 5 Minutes	
<b>Weblink to Partner Website in Weekly VantagePoint Emails</b>	✓ 4 per month	✓ 2 per month	✓ 1 per month	✓ 1 per month	
<b>Lecture Video Credit</b> 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	
<b>Doctor Luncheon Presentation</b> (Available for April Spring Seminar & September Convention)	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes		
<b>Associate Membership with WOA</b> Enables vendors to partner with local societies, with event-related costs (e.g., food) covered by the vendor.	✓	✓	✓		
<b>Logo on WOA Homepage</b> Linked to vendor website for all of 2026.	✓	✓			
<b>Branded Item for Attendees of Event or Target Group of Members.</b>	✓ \$2,500 Max Value	✓ \$1,500 Max Value			
<b>Total Minimum Value:</b>	<b>\$34,500</b> \$14,600 in extras!	<b>\$25,450</b> \$10,650 in extras!	<b>\$15,500</b> \$5,650 in extras!	<b>\$6,650</b> \$1,750 in extras	

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 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](mailto:joleen@woa-eyes.org) to discuss options.

### In Person Connections at Education Events

**Spring Seminar & Convention** Early Bird pricing through 03/13/26 for Spring Seminar and 08/01/26 for Convention. Regular pricing in red below.

Opportunities Available	Pricing	Please check items you wish to purchase
April 23-24 Spring Seminar Single Booth (8X10)	\$900/ <b>\$1050</b>	
April 23-24 Spring Seminar Double Booth (2 8X10)	\$1,700/ <b>\$1800</b>	
April 23-24 Spring Seminar Extra Large (8X14) Premium Placement Next to Bar or Food Stations <b>**LIMITED AVAILABILITY**</b> Automatically applied to Platinum and Diamond Sponsors' first booth. <a href="#">Upgrade Option for Diamond and Platinum Sponsors.</a> <a href="#">Upgrade Option for other Sponsors/Vendors.</a>	\$1,050 \$1,350/ <b>\$1,450</b>	
September 24-25 Convention Single Booth (8X10)	\$900/ <b>\$1050</b>	
September 24-25 Convention Double Booth (2 8X10)	\$1,700/ <b>\$1800</b>	
September 24-25 Convention Extra Large (8X14) Premium Placement Next to Bar or Food Stations <b>**LIMITED AVAILABILITY**</b> Automatically applied to Platinum and Diamond Sponsors' first booth. <a href="#">Upgrade Option for Diamond and Platinum Sponsors.</a> <a href="#">Upgrade Option for other Sponsors/Vendors.</a>	\$1,050 \$1,350/ <b>\$1,450</b>	
<b>Exhibit Booth Extras - April 23-24 Spring Seminar</b> 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 Thursday: How many: _____	\$10 Each \$40 Each \$45 Each \$85 per 10 \$35 Each	____ # Add Reps ____ 8 ft ____ High Top Tables ____ Add Drink Tix ____ Rep Lunches
<b>Exhibit Booth Extras - September 24-25 Convention</b> 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
<b>Continued on Page 5:</b>		

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 A La Carte Pricing (Continued)

### In Person Connections at Education Events (continued)

#### Northwoods and Lunch Presentations

Opportunities Available	Pricing	Please check items you wish to purchase
<p><b>Northwoods Education Event Sponsorship (October 9<sup>th</sup>-10<sup>th</sup>)</b> 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. <b>**Podium time may only be used by sponsoring company and not delegated**</b></p> <ul style="list-style-type: none"> <li>◆ Lake Sturgeon - Includes 10 minutes of podium time</li> <li>◆ Musky— Includes 5 minutes of podium time</li> <li>◆ Northern Pike - Pre/post event email to attendees and attend event</li> <li>◆ Blue Gill— Attend event activities/interact with attendees</li> </ul>	<p>\$1,000 \$750 \$500 \$250</p>	<p>----- ----- ----- -----</p>
<p><b>Lunch Presentation at Spring Seminar or Convention 2026</b> Gain exclusive visibility by presenting during lunch at either the Spring Seminar or Convention. This opportunity is available to registered exhibitors for the April or September events, with priority given to higher-level sponsors. <b>**Podium time may only be used by sponsoring company and not delegated**</b></p> <ul style="list-style-type: none"> <li>◆ 20 minutes</li> <li>◆ 15 minutes</li> <li>◆ 10 minutes</li> <li>◆ 5 minutes</li> </ul>	<p>\$12,000 \$9,500 \$7,000 \$3,500</p>	<p>----- ----- ----- -----</p>
<p><b>Convention Band Night Sponsorship (Friday, Sept 25<sup>th</sup>)</b> Align your company with Convention’s signature Friday night entertainment, combining memorable brand visibility with casual, high-engagement networking.</p> <ul style="list-style-type: none"> <li>◆ <b>Headliner</b>—Bar Napkins, Company Logo Projected on Wall during Event, Sign by Door and Recognition in Print Materials</li> <li>◆ <b>Opening Act</b>—Company Logo Projected on Wall during Event, Sign by Door and Recognition in Print Materials</li> <li>◆ <b>Stage Manager</b>—Sign by Door and Recognition in Print Materials</li> <li>◆ <b>Road Crew</b>—Recognition in Print Materials</li> </ul>	<p>\$2,000.00 \$1,200.00 \$800.00 \$500.00</p>	<p>----- ----- ----- -----</p>
<p><b>WOA Next Networking Social—(Friday, Sept. 25<sup>th</sup>)</b> Build connections with young ODs, students, and practices during this focused networking social centered on career growth and recruitment.</p> <ul style="list-style-type: none"> <li>◆ <b>Rising Star Tier</b> - Reserved table in social with signage noting sponsorship and announcement by WOA leadership acknowledging support</li> <li>◆ <b>Stand-Out Tier</b> - Reserved table in social with signage noting sponsorship</li> <li>◆ <b>Emerging Tier</b> - Signage noting sponsorship by entrance</li> </ul>	<p>\$1,500 \$750 \$500</p>	<p>----- ----- -----</p>
<p><b>Continued on Page 6:</b></p>		

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 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
<p><b>Student Program Sponsorship at Convention (Saturday, Sept. 26<sup>th</sup>)</b> 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.</p> <p><b>**Podium time may only be used by sponsoring company and not delegated**</b></p> <ul style="list-style-type: none"> <li>◆ Provide <b>5 Students Travel Grants</b> and do a 20 Minute Presentation</li> <li>◆ Provide <b>3 Students Travel Grants</b> and do a 15 Minute Presentation</li> <li>◆ Provide <b>2 Students Travel Grants</b> and do a 10 Minute Presentation</li> <li>◆ Provide <b>1 Student a Travel Grant</b> and do a 5 Minute Presentation</li> </ul>	<p>\$1,500</p> <p>\$900</p> <p>\$600</p> <p>\$300</p>	<p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>

#### Breakfast/Break Sponsorship at Education Events

<p>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. <b>Full sponsorship also includes 60 second pre-lecture video or speaking opportunity. Partial sponsorship is open to a maximum of two sponsors per break.</b></p> <ul style="list-style-type: none"> <li>◆ <b>Spring Seminar:</b> Breakfast Thursday or Friday, Breaks Thursday/Friday am</li> <li>◆ <b>Convention:</b> Breakfast Friday/Saturday/Sunday; Breaks Thursday pm/ Friday am</li> <li>◆ <b>Northwoods:</b> Evening Dinner Friday or Breakfast Saturday</li> </ul>	<p><b>Full / Partial</b></p> <p>\$3,000 / \$1,500</p> <p>\$3,000 / \$1,500</p> <p>\$600 / \$300</p>	<p>_____ Full _____ Partial</p> <p>_____ Full _____ Partial</p> <p>_____ Full _____ Partial</p>
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#### Education Grant Sponsorship

<p>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.</p>	<p>\$1,000 Minimum</p>	
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Continued on Page 7:

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 A La Carte Pricing (Continued)

### Face-To-Face Time Outside Education Events

Opportunities Available	Pricing	Please check items you wish to purchase
<p><b>Presentation to WOA Leadership at Board of Directors Meeting</b> 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.</p> <p><i>Available to exhibitors registered for a minimum of one event in 2026, with priority given to high-level sponsors. Meetings are via Zoom in February and May, and In Person September and December. <b>**Podium time may only be used by sponsoring company and not delegated**</b></i></p> <ul style="list-style-type: none"> <li>◆ 20 minutes</li> <li>◆ 15 minutes</li> <li>◆ 10 minutes</li> <li>◆ 5 minutes</li> </ul>	<p>\$2,000 \$1,500 \$1,000 \$500</p>	<p>----- ----- ----- -----</p>
<p><b>WOA Next Young OD Lunch &amp; Learn Monthly Zoom Meetings</b> Build early relationships with young optometrists through monthly zoom meetings hosted by the WOA Young OD Committee, featuring a sponsored presentation and interactive Q&amp;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.</p>	<p>\$300 per event</p>	
<p><b>WOA Next Young OD Social Event—In Person</b> 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!</p>	<p>\$500 per event fee for sponsor Sponsor covers the cost of the event (ie tickets, food an beverage etc).</p>	
<h3>Face-to-Face Time at Local Society Level</h3>		
<p><b>WOA Associate Membership - Society Connection</b> 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.</p>	<p>\$500.00</p>	
<p style="text-align: center;"><b>Continued on Page 8:</b></p>		

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 A La Carte Pricing (Continued)

### Advertising—Print

#### Education Event Publications

Opportunities Available	Pricing	Please check items you wish to purchase
<b>WOA Spring Seminar Schedule/Vendor Booklet for Attendees:</b> <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	<b>(Full Color)</b> \$600 \$450 \$300	_____ _____ _____
<b>WOA Convention Annual Report Book for Members:</b> (Printed on slick stock paper) <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	<b>(Full Color)</b> \$1,000 \$700 \$500	_____ _____ _____
<b>WOA Convention Schedule Booklet/Exhibit Hall Directory:</b> <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	<b>(Full Color)</b> \$600 \$450 \$300	_____ _____ _____
<b>Event Print Packet Stuffer:</b> One Sheet per attendee packet. Can be one pager or pamphlet. <b>Limit 1 stuffer per event per company.</b>	\$500 per stuffer	_____ # stuffers

#### Weekly/Monthly Member Communications

<b>WOA Member Monthly Newsletter Advertising:</b> <ul style="list-style-type: none"> <li>◆ Full Page Advertisement/Informational Article—One Month</li> <li>◆ Half Page Advertisement/Informational Article—One Month</li> <li>◆ Quarter Page Advertisement/Informational Article—One Month</li> </ul>	\$250 per ad \$125 per ad \$75 per ad	_____ # months _____ # months _____ # months
<b>Weekly VantagePoint Sponsor with Website Link:</b> Included as part of sponsor packages Silver level and up <ul style="list-style-type: none"> <li>◆ Gold/Silver Level - 1 week per month</li> <li>◆ Platinum Level - 2 weeks per month</li> <li>◆ Diamond Level - 4 weeks per month</li> <li>◆ Add on for Bronze Level—1 week per month</li> </ul>	\$100 per month \$200 per month \$400 per month \$250 per month	_____ # months _____ # months _____ # months _____ # months
<b>Individual Vendor Email</b> Content provided by vendor. 65% average open rate. <b>Full Membership</b> - 650 doctors <b>Individual Society</b> - Number of recipients varies per society <b>Event Attendees</b> - 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

## 2026 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. <b>**Only available to Diamond and Platinum Sponsors.**</b>	\$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 per event	_____ April Event _____ 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 per event	_____ April Event _____ Sept Event

### Pre Lecture Videos

*Limit one pre lecture video per event per vendor.*

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:**

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

## 2026 A La Carte Pricing (Continued)

### Advertising - Video Messages (continued)

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.

Opportunities Available	Pricing	Please check items you wish to purchase
<b>3 Minute Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook if desired. Price is per video.	\$3,500	-----
<b>150 Second Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook if desired. Price is per video.	\$3,000	-----
<b>120 Second Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook if desired. Price is per video.	\$2,500	-----
<b>90 Second Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook if desired. Price is per video.	\$1,500	-----
<b>60 Second Post Lecture Pre-Recorded Presentation</b> 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
<b>20 Second Booth Promotion</b> — 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	----- April Event ----- Sept Event
<b>10 Second Booth Promotion</b> —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	----- April Event ----- 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
<b>60 Second Pre or Post Lecture Video or Live Message</b> Additional time can be added in 30 second intervals up to 3 minutes.	\$500 \$500 per 30 seconds	----- Enter length of seconds
<b>5 Minute Lecture Break Video or Live Message</b> A sponsor message can be played or done in person during a lecture break.	\$1,500	-----

Continued on Page 11:

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 A La Carte Pricing (Continued)

### Branded Item Opportunities

Opportunities Available <b>** First Priority for this item to vendors who purchase a package Gold or above.</b>	Pricing	Please check items you wish to purchase
<b>Lanyards**</b> 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
<b>Attendee Bags**</b> 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
<b>Pens for Doctor Packets**</b> 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
<b>Napkins for Break Food Tables**</b> 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
<b>Coffee Cups for Break Food Tables (Disposable)**</b> 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
<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.	\$600 Per Event	_____ April Spring Seminar _____ Sept. Convention
<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 Sponsor pays directly for items.	_____ April Spring Seminar _____ Sept. Convention
<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)  <b>*****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.*****</b>	Value up to \$2500***  Included with Diamond and Platinum Packages.	
<b>Proceed to Page 12 to complete package purchase:</b>		

# 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 <b>DUE 3/13/2026</b>	\$20,000.00	
	Platinum Package <b>DUE 3/13/2026</b>	\$15,000.00	
	Gold Package <b>DUE 3/13/2026</b>	\$10,000.00	
	Silver Package <b>DUE 3/13/2026</b>	\$5,000.00	
	Bronze Package <b>DUE 3/13/2026</b> Exhibit Booth at April & September Events	\$1,700.00	
	Exhibit Booth - April Event** Early Bird: 3/13/2026 <b>Regular: 4/2/26</b>	\$900/ <b>\$1050</b>	
	Exhibit Booth - September Event Early Bird: 8/8/2026 <b>Regular: 9/2/26</b>	\$900/ <b>\$1050</b>	
	Exhibit Booth Extras From page 4 (tables, extra reps)	See pricing on page 4	
	Build Your Own Package <b>Must include pages 3 through 12 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 3-12	
	A La Carte Item(s) <b>Must include pages 3 through 12, with desired items checked.</b> Use this line item to purchase items in addition to your booth.	Total from Pages 3-12	
	<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 for just the September Event will open in June 2026.**

# 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 \_\_\_\_\_ 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.**

**Requests for specific booth placements in exhibit halls are not accepted.**

# WISCONSIN OPTOMETRIC ASSOCIATION

## 2026 Corporate Sponsorship Registration - Form 3

If you are registering only to exhibit at Spring Seminar, 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, 2026.

Method of Payment:        \_\_\_\_\_ Check        \_\_\_\_\_ Credit Card

\_\_\_\_\_ Charge now        \_\_\_\_\_ Charge after January 1, 2026        \_\_\_\_\_ Either is fine

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](mailto:Joleen@woa-eyes.org).

# EDUCATION EVENT EXHIBITOR INFORMATION

## Exhibit Events:

Over the next 12 months, WOA will host these education events that include an exhibit hall:

- ◇ 2026 WOA Spring Seminar – April 23–24 at the Marriott Madison West in Middleton
- ◇ 2026 WOA Convention & Annual Meeting – September 24–27 at the Kalahari Convention Center in Wisconsin Dells

## What is Included with an Exhibit Booth Purchase:

Each booth purchase includes the following:

- ◇ One 8' x 10' exhibit booth with full back drape and half-side drape
- ◇ One draped table (6-foot, 8-foot, or tall cocktail table). **Please note: no 6 ft tables are available at the Spring Seminar.**
- ◇ Two chairs
- ◇ One 110-volt electrical outlet (available upon request)
- ◇ Registration for two representatives
- ◇ Company identification sign
- ◇ Listing in the Exhibit Hall Directory, including a description of up to 150 words
- ◇ Pre- and post-event attendee lists with mailing addresses
- ◇ Ten beverage tickets for use during Exhibit Hall Open Houses
  - ◇ Spring Seminar: Thursday evening
  - ◇ Convention: Thursday and Friday evenings
- ◇ Carpeted exhibit hall at both events

Additional packs of ten beverage tickets may be purchased for \$85 during registration or onsite. **Extra tables and electricity should be ordered in advance; onsite orders are significantly more expensive.**

## Schedule Information For In Person Exhibit Events:

The tentative schedule for each of the events can be found on page 18 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.

### 2026 Spring Seminar:

- Exhibit Hall Set Up:** 6:00 - 8:30 p.m. Wednesday, April 22<sup>nd</sup> or 7:00 - 9:30 a.m. Thursday, April 23<sup>rd</sup>  
**Exhibit Hall Take Down:** 10:40 a.m. Friday, April 24<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.

### 2026 Convention and Annual Meeting:

- Exhibit Hall Set Up:** 9:00 a.m. - 2:30 p.m. Thursday, September 24<sup>th</sup>  
**Exhibit Hall Take Down:** 7:00 p.m. Friday, September 25<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 **April 1<sup>st</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 Cancellations for booth-only registrations will be accepted until the following dates:

- ◇ Spring Seminar: March 2, 2026
- ◇ Convention: August 1, 2026

A \$50 administrative fee applies to each event. Cancellation requests received after these dates are not eligible for refunds.

Please note that sponsorship packages are nonrefundable. If you are unable to exhibit at one of the events, we will work with you to identify substitute items of similar value from the à la carte list.

## **Sleeping Rooms:**

- ◇ **April Spring Seminar:** There is a room block set aside at the Marriott Madison West with a rate of \$141 per night plus tax. The room block will be released on **Wednesday, April 1, 2026** after which the group rates will not be honored. You may call 608-831-2000 or use the preferred method booking online by clicking [here](#).
- ◇ **September Convention:** There is a room block set aside at the Kalahari Resort with the rate of \$145 plus taxes for a standard room. The room block will be released on **Wednesday, August 24, 2026**, after which the group rates will not be honored. You may call 877-525-2427 to make your reservation. An online link for reservations will be available in June.

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

WOA will again host door prize drawings during the Exhibit Hall receptions:

- ◇ Spring Seminar: Thursday evening
- ◇ Convention: Thursday and Friday evenings

If your company would like to participate by providing a door prize, please complete the form included in your onsite packet. This helps us confirm participation.

We encourage doctors to visit every booth to enter each drawing, helping increase booth traffic. Participation is voluntary. WOA will also contribute prizes to supplement vendor offerings..

## **Doctor Attendee List:**

A list of doctors attending the event with their office addresses will be provided to paid exhibitors. The pre registration list will be available approximately 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. While specific booth locations cannot be guaranteed, we will make every effort to honor requests to be placed near—or away from—another vendor.

**Booth assignments and confirmation materials will be available:**

- ◇ **Spring Seminar:** After April 10, 2026
- ◇ **Convention:** After September 11, 2026

Confirmation packets will be emailed to the contact person and on-site representative(s) listed on the registration form. The confirmation packet will include booth assignment, the final schedule for the event and details 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 be included in the confirmation packet sent to registered vendors (see details above on timing).

# UPCOMING EVENTS 2026

**APR  
23-24**

## **SPRING SEMINAR**

Marriott Madison West, Middleton, WI  
*14 hours of CE*

**SEPT  
24-27**

## **CONVENTION**

Kalahari Resort, Wisconsin Dells, WI  
*22 hours of CE*

**OCT  
9-10**

## **NORTHWOODS**

Eagle River, WI (Venue TBA)  
*8 hours of CE*

**DATES  
TBA**

## **PRIMARY CARE**

Live Webinar Series - Details coming!  
*8 hours of CE*

Please see page 18 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 22<sup>nd</sup>

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

### Thursday, April 23<sup>rd</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 24<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 CONFERENCE CENTER

### Thursday, Sept. 24<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. 25<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. 26<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. 27<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 EAGLE RIVER

### Friday, Oct 9<sup>th</sup>

7:00 a.m. - 5:00 p.m.  
Activities on your own  
5:00 p.m. - 9:00 p.m.  
Doctor Education

### Saturday, Oct 10<sup>th</sup>

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

## PRIMARY CARE VIRTUAL CE

Dates and times will  
be announced after  
January 1st, 2026.

8 hours of CE

The plan is to offer 4  
hours of virtual CE in  
quarter one and  
quarter four of 2026.

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 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](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.**

