

# 2018 ALOA BUSINESS PARTNERS

Diamond  
Gold  
Silver  
Bronze



## **visualize** your market

The Alabama Optometric Association Business Partner Program will become an essential part of your marketing plan by providing access to our members at an unprecedented level. As a partner with the ALOA, you will enjoy consistent visibility and a wide range of benefits.

## **envision** your opportunity

Drive growth and differentiate your business! The ALOA Partner Program offers a selection of channels to place your services or products in front of optometrists. With over 400 members across the state, the ALOA is a proven resource for companies.

## **maximize** your exposure

As an ALOA Business Partner you will have the unique opportunity of participating in our well attended events, communications vehicles to members and private events with leadership. There are four different levels - each customizable to fit your unique needs.

Alabama Optometric Association  
PO Box 240907  
Montgomery, AL 36124-0907  
334-273-7895  
334-273-9681  
optometry@alaopt.com  
www.alaopt.org



# ALOA customizable partnership levels

Alabama Optometric Association

## **Diamond Level • \$15,000**

One meeting with the ALOA Board of Directors

Your company banner displayed prominently in the lobby area at Convention

Your company banner displayed prominently in the lobby area at Summer Conference

*Participate in Industry Showcase—an opportunity to promote your products/company to the Membership at Convention (20 minute time limitation) - NEW*

Receive premium booth space at Summer Conference

Receive premium booth space at Convention

Receive three ads in “For Your Eyes Only” E-newsletter

Acknowledgement in all meeting materials

Hotel key card with your logo at Convention (first partner to sign up)

Promotional material in attendees packets at Summer Conference and ALOA Convention

Link to your website on ALOA website as an “ALOA Partner”

Corporate email blast to ALOA Members four times per year

Four sponsored Facebook posts on the ALOA Facebook page

Option to hold Symposium at either Summer Meeting or Convention *\*\*See box below*

## **Gold Level • \$10,000**

Receive booth space at Summer Conference

Receive booth space at Convention

Receive two ads in “For Your Eyes Only” E-newsletter

Corporate email blast to ALOA Members three times per year

Hotel Key Card with your logo at Summer Conference (first partner to sign up)

Lanyards with your logo at Convention (first partner to sign up)

Your company banner displayed in the lobby area at Summer Conference

Three sponsored Facebook posts on the ALOA Facebook page

Acknowledgement in all meeting materials

Link to your website on ALOA website as an “ALOA Partner”

## **Silver Level • \$5000**

Receive booth space at Convention

Receive one ad in “For Your Eyes Only” E-newsletter

Two sponsored Facebook posts on the ALOA Facebook page

Corporate email blast to ALOA Members twice per year

Lanyards with your logo at Summer Conference (first partner to sign up)

Acknowledgement in all meeting materials

Link to your website on ALOA website as an “ALOA Partner”

## **Bronze Level • \$2500**

Receive an exhibit space at Summer Conference

One sponsored Facebook post on the ALOA Facebook page

Corporate email blast to ALOA Members once per year

Acknowledgement in all meeting materials

Link to your website on ALOA website as an “ALOA Partner”

*The ALOA will be glad to discuss customizing a sponsorship level for your needs. All items are on a first come, first served basis. Please contact Amanda Buttenshaw at the ALOA at [optometry@alaopt.com](mailto:optometry@alaopt.com) or 334-273-7895 to discuss an option.*



## **SYMPOSIUMS**

A limited number of symposium opportunities are available to ALOA Diamond Partners. First come, first served. These events are an opportunity to highlight your company and/or products to our membership and can be customized to meet your needs. There is an additional cost to host a symposium. Please contact the ALOA to discuss this option.

# ALOA <sup>customizable</sup> partnership levels

## company information

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

Company Contact Name / Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Contact for Marketing/advertising materials: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment: Payable to Alabama Optometric Association (check one)

Check     Visa     MasterCard     Discover     American Express

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*We want to partner with the ALOA at the following level:*

- Diamond (\$15,000)
- Gold (\$10,000)
- Silver (\$5,000)
- Bronze (\$2,500)

-Please send this form and your desired partnership level to:

Alabama Optometric Association  
Attn: Amanda Buttenshaw  
PO Box 240907  
Montgomery, AL 36124-0907  
334-273-7895  
Fax: 334-273-9681  
optometry@alaopt.com

### Sponsor agrees to:

Remit payment for amount due within 30 days of receipt of invoice. Provide any and all requested materials, artwork or copy by specified deadlines. Request approval before using the name Alabama Optometric Association or ALOA in any materials.

# ALOA <sup>customizable</sup> partnership levels

**GET THE  
EXPOSURE  
YOU WANT  
FROM  
THE AUDIENCE  
YOU CARE  
ABOUT THE  
MOST**

- ➔ ALOA publications reach over 450 ALOA Members plus all students at the UAB School of Optometry
- ➔ Exposure at ALOA meetings throughout the year plus local zone meetings
- ➔ Marketing opportunities through email, webinars, ALOA website and Facebook page

