2024 Partnership Prospectus

Arkansas Optometric Association
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Partnership has its advantages

The Arkansas Optometric Association Strategic Partnership Program was created to provide year-long collaboration between the association and industry to invest in Arkansas Optometric Physicians. Companies have many options to invest and can choose the level of exposure that best suits your needs and goals.

There are four main partnership categories. Each category has specific events—you can choose the signature event in each category that you would like to host. If you’d like multiple signature events, the association is happy to work with you to customize your partnership.

Bronze Level Partnership $2,500
Silver Level Partnership $3,750
Gold Level Partnership $5,000
Platinum Level Partnership $10,000

Signature events are available for sponsorship without a partnership. Please contact the association office for more details.

About the Arkansas Optometric Association
The Arkansas Optometric Association has 335 doctor members and 62 student members. We host two in- person conventions per year. The annual spring convention typical attendance includes:
• 220 doctors of optometry
• 125 paraoptometric staff
• 10 student doctors
• 35 exhibitors

Our annual fall convention attendance:
• 100 doctors of optometry
• 50 paraoptometric staff
• 6 student doctors
• 20 exhibitors

We host a virtual coding update in January with 150 attendees.
Bronze Level Partner - $2,500

Recognition
- Listed on ArOA Website with logo (and hyperlink)
- Partner recognition in Spring and Fall convention program
- Email recognition to all ArOA Members
- One social media thank you

Spring Convention April 25-27, 2024
- Exhibit Booth—April 26, 2024
- Recognition with logo in printed convention program
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)
- One e-blast to attendees

Fall Convention November 8-9, 2024
- Exhibit booth—Friday
- Recognition with logo in printed convention program
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)
- One e-blast to attendees

Plus ONE of the following:
- Logo/promo ad on digital screen by registration area
- Logo/promo ad aired on screen during Thursday meal
- One additional e-blast anytime in the year
- Table sponsor for awards luncheon (your logo on table)
Silver Level – $3,750

Recognition
- Listed on ArOA Website with logo (and hyperlink)
- Partner recognition in Spring and Fall convention programs
- E-mail recognition to all ArOA Members
- 2 social media “thank-you” posts

Spring Convention April 25-27, 2024
- Exhibit Booth - April 26, 2024
- Recognition with logo in printed convention program
- 1/4 page ad in spring convention program
- One e-blast to attendees
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)

Fall Convention November 8-9, 2024
- Exhibit Booth—Friday
- Announced as partner before at least 2 classes
- Recognition with logo in printed convention program
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)
- One e-blast to attendees
- 1/4 page ad in fall convention program

Plus ONE of the following:
- Young OD (YAC) Fall Event in Central Arkansas 2024
- Young OD (YAC) Fall Event in Northwest Arkansas 2024
- Networking Optometric Women (NOW) spring event, 2024 in Northwest Arkansas
- Networking Optometric Women (NOW) spring event, 2024, in Central Arkansas
- Arkansas Student Club Dinner September or October 2024, Memphis, TN @ SCO
- Sponsor of 5 student travel grants to AROA convention

*see next page for details on events.
*Want more than one event? Contact the Association office to customize your partnership!
Silver Level Events

**CHOOSE ONE:**

**Young OD Fall Event in Central Arkansas 2024**
- Location: TBD (ex.: Dave & Busters; brewery or Escape Room)
- **Sponsorship includes:**
  - Promotion of event
  - Photos and write-up in newsletter and social media
  - Rep attendance at event
- **Attendance:** 15-20 Young ODs

**Young OD Fall Event in Northwest Arkansas 2024**
- Location: TBD (ex.: brewery, TopGolf)
- **Sponsorship includes:**
  - Promotion of event
  - Photos and write-up in newsletter and social media
  - Rep attendance at event
- **Attendance:** 15-20 Young ODs

**NOW Spring Event in Northwest Arkansas 2024**
- Location: TBD (ex. cooking class, winery)
- **Sponsorship includes:**
  - Promotion of event
  - Photos and write-up in newsletter and social media
  - Rep attendance at event
- **Attendance:** 15-20 female ODs

**NOW Spring Event in Central Arkansas 2024**
- Location: TBD (ex. cooking class, winery)
- **Sponsorship includes:**
  - Promotion of event
  - Photos and write-up in newsletter and social media
  - Rep attendance at event
- **Attendance:** 15-20 female ODs
Silver Level
Events Continued

CHOOSE ONE:

Arkansas Student Club Dinner Fall 2024
• Location: Southern College of Optometry, Memphis, TN
Sponsorship includes:
• Promotion of sponsorship to students
• 10-minute presentation time allowed
• Photos and write-up of event in ArOA newsletter and social media
Food catered in (AROA can make arrangements)
*AROA will also speak during this event
Attendance: 15-20 student ODs; 3 AROA ODs

Sponsor of 5 Student Travel Grants for AROA Convention
• Cash Travel Grants will be given to students who apply and attend spring or fall convention.
Sponsorship includes:
• Company Name listed on Travel Grant Application as "sponsored by"
• Thank you on social media and in convention program
• Meeting time with students who receive travel grants
Gold Level - $5,000

Recognition
- Listed on ArOA Website with logo (and hyperlink)
- Partner recognition in Spring and Fall convention programs
- Email recognition to all ArOA Members
- Social media thank you each quarter of 2024
- 4 e-blasts to attendees (throughout the year, one for spring convention; one for fall convention; two other times your choice)

Spring Convention (April 25-27, 2024)
- Exhibit Booth - April 26, 2024
- Announced as partner before at least 3 classes
- Recognition with logo in convention program
- 1/2 page ad in spring convention program
- Convention e-blast
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)

Fall Convention TBD
- Exhibit Booth
- Recognition with logo in printed convention program
- Announced as partner before at least 2 classes
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)
- 1/2 page ad in fall convention program
- Convention e-blast

Plus ONE of the following:
- Dinner with AROA board during board retreat, July 2024, TBD - Bentonville, AR
- Young OD Event Fall Convention (TBD)

*see next page for details on events.

*Want more than one event? Contact the Association office to customize your partnership!
Gold Level Events

CHOOSE ONE:

Dinner at AROA Board Retreat July 2024
Sponsorship includes:
- 30-minute presentation time and dinner with board

Young OD Fall Convention Event 2024
Sponsorship includes:
- 10-minute presentation
- Social event for 20-25 Young ODs during spring convention
Platinum Level - $10,000

Recognition
- Listed on ArOA Website with logo (and hyperlink)
- Partner recognition on screen display between classes
- Email recognition to all ArOA Members
- Social media thank you each quarter of 2024
- Social media posts about events
- 6 e-blasts throughout the year

Spring Convention (April 25-27, 2024)
- Exhibit Booth—April 26, 2024 (first choice)
- Logo recognition on screen display between classes
- Recognition with logo in printed convention program
- Partnership announced before at least 3 classes
- Attendee List with contact phone and address
- Full-page ad in spring convention program
- Additional convention e-blast to attendees

Fall Convention TBD
- Exhibit Booth (first choice)
- Partner recognition during membership meeting
- Recognition with logo in printed convention program
- Full-page ad in fall convention program
- Attendee List with contact phone and address (pre-convention; post-convention and on-site)
- Additional convention e-blast to attendees

- Includes 7-minute video during Spring Convention Thursday night meal, Small Bites & Small Talk
- Includes 30-minute presentation time with ArOA Board of Directors.

Plus ONE of the following:
- Dinner with AROA board during board retreat July 2024, Bentonville, AR
- Young OD Event Fall Convention Little Rock

*see next page for details.

*Contact the Association office to customize your partnership!
Platinum Level Events

INCLUDED:

7-minute video shown during spring convention
Thursday night of spring convention, there will be a *Small Bites & Small Talk* in between education to provide dinner to ODs. We will show a 7-minute video that you provide during this time.

30 minutes with AROA Board of Directors
Spend 30 minutes uninterrupted time with the AROA board of directors. Your choice to meet in person during spring convention, fall convention, or a virtual event during the year.

PLUS

CHOOSE ONE:

Dinner at AROA Board Retreat July 2024
Sponsorship includes:
- 30-minute presentation time and dinner with board

Young OD Fall Convention Event 2024
Sponsorship includes:
- 10-minute presentation
- Social event for 20-25 Young ODs during spring convention

Awards Reception Sponsor
Sponsorship includes:
- A word from our sponsor during reception
- Covers music and drink ticket for attendees
- After awards dinner
Partnership at-a-glance

Here is a quick glance at what is included with each partnership. Remember that each partnership can be customized for you! Additional benefits are listed within each level.

<table>
<thead>
<tr>
<th></th>
<th>Bronze Partner</th>
<th>Silver Partner</th>
<th>Gold Partner</th>
<th>Platinum Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Booth</strong></td>
<td>Spring Fall *choice of booth</td>
<td>Spring Fall *choice of booth</td>
<td>Spring Fall *choice of booth</td>
<td>Spring Fall 1st choice of booth space</td>
</tr>
<tr>
<td><strong>E-blasts</strong></td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td><strong>Convention Program (spring &amp; fall)</strong></td>
<td>Logo Recognition</td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>Color back cover full page</td>
</tr>
<tr>
<td><strong>Attendee List</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>Event Hosts</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
</table>
All net proceeds of the J.C. Beane Memorial Scholarship Tournament go to provide scholarships to Arkansans in Optometry School. Three Scholarships are presented: The William Townsend Memorial Scholarship, The Dr. Milton Webb Leadership and Service Scholarship and the AEA Dr. George A. Haas Scholarship.

<table>
<thead>
<tr>
<th>Anchor Sponsor</th>
<th>Includes signage on 3 holes, top billing at event, special recognition during meeting, in convention program, ability to contribute to swag bag</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Sponsor</td>
<td>Includes signage on 2 holes, special recognition at the event and special thanks during meeting and in convention program, ability to contribute to swag bag</td>
<td>$250</td>
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<td>Hole Sponsor</td>
<td>Includes signage on 1 hole, recognition at event, during meeting, and in program, ability to contribute to swag bag</td>
<td>$150</td>
</tr>
<tr>
<td>Swag Bag Sponsor</td>
<td>Contribute to swag bag, recognition in program</td>
<td>$50</td>
</tr>
</tbody>
</table>
2024 Spring Convention Schedule
April 25-27, 2024
Statehouse Convention Center
Little Rock, Arkansas

Thursday, April 25, 2024
8:30am  J.C. Beane Memorial Scholarship Golf Tournament
5pm-6:40pm  OD Continuing Education
6:40pm-7:20pm  Small Bites & Small Talk
7:20pm-9pm  OD Continuing Education
9pm-11pm  Presidents Reception

Friday, April 26, 2024
7am-8am  Membership Meeting Breakfast
8am-8:30am  Exhibit Hall
8:30am-10:10am  Understanding Brain Injury in Primary Care by Megan Lott, OD
8:30am-9:30am  Para Education
9:30am-10am  Exhibit Hall - Paras
10am-12pm  Para Education
10:10am-10:30am  Exhibit Hall - ODs
10:30am-12:10am  2 hour OD Cont. Education TBD
12pm-1:30pm  Lunch on your own
1:30pm-2:20pm  Pediatric Eye Care Made Fun by Megan Lott, OD
1:30pm-2:30pm  Para Education
2:20pm-3pm  Exhibit Hall - ODs
3pm-3:50pm  1 hour OD Cont. Education TBD
3:30pm-4pm  Exhibit Hall - Paras
3:30pm-4:30pm  Exhibit Hall
4:30pm-5:20pm  Arkansas Jurisprudence OD CE
7pm-9pm  Awards Banquet
9pm-11pm  Young OD Event

Saturday, April 27, 2024
8am-8:50am  From Horses to Zebras: Challenging Cases in Anterior Segment Disease by A. Mika Moy, OD
9am-9:50am  Anterior Segment Grand Rounds by A. Mika Moy, OD
10am-10:50am  Ocular Pain Management in Primary Care by A. Mika Moy, OD
11am-11:50am  Painless Shingles and the Zoster of Tomorrow by A. Mika Moy, OD

Virtual Education
Tuesday, April 23, 2024
7pm-9pm: ad Eyes, Scary Things & Dirty Pictures by Frances Bynum, OD
Wednesday, April 24, 2024
7pm-9pm TBD by Ben Gaddie, OD

Exhibitors may attend President's Reception and Awards Luncheon. Individual Dinners may be set up outside of any scheduled convention events.
NOW Spring Event in Northwest Arkansas 2024
• Location: TBD: (ex. cooking class, winery)
Sponsorship includes:
• Promotion of event, Photos and write-up in newsletter and social media, Rep attendance at event. Attendance: 15-20 Female Doctors of Optometry
$1,250

NOW Spring Event in Central Arkansas 2024
• Location: TBD: (ex. cooking class, winery)
Sponsorship includes:
• Promotion of event, Photos and write-up in newsletter and social media, Rep attendance at event. Attendance: 15-20 Female Doctors of Optometry
$1,250

Young OD Fall Event in Central Arkansas 2024
• Location: TBD: (ex.: Dave & Busters; brewery or Escape Room)
Sponsorship includes:
• Promotion of event, Photos and write-up in newsletter and social media, Rep attendance at event. Attendance: 15-20 Young ODs
$1,250

Young OD Fall Event in Northwest Arkansas 2024
• Location: TBD: (ex.: brewery, TopGolf)
Sponsorship includes:
• Promotion of event, Photos and write-up in newsletter and social media, Rep attendance at event. Attendance: 15-20 Young ODs
$1,250

Young OD Spring Convention Event 2024
Sponsorship includes:
10-minute presentation. Attendance: 20-25 Young ODs
$2,500

SCO State Day dinner and event with Arkansas Student Club
January 16, 2024
Location: Itta Bena, Memphis, TN
Sponsorship includes:
• Promotion of sponsorship, Photos and write-up of event in ArOA newsletter and social media, 15-minute presentation time allowed
Anticipated attendance: 20-25 student doctors; 7-10 AROA member doctors 2-hour event
2 vendors per sponsoring company may attend; AROA will also give presentation
$3,000

Arkansas Student Club Dinner Fall 2024
• Location: Southern College of Optometry, Memphis, TN or nearby event center
Sponsorship includes:
• Promotion of sponsorship to students, 10-minute presentation time allowed, Photos and write-up of event in ArOA, newsletter and social media
Food catered in (AROA can make arrangements); *AROA will also speak during this event
Attendance: 15-20 student ODs; 3 AROA ODs
$1,250