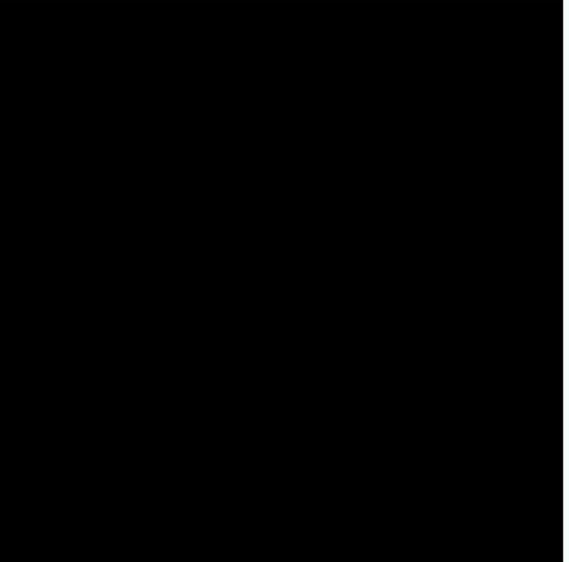
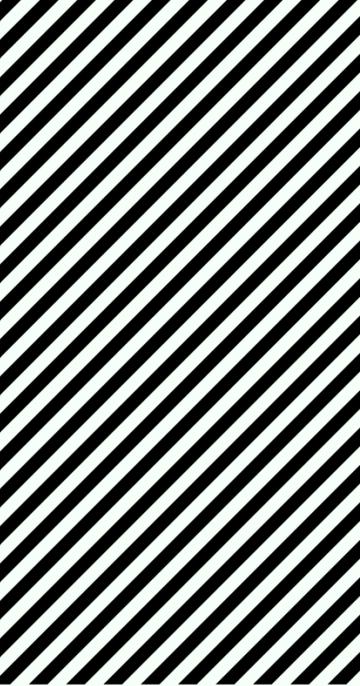




California
Optometric Association

A FOCUSED VISION



PARTNERSHIP OPPORTUNITIES
2020

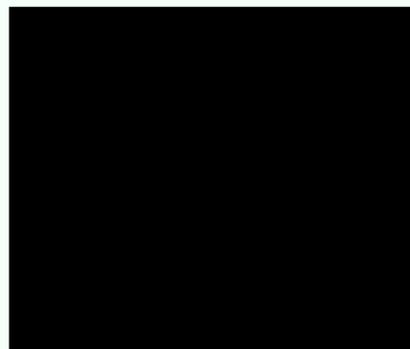
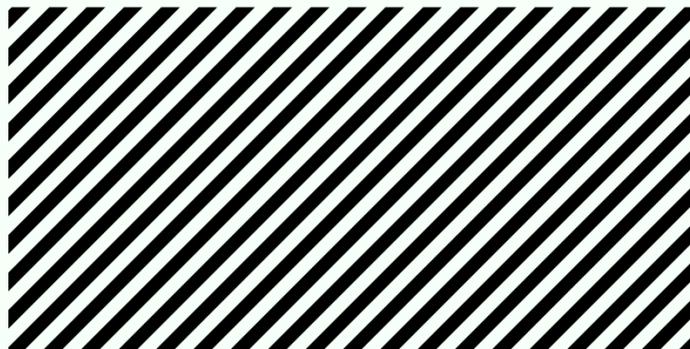




About COA

AOA'S LARGEST AFFILIATE

For more than a century, the California Optometric Association (COA) has been dedicated to making optometry a stronger, better, and more visible profession. As the largest state optometric association in the nation, COA has worked diligently on all fronts to ensure that those who have earned the title of doctor of optometry have the opportunity to practice their profession to the fullest extent possible.

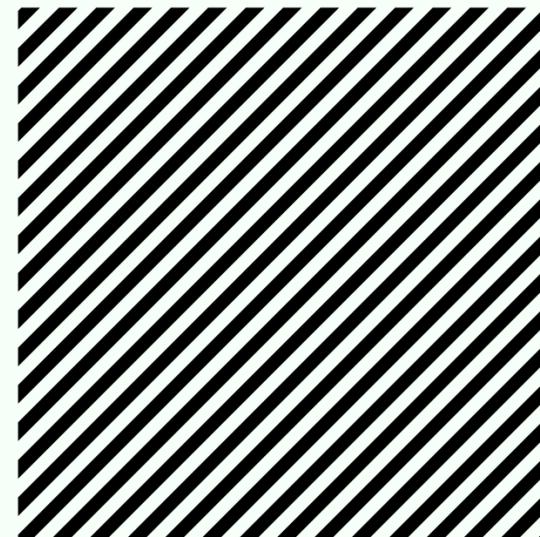
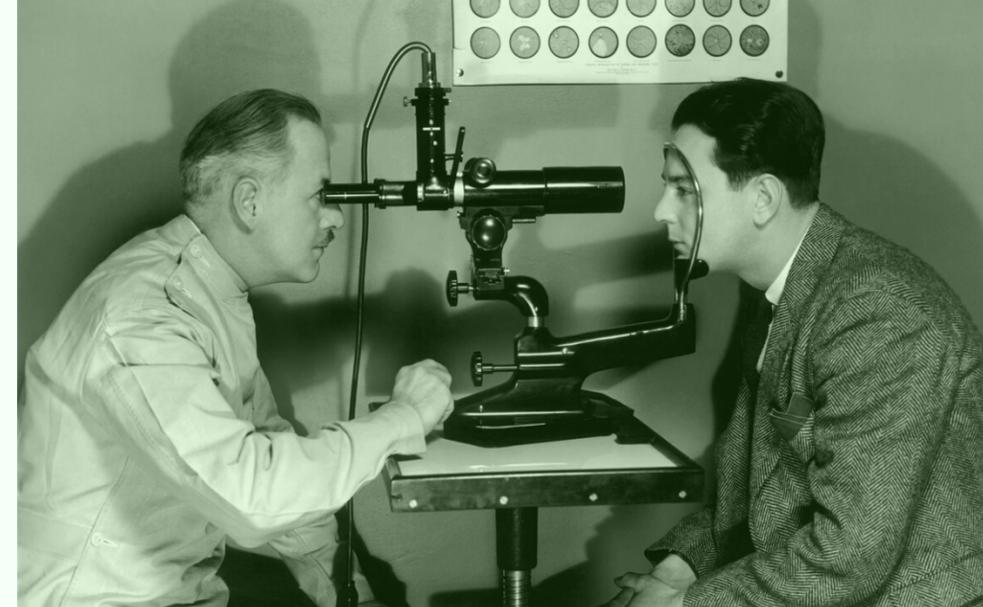




OUR MISSION & VISION

The mission of the California Optometric Association is to support and advance the profession of optometry to assure quality health care for all Californians.

Our vision is that all Californians utilize a doctor of optometry as their primary eye care provider, collaborating in their overall health care.



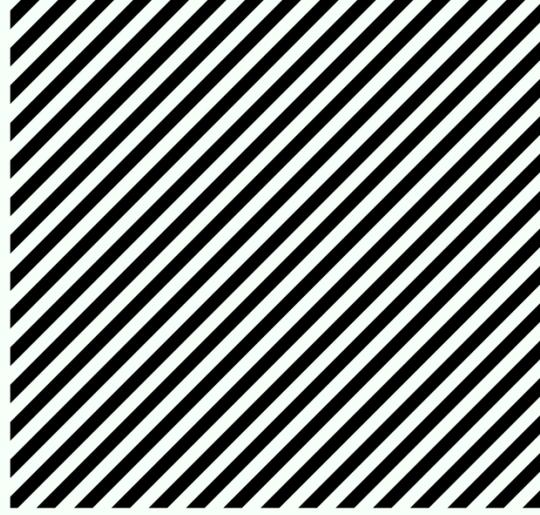
WHAT IS COA'S PURPOSE?

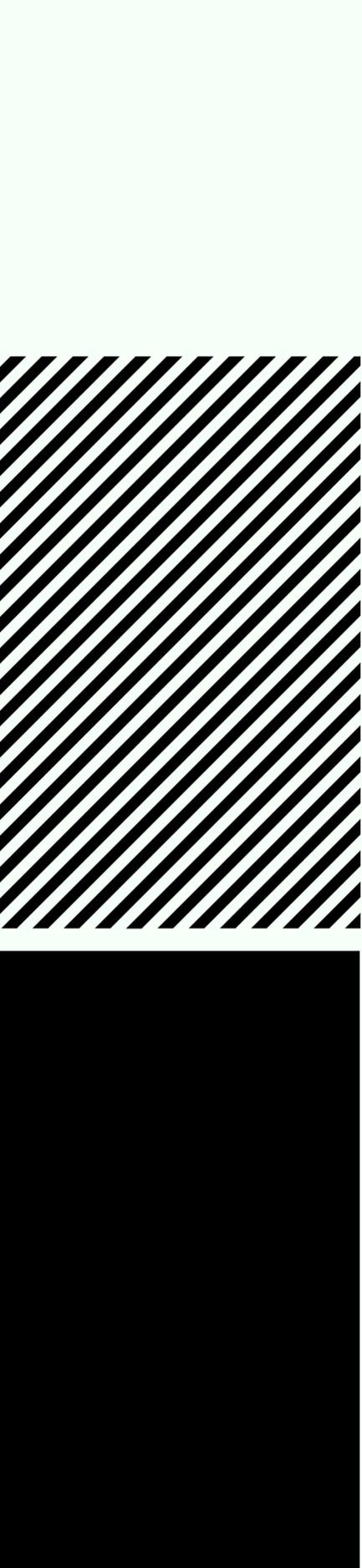


The COA and AOA are the ONLY organizations that work to protect and promote the optometric profession in Sacramento and Washington D.C.



COA brings together more than 2,600 optometrists and 1,200 students in CA to make important decisions that will affect the future of optometry.





Who is COA?

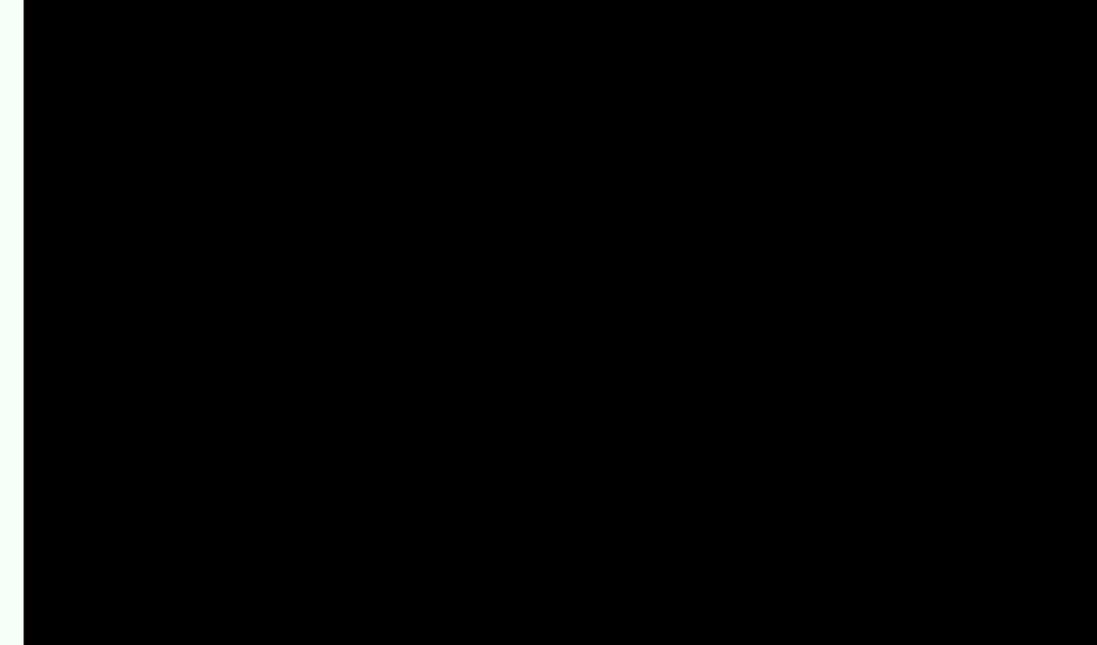
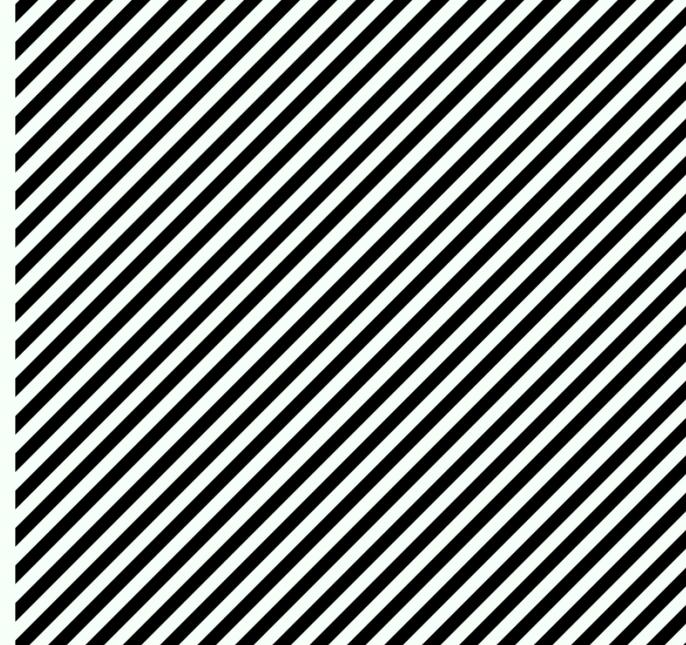
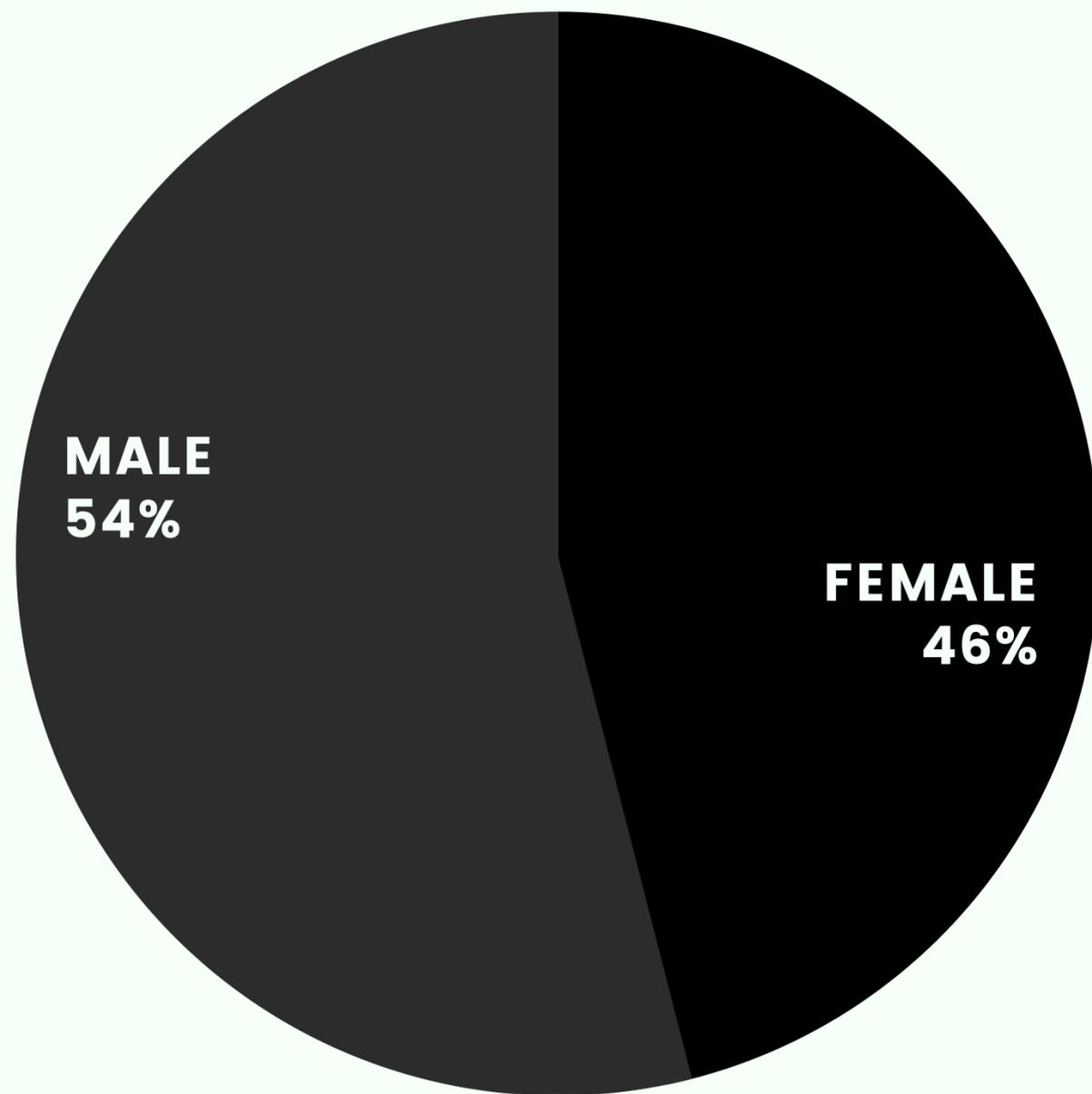
2,622 doctors of optometry

1,261 optometry students

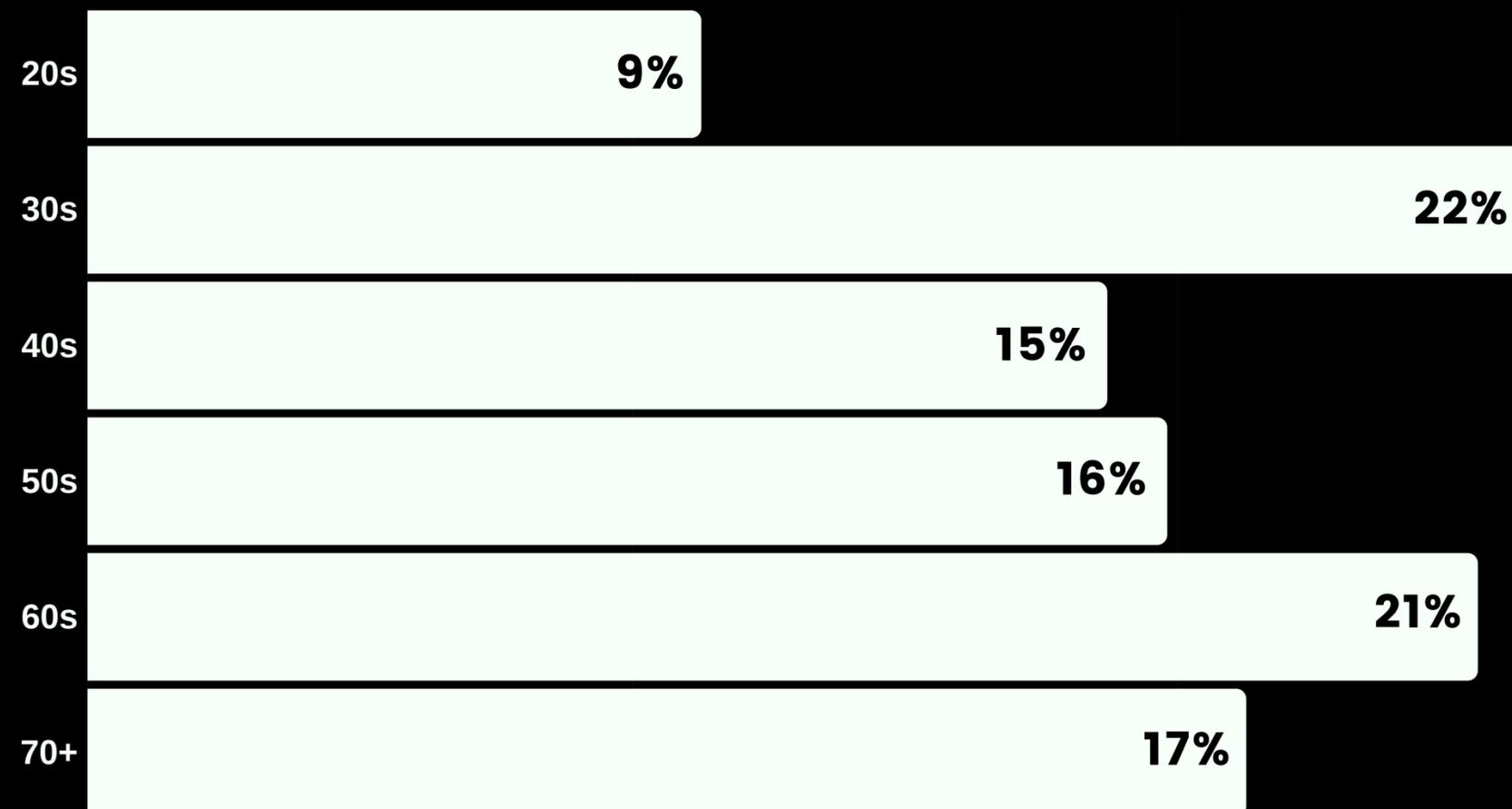
711 paraoptometric staff

AN OPTOMETRIC COMMUNITY THAT'S PASSIONATE
ABOUT IMPROVING PATIENT CARE, PUBLIC AWARENESS,
AND THE PROFESSIONAL STANDING OF OPTOMETRY.

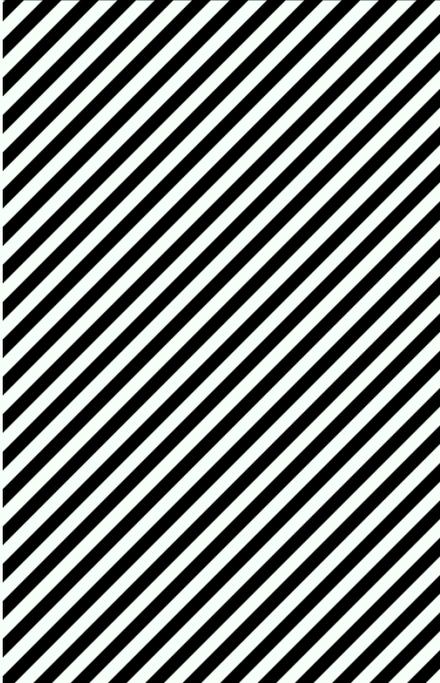
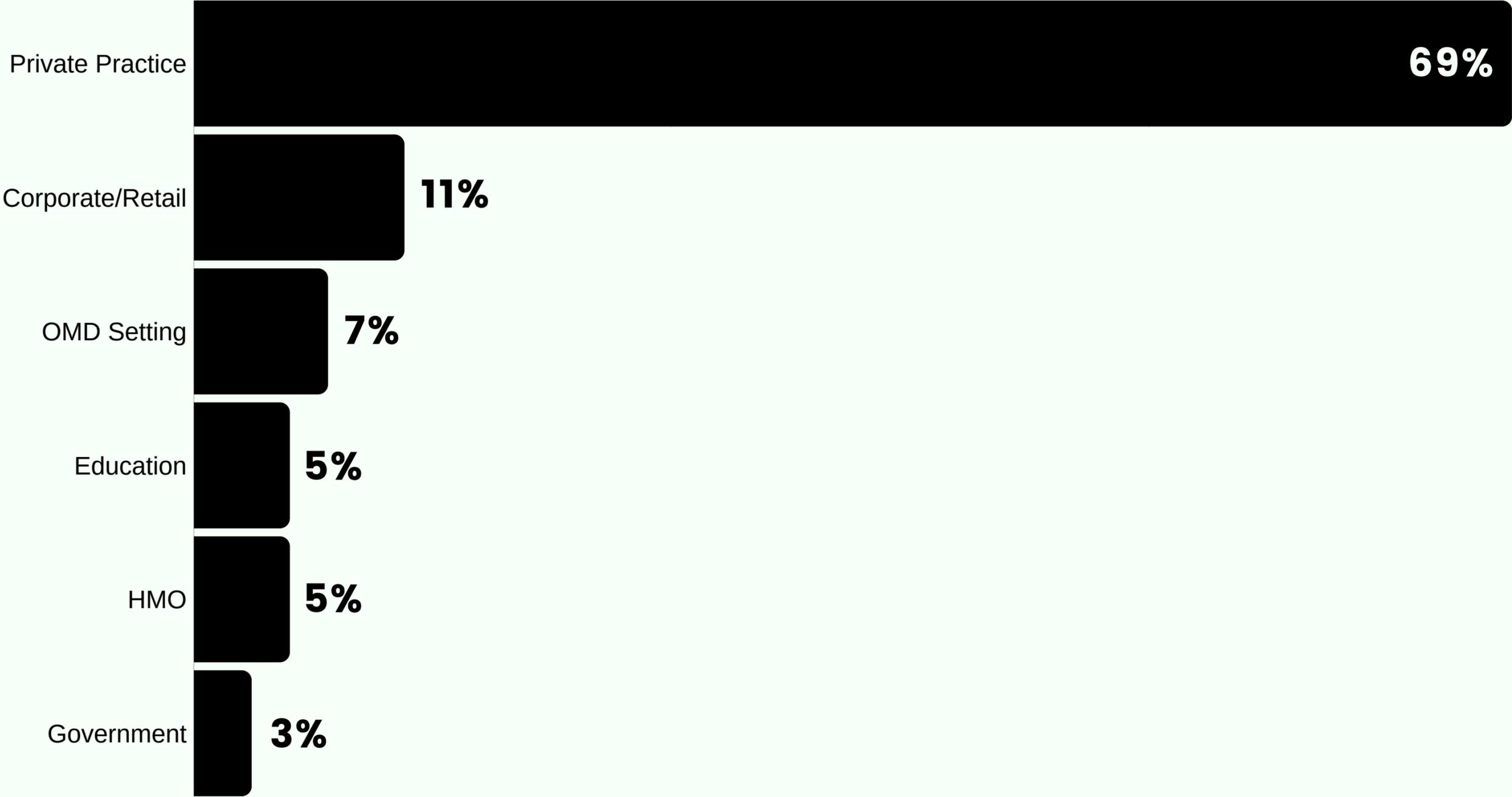
OD MEMBER SNAPSHOT

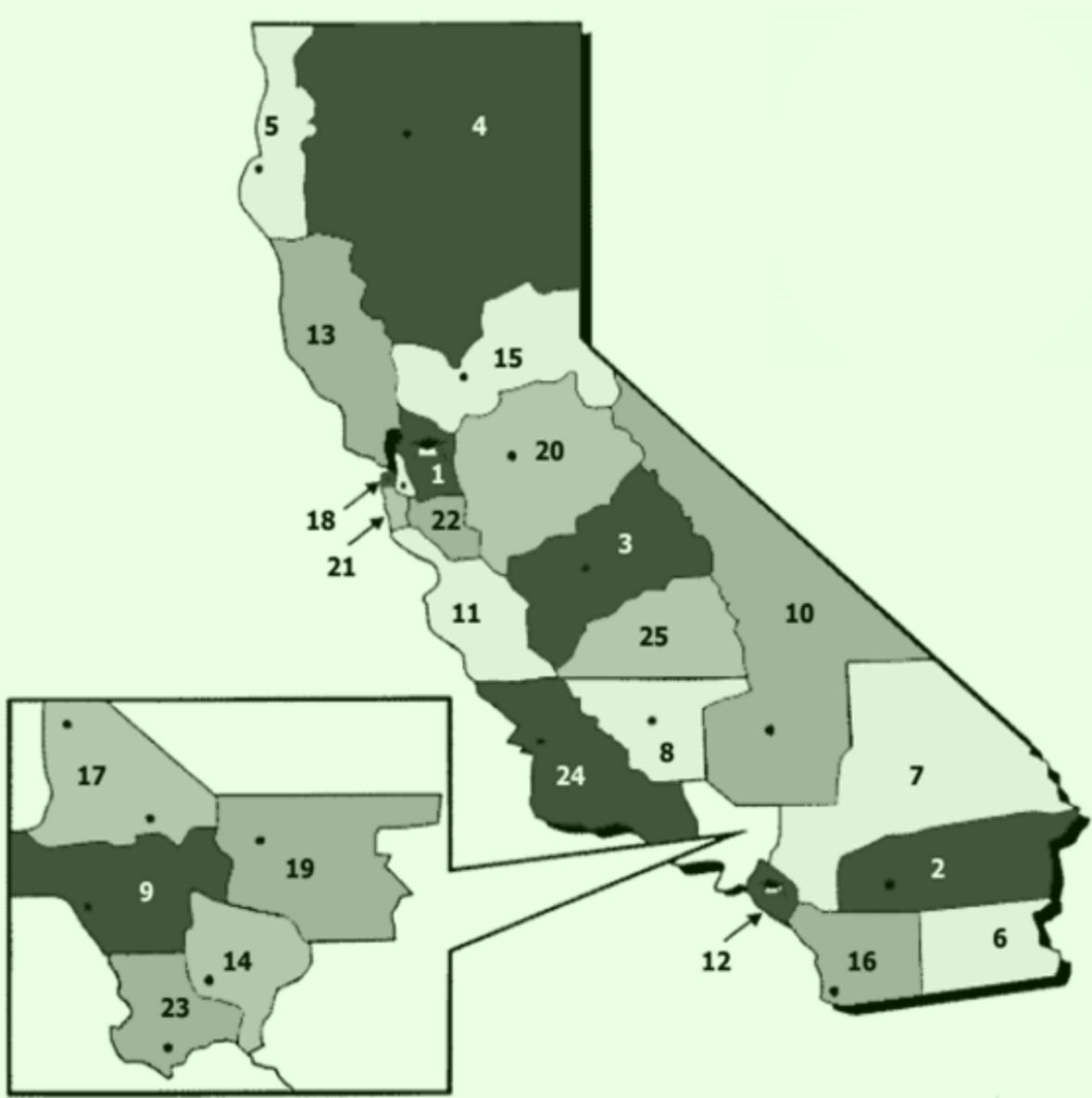


MEMBERSHIP BY AGE



HOW OUR MEMBERS PRACTICE

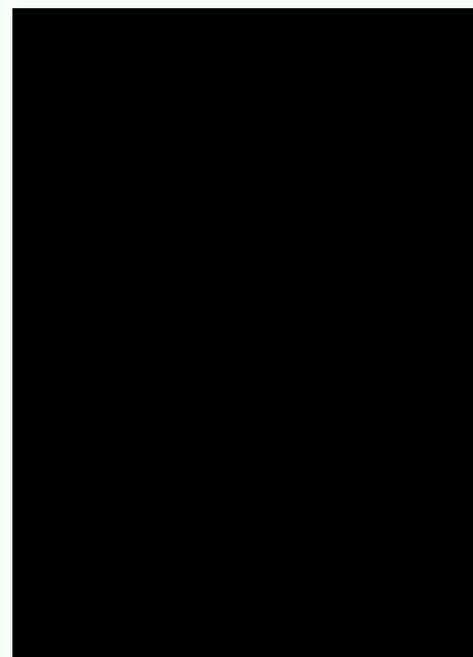
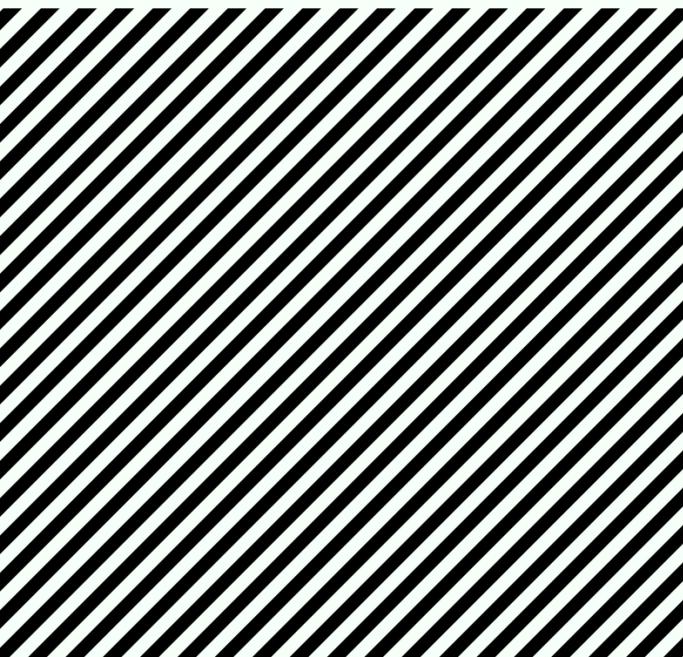




COA'S LOCAL OPTOMETRIC SOCIETIES

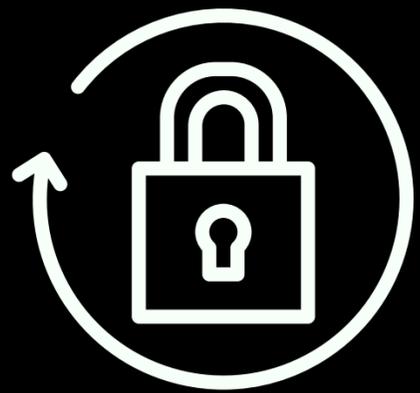
ALL COA MEMBERS ALSO BELONG TO A LOCAL OPTOMETRIC SOCIETY IN THE AREA IN WHICH THEY LIVE OR PRACTICE.

1. Alameda & Contra Costa Counties Optometric Society
2. Cahuilla Optometric Society
3. Central California Optometric Society
4. Golden Empire Optometric Society
5. Humboldt-Del Norte Optometric Society
6. Imperial County Optometric Society
7. Inland Empire Optometric Society
8. Kern County Optometric Society
9. Los Angeles County Optometric Society
10. Mojave Desert Optometric Society
11. Monterey Bay Optometric Society
12. Orange County Optometric Society
13. Redwood Empire Optometric Society
14. Rio Hondo Optometric Society
15. Sacramento Valley Optometric Society
16. San Diego County Optometric Society
17. San Fernando Valley Optometric Society
18. San Francisco Optometric Society
19. San Gabriel Valley Optometric Society
20. San Joaquin Optometric Society
21. San Mateo Optometric Society
22. Santa Clara County Optometric Society
23. South Bay Optometric Society
24. Tri-County Optometric Society
25. Tulare-Kings Counties Optometric Society

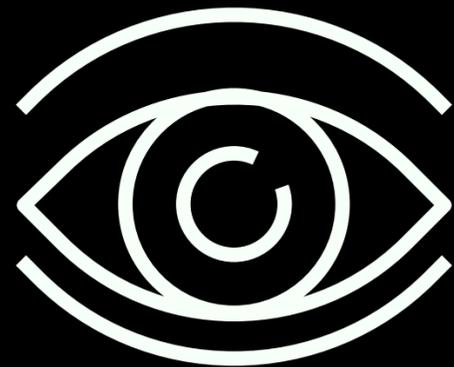


Why Partner with Us?

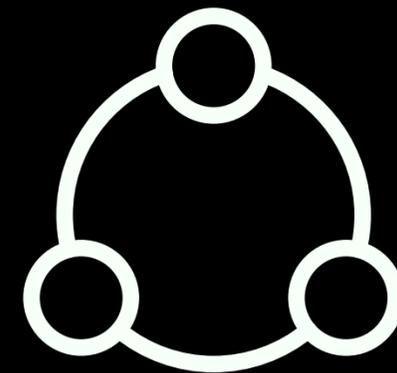
COA'S ASSETS



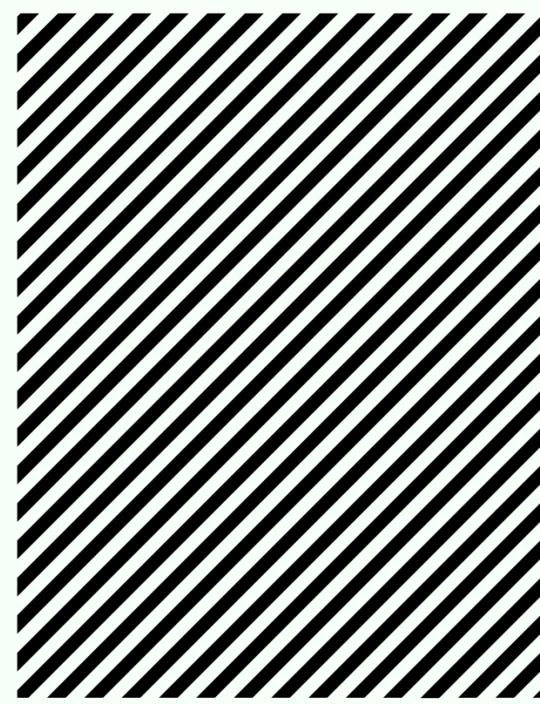
Access



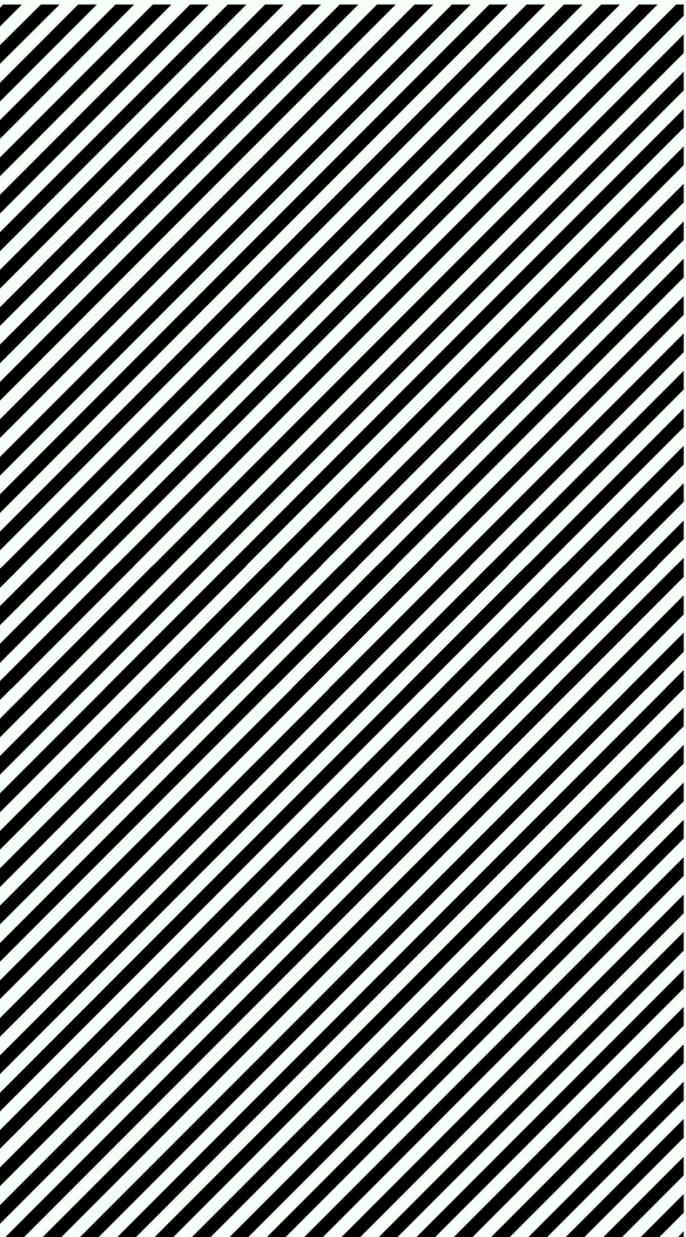
Visibility



Connection



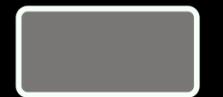
Engage with over 1,550 practicing ODs and 160 students annually by participating in COA's events.



ODs



STUDENTS

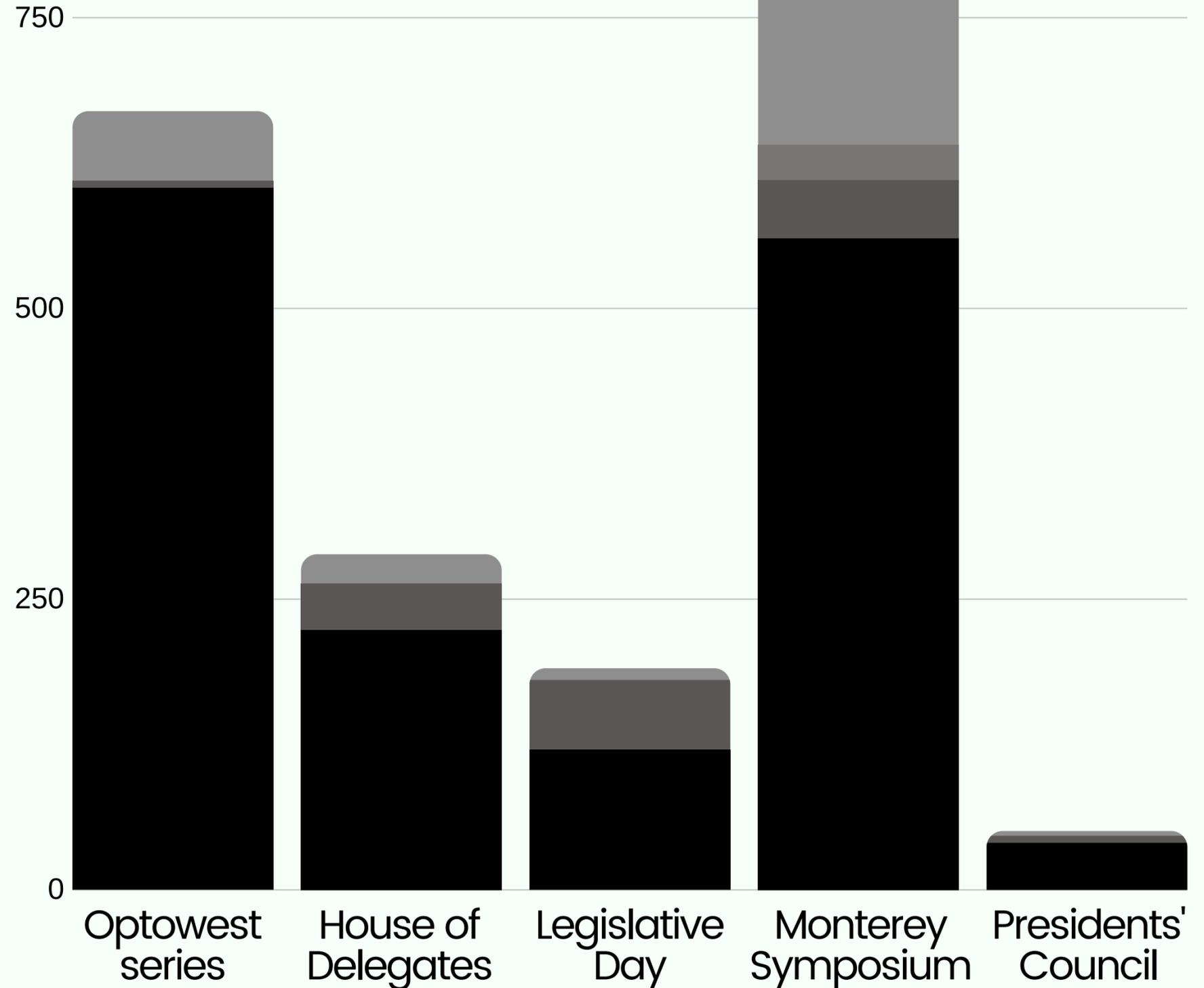


STAFF



INDUSTRY

COA EVENT ATTENDANCE

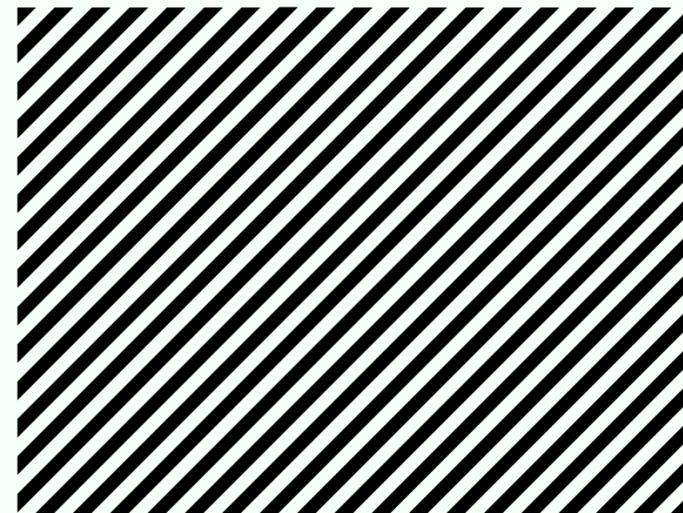
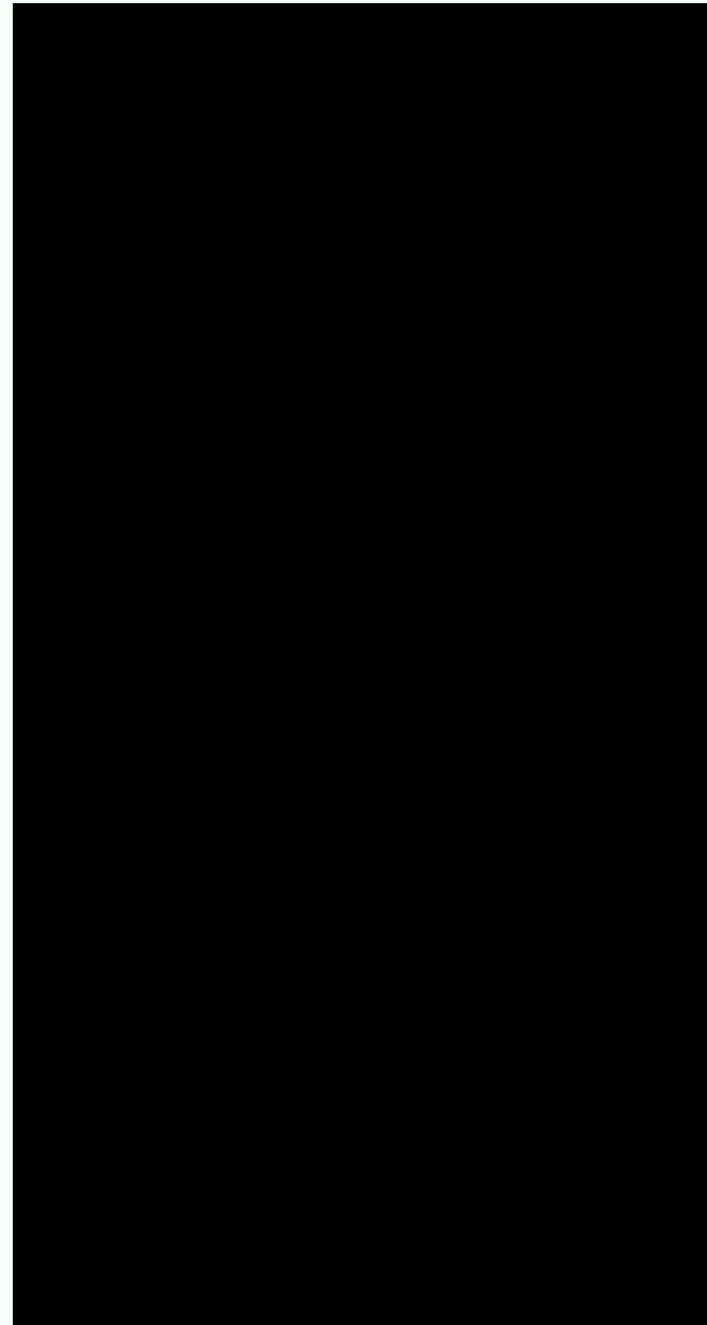
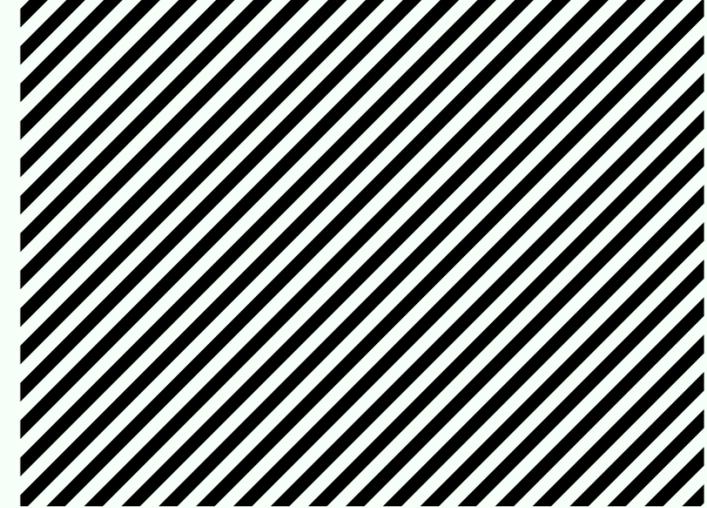
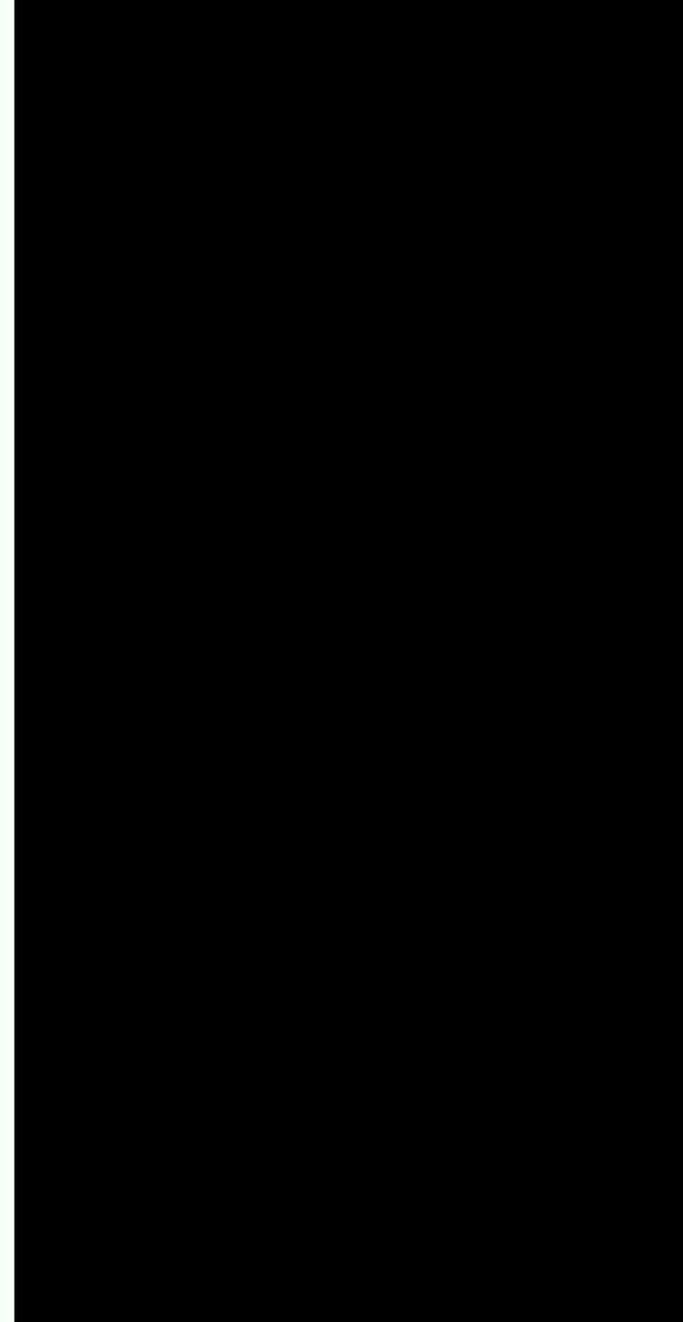


2020

Events Overview



COA

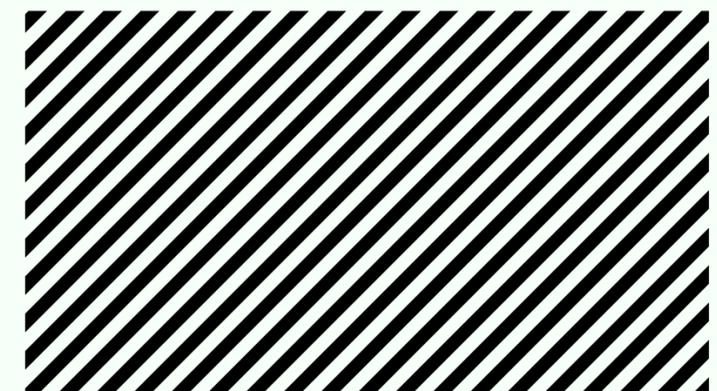




OPTOWEST

The premier regional conference – created by eye care professionals for eye care professionals – will be offered at three locations across the state, under a convenient one-day format.

All sponsors will receive exposure at all three regional conferences.

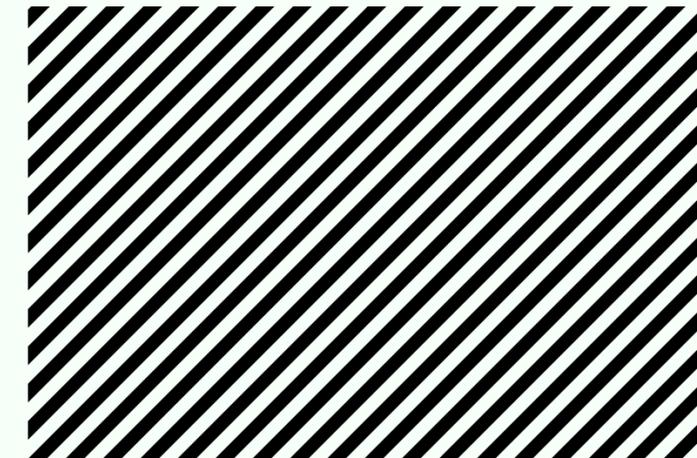


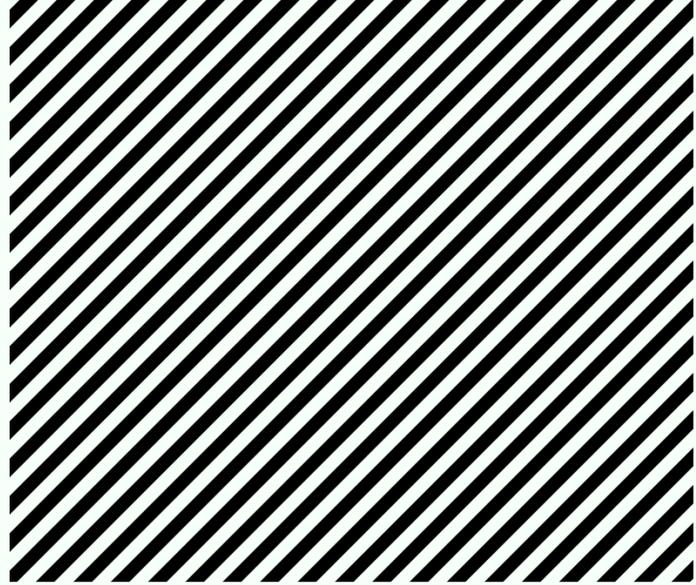


HOUSE OF DELEGATES

As COA's official policymaking body, the HOD consists of COA members from each of the local optometric societies, California optometry schools and colleges, and COA sections.

The 2020 COA House of Delegates will meet February 21-22, prior to Optowest Los Angeles.



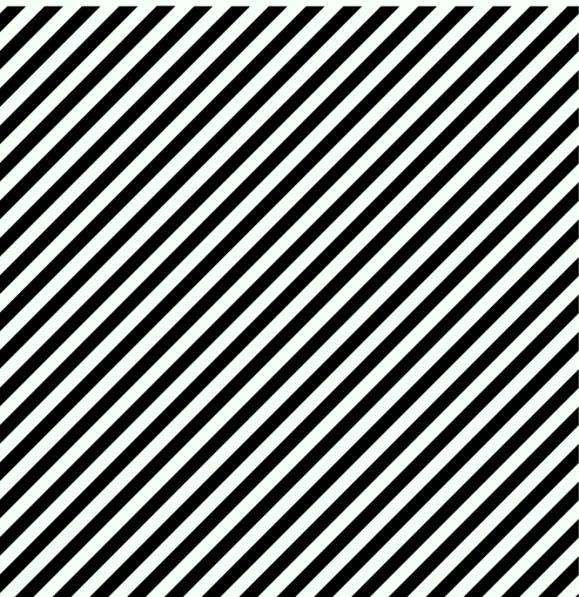


LEGISLATIVE DAY

COA's collective voice will be heard in 2020, where decisions made this year will redefine optometry for decades to come.

This action-packed day includes a morning forum, visits to the Capitol, and concludes with an evening reception.

Get fired up – Legislative Day is set for April 22 in Sacramento.

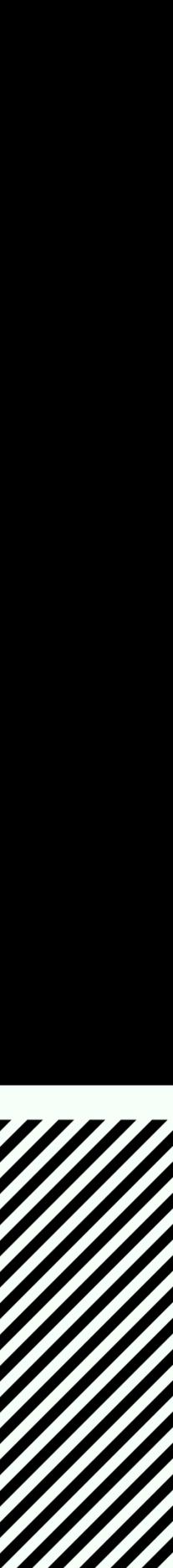


MONTEREY SYMPOSIUM

COA will host its 2020 Monterey Symposium November 5-8, at the newly-renovated Monterey Marriott Hotel and Conference Center.

Over 700 ODs annually converge in Monterey to take part in world-class education, networking with colleagues, and an exhibit hall filled with optometry's latest products and services!

Monterey Symposium 2020 is the place to share new tools and techniques and market your products and services directly to doctors of optometry and their staff.



PRESIDENTS' COUNCIL

The COA Presidents' Council meeting brings together the leadership of the 25 local optometric societies and students from the California colleges of optometry to discuss current issues facing local societies, COA, and the optometric profession.

The 2020 Presidents' Council planning committee will set the date and location of this meeting - details forthcoming.





OPTOWEST

\$7,000 package for all three regional meetings limited to 20 exhibitors!



HOUSE OF DELEGATES

\$1,000 6' exhibit table as an add-on to Optowest LA



MONTEREY SYMPOSIUM

\$1,650 standard 8'x10'
\$1,750 premium 8'x10'



Exhibits

Connect with hundreds of doctors of optometry, office managers, optometric staff and students. Show your commitment to the profession. Meet new customers and increase sales. Meet face-to-face with ODs who buy the products and services your company delivers. Multiple booths are available and booth configurations can be changed to accommodate special needs or requirements. Booth space is assigned using an established priority system.

Each Exhibitor receives:

- Face-to-face time with management level staff – the purchasing decision-makers
- Exclusive opportunity to introduce new products and services
- Unopposed exhibit time
- 24/7 visibility a complimentary listing of your company's name on the COA website and mobile app with a link to your company's website
- Inclusion in the conference on-site guides
- Four exhibitor registrations per booth for booth personnel
- Complimentary exhibit hall pass to distribute to your customers or potential clients

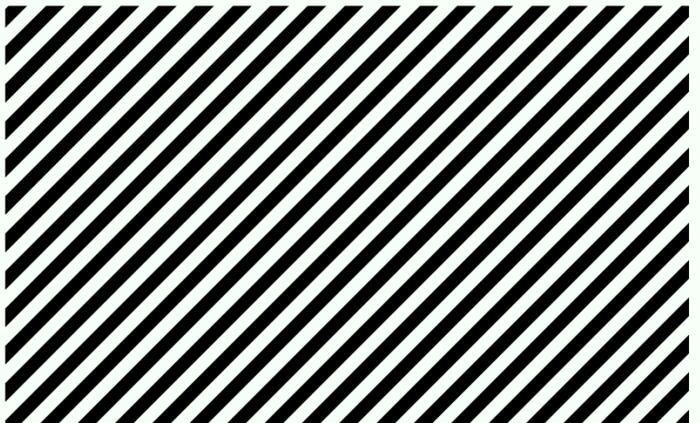
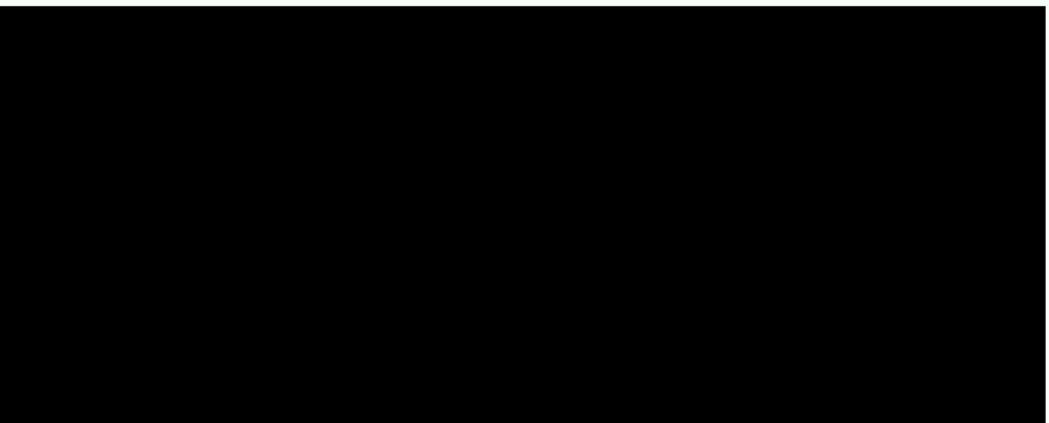


Sponsorship Packages

2020



Gone are the days of simply popping up a booth and waiting for the sales to come to you. Let COA help maximize your return on investment as an annual sponsor.



What We Offer

EXPOSURE

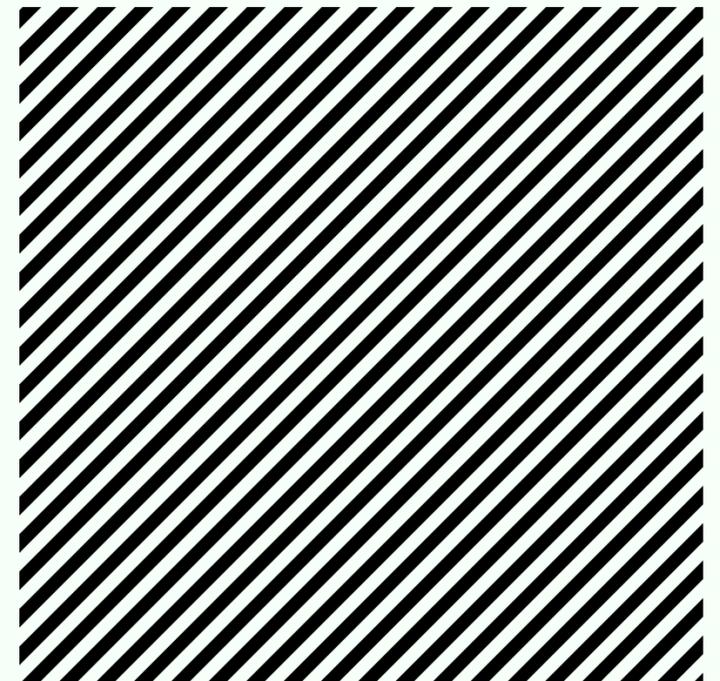
All annual sponsors receive exhibit opportunities at COA's four CE meetings held annually across the state.

CONNECTION

Reach the doctors that mean the most to you – through strategic advertising and presentation opportunities, COA can connect you to your target audience.

OPPORTUNITY

Working as a team, COA helps our partners achieve their goals for building traffic, leads, brand awareness and sales.



Standard Benefits

ALL COA ANNUAL SPONSORS RECIEVE THE FOLLOWING STANDARD BENEFITS:

EXHIBITS

Guaranteed exhibit space to showcase your product/service and company at the three Optowest regional conferences & Monterey Symposium.

BRANDING

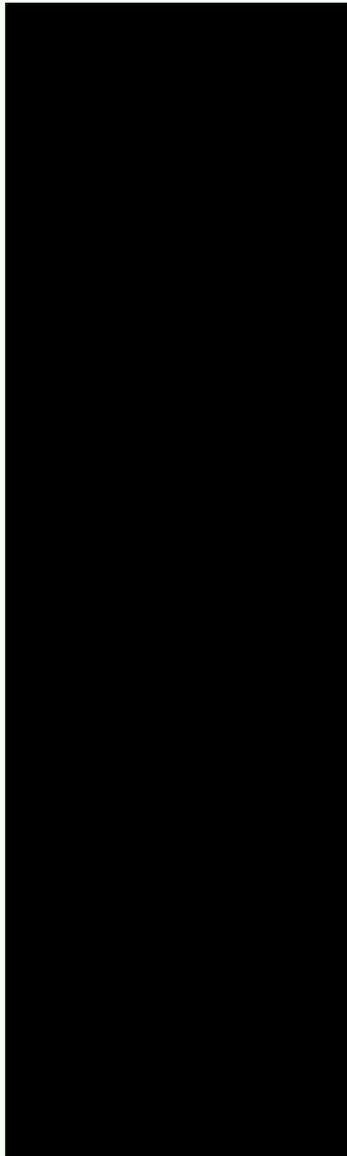
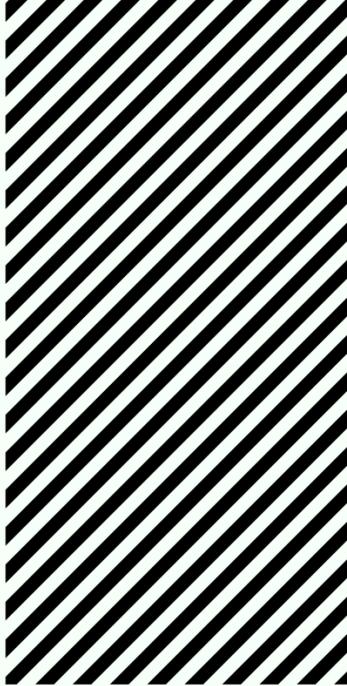
Website recognition and logo inclusion on all pre-event advertising and event signage, highlighting your support and increasing brand visibility.

TRAFFIC DRIVERS

Participation in the exhibitor passport program and inclusion of your marketing materials in all attendee bags to drive traffic to your booth.

CONTACTS

Pre & post attendee lists with full contact information to promote your company's products and services and to thank attendees.





Annual Partner Recognition



COA CHAMPION SUPPORTER
\$100K+ annual investment



GOLD SPONSOR
\$40K+ annual investment



SILVER SPONSOR
\$25K+ annual investment



BRONZE SPONSOR
\$15K+ annual investment



SUPPORTING SPONSOR
\$10K+ annual investment

COA CHAMPION SUPPORTER

THE CHAMPION SUPPORTER RECEIVES:

- Standard benefits
- Category exclusivity
- First right of refusal on new sponsorship opportunities
- Premium exhibit opportunities and sponsor recognition at all annual COA events, including the three Optowest regional conferences, House of Delegates, Legislative Day, Monterey Symposium, and Presidents' Council
- 3-minute speaking opportunity at a COA Board Meeting, House of Delegates and Presidents' Council
- Oversized conference signage at Monterey Symposium
- Prominently placed recognition on COA's website, www.coavision.org
- Full page, full color advertising with premium placement in all COA-produced materials, including conference brochures, on-site guides, and COA's OD Resource Guide
- Annual digital advertising package with premium and exclusive placement



GOLD SPONSOR

THE GOLD SPONSOR RECEIVES:

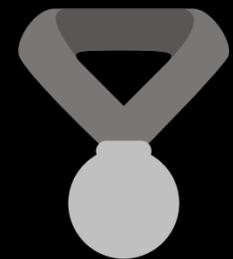
- Standard benefits
- Premium exhibit opportunities and sponsor recognition at all annual COA events, including the three Optowest regional conferences, House of Delegates, Legislative Day, Monterey Symposium, and Presidents' Council
- 3-minute speaking opportunity at a COA Board Meeting or Presidents' Council
- Oversized conference signage at Monterey Symposium
- Rotating tile on COA's website, www.coavision.org, recognizing annual support
- Full page, full color advertising with premium placement in all COA-produced materials, including conference brochures, on-site guides, and COA's OD Resource Guide
- Annual digital advertising package with premium placement



SILVER SPONSOR

THE SILVER SPONSOR RECEIVES:

- Standard benefits
- Premium exhibit opportunities and sponsor recognition at COA's annual CE meetings, including the three Optowest regional conferences and Monterey Symposium
- Oversized conference signage at Monterey Symposium
- Rotating tile on COA's website, www.coavision.org, recognizing annual support
- Full page, full color advertising with premium placement in the Monterey Symposium conference on-site guide and COA's OD Resource Guide
- Annual digital advertising package



BRONZE SPONSOR

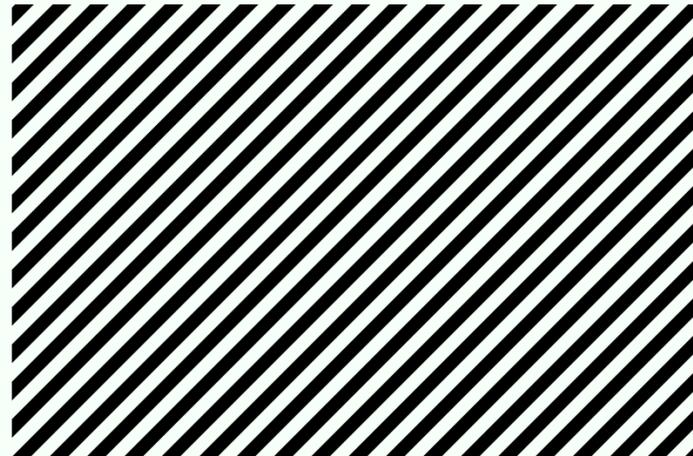
THE BRONZE SPONSOR RECEIVES:

- Standard benefits
- Premium exhibit opportunities and sponsor recognition at COA's annual CE meetings, including the three Optowest regional conferences and Monterey Symposium
- Rotating tile on COA's website, www.coavision.org, recognizing annual support
- Full page, full color advertising with premium placement in the Monterey Symposium conference on-site guide or COA's OD Resource Guide
- Annual digital advertising package



Speaking Opportunities

EDUCATION
PRESENTATION
DEMONSTRATION
CONNECTION

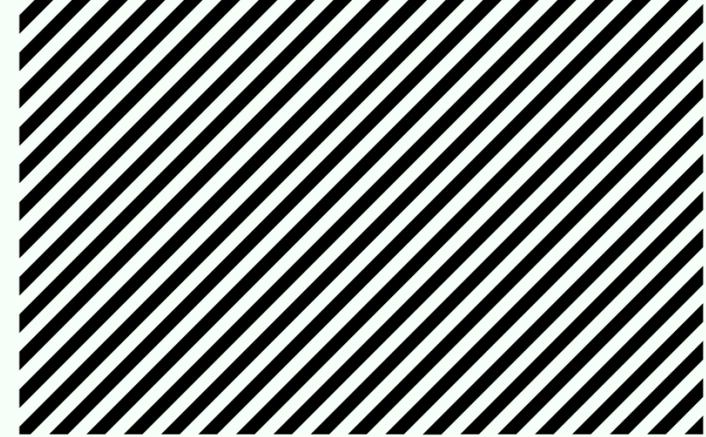


FOOD FOR THOUGHT

Sponsors can present an informational one-hour session focusing on new services and products while hosting a plated meal for a captive audience of up to 100 attendees.

THE FOOD FOR THOUGHT SPONSOR RECEIVES:

- Standard benefits - includes exhibit booth fee!
- All-inclusive food and AV expenses, taxes and tip for up to 100 guaranteed breakfast attendees or 50 guaranteed lunch or dinner attendees*
- Opportunity to network in an intimate environment
- Special signage outside of the classroom
- Promotional advertising in the conference registration brochure, on-site guide and on the conference website
- Session attendee list with full contact information
- Opportunity to distribute literature during session



\$11,000 PER CONFERENCE
\$8,500 AS A PARTNER ENHANCEMENT

Availability at Optowest regional conferences,
House of Delegates & Monterey Symposium



POP-UP TALK SERIES

Opportunity to bring your expert knowledge directly to doctors during conference breaks. Curate series programming, deliver original content, and provide your own speakers.

THE POP-UP SERIES SPONSOR RECEIVES:

- Standard benefits - includes exhibit booth fee!
- Exclusive, unopposed, and brand new education series*
- Ability to hold up to 3 concurrent 30-minute sessions - 150-doctor total captive audience
- Sponsor acknowledgement in all pre-event and on-site promotional advertising (printed and digital)
- Conference signage promoting the Pop-Up Series and recognizing your company's support
- Opportunity to distribute literature during sessions

*Series to be educational in nature; not for CE. Speaker expenses not included. Schedule subject to change

\$9,150 PER CONFERENCE (up to 3 sessions)
\$3,000 PER STAND-ALONE SESSION AS
A PARTNER ENHANCEMENT (if available)

Availability at Monterey Symposium

EXHIBIT HALL SHOWCASE

Do you have a product or service you just need to show off? Our 50-person showcase theater in the exhibit hall is perfect for product demos, examination, expert panels, focus groups, and really anything cool!

THE SHOWCASE SPONSOR RECEIVES:

- Standard benefits - includes exhibit booth fee!
- Exclusive, brand new exhibit hall theater*
- Ability to host up to four 30-minute sessions each day - 400-doctor total captive audience
- Sponsor acknowledgement in all pre-event and on-site promotional advertising (printed and digital)
- Conference signage promoting the Showcase Series and recognizing your company's support
- Opportunity to distribute literature during sessions

*Series to be promotional in nature; not for CE. Speaker expenses not included. Schedule subject to change

Availability at
the Monterey
Symposium

\$5,000 PER CONFERENCE
\$3,350 AS A PARTNER
ENHANCEMENT

Reception Sponsorships

■ WELCOME RECEPTIONS

Sponsor the House of Delegates, Legislative Day or Monterey Symposium evening receptions – a chance for attendees to network and mingle while enjoying entertainment, heavy appetizers and refreshments. Exclusive opportunity at each event.

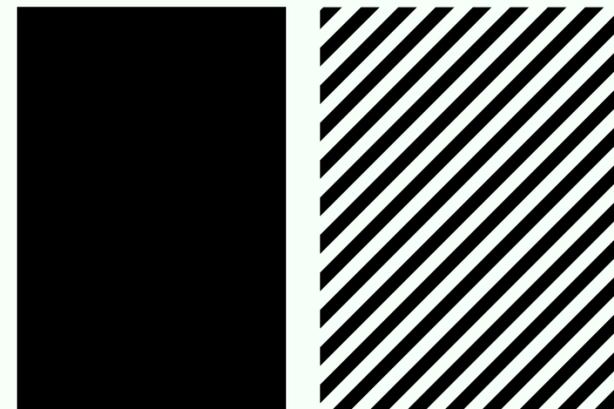
**\$10,000 PER CONFERENCE
\$7,500 AS A PARTNER ENHANCEMENT**

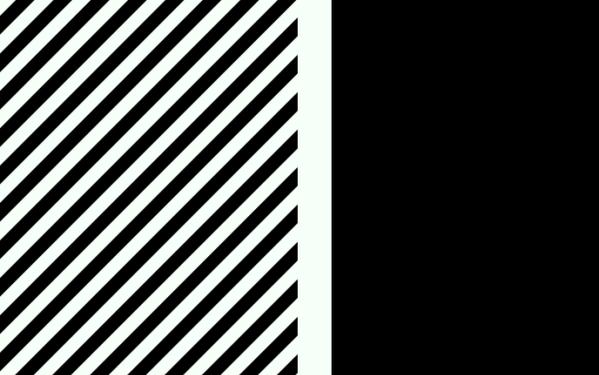
■ SPECIALTY RECEPTIONS

Celebrate optometry in 2020 by sponsoring a specialty reception at the Monterey Symposium – a perfect opportunity to bring together like-minded ODs. Great for:

- alumni gatherings
- industry groups
- buyers & sellers
- specialty doctors

**PRICING VARIES – CONTACT US
TO DISCUSS OPTIONS & AVAILABILITY**





More Opportunities to Connect

■ **LOW VISION SECTION**

Established in 2009, the Low Vision Rehabilitation Section (LVRS) seeks to improve the quality of low vision rehabilitation services provided to the public and promote the professional development of COA member optometrists. This group meets annually to discuss the latest trends and innovations in rehabilitative care.

**SPONSORSHIPS FOR THESE OPPORTUNITIES
STARTING AT \$1,000**

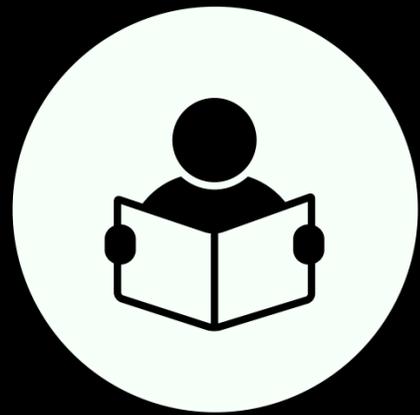
■ **SPEAKERS' BREAKFAST**

Sponsor this breakfast at HOD to have the opportunity to connect with 65+ current and past society presidents and presidents-elect.

■ **PAST PRESIDENTS' LUNCHEON**

All past presidents of COA are invited to this annual special event. Sponsor this luncheon to have the chance to interface with this esteemed group.

Support the Future of Optometry



STUDENTS

Connect with over 1,200 optometry students who plan to practice in California.



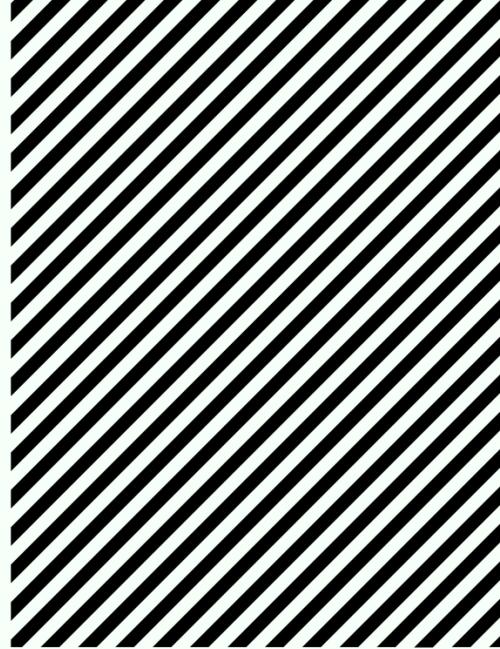
NEW GRADS

Be a resource to new graduates as they launch their optometric careers.



YOUNG ODs

Support younger ODs by providing networking and learning opportunities.



Young OD Sponsorships



SOCIAL & FUN

- Local Society events
- BBQs & Picnics
- Top Golf or bowling
- Beer-tasting & more!



JOBS & CAREER

- New modes of practice
- Connecting buyers & sellers
- Mentorship programs
- Financial fitness



ADVOCACY & EDUCATION

- Travel Grants
- Round tables
- Small Group dinners
- Experiential learning

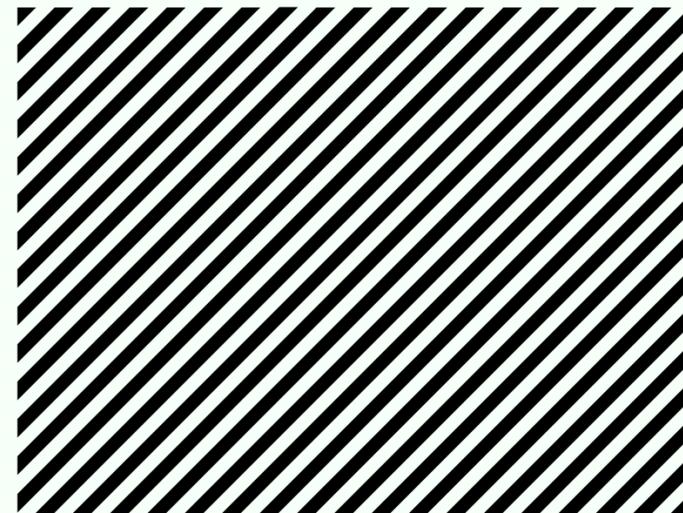
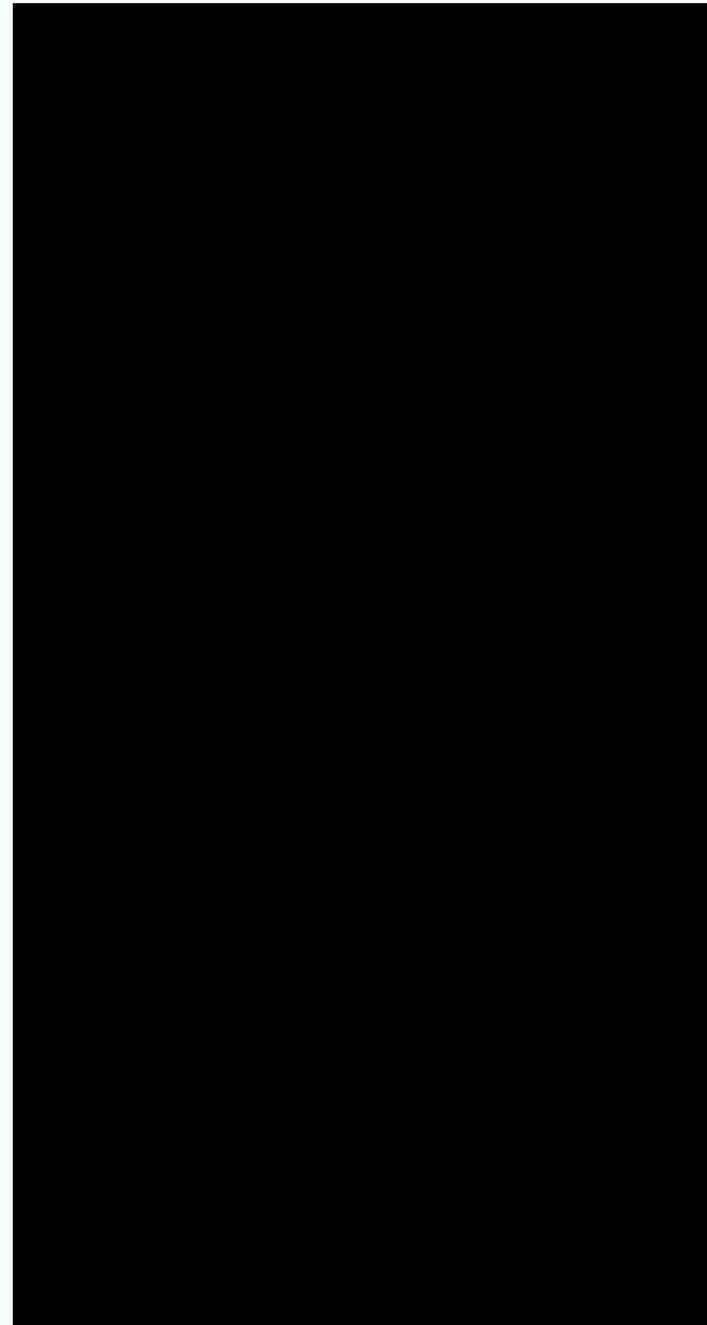
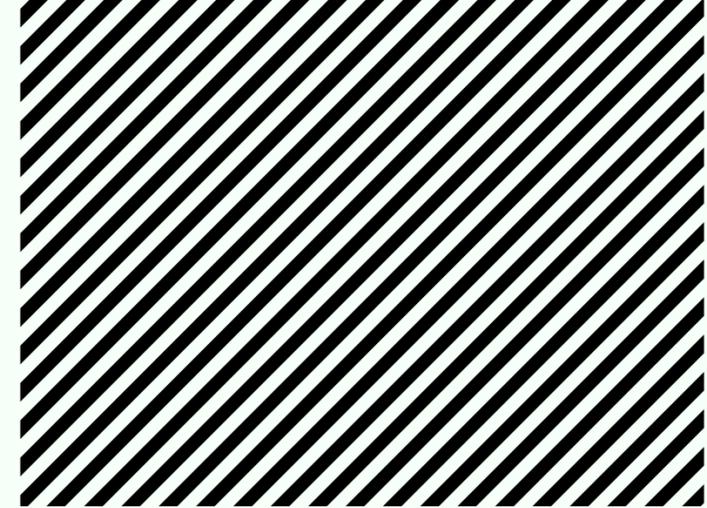
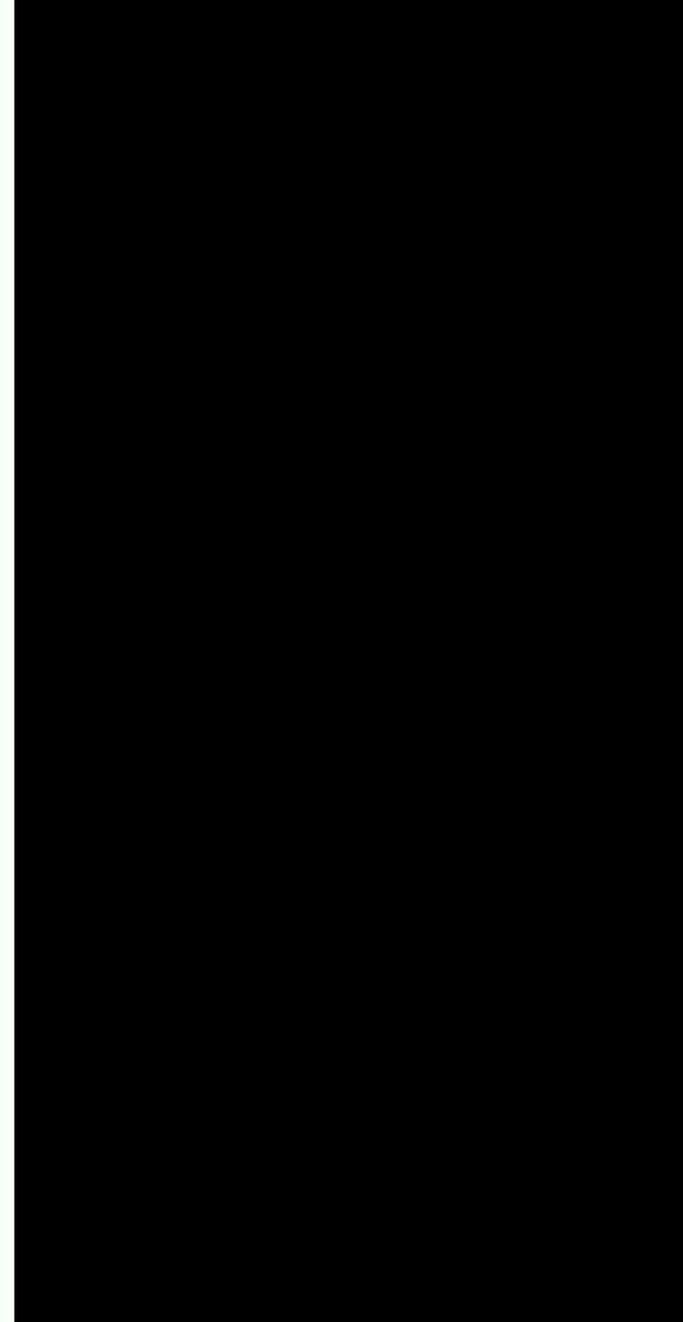
PLEASE CONTACT US TO DEVELOP A MUTUALLY-BENEFICIAL PROGRAM!
SPONSORSHIPS FOR STUDENT-NEW-GRAD-YOUNG OD OPPORTUNITIES STARTING AT \$1,000

2020

Branding and Visibility

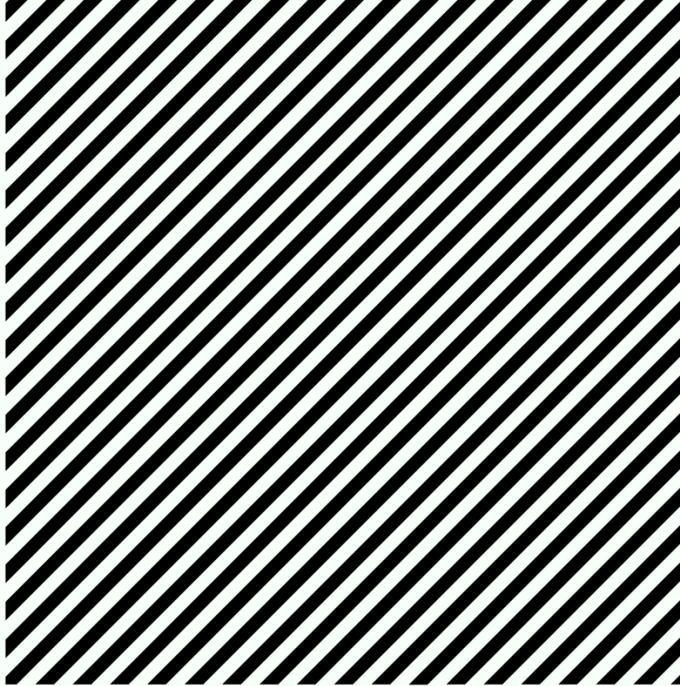


COA



COFFEE SPONSOR

Sponsor the coffee stations provided to all attendees as they arrive. Everyone will appreciate the caffeinating boost – courtesy of your company – before a packed day begins. Your company will be provided an opportunity to display your brand in a high-traffic area. One opportunity available each full day of each conference.



THE COFFEE SPONSOR RECEIVES:

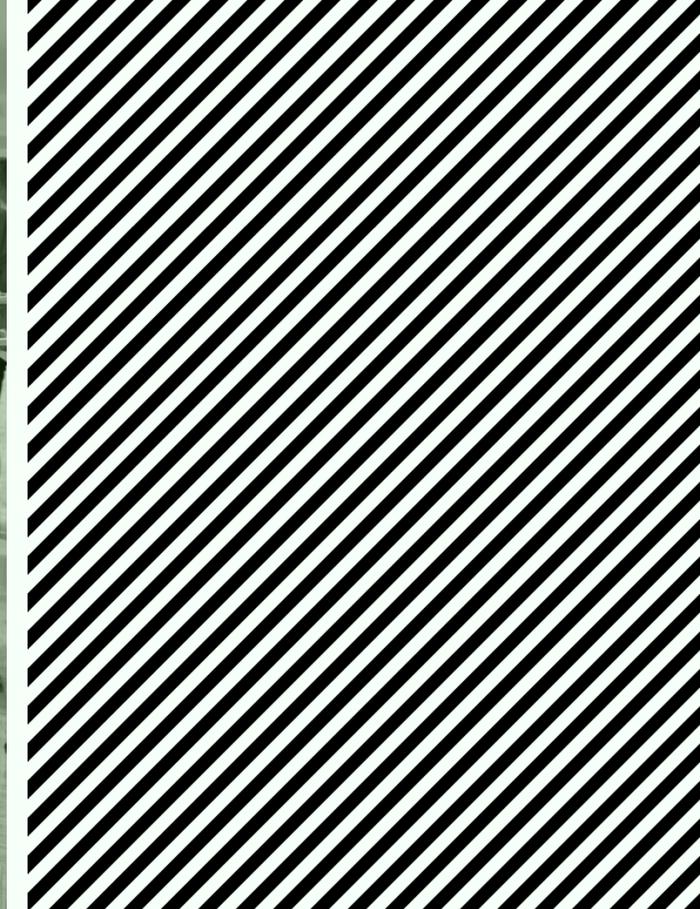
- Standard benefits
- Recognition in the conference on-site guide
- Prominently placed signage recognizing sponsorship of complimentary coffee station
- Company-branded cups, sleeves or napkins
- Opportunity to serve attendees

\$5,000 PER CONFERENCE
\$2,500 AS A PARTNER ENHANCEMENT

Availability at Optowest regional conferences,
House of Delegates & Monterey Symposium

GIVE ME A BREAK!

Be known as the company that provides an assortment of snacks and refreshments for conference attendees to enjoy while they break from courses and network with colleagues and vendors. Conference break sponsors are provided an opportunity to display your brand in a high traffic area. One opportunity available each day of each conference.



THE SNACK BREAK SPONSOR RECEIVES:

- Standard benefits
- Recognition in the conference on-site guide
- Prominently placed signage recognizing sponsorship of the snack break
- Company-branded packaging or napkins
- Opportunity to serve attendees

Availability at Optowest regional conferences, & Monterey Symposium

\$5,000 PER CONFERENCE
\$2,500 AS A PARTNER ENHANCEMENT

LUNCH SPONSOR

Everyone needs to eat! All attendees who register for the full conference will receive lunch courtesy of you! Be the company that provides that afternoon pick me up while visiting the exhibit hall. Lunch sponsors are provided an opportunity to display your brand in a high-traffic area. One opportunity available each full day of each conference.



THE LUNCH SPONSOR RECEIVES:

- Standard benefits
- Recognition in the conference on-site guide
- Prominently placed signage recognizing sponsorship of complimentary lunch
- Branded lunch vouchers with your company logo distributed to all attendees
- Company-branded packaging or napkins
- Opportunity to serve attendees

Availability at Optowest regional conferences, & Monterey Symposium

\$6,000 PER CONFERENCE
\$3,500 AS A PARTNER ENHANCEMENT

Premium Branded Items

\$2,500
enhancements

ANNUAL SPONSORS HAVE FIRST RIGHT OF
REFUSAL TO ADD-ON PARTNER ENHANCEMENTS.
ALL ENHANCEMENTS ARE PRICED PER MEETING.



CONFERENCE BAGS

These practical tote bags are presented to all attendees and are the perfect size to carry brochures, documents and notebooks. Previous attendees report using their bags years after attending the events, extending your visibility well beyond the days of the conference.

NAME BADGE LANYARDS

An effective and low-cost way to raise the profile of your company during the conference, sponsorship of the name badge lanyards provides the opportunity for all attendees to showcase your company.

HOTEL KEYCARDS

Upon check-in, conference hotel guests will receive a custom-designed keycard imprinted with your company's design, logo, message and contact information.

CONFERENCE PENS

Conference pens are appreciated by all attendees. Destined for their desk following the conference, your messaging continues beyond the event. The pens are conveniently handed out at registration.



MEETING NOTEPADS

Sponsor this item and have your logo printed on each conference notepad distributed to all attendees. These items are used long after the conference and are always an attendee favorite.



HOTEL ROOM DROPS

Your promotional materials, special event invitations, samples or booth traffic-building coupons will be delivered directly to hotel rooms of meeting attendees during peak nights. Room drops are convenient, provide flexible messaging and are a cost-effective exhibitor marketing tool, off-site of expo and free of advertising competition.



Premium Branded Items

\$1,500 enhancements

ANNUAL SPONSORS HAVE FIRST RIGHT OF REFUSAL TO ADD-ON PARTNER ENHANCEMENTS. ALL ENHANCEMENTS ARE PRICED PER MEETING.

MONTEREY SYMPOSIUM

Signage Opportunities

MONTEREY CONFERENCE CENTER



2020



EXTERIOR MESH BANNERS

Full coverage of three large stainless mesh panels at entrance with full color printed banners. Banners to be 149" wide x 216" high.

**\$10,000 FOR ALL 3
\$3,750 INDIVIDUALLY**



1ST LEVEL INTERIOR COLUMNS

Graphics to be applied to interior columns at 1st floor entrance of Conference Center. Size of graphics to be 30" wide x 60" high.

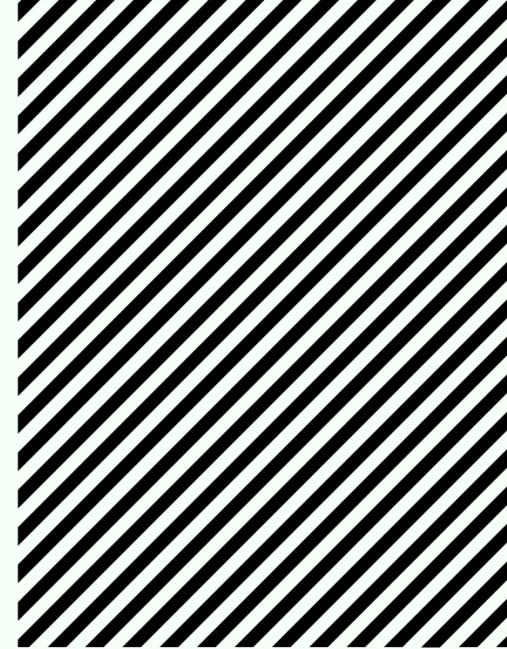
**\$1,500 FOR 3
COLUMN SIGNS**



1ST LEVEL WALL PARTITIONS

Graphics to be applied to interior wall partitions at 1st floor entrance. Size of graphics to be 60" wide x 48" high.

**\$2,000 FOR 5
PARTITION SIGNS**





1ST LEVEL WALL GRAPHIC

Graphic to be applied to interior wall at main entrance, 1st floor of Conference Center. Size of graphic to be 450" wide x 78.5" high.

\$7,500



ELEVATOR DOOR WRAPS

Graphic to be applied to choice of interior or exterior of elevator doors (or both). Size of doors are 48" wide x 84" high. Priced per set of 3 doors.

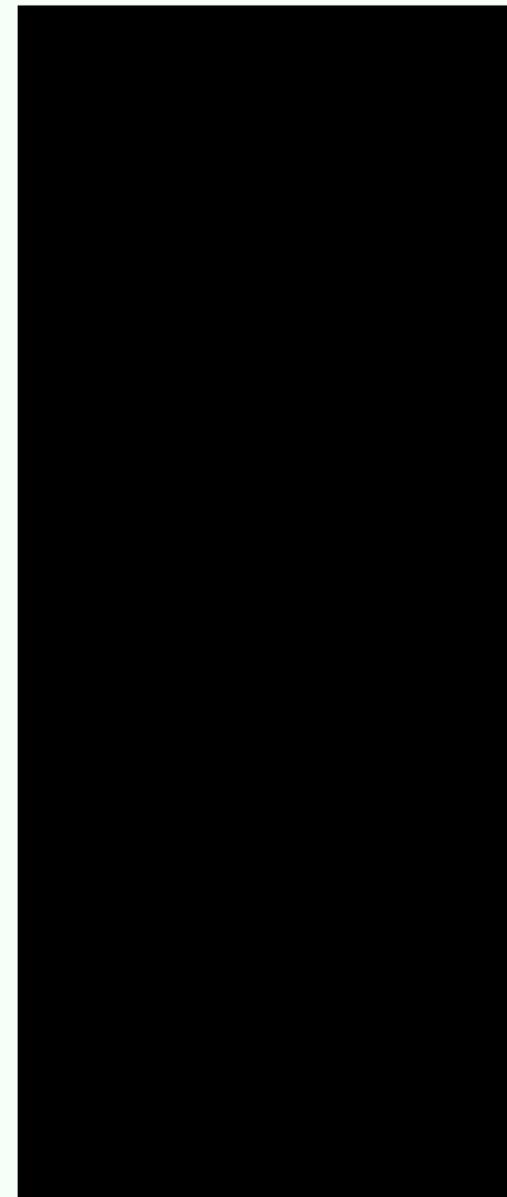
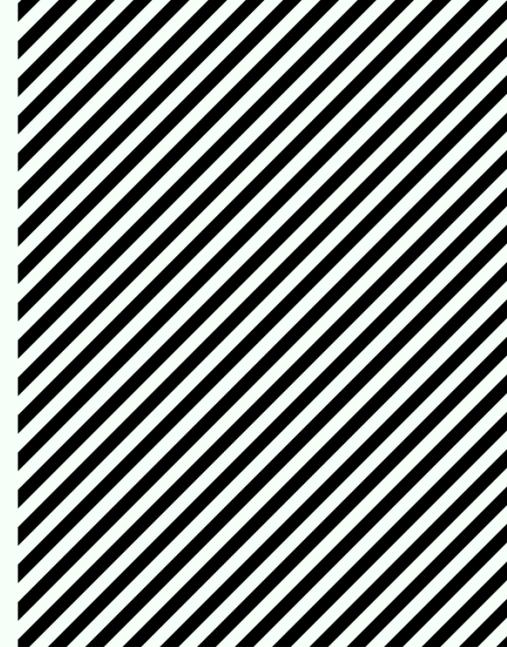
**\$3,000 PER SET
OF 3 ELEVATORS**



EXHIBIT HALL BANNERS

Double-sided fabric banners to hang from ceiling. Size of banners to be 60" wide x 60" high. Priced per banner. There are many locations available.

\$1,500 PER LOCATION





1ST LEVEL STAIRWAY WRAP

Full color adhesive vinyl graphic with matte finish to be applied to face of each stair step from 1st floor to the Mezzanine Level.

\$5,000



MEZZANINE LEVEL BANNERS

Banners to hang from ceiling directly over wall, Mezzanine level of Conference Center. Size of banners to be 120" wide x 120" high. Three locations available.

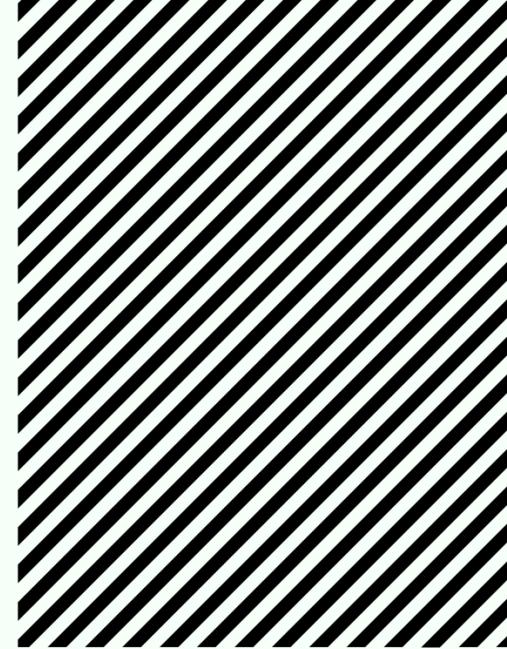
\$2,500 PER BANNER



2ND LEVEL WINDOW GRAPHIC

Graphics to be applied to interior glass partition overlooking the Mezzanine Level. Size of graphic to be one continuous graphic 252" wide x 41" high.

\$3,000



2020

COA EVENT TIMELINE



HOUSE OF DELEGATES
February 21-22 | Los Angeles

OPTOWEST SOUTH
February 23 | Los Angeles

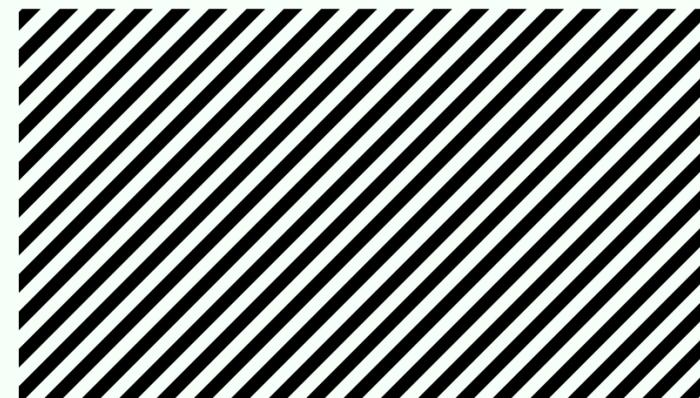
OPTOWEST NORTH
March 15 | Santa Clara

LEGISLATIVE DAY
April 22 | Sacramento

OPTOWEST CENTRAL
April 26 | Sacramento

PRESIDENTS' COUNCIL
TBD

MONTEREY SYMPOSIUM
November 5-8 | Monterey





Let's Talk

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Thank you!



WE APPRECIATE YOUR SUPPORT!
WE'RE EXCITED TO WORK WITH YOU IN 2020.

