

A FOCUSED VISION

SPONSOR · EXHIBIT · ADVERTISE



2019 PARTNERSHIP OPPORTUNITIES

THE CALIFORNIA OPTOMETRIC ASSOCIATION

ABOUT COA

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.

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

Vision Statement: The vision of the California Optometric Association is that all Californians utilize a doctor of optometry as their primary eye care provider, collaborating in their overall health care.



LEGISLATIVE ACTION

COA aggressively represents the interests of all California doctors of optometry at the State Capitol, before regulatory agencies and in the courts, to take advantage of opportunities and to oppose threats to the practice of optometry and patient access to optometric services.

Thanks to our efforts in 2017, doctors of optometry are now able to use new, non-invasive drugs, technologies and medical devices. This increases patient convenience and revenue opportunity.

COA is currently working with insurance companies and physician groups to integrate optometry in more health systems so optometrists will be paid for providing medical eye care to more Californians. The response continues to be significant and very positive.

Consider these “wins” for the field of optometry:

- Ability to use diagnostic pharmaceutical agents
- Treatment of eye disease through therapeutic pharmaceutical agents
- Ability to treat glaucoma
- Optometrists’ ability to exercise independent judgment with strict limits on corporate influence
- Prompt payment rules for health plans

Each of the above practice rights is a direct result of COA’s legislative, regulatory and litigation advocacy.



LOCAL SOCIETIES

COA is comprised of 25 local societies:

Alameda/Contra Costa Optometric Society

Cahuilla Optometric Society

Central California Optometric Society

Golden Empire Optometric Society

Humboldt-Del Norte Optometric Society

Imperial County Optometric Society

Inland Empire Optometric Society

Kern County Optometric Society

Los Angeles County Optometric Society

Mojave Desert Optometric Society

Monterey Bay Optometric Society

Orange County Optometric Society

Redwood Empire Optometric Society

Rio Hondo Optometric Society

Sacramento Valley Optometric Society

San Diego County Optometric Society

San Fernando Valley Optometric Society

San Francisco Optometric Society

San Gabriel Valley Optometric Society

San Joaquin Optometric Society

San Mateo County Optometric Society

Santa Clara County Optometric Society

South Bay Optometric Society

Tri-County Optometric Society

Tulare-Kings Counties Optometric Society



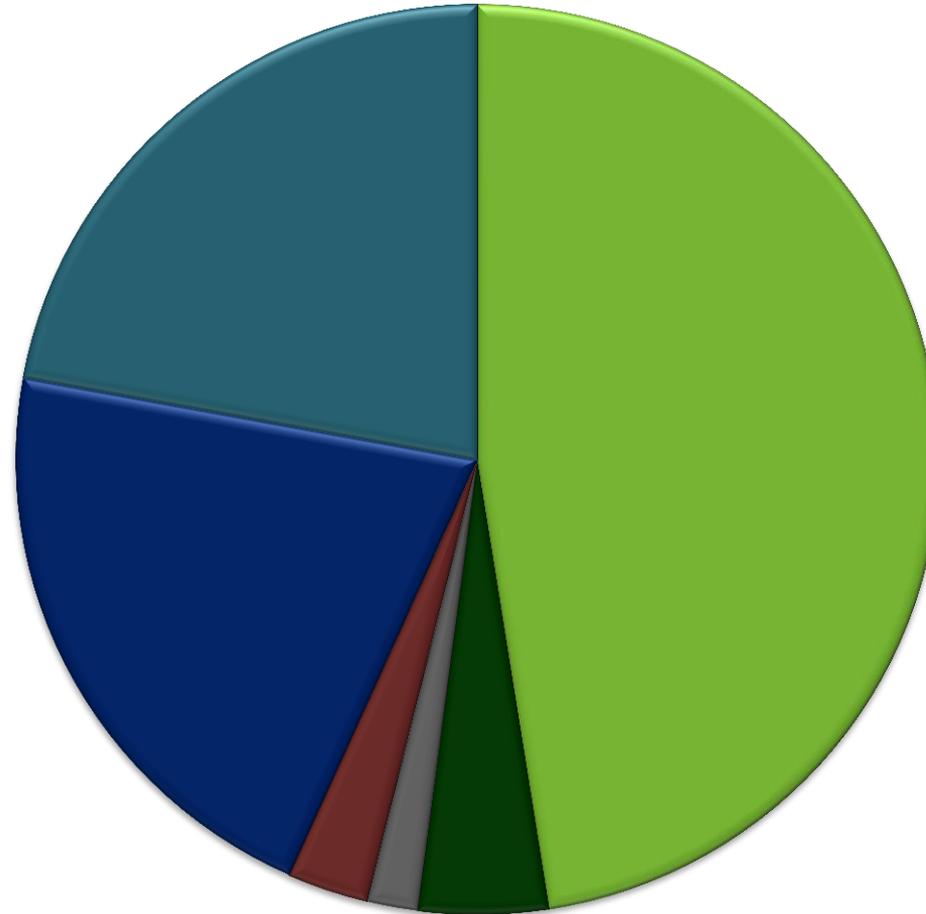


THE DEMOGRAPHICS

COA MEMBERSHIP

COA membership is comprised of 4,906 members, of which 2,682 are California licensed doctors of optometry, 1,178 are students, and 1,046 are paraoptometric staff.

Membership is tripartite; COA Members are also members of the American Optometric Association and their local society.

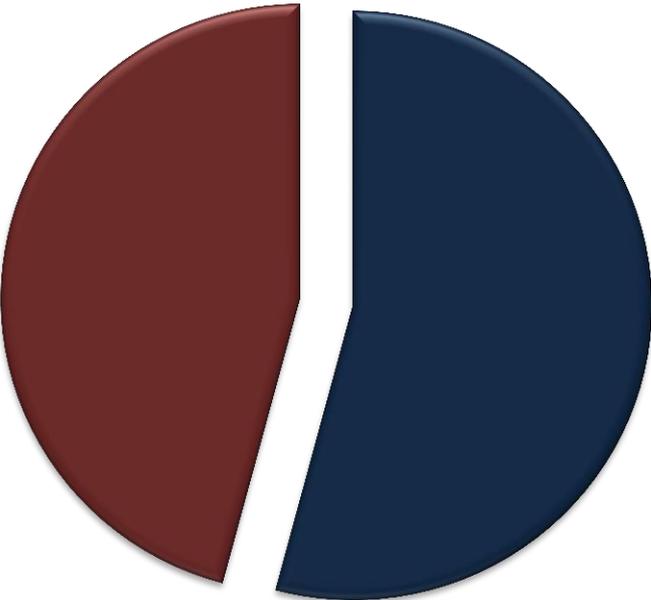


- Full Members
- Partial Practice
- Educator/Faculty
- Retired
- Students
- Staff

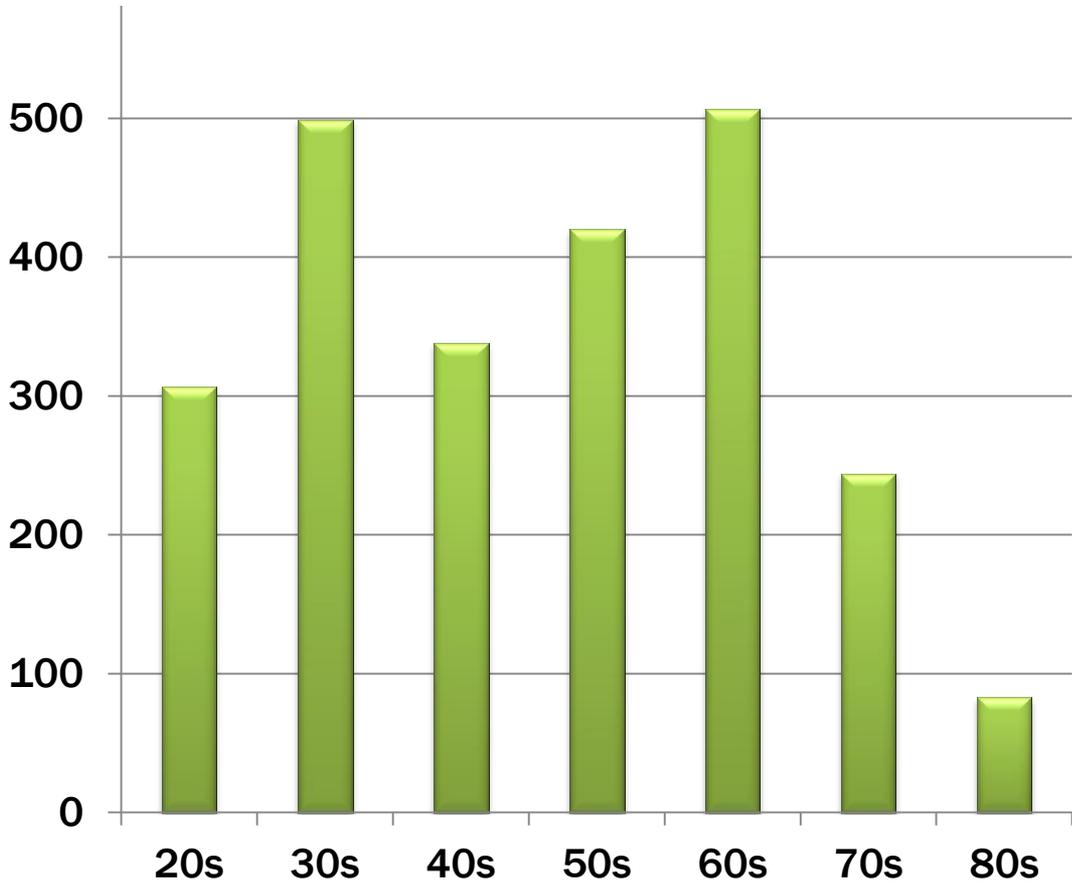


*COA membership as of December, 2017

OD MEMBER SNAPSHOT



■ 54% Male
■ 46% Female



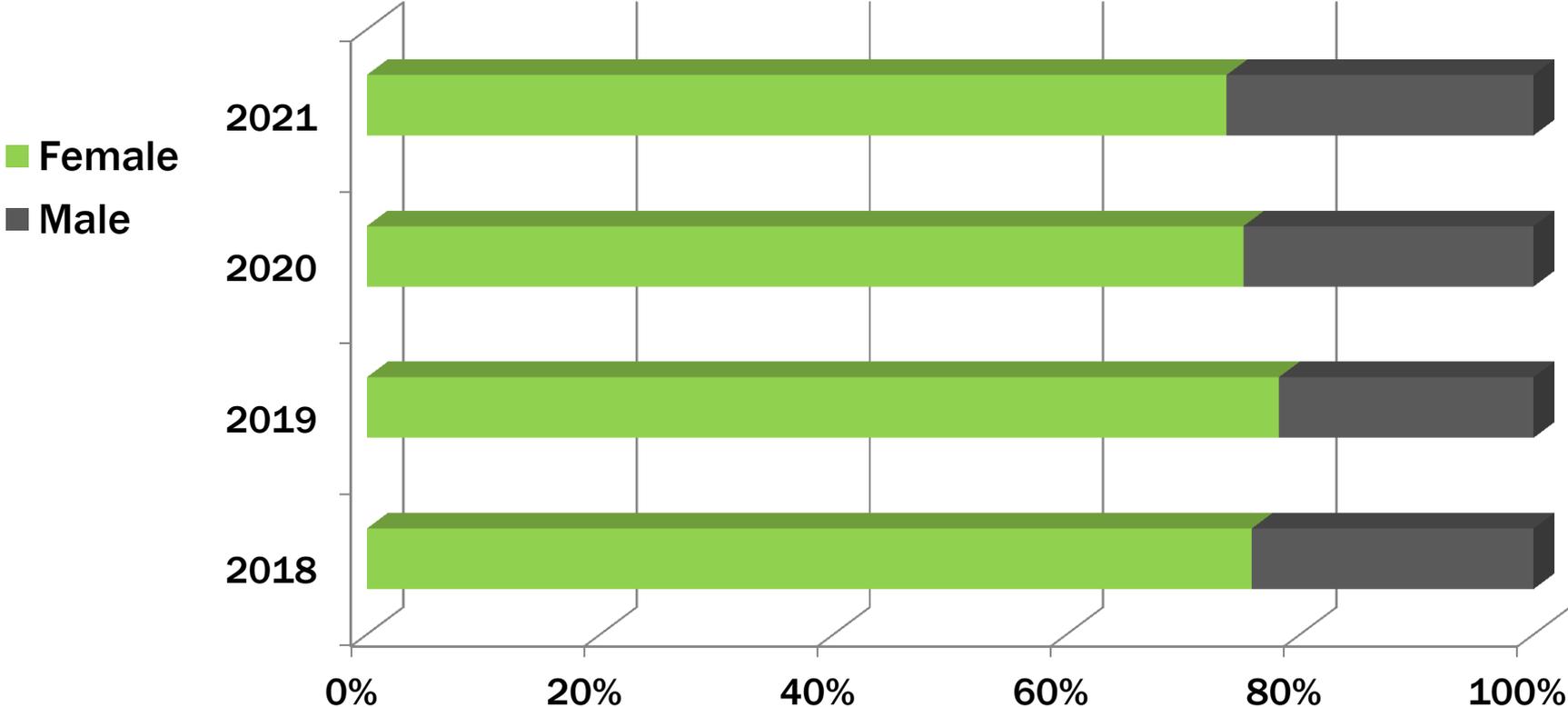
Membership by Age



*COA membership as of December, 2017



STUDENT MEMBERS



Students by Gender and Graduation Year
1,178 Current Student Members

*COA membership as of December, 2017





ENGAGING EVENTS

OPTOWEST 2019

The California Optometric Association's Optowest, the premier conference created by eye care professionals for eye care professionals, will be offered as three regional meetings in 2019, under a one-day format at each location.

120-200 attendees are expected at each regional conference. Let COA help maximize your return on investment as an Optowest regional conference sponsor. All sponsors will receive exposure at all regional conferences.



San Francisco - March 3



Sacramento - April 7



Anaheim - May 19



HOUSE OF DELEGATES

COA is governed by a 10-member board of trustees and the House of Delegates (HOD). 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. Delegates meet at this annual meeting to:

- Debate and vote on COA policy resolutions and bylaws amendments
- Adopt the COA budget
- Elect COA's officers and trustees



The 2019 COA House of Delegates will meet March 1-2, 2019, prior to Optowest San Francisco.



LEGISLATIVE DAY

COA's collective voice will make an impact in Sacramento on April 10, 2019, 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.



MONTEREY SYMPOSIUM

COA will host its 2019 Monterey Symposium November 15-17, at the newly-renovated Monterey Marriott Hotel and Conference Center.

MONTEREY SYMPOSIUM

Over 600 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!

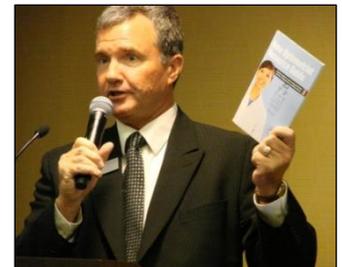
Monterey Symposium 2019 is the place to share new tools and techniques and market your products and services directly to doctors of optometry and their staff.



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, concluding with the development of relevant recommendations for the COA Board of Trustees.

Presidents' Council 2019 date and location TBD.





INVEST IN OPTOMETRY

STANDARD BENEFITS

Let COA help maximize your return on investment as an annual sponsor. Gone are the days of simply popping up a booth and waiting for the sales to come to you. Working as a team, COA helps our partners achieve their goals for building traffic, leads, brand awareness and sales.

All COA sponsors receive these **standard benefits**:

- Guaranteed exhibit space to showcase your product/service and company
- Participation in exhibitor passport program to drive traffic to your booth
- Inclusion of your company-provided printed brochure, flyer or small item in attendee registration bags
- Website recognition with logo & link to your company website
- Inclusion in all pre-event advertising (printed and digital) to highlight your company's participation and support
- Your company logo on all event signage showing support and increasing visibility
- Pre & post attendee lists with full contact information to promote your company's products and services and to thank attendees
- Inclusion in COA 'thank you' advertising following each event
- 'Thank You' mention during program to raise awareness of your support



CHAMPION SUPPORTER

The Champion Supporter receives:

- **Standard benefits**
- **Category exclusivity**
- **Exhibit opportunities and sponsor recognition at all annual COA events, including Optowest regional conferences, House of Delegates, Legislative Days, Monterey Symposium, and Legislative Day**
- **3-minute presentation at a COA Board Meeting, Presidents' Council and House of Delegates**
- **Prominently placed recognition on COA's website, www.coavision.org, for one year**
- **Full page, full color ad with premium placement in COA conference brochures and on-site conference guides**
- **Annual digital advertising package with premium and exclusive placement**



\$100,000+ ANNUAL INVESTMENT

PLATINUM SPONSOR

The Platinum Sponsor receives:

- **Standard benefits**
- Exhibit opportunities and sponsor recognition at all annual COA events, including House of Delegates and Presidents' Council
- 3-minute presentation at a COA Board Meeting
- Full-page, full-color ad in the Monterey Symposium registration brochure and on-site guides
- Recognition on all OptoWest promotional materials
- Annual digital advertising package with premium placement



\$50,000 ANNUAL INVESTMENT

GOLD SPONSOR

The Gold Sponsor receives:

- **Standard benefits**
- **Exhibit opportunities and sponsor recognition at all annual COA events, including House of Delegates and Presidents' Council**
- **Full-page, full-color ad in the Monterey Symposium registration brochure and on-site guides**
- **Recognition on all OptoWest promotional materials**
- **Annual digital advertising package**

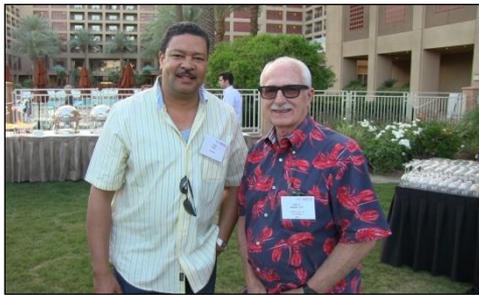


\$35,000 ANNUAL INVESTMENT

SILVER SPONSOR

The Silver Sponsor receives:

- **Standard benefits**
- **Exhibit opportunities at COA's OptoWest Regional Conferences and Monterey Symposium**
- **Full-page, full-color ad in the Monterey Symposium on-site guide**
- **Annual digital advertising package**



\$20,000 ANNUAL INVESTMENT

BRONZE SPONSOR

The Bronze Sponsor receives:

- Standard benefits
- Exhibit opportunities at COA's OptoWest Regional Conferences and Monterey Symposium
- Annual digital advertising package



\$15,000 ANNUAL INVESTMENT



PREMIUM BRANDING

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.

The Conference Tote Bag Sponsor receives:

- Standard benefits
- Your company logo, phone number and website printed on each bag



\$5,000 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

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.

The Name Badge Lanyard Sponsor receives:

- Standard benefits
- Your company logo, phone number and website printed on each name badge lanyard



\$5,000 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

AISLE SIGNAGE

Everyone has to look at the aisle signs to navigate around the exhibit hall. Make sure your company logo and message is there along with it! Exclusive opportunity.

The Aisle Sign Sponsor receives:

- **Standard** benefits
- Your company design and logo on each exhibit hall aisle sign



\$5,000 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

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.

The Hotel Keycard Sponsor receives:

- **Standard benefits**
- **Custom-designed keycard distributed to all conference hotel guests**



\$5,000 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

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.

The Conference Pen Sponsor receives:

- Standard benefits
- Your company logo, phone number and website printed on each pen (as space allows)



\$5,000 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

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.

The Meeting Notepad Sponsor receives:

- **Standard benefits**
- Your company logo, phone number and website printed on each notepad
- Distribution via attendee registration bags and in each classroom



\$3,500 PER CONFERENCE

\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT



MAKE CONNECTIONS

CONFERENCE EXHIBITOR

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
- Pre & post attendee lists with full contact information to promote your company's products and services and to showcase specials and encourage decision-makers to stop by your booth
- Four exhibitor registrations per booth for booth personnel
- Complimentary exhibit hall pass to distribute to your customers or potential clients



MONTEREY SYMPOSIUM

\$1,650 - 8'x10' Standard

\$1,750 - 8'x10' Premium

OPTOWEST REGIONAL CONFERENCES

\$7,000 - Premier Sponsor & Exhibitor

Limited to 20 sponsors – includes all 3 regional meetings

FOOD FOR THOUGHT

Sponsors can present an informational one-hour session focusing on new services and products while hosting a hot breakfast for a captive audience of 100 or more attendees, or a plated lunch or dinner for 50 or more attendees.

The Food For Thought Sponsor receives:

- **Standard benefits**
- **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**

*Speaker expenses not included. Attendance can be limited to guaranteed attendees, or sponsor can opt to pay per person for additional attendees. Limited to 2 breakfasts, 1 lunch and 1 dinner per day of each conference.



\$11,000 PER CONFERENCE

\$8,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

RECEPTION SPONSOR

Sponsor the Monterey Symposium or House of Delegates evening reception – a chance for attendees to network and mingle while enjoying entertainment, heavy appetizers and refreshments. Complimentary drink tickets with your company logo will be distributed to and appreciated by all attendees. Exclusive Opportunity.

The **Welcome Reception Sponsor** receives:

- **Standard** benefits
- Half-page, full-color ad promoting the Welcome Reception and recognizing your sponsorship in the conference on-site guide
- Branded beverage tickets with your company logo to be distributed to each reception attendee
- High-profile signage highlighting your sponsorship of the Conference Reception



\$10,000 PER CONFERENCE

\$7,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

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



\$5,000 PER CONFERENCE

\$3,000 PER CONFERENCE AS A PARTNER ENHANCEMENT

GIVE ME A BREAK

Be known as the company that provides an assortment of snacks and refreshments for conference attendees to enjoy while they attend courses, peruse the exhibit hall 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 Education Break Sponsor receives:

- **Standard benefits**
- **Opportunity to distribute tabletop marketing collateral**
- **Prominently placed signage recognizing sponsorship of educational break and complimentary refreshments**



\$5,000 PER CONFERENCE

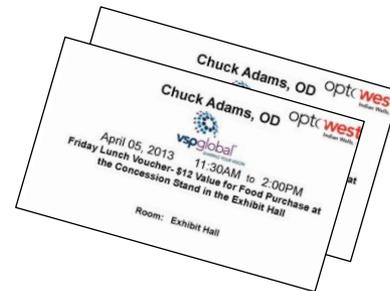
\$3,000 PER CONFERENCE AS A PARTNER ENHANCEMENT

LUNCH SPONSOR

Everyone needs to eat! All doctors of optometry and paraoptometrists 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**
- **Branded lunch vouchers with your company logo distributed to each full conference attendee and recognition in the conference on-site guide**
- **Prominently placed signage recognizing sponsorship of complimentary lunch**



\$6,000 PER CONFERENCE

\$3,500 PER CONFERENCE AS A PARTNER ENHANCEMENT



DRIVE TRAFFIC

HOTEL ROOM DROPS

Your promotional materials, welcome packets, press releases, welcome or good night gifts, special event invitations, samples and 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.

\$1,500 PER CONFERENCE

ATTENDEE BAG INSERT

Maximize a unique opportunity to position your company's services and products by inviting everyone who attends to your booth. You provide 800 printed brochures, flyers or small items and they will be distributed to all attendees at registration!

\$250 PER CONFERENCE



PASSPORT PROGRAM

The passport program is a great way to drive traffic to your booth and increase brand awareness. The passport will include participating sponsors' company name, logo & booth number. This traffic building activity is easy and simple to follow. As attendees walk the show floor, they will stop by participating passport sponsor booths and receive a stamp from you on their exhibitor passport. Attendees completing the passport are eligible to win great prizes, so they will be sure to stop by at your booth! Limited to 30 exhibitors.

\$150 PER CONFERENCE

RAFFLE SPONSOR

The Exhibit Hall Raffle is a fantastic and inexpensive way to gather leads on a large scale while generating increased booth traffic! We are accepting 12 raffle prizes per conference; six prizes will be raffled off each day the exhibit hall is open.

DONATION OF ITEM VALUED \$250 OR MORE PER CONFERENCE



CONFERENCE SIGNAGE

What's the first thing attendees see as they enter the exhibit area? Well, it should be YOUR banner. Put your company name and logo front and center when you sponsor expansive hanging banners. Multiple opportunities available.

\$2,000 PER CONFERENCE





STRATEGIC ADVERTISING

DIGITAL AD PACKAGES

California Optometric Association (COA) is California's largest and oldest organized community for optometrists. COA publishes targeted content on a monthly basis, which is read by a diverse range of optometrists, including those who own their own practice, doctors in partnerships, optometrists who are employed, paraoptometric staff, educators, administrators and students.

Digital Advertising Options:

SIZE	POSITION	12 mo.	6 mo.	3 mo.
1065 x 132	Leaderboard	\$6,000	\$4,000	\$2,500
728 x 90	Banner	\$4,750	\$2,800	\$1,900
300 x250	Rectangle	\$4,750	\$2,800	\$1,900
300 x 100	Tile	\$2,500	\$1,500	\$950



ONLINE ADVERTISING

Advertising on the COA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to coavision.org to learn about upcoming association events, discover ways to maximize their COA membership and to keep up on legislative issues.

Features of COA website advertising:

- Cross-promoted in other COA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

Website advertising options:

SIZE	12 mo.	6 mo.	3 mo.
Banner 728 x 90	\$2,000	\$1,100	\$650
Rectangle 300 x 250	\$2,500	\$1,500	\$850



EMAIL MARKETING

Targeted emails promote upcoming COA conferences to over 10,000 potential attendees. Content includes the latest news on events, continuing education and exhibit hall highlights. E-blast advertisements are a great way to expand the reach of your marketing efforts.

Conference E-blast
advertising options:

SIZE	1x	3x	6x
Banner 728 x 90	\$150	\$375	\$600
Rectangle 300 x 250	\$150	\$375	\$600

Emailed to all new members each week, *COA's New Member Welcome Email* provides resources, exclusive content, and benefits of membership. . This is a great way to introduce your products and services to all new members that join COA and AOA over the course of the year.

New Member Email
advertising options:

SIZE	12 mo.	6 mo.	3 mo.
Rectangle 300 x 250	\$1,500	\$900	\$600



OD RESOURCE GUIDE

This guide has been compiled and produced by the COA Membership Committee with the new graduate in mind. It offers practical steps to assist doctors of optometry in getting started or making changes in their career. This guide also provides some considerations to help the new practitioner explore different modes of practice. Job search resources, as well as a timeline and checklist with suggestions for starting a new practice are included.

OD Resource Guide advertising options:

Presenting Sponsor	\$5,000
Full Page, Inside Front Cover	\$1,500
Full Page, Inside Back Cover	\$1,500
Full Page	\$1,250
Half Page	\$750

Ad Specs Full: 6" x 9" with a ¼" bleed
Half: 6" x 4½" with a ¼" bleed



2019 Advertising Reservation Deadline: April 5, 2019
Artwork Deadline: April 12, 2019

REGISTRATION GUIDE

The Monterey Symposium registration brochure arrives months before the conference and provides attendees with all of the information they need to plan their conference experience. Mailed to thousands of state optometric association members and past attendees, the brochure has a long shelf life, and serves as a reference guide leading up to the conference. Advertise your company's products and services to thousands of optometrists and professional staff.

Registration Guide advertising options:

Full Page, Inside Front Cover	Full Color	\$1,500
Full Page, Inside Back Cover	Full Color	\$1,500
Full Page	Full Color	\$1,200
Half Page	Full Color	\$750



Ad Specs

Full: 6" x 9" with a 1/4" bleed

Half: 6" x 4 1/2" with a 1/4" bleed

Art Deadline

May 17, 2019

ON-SITE EVENT GUIDE

The Monterey Symposium on-site event guide is a valuable resource to all conference attendees. It contains the conference and education program’s “schedule at a glance,” exhibitor directory, exhibit hall floor plan, and general conference information and highlights. Make your company stand out and drive traffic to your booth!

On-Site Event Guide advertising options:

Back Cover	Full Color	\$1,500
Full Page, Inside Front Cover	Full Color	\$1,200
Full Page, Inside Back Cover	Full Color	\$1,200
Full Page	Full Color	\$1,000
Half Page	Full Color	\$650



Ad Specs

Full: 6" x 9" with a ¼" bleed

Half: 6" x 4½" with a ¼" bleed

Reservation Deadline:

October 11, 2019

THANK YOU

FOR YOUR SUPPORT



JODI HAAS

COA Development Manager

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