Established in 1900, the Kansas Optometric Association (KOA) has a strong tradition of an active and involved membership representing more than 90 percent of the optometrists practicing in Kansas. With continued membership growth and more engagement with optometric staff, the KOA is building on this tradition and working to develop new ways to communicate with and serve the needs of our member optometrists and their staff. One of these ways is through increased access to vendors who support them in their profession. Traditionally, the KOA has had limited opportunities for vendors to formally interact with Kansas optometrists. In an effort to better serve the needs of members and increase access for vendors to optometrists and their staff members, the KOA has developed the Kansas Optometric Partnership Program. The program provides opportunities for direct access to members and staff at our educational events and the ability to be visible to members through our communication channels, both electronic and print. It is customizable to allow our partners to engage in activities of the KOA that are in line with their mission and organizational interests. Details of the Kansas Optometric Partnership Program are enclosed. To take part or to get more information, feel free to contact KOA Member Services and Events Coordinator Rachelle Heatwole at rachelle@kansasoptometric.org or 785-232-0225.
LEVELS OF SPONSORSHIP

*Partnership levels can be customized to fit your organization's needs!*

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**PLATINUM $10,000**

- Exhibit hall booth at Convention & Seminar and Fall Eyecare Conference *(with preferential placement)*
- Opportunity to speak at either Convention & Seminar or Fall Eyecare Conference *(5 min)*
- 2 email blasts to KOA membership *(assistants included)*
- Invitation to host ‘after hours’ function at Convention & Seminar or Fall Eyecare Conference
- 1 KOA Board of Directors Meeting lunch sponsorship *(15 min presentation)*
- Signage and verbal sponsorship recognition at events
- Company logo on Convention & Seminar and Fall Eyecare Conference registration materials
- Company logo with link on KOA website
- Golf Tournament hole sponsor
- Banner ad in KOA event app
- 1 literature insert in meeting registration materials

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**GOLD $7,500**

- Exhibit hall booth at Convention & Seminar and Fall Eyecare Conference
- Opportunity to speak at either Convention & Seminar or Fall Eyecare Conference *(2 min)*
- 1 KOA Board of Directors Meeting lunch sponsorship *(10 min presentation)*
- Signage and verbal sponsorship recognition at events
- Company logo on Convention & Seminar and Fall Eyecare registration materials
- Company logo with link on KOA website
- Banner ad in KOA event app
**SILVER** $5,000

- Exhibit hall booth at Convention & Seminar and Fall Eyecare Conference
- Refreshment break sponsorship at Convention & Seminar or Fall Eyecare Conference
- Signage and verbal sponsorship recognition at events
- Company logo on Convention & Seminar and Fall Eyecare registration materials
- Company logo with link on KOA website

**BRONZE** $2,500

- Exhibit hall booth at Convention & Seminar or Fall Eyecare Conference
- Company name on registration materials for selected meeting
- Company name on meeting signage
- Banner ad in KOA event app
- Company name on KOA website

**SUPPORTER**

- Banner ad in KOA event app - $250
- Literature insert in registration packets - $250
- Golf Tournament hole sponsor - $250
- Attendee badge lanyards - $500
- Email blast to membership - $750
- Golf Tournament drink cart sponsorship - $1,000
- Golf Tournament lunch sponsorship - $2,000
- Refreshment break sponsorship - $2,000
- Practice InSight Networking Social - $2,000
- Children's Vision & Learning Conference sponsorship - $3,000

*Partnership with the KOA does not equate to support or endorsement of a product or business.*
EXHIBIT OPPORTUNITIES

CONVENTION & SEMINAR
OVERLAND PARK, KANSAS
APRIL 30-MAY 1, 2020

FALL EYECARE CONFERENCE
WICHITA, KANSAS
NOVEMBER 7, 2020

MORE EVENTS COMING SOON

THANK YOU TO OUR 2019 SPONSORS.

PARTNER WITH US TODAY
Contact Rachelle at rachelle@kansasoptometric.org or 785-232-0225

www.kansasoptometric.org  @ksoptometry  @kansasoptometric