

POA 2017 Spring Congress

**Sheraton Pittsburgh Hotel
at Station Square
May 18-21, 2017**

Bags with company logo \$1,500

Lanyards with company logo \$500

Pens with company logo \$300

Exhibit Hall lunch \$3,750

Coffee break \$750 (2 available)

Afternoon break \$750

2 hours of continuing education \$2,000

(an option is to provide speaker and cover expenses)

Exhibit table \$1,235

Golf outing sponsor \$500

Additional Sponsorship Options

PCO student membership lunch \$2,000

(Held at PCO in September)

Prizes for student membership event \$500

(Held at PCO in September)

POA Webinar CE \$500

(This provides you with your logo on the webinar homepage and recognition for one year)

Pennsylvania Optometric Association
218 North Street
Harrisburg, PA 17101

Partnership for success



**Business Partner
Program**

2017

LEVELS OF PARTNERSHIP

Platinum \$10,000

- Full-page color ad in 5 issues of the POA's digital newsletter, *Keystoner*
- Two current excel members lists upon request (no emails)
- Opportunity to address the POA Board of Directors at one meeting
- Opportunity to address the POA members at one POA event
- Recognition at the POA House of Delegates
- Double table-top exhibit at Spring Congress and single table-top at all other CE events
- Recognition in meeting brochures and email communications
- Recognition at the POA Spring Congress and all CE
- Company logo listed as Platinum Sponsor on the [POA homepage](#) with a link to your website

Gold \$7,500

- Half-page color ad in 5 issues of the POA's digital newsletter, *Keystoner*
- One current excel members list (no emails)
- Recognition at the POA House of Delegates
- Double table-top exhibits at Spring Congress
- Single table-top exhibits at CE
- Recognition in meeting brochures and email communications
- Recognition in print at the POA Spring Congress and all CE
- Company logo listed as Gold Sponsor on the [POA homepage](#) with a link to your website

Silver \$5,000

- Quarter-page ad in 5 issues of the POA's digital newsletter, *Keystoner*
- Single table-top exhibits at Spring Congress and all CE
- Recognition in meeting brochures and email communications
- Recognition in print at the POA Spring Congress and all CE
- Company logo listed as Silver Sponsor on the [POA homepage](#) with a link to your website

Bronze \$2,500

- Quarter-page ad in 2 issues of the POA's digital newsletter, *Keystoner*
- Recognition in meeting brochures and email communications
- Recognition in print for the POA Spring Congress and all CE
- Company logo listed as Bronze Sponsor on the [POA homepage](#)

Why should I be a business partner?

The Business Partner Program will provide your company the opportunity to expand your reach to over 1,200 POA members from all across the Commonwealth of Pennsylvania through advertising, direct mailings, and personal contact at meetings. The Business Partner Program gives your company unparalleled exposure as many of our supporters promote your company over the course of the year. The Business Partner Program also gives you the opportunity to budget up-front for the entire year and make the most of your support of the POA and its loyal members.

What if these options don't meet our needs?

We would be happy to customize a partnership just for your company. Contact **Ilene Sauertieg** at the POA office at (717) 233-6455 or ilene@poaeyes.org to talk about building a package just for you.

I want to be a business partner! What's next?

Just complete the form found in this brochure and return to the POA office. Questions can be directed to the POA office at (717) 233-6455. You will receive written confirmation and details regarding your chosen sponsorship level.

I would like to participate as an event sponsor. What's available to me?

Please see the reverse side of this brochure for available options for our individual continuing education programs and additional events.

Our company would like to support the POA at the level indicated below:

- Platinum (\$10,000)
- Gold (\$7,500)
- Silver (\$5,000)
- Bronze (\$2,500)
- Spring Congress Exhibitor (\$1,235)

Company _____

Contact Name _____

Address _____

City _____

State _____ Zip Code _____

Fax # _____

Phone # _____

Email _____

Visa AmEx MC Discover

Name on Card _____

Card # _____

Exp. Date _____

Credit card payments can be faxed to the POA at (717) 233-6833.

Check Enclosed (# _____)

Checks can be mailed to:
POA
218 North Street
Harrisburg, PA 17101