

POA 2019 Spring Congress

Kalahari Resort in Pocono Manor, PA

May 16-19, 2019

Bags with company logo \$1,500

Pens with company logo \$300

Exhibit Hall lunch \$3,750

Coffee break \$750 (2 available)

Afternoon break \$750

2 hours of continuing education \$2,500

Exhibit table \$1,270

Golf outing hole sponsor \$500

Recent Graduate Reception/Social Event \$2,500

Pennsylvania Optometric Association
218 North Street
Harrisburg, PA 17101

**Partnership for
success**



**Business Partner
Program**

2019

LEVELS OF PARTNERSHIP

Platinum ~ \$11,000

- 5 full-page color ads in the POA's digital newsletter
- 2 current Excel members lists upon request (no emails)
- Opportunity to address the POA Board of Directors at 1 meeting
- Opportunity to address the POA members at 1 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
- 6 POA-approved email blasts to entire membership

Gold ~ \$8,500

- 5 half-page color ads in the POA's digital newsletter
- 1 current Excel members list (no emails)
- Recognition at the POA House of Delegates
- Double table-top exhibits at Spring Congress
- Private meeting with POA Board of Directors
- 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
- 4 POA-approved email blasts to entire membership

Silver ~ \$6,000

- 5 quarter-page ads in the POA's digital newsletter
- 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
- 3 POA-approved email blasts to entire membership

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 Pennsylvania through advertising, direct mailings, and personal contact at meetings. The Program gives your company unparalleled exposure as many of our supporters promote your company over the course of the year. The Program also gives you the opportunity to budget up-front for the entire year and make the most of your support of the POA's 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 discuss building a package.

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

Just complete the form on the next page and send to the POA. 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 want to participate as an event sponsor. What's available?

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

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

- Platinum (\$11,000)
- Gold (\$8,500)
- Silver (\$6,000)
- Spring Congress Exhibitor (\$1,270)

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