When you partner with the American Optometric Association (AOA) and our more than 49,000 member doctors of optometry, students and paraoptometric professionals, you get more than a connection. You are establishing a relationship to further your mission and align with America’s primary eye health care providers to advance the profession and make a measurable difference in America’s eye health and vision. In taking this step, you are joining a movement propelled by a dedicated community of doctors, students and professionals who have chosen to put their passion for improving the vision and eye health of our nation into practice.
Optometry’s Meeting®

As the profession’s premier annual event, Optometry’s Meeting® brings together optometric and industry professionals from across the nation for four days of networking and leadership opportunities alongside peers, contemporary optometric continuing education, as well as a unique focus on professional advocacy.

➤ **Eye Care Square** – It’s more than an exhibit hall, it’s an immersive experience.

➤ **Symposiums** - Deliver your message directly to meeting attendees with a one-hour presentation about your company’s newest innovations.

➤ **Exhibit Hall Opening Reception** – Elevate the exhibit hall experience and welcome attendees to the hall with a signature drink.

➤ **Sponsored Breaks** - Sponsor designated refreshment break in the convention center and/or exhibit hall for AOA member attendees.

➤ **Celebration of Optometry** – Optometry’s Meeting’s grand finale, a Friday night party for all attendees.
Eye Talks Stage - Fifteen-minute presentations held in the exhibit hall that allow you to draw attendees to your booth to learn more about your solutions.

Rest stops & charging stations in exhibit hall - Everyone wants to take a break and get off their feet while they’re at a conference, so why not be the company that gives them the opportunity?

Education

Webinars – Sponsor AOA CE Hours approved courses recorded and stored on AOA’s EyeLearn platform.

CE sponsorships – Sponsor AOA CE Hours approved courses at Optometry’s Meeting.

Paraoptometric programs – A variety of opportunities to support education and training for paraoptometrics both virtual and in-person.
Ongoing Programs

› Leaders Summit – Twice yearly gathering of AOA’s entire 300+ volunteer structure - a great way to get in front of optometric leaders.

› Presidents Council – Twice yearly gathering of state association leaders - network with optometric leaders and executives from all 50 states.

› Leadership Institute – Nurture talent in new doctors of optometry and prepare them for leadership roles at affiliate and national levels.

Advocacy

› AOA on Capitol Hill – Support AOA’s advocacy efforts in Washington, D.C. – April 2024.

› State Government Relations Regional Meetings – Small group meetings across the country attended by KOL’s in the advocacy arena.

Communications

› Advertising – Many year-round opportunities to advertise to members via digital, print, e-blast, e-newsletter.
Optometry Cares®—The AOA Foundation: AOA’s and AOSA’s Charity of Choice

- **5k Run/Walk** – Annual event held the Saturday of Optometry’s Meeting benefiting Optometry Cares.

- **Opportunities in Optometry Grants** - To promote diversity and equity within the profession by providing one-time grants of $1,500 to pre-optometry students from underrepresented minority backgrounds who are interested in entering into optometry.

- **InfantSEE® Grassroots Advocates** - Goal is to gain an InfantSEE advocate in each state to bring awareness to the importance of comprehensive eye and vision care beginning at six months of age and to build increased awareness of the InfantSEE program throughout each state.

- **Optometry’s Fund for Disaster Relief** - In times of disasters, OFDR provides immediate support to expedite doctors’ abilities to provide critical patient care when it is needed most. It is our goal to ensure that the fund is always poised and ready to help restore patient care as quickly as possible.
American Optometric Student Association

- **Board of Trustees** – networking opportunities with AOSA’s board of 55+ students (two from each school & college of optometry).

- **Leadership Links** - Be a part of an immersive networking roundtable with key opinion leaders, students and young doctors.

- **AOSA Info Nights** – Held at every school for first-year students, help welcome them to organized optometry.

At Optometry’s Meeting, I got to see what the community of optometry is all about, how it all works together. There is so much happening. And, I get to connect with the colleagues and companies who may be a part of my future practice, employer, or may be my go-to medicine or brand. Or perhaps may become a great friend and mentor. This is where I realized what it means to be part of something bigger: the AOA and optometry family.

*Emily Benson*
*The Ohio State University College of Optometry ‘24*
Nashville 2024

Join us in Music City June 19-22, 2024, for Optometry’s Meeting!

For more information or to partner with AOA please contact Dr. Neidigh, Adrianne or Ashley.

Jerry Neidigh, O.D.
Industry Relations Center Chair
jrn2020@gmail.com
Cell: 804.513.5718

Adrianne Drollette
Director, Alliances & Planning
ADrollette@aoa.org
Cell: 919.368.6451

Ashley Olson
Industry Relations Project Coordinator
AOlson@aoa.org
Office: 314.983.4125