



Sponsorship Prospectus

2025



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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.

It's more than the annual conference of AOA and AOSA members—it's a broad community of optometry professionals and industry thought-leaders from across the eye care community dedicated to keeping you at the forefront of eye health and vision care.

Optometry's Meeting unites the profession's leaders to advance optometry through innovative continuing education, powerful collaborations and strategic partnerships, as well as practice solutions, business services and resources that empower doctors of optometry and paraoptometric staff to deliver quality, primary eye health and vision care in your communities.



Spotlight Events

Optometry's Meeting spotlight events feature dynamic sessions and expert-led discussions that offer attendees valuable insights and networking opportunities.

AOA Experience

At the official kickoff of Optometry's Meeting held on Wednesday evening, use this opportunity to share the stage with opening entertainment and AOA leadership. Plus, be the very first to welcome all attendees to Optometry's Meeting.

SPONSORSHIP FEE: STARTING AT \$225,000

Opening Reception

Don't miss the chance to network with over 800 attendees in the exhibit hall during the highly anticipated opening session and ribbon cutting, the major highlight of Wednesday evening.

SPONSORSHIP FEE: STARTING AT \$100,000

Student Bowl

AOSA's most anticipated annual event brings students together for an exciting evening of optometric trivia and competition, where each optometry school faces off to showcase their knowledge and school spirit.

SPONSORSHIP FEE: \$100,000

Eye Docs of Rock

A very unique evening celebration held offsite on Thursday evening, hosted by Bad Habits' Eye Docs of Rock band.

SPONSORSHIP FEE: \$10,000

Hall of Fame & Advocacy Awards

Help us celebrate and congratulate the most distinguished doctors of optometry who have made extraordinary and lasting contributions to the profession. Held on Friday evening, this is the premier annual awards ceremony within the optometric community.

SPONSORSHIP FEE: \$60,000

Celebration

Held on Friday evening, the Celebration of Optometry is the grand finale of the week for all attendees, offering the ultimate networking opportunity, spectacular entertainment, and exceptional food and beverages—making it the highest-attended and most anticipated event of the entire meeting.

SPONSORSHIP FEE: STARTING AT \$200,000

Soiree

An exclusive, invite-only event where AOA's Board of Trustees gather for an evening of fine dining, dancing, and high-level networking.

SPONSORSHIP FEE: STARTING AT \$25,000



Promotional

Opportunities to enhance brand visibility, demonstrate industry leadership, and showcase your commitment to advancing optometry while maximizing ROI through direct engagement.

Key Cards

Brand key cards distributed at top conference properties.

SPONSORSHIP FEE: \$6,750 EACH

Room Drops

Opportunity to place a sample, brochure, and/or sweet treat in attendees' guest rooms.

SPONSORSHIP FEE: \$5,000

Symposiums

Highlight your latest development in products/services to around 136 professional attendees over lunch or breakfast.

BREAKFAST SPONSORSHIP FEE: \$25,000

LUNCH SPONSORSHIP FEE: \$27,500

EYETalks

A series of 30-minute conversations between industry and a doctor of optometry, this is an opportunity to highlight your presence and content of your choosing.

SPONSORSHIP FEE: STARTING AT \$7,500

Pens

Branded and distributed at registration.

SPONSORSHIP FEE: \$5,000

Tote Bags

Branded and distributed at registration.

SPONSORSHIP FEE: \$40,000

Lanyards

Branded and distributed at registration.

SPONSORSHIP FEE: \$17,000

Wifi/Mobile App

Highlight your presence by sponsoring the wifi throughout the conference as well as the event mobile app.

SPONSORSHIP FEE: \$50,000



Exhibit Hall

The Exhibit Hall is the central gathering space at Optometry's Meeting. Secure your booth space for a chance to network with 800+ attendees.

Exhibit Hall Opening Reception

Elevate the exhibit hall experience and welcome attendees to the hall with a signature drink.

SPONSORSHIP FEE: STARTING AT \$15,000

Booth Space

Exhibit booth space starts at \$3500 for a standard 10 x 10 space, which includes 5 complimentary booth staff badges. Custom booth spaces are available.

SPONSORSHIP FEE: STARTING AT \$3,500

Hubs/Kickstart

The Kickstart Cul de Sac is designed for start-up companies, and includes a kiosk, floor covering, and hanging sign. Prices start at \$750 for an 8 x10 space, which includes 2 complimentary booth staff badges.

SPONSORSHIP FEE: STARTING AT \$750

Charging Stations

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?

SPONSORSHIP FEE: STARTING AT \$15,000

Rest Stops/Coffee Breaks

Sponsor designated refreshment break in the convention center and/or exhibit hall for AOA member attendee.

SPONSORSHIP FEE: \$7,500

Hydration Stations

Branded water stations throughout hall & convention center, with or without water bottles.

SPONSORSHIP FEE: \$40,000

Gamification

Sponsorship of Optometry's Meeting mobile app game. Sponsorship includes opportunity to select location(s) where attendees can receive points, as well as logo on all related signage.

SPONSORSHIP FEE: \$5,000

Wellness Hub

The Wellness Hub offers a peaceful retreat from the hustle and bustle of the exhibit hall, providing a serene escape where you can unwind and recharge. With a comfortable lounge atmosphere, the space is designed for relaxation, featuring cozy seating, unopposed branding opportunities, and a selection of light snacks and refreshing drinks. It's the perfect spot to relax, network in a quieter setting, or simply take a moment to rejuvenate away from the noise and excitement of the crowd.

SPONSORSHIP FEE: \$30,000

Career Fair Event Sponsorship

Held in Eye Care Square, the hub of activity for Optometry's Meeting, the Career Fair will allow you to get in front of your future hiring pool. Be the exclusive sponsor of the Career Fair which includes name recognition in all branding (Career Fair, Powered By...) and also includes ribbon cutting, speaking opportunities, and signage.

SPONSORSHIP FEE: \$25,000

Career Fair Booth Sponsorship

Reserve a booth in the AOA Career Fair on Friday, June 27 for an opportunity to network with your future hiring pool. If you're looking to recruit students at Optometry's Meeting, this is the place for it.

SPONSORSHIP FEE: STARTING AT \$1,500

Start Ups

New to optometry or a new product to launch?

Special opportunities for startups - Ask us about the new opportunities for companies new to the eye care space!

SPONSORSHIP FEE: VARIES

New Product Launch

Launching a new product? Ask us about the special packages to help promote!

SPONSORSHIP FEE: VARIES

Education

Optometry's Meeting® offers an industry-renowned, comprehensive selection of optometric continuing education (CE) and professional development courses, designed to meet the ever-evolving needs of optometrists, paraoptometric and practice staff, as well as optometry students. Whether you're looking to fulfill optometry board or paraoptometric certification CE requirements, or simply looking to advance your optometric knowledge, business acumen and clinical prowess, Optometry's Meeting offers learning opportunities suitable for every member of your care team.

Course Sponsorships

Sponsor AOA CE Hours approved courses at Optometry's Meeting.

SPONSORSHIP FEE: \$30,000

Workshop Sponsorships

Showcase your cutting-edge equipment and products while connecting with the optometric leaders of tomorrow! Sponsor AOA-approved CE workshops at Optometry's Meeting and put your brand in the spotlight. This is your chance to integrate your solutions into hands-on learning experiences for engaged professionals, creating lasting impressions and driving awareness among a targeted audience. Be the name they trust and remember!

SPONSORSHIP FEE: \$15,000

Residency Forum

Experience excellence in optometric education at the Residency Forum! This live, interactive session will showcase the Top 10 Residency Cases, handpicked from across the nation. Participants will engage with these emerging leaders as they present complex cases, demonstrating their expertise and innovation in optometry. Sponsoring the Residency Forum positions your brand at the forefront of cutting-edge education, fostering meaningful connections with the next generation of optometric professionals.

SPONSORSHIP FEE: \$15,000

Residency Panel

Join the conversation at the Residency Panel, a one-hour interactive discussion featuring current residents, alumni, and residency site directors. This engaging forum provides valuable insights into the journey of optometric residency and its impact on professional growth. Sponsoring this event aligns your organization with mentorship, leadership, and the advancement of optometric education, offering unparalleled exposure to future and current industry leaders.

SPONSORSHIP FEE: \$15,000

Poster Sessions

Be part of a premier showcase of optometric research and innovation through the 2025 Poster Sessions, presented by the AOA and WCO. This national platform highlights unique clinical cases and cutting-edge research from clinicians, students, and faculty. Formats include live in-person presentations, live virtual sessions, and pre-recorded materials on the EyeLearn platform, ensuring a wide audience reach. The Top Five Posters will receive special recognition during a rapid-fire session at the conference, as well as editorial features in AOA Focus magazine and WCO e-news. Sponsorship of the Poster Sessions elevates your brand by associating it with groundbreaking research and thought leadership in optometry.

SPONSORSHIP FEE: \$15,000



Paraoptometrics

A variety of opportunities to support education and training for paraoptometrics both virtual and in-person. In addition to individual CE topics, Optometry's Meeting offers a number of courses in a combined, doctor-paraoptometric setting intended for care teams to learn together and a number of hands-on workshops, ranging from practical, office-based procedures to paraoptometric skill-building.

Paraoptometric Appreciation Luncheon Celebration

12-1 p.m., Thursday, June 26

Open to all paraoptometric staff, the luncheon provides an opportunity to applaud hardworking staff for their significant contributions to the profession.

SPONSORSHIP FEE: \$15,000

Paraoptometric Idea Exchange

1-3 p.m., Thursday, June 26

Join us for this open forum where you and your paraoptometric peers have the opportunity to discuss challenges and opportunities for optometric staff. This is your chance to network and share information on local issues, educational opportunities and ideas on how to grow the paraoptometric profession.

SPONSORSHIP FEE: \$27,500



Advertising

The AOA offers many opportunities to advertise to Optometry's Meeting attendees via digital, print, e-blast, and newsletter.

Signage

Opportunity to brand print and digital signage throughout the convention center. [Click here for more information.](#)

SPONSORSHIP FEE: STARTING AT \$10,000

Optometry's Meeting Emails + Website

Optometrymeeting.org is the place where attendees go to register, plan and coordinate their meeting experience. The website includes a meeting app, travel and lodging information, maps, booth locations, program schedules and social events. Reservation and material deadlines are the first of each month (February – June). Communications regarding meeting details are distributed starting in January via email to attendees.

SPONSORSHIP FEE: STARTING AT \$2,500

Conference Preview/Education Outsert

The Optometry's Meeting Conference Preview is published in December to share information about the upcoming meeting. The Conference Preview is distributed digitally leading up to Optometry's Meeting. In the Spring, this document is updated with current information, including the full Continuing Education grid. This updated document, the Education Outsert is distributed digitally and available in a print version on-site at registration.

SPONSORSHIP FEE: STARTING AT \$5,000

Leadership & Membership

AOA leadership directly relies on a network of 25+ committees, commissions and councils comprised of more than 300+ expert volunteers, most of whom are practicing Doctors of Optometry and leaders in their states. These influential members annually convene to meet and discuss programs, policies, and services that fall within the four pillars of the AOA:

- > Advocacy
- > Public Awareness of Optometry
- > Continuing Education
- > Tools/resources to help advance optometric practices and provide best possible patient care.

Affiliate Connections

The goal of the student-state affiliate connection program is to provide students and state affiliates the opportunity to network, discuss scope, and different modes of practice while building relationships early in students' optometric careers.

In addition to these topics, students will have the opportunity to learn specifics of the state affiliates they are interested in practicing after graduation on a deeper level.

For doctors and affiliates, this provides a space to connect with future doctors of optometry that are interested in moving to their state while they are still in school.

SPONSORSHIP FEE: \$20,000

Young OD Reception

A special event held during the annual Optometry's Meeting conference, specifically designed for young optometrists to network, connect with peers, and learn about career opportunities within the field; it's a chance for recent graduates or early-career optometrists to mingle with industry leaders and fellow young professionals.

SPONSORSHIP FEE: \$20,000

Past AOSA Leaders Reception

Opportunity to engage with past presidents, officers, and prominent members of the American Optometric Student Association (AOSA). The AOSA Leaders Reception is specifically designed to honor and recognize past leaders of the AOSA, allowing them to network and reconnect with fellow alumni at the conference.

SPONSORSHIP FEE: \$25,000

International Reception

The World Council of Optometry (WCO) is thrilled to announce the hosting of the 5th World Congress of Optometry in collaboration with the American Optometric Association and the American Optometric Student Association during the esteemed Optometry's Meeting 2025.

At the 5th World Congress of Optometry, attendees can expect a convergence of global perspectives and innovative solutions aimed at realizing the World Council of Optometry's vision of universal access to high-quality eye health and vision care. With a mission to advance optometry worldwide and champion eye health as a fundamental human right, this partnership will enhance the American Optometric Association's Optometry's Meeting with unique experiences.

The International Reception is an opportunity to welcome guests and build new connections within the international realm of optometry.

SPONSORSHIP FEE: \$25,000



AOA Foundation

As optometry's premier philanthropic and charitable organization, The AOA Foundation is committed to its mission to empower the optometric profession in providing awareness and access to health and vision care for the public.

Blast From the Past

Optometry Students will have the opportunity to highlight an influential person, event, or development in Optometry History in the form of art, media, or essay. This event will be coordinated with the American Optometric Association and American Optometric Student Association Leadership.

Supporter Benefits:

- > Supporter will have 15-minutes speaking time to all participants.
- > Logo recognition on all event communication, including on the recorded webinar that will live on AOA's educational platform, EyeLearn.

SPONSORSHIP FEE: \$5,000

The AOA Foundation 5K - Supporting Sponsorship

Annual event held the Saturday of Optometry's Meeting benefiting The AOA Foundation.

Supporting Sponsorship Benefits:

- > Recognition in AOA Member E-blast (49,000+ members)
- > Company/Brand logo/name listed on The AOA Foundation Website
- > Place item in runner race packet (e.g., brochure or another item)
- > Company/Brand logo/name on technical race t-shirt
- > Promotional Space at the Race
- > Receive 3 Race Entries

SUPPORTING SPONSORSHIP FEE: \$5,000

The AOA Foundation 5K - Signature Supporter Sponsorship

- › Recognition in AOA Member E-blast (49,000+ members)
- › Company/Brand logo/name listed on The AOA Foundation Website
- › Place item in runner race packet (e.g., brochure or another item)
- › Company/Brand logo/name on technical race t-shirt
- › Promotional Space at the Race
- › Company/Brand logo/name printed on mile marker signs (3)
- › Company/Brand logo/name listed in Optometry's Meeting® (OM) Website
- › Company/Brand logo/name listed in OM's Smart Device App
- › Opportunity to address the runners prior to race (5 min.)
- › Receive 5 Race Entries

SIGNATURE SUPPORTER SPONSORSHIP FEE: \$10,000

The AOA Foundation 5K - Presenting Sponsorship

- › Host packet pick up at your booth - bringing over 200 participants to your booth in the exhibit hall
- › Recognition in AOA Member E-blast (49,000+ members)
- › Company/Brand logo/name listed on The AOA Foundation Website
- › Place item in runner race packet (e.g., brochure or another item)
- › Company/Brand logo/name on technical race t-shirt
- › Promotional Space at the Race
- › Company/Brand logo/name printed on mile marker signs (3)
- › Company/Brand logo/name listed in Optometry's Meeting® (OM) Website
- › Company/Brand logo/name listed in OM's Smart Device App
- › Opportunity to address the runners prior to race (5 min.)
- › Privilege of announcing the race start
- › Company/brand logo/name on Start/Finish banner
- › Company representative invited to present top finisher awards
- › Receive 10 Race Entries

PRESENTING SPONSORSHIP FEE: \$25,000

AOSA

The AOSA is led by optometry students for optometry students. We represent more than 7,100 students attending the 26 schools and colleges of optometry throughout the US, Canada, and Puerto Rico. The AOSA works to ensure optometry students gain the knowledge needed to thrive in this great profession.

Board Meeting

Networking opportunities with AOSA's board of 55+ students (two from each school & college of optometry).

SPONSORSHIP FEE: STARTING AT \$7,500

Travel Grants

Support the growth of future leaders while increasing your brand's visibility by providing travel grants to assist students with the costs of attending Optometry's Meeting. Collaborate with AOSA to create a custom program that aligns with your organization's goals and values.

SPONSORSHIP FEE: VARIES

Leadership Links

Be a part of an immersive networking roundtable with key opinion leaders, students and young doctors. Leadership Link is the forum to connect students and new graduates with practicing optometrists at key optometric meetings and events over the course of the calendar year. Leadership from across the country, including the AOA Board of Trustees, participate to guide and be a resource for students and new doctors.

SPONSORSHIP FEE: \$15,000

AOSA Influencer Program at OM

Invites students to post on their personal social media and tag events, programs, and colleagues to share, drive awareness, and excitement around their experience. In doing so, a selected number of students earn travel grants for attending and completing a certain number of posts. Guidelines and travel grant amounts vary year to year and are determined by the AOSA executive council.

SPONSORSHIP FEE: \$30,000

CLCS

The Contact Lens & Cornea Section (CLCS) is a nationally recognized segment of the AOA. Members of CLCS include eye care professionals and optometry students who are dedicated to furthering their understanding in the field of contact lenses, cornea, diagnosis and treatment of anterior segment disease, refractive surgery, and related technologies.

CLCS General Sponsorship

As a sponsor, you'll have the exclusive chance to place an ad on the CLCS webpage, reaching a targeted audience of professionals in the optometry community. Additionally, the sponsorship includes invitations to meet twice annually with the CLCS Council—once virtually and once in person at Optometry's Meeting—providing direct access to CLCS leaders and fostering meaningful connections. The CLCS will recognize your company as a dedicated sponsor throughout the year, ensuring your brand remains prominently featured and top-of-mind among optometry professionals. This sponsorship offers both strategic networking opportunities and consistent exposure to an engaged audience, elevating your brand's presence in the contact lens field.

SPONSORSHIP FEE: STARTING AT \$15,000

Recognition Event

Sponsoring the CLCS Recognition Event, a premier social gathering at Optometry's Meeting, offers exceptional exposure and branding opportunities. As the event honors the leading figures in the contact lens sector, your brand will be prominently associated with excellence and innovation within the community. This event attracts key educators, doctors, students, and industry influencers, providing you with a unique platform to showcase your commitment to advancing the field.

SPONSORSHIP FEE: \$75,000

CLCS Honorable Distinction Program

The CLCS Honorable Distinction Award is intended to identify and develop the next generation of leaders in contact lens advocacy, research and patient care. This is awarded to students who engage with the AOA Contact Lens and Cornea Section by attending networking events and lectures focused on contact lens care. Travel grants are awarded to select students who travel to Optometry's Meeting and complete the program. Certificates are also given to awardees. Sponsorship branding will be prominently shown on the certificates.

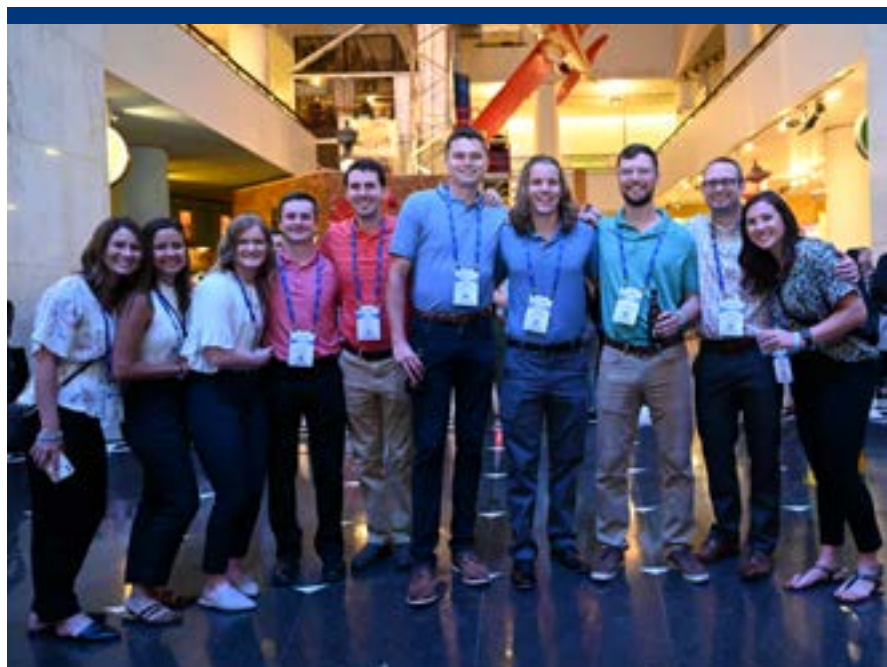
SPONSORSHIP FEE: *VARIES*





Year Round

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 Americans' primary eye health care providers to advance the profession and make a measurable difference in American'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.



Education

With a focus on year-round professional development, AOA's Education Center provides custom and on-demand professional development and educational content at your fingertips.

EyeLearn

AOA's member-exclusive centralized education portal, EyeLearn, offers an expanding online catalog of educational modules, webinars and resources to help advance clinical proficiencies, the practice of contemporary optometry, and practice management for doctors of optometry, future doctors of optometry, and paraoptometric staff. In an effort to support professional development for the field of optometry, select courses may be available to all individuals in the profession.

With a focus on year-round professional development, AOA's Education Center provides custom and on-demand professional development and educational content at your fingertips. As the professional development hub of the AOA, EyeLearn offers a range of materials for staff training, practice management, contemporary optometry resources and best practices, and more.

SPONSORSHIP FEE: \$10,000

OD Talks

This webinar series is designed to provide the latest advances and best practices in the industry and offers valuable continuing education and professional development opportunities throughout the year.

SPONSORSHIP FEE: \$10,000

Paraoptometrics

Paraoptometrics are allied health professionals who assist doctors of optometry in providing their highest level of eye and vision care to the public. There is a great distinction between ophthalmic technicians or assistants and paraoptometrics. Paraoptometrics are exclusively trained to assist doctors of optometry which includes opticians, contact lens professions and optical assistants. The American Optometric Association and its Education Center prioritize serving the needs of all paraoptometrics.

Para Speaker Series

The Para Speaker Series has been an invaluable resource for our para members, providing continuing education and professional development opportunities throughout the year.

SPONSORSHIP FEE: \$7,500

Paraoptometric Appreciation Month

Join forces with AOA to celebrate Paraoptometric Appreciation Month and honor the critical role that paraoptometrics play in eye care. This month-long celebration provides an exceptional opportunity to highlight your brand to a highly engaged and dedicated audience of eye care professionals.

SPONSORSHIP FEE: STARTING AT \$5,000



Board of Trustees

AOA Leadership is responsible for meeting the needs of our members and advocating for the profession.

The board of trustees consists of six trustees plus these officers: President, president-elect, vice-president, secretary-treasurer, and immediate past president. It is empowered to conduct AOA business when the House is not in session.

Networking Dinners

An exclusive dinner with the full AOA Board of Trustees and Senior Staff, providing a unique opportunity to engage with the leaders and decision-makers of the AOA.

SPONSORSHIP FEE: \$10,000



Advocacy

The AOA is the profession's foremost advocate event in Washington, D.C., fighting—and winning—for doctors of optometry and the essential, primary eye health and vision care services they provide Americans. Learn more about the AOA's federal advocacy below.

SGRC Regional Meetings

Small group meetings across the country attended by KOL's in the advocacy arena.

State Government Relations Committee (SGRC) provides information, guidance, advice, and resource assistance in all areas of state legislation and regulation affecting the profession of optometry to individual AOA members and the affiliated associations, as well as to state legislators, regulators, third party payors, attorneys, the ophthalmic industry, the media, the public, and other interested persons. SGRC serves as a resource for state association political activities. In addition, SGRC maintains a database of all current optometry practice acts and optometry board regulations.

Opportunity to commission research on state issues via AOA's State Government Relations Committee.

Key Benefits:

- > Supporter will receive 15-minutes to address the leaders at each Regional Meeting.
- > Logo recognition on all signage, email communication, and event page on AOA.org.

SPONSORSHIP FEE: \$30,000

SGRC Research

Commission research on state issues via SGRC.

SPONSORSHIP FEE: \$15,000

AOA on Capitol Hill (Speaking, Tables, Reception)

AOA on Capitol Hill is the AOA's single-largest annual advocacy event in Washington, D.C., directly connecting optometry's advocates and leaders with our nation's policy leaders to advance optometric eye health and vision care for the benefit of all Americans. Our annual hill day is a key reason why the AOA is consistently recognized as one of the most effective, respected advocacy organizations in the nation's capital with hundreds of doctors, optometry students and affiliate leaders participating in this 3-day fly-in to deliver optometry's priorities.

SPONSORSHIP FEE: \$25,000

FAR Program

AOA Federal Advocacy Representatives (FAR) are your direct, in-state link to AOA's federal advocacy efforts. Each state has at least one FAR and they serve as your local resource for all things AOA federal advocacy—they share the latest news and updates from the nation's capital, help lead grassroots efforts to connect you with your lawmakers on key legislative priorities, and they retain and recruit new AOA-PAC investors and guide the AOA-PAC giving strategy.

SPONSORSHIP FEE: \$50,000



Advertising

The AOA is its members' most trusted authority on issues related to the ever-changing health care landscape, including advocacy and health care reform, as well as eye care advances, practice management tools, regulations and best practices. The information is crafted in an authoritative, approachable, journalistic and accessible way, reaching optometrists, optometric students and optometric staff everywhere: in print, online, via email and direct mail, and on mobile devices.

Media Kit

Now brands have the opportunity to reach the most influential doctors of optometry through this powerful media network - Take a look through our full Media Kit for more information.

[CLICK HERE TO ACCESS THE MEDIA KIT](#)



Leadership

Leadership development is essential for fostering growth and innovation. It provides individuals with the skills, knowledge and mindset needed to make significant contributions and excel in their roles personally and professionally.

The AOA Leadership Institute program was developed to bridge the gap between the busy professional and their desire to successfully thrive in volunteer leadership. The program seeks to energize and equip the next generation of champions for optometry with valuable lessons and skillsets, which will allow them to confidently step in and lead at national and state affiliate levels.

Leaders Summit (Speaking & Tables)

Get in front of AOA's entire volunteer structure

AOA leadership directly relies on a network of 25+ committees, commissions and councils comprised of more than 300+ expert volunteers, most of whom are practicing Doctors of Optometry and leaders in their states. These influential members annually convene to meet and discuss programs, policies, and services that fall within the four pillars of the AOA:

- > Advocacy
- > Public Awareness of Optometry
- > Continuing Education
- > Tools/resources to help advance optometric practices and provide best possible patient care.

Key Deliverables:

- > Company receives 15-minutes speaking time to address key leaders in St. Louis, MO - January 30 - February 1, 2025
- > One-page ad in Leaders Summit Workbook
- > Signage recognition at event and in email communications

SPONSORSHIP FEE: \$25,000

Leaders Summit Tabletop

Key Deliverables:

- › Live event in St. Louis January 30 - February 1, 2025
- › Opportunity to meet with one additional AOA Committee during or virtually. Collaborate with the IRC team to organize.
- › Thank You Signage in St. Louis meeting areas.
- › Tabletop in our mini exhibit hall to demo and discuss products with KOLs, AOA BOT and AOA members.

SPONSORSHIP FEE: \$7,500

Leadership Institute 1.0

The 1.0 program offers 100 participants a six-month leadership experience through virtual and in-person sessions, covering a variety of skillsets including marketing your brand, public speaking, negotiation skills and leading change. These sessions are broken up over several months and taken virtually with the remaining sessions. Graduation takes place at Optometry's Meeting®.

Participants actively engage with one another throughout the 1.0 program, complete coursework pertaining to each session and support one another as they advance in their careers and leadership roles.

SPONSORSHIP FEE: \$60,000

Leadership Institute 2.0

The AOA Leadership Institute 2.0 is a three-day, intensive workshop at the AOA's St. Louis, Missouri, headquarters, in conjunction with a pair of virtual education sessions, designed to foster the continued leadership growth and development of early-to-middle career doctors of optometry as they consider leadership roles within the AOA and its affiliates. Limited to 50 participants, this select group will build upon their leadership skills through a deeper dive into media training, effectively working with industry, relationship-building with legislators, strategic planning and committee leadership.

SPONSORSHIP FEE: \$35,000

Presidents Council

Serves as an opportunity for leaders to access valuable leadership development and volunteer orientation insights and information, as well as a forum between the AOA and affiliates on priority issues affecting the profession or association.

SPONSORSHIP FEE: \$25,000

Membership Welcome Boxes

Welcome new members with a bang! The AOA Membership Welcome Box is a unique opportunity for your brand to make a lasting impression on thousands of optometry professionals as they join our community. As a sponsor, your promotional materials—whether it's branded swag, educational materials, or exclusive offers—will be included in these highly anticipated Welcome Boxes that our new members receive.

SPONSORSHIP FEE: STARTING AT \$5,000



AOA Foundation

As optometry's premier philanthropic and charitable organization, The AOA Foundation is committed to its mission to empower the optometric profession in providing awareness and access to health and vision care for the public.

Opportunities in Optometry (OIO) Grants

To promote diversity and equity in the optometric profession for generations to come, the American Optometric Association and the American Optometric Student Association have created the AOA/AOSA Opportunities in Optometry Grant program, which is supported by The AOA Foundation. This fund is designed as a one-time stipend for under-represented minority students interested in the field of optometry to help defray costs associated with applying to optometry school.

SPONSORSHIP FEE: \$15,000

InfantSEE

InfantSEE, a public health program, managed by The AOA Foundation, is designed to ensure that eye and vision care becomes an integral part of infant wellness care to improve a child's quality of life. Under this program, AOA member optometrists provide a no-cost comprehensive eye and vision assessment for infants 6-12 months old regardless of a family's income or access to insurance coverage.

SPONSORSHIP FEE: \$60,000

OFDR - Optometry's Fund for Disaster Relief

Optometry's Fund for Disaster Relief has changed the lives of many doctors of optometry and students by providing immediate financial relief for critical and urgent needs, such as food, clothing, shelter, and other infrastructure needs.

Disasters are unpredictable and can be life-altering; it is our goal to ensure that the fund is always poised and ready to help, so doctors can get back to doing what they do best.

SPONSORSHIP FEE: \$20,000

Scholarships

The AOA Foundation offers prospective and current optometry students a variety of scholarships. Scholarships are one of the most important investments that you can make in the present and future success of optometry students.

Scholarship Sponsorship Considerations:

- › Minimum 5-year commitment
- › Minimum \$2,500 award/year
- › Scholarships will incur an 18% administrative fee that will be paid to The AOA Foundation annually. If the new scholarship is endowed for 10 or more years, the administrative fee will be established at the discretion of the The AOA Foundation Board of Directors.
- › Scholarships creation can be a great way to honor a company founder or innovator. We also encourage the industry partner to help create the format of the application so that it mirrors the company's values or mission.

SPONSORSHIP FEE: STARTING AT \$2,500

Unrestricted Grants

The AOA Foundation invites you to consider supporting its mission through the provision of unrestricted grants. These grants offer the Foundation the flexibility to allocate funds where they are most needed, allowing for maximum impact in addressing the most pressing issues within the optometric community. By contributing unrestricted funding, donors enable the AOA Foundation to drive meaningful progress, support innovative initiatives, and create long-term solutions that strengthen the future of the optometric profession.

SPONSORSHIP FEE: VARIES

AOSA

The American Optometry Student Association (AOSA) is committed to empowering students to thrive as doctors of optometry by promoting the optometric profession, enhancing the education and welfare of optometry students, as well as enhancing the vision and ocular health of the public. The AOSA represents nearly 7,100 students attending the 25 schools and colleges of optometry throughout the U.S., Canada, and Puerto Rico. Each school is represented on the AOSA Board by a Trustee and Trustee-Elect. These individuals are prominent leaders within their schools and have a deep passion for optometry. All of our programs are designed to meet our mission and vision and align within AOSA's pillars - Education, Advocacy, Student Experience, Tools for Success.

Board of Trustees

Networking opportunities with AOSA's board of 55+ students (two from each school & college of optometry).

AOSA Board Meetings - In January and June every year, the AOSA Board of Trustees meet in-person.

Partnership 1:

- › Opportunity to address the AOSA Board in-Person or virtually.
- › 55 student leaders from across the U.S., Canada, and Puerto Rico.
- › 15-minute speaking time in either January or June.

Partnership 2:

- › Opportunity to address the AOSA Board in-Person or virtually.
- › 55 student leaders from across the U.S., Canada, and Puerto Rico.
- › 15-minute speaking time in both January and June.
- › Host board leadership development program and event in January.
- › 45-minute presentation time.
- › Evening event with board of trustees.

SPONSORSHIP FEE: STARTING AT \$7,500

Leadership Links

Be a part of an immersive networking roundtable with key opinion leaders, students and young doctors. Leadership Link is the forum to connect students and new graduates with practicing optometrists at key optometric meetings and events over the course of the calendar year. Leadership from across the country, including the AOA Board of Trustees, participate to guide and be a resource for students and new doctors. Held in conjunction with AOA on Capitol Hill in September 2025.

SPONSORSHIP FEE: \$15,000

AOSA & Affiliate Connection

The goal of the student-state affiliate connection program is to provide students and state affiliates the opportunity to network, discuss scope, and different modes of practice while building relationships early in students' optometric careers.

In addition to these topics, students will have the opportunity to learn on a deeper level specifics of the state affiliates they are interested in practicing after graduation.

For doctors and affiliates, this provides a space to connect with future doctors of optometry that are interested in moving to their state while they are still in school.

SPONSORSHIP FEE: \$20,000



CIP

Launched in fall 2022, the mission of the AOA Center for Independent Practice (CIP) is to fuel a passion for and create a foundational knowledge base to excel in the management of today's independent practice of contemporary optometry. This center of excellence will help students and practitioners develop strong partnerships, optimize practice resources, create business strategy and utilize the fundamentals of professional practice advocacy.

Webinars

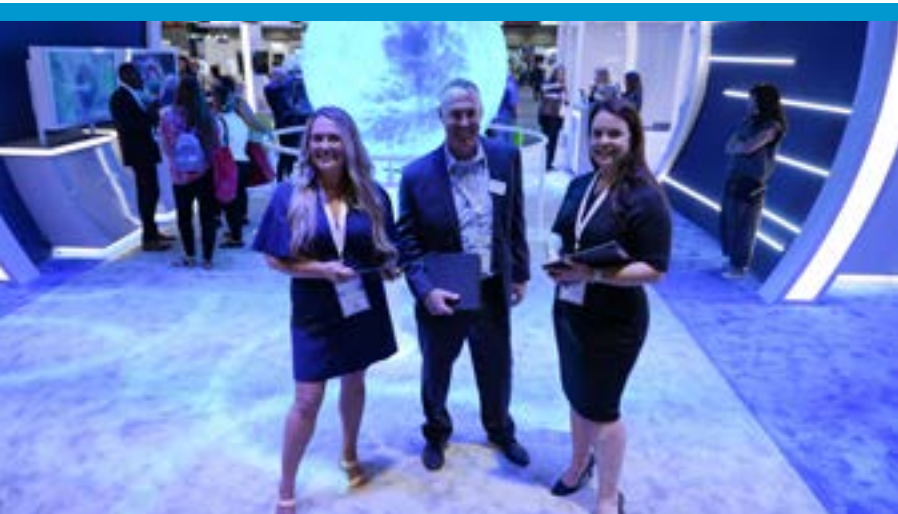
Partner with AOA's Center for Independent Practice and elevate your brand by sponsoring a webinar designed for healthcare professionals navigating independent practice. This exclusive event offers a unique opportunity to connect with a targeted audience of current and future practice owners.

SPONSORSHIP FEE: STARTING AT \$7,500

CIP Independent Practice Institute

The CIP Practice Institute is a 10-month member benefit program designed to engage and equip the upcoming generation of doctors with the business basics of running an independent practice. Through a combination of virtual and in-person training, focus groups and networking opportunities, IPI participants will obtain the skillset and confidence necessary to start or step in to an independent practice leadership role.

SPONSORSHIP FEE: STARTING AT \$5,000



CLCS

The Contact Lens & Cornea Section (CLCS) is a nationally recognized segment of the AOA. Members of CLCS include eye care professionals and optometry students who are dedicated to furthering their understanding in the field of contact lenses, cornea, diagnosis and treatment of anterior segment disease, refractive surgery, and related technologies.

The CLCS provides timely clinical education, representation with state and national government agencies and a recognized and trusted voice to the public for information on contact lenses, anterior segment management and refractive technologies.

Contact Lens Patient Series

We are excited to invite you to become a sponsor for The Contact Lens Dropout Series, a cutting-edge educational event dedicated to advancing the understanding and practice of contact lens care in the optometry field.

This series will delve into crucial topics, such as:

- New Advancements in Contact Lenses and Technology
- Barriers Preventing ODs from Discussing CLs with Every Patient & How to Overcome Them
- How to React When a Patient Struggles with CLs
- How to Reengage a CL Dropout
- Caring for Neophytes
- The Impact of Ocular Surface Disease on Contact Lens Wearers

Our goal is to address the often-overlooked opportunities in patient care, underscoring that every patient is a contact lens patient. By highlighting how practitioners can better serve their patients, we aim to improve contact lens adoption, retention, and overall patient satisfaction.

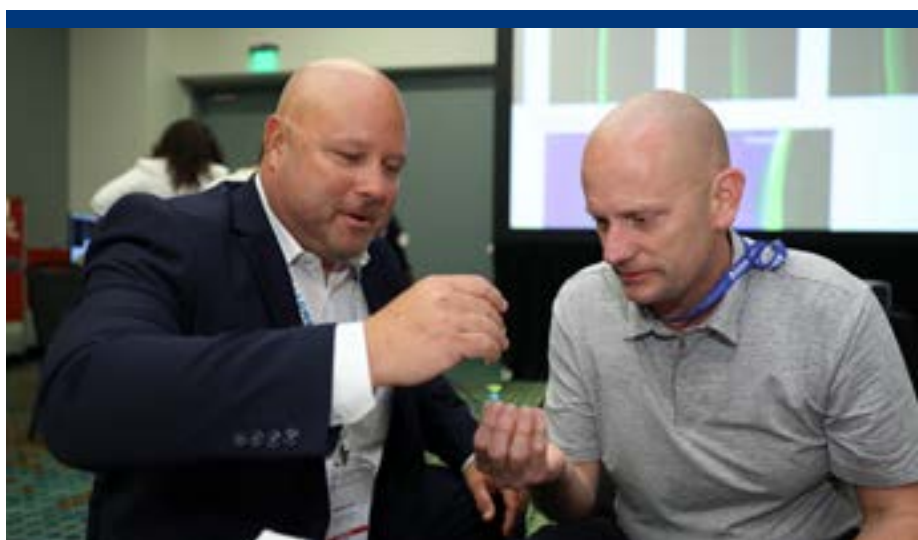
As a sponsor, you will have the opportunity to address all attendees, signage recognition, and logo recognition on all promotional materials amplifying your brand's presence before, during, and after the event. The series provides a unique opportunity to engage directly with optometrists eager to enhance their practices.

SPONSORSHIP FEE: STARTING AT \$20,000

General Sponsorship

As a sponsor, you'll have the exclusive chance to place an ad on the CLCS webpage, reaching a targeted audience of professionals in the optometry community. Additionally, the sponsorship includes invitations to meet twice annually with the CLCS Council—once virtually and once in person at Optometry's Meeting—providing direct access to CLCS leaders and fostering meaningful connections. The CLCS will recognize your company as a dedicated sponsor throughout the year, ensuring your brand remains prominently featured and top-of-mind among optometry professionals. This sponsorship offers both strategic networking opportunities and consistent exposure to an engaged audience, elevating your brand's presence in the contact lens field.

SPONSORSHIP FEE: **VARIES**



Minneapolis 2025

Join us June 25-28, 2025
for Optometry's Meeting!

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

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