

Marketing Prospectus

Partner | Sponsor | Exhibitor & Advertising Opportunities

2025



ABOUT MOA

Who We Are: The Maryland Optometric Association (MOA) serves doctors as the voice of the profession in Maryland. We provide advocacy, education and networking opportunities and connect Maryland doctors and industry supporters.

PARTNERSHIP PROGRAM

Partner Organizations Receive...

Valuable exposure to tri-state member and non-member doctors of optometry.
FREE exhibit placement at the MOA 2025 Annual Convention.
Additional exclusive marketing benefits and sponsorship opportunities.

Membership

- 400+ MOA Members
- 1400+ Online Community Members
- 5 Regional Societies

MOA SOCIETIES	City/Counties Represented
Anne Arundel County Optometric Society (AACOS) Laura Goldberg, O.D., President	Anne Arundel County
Central Maryland Optometric Society (CMOS) Barbra Johnson, O.D., President Diana Chu, O.D., Vice-President	Frederick, Montgomery, Prince George's, Calvert & Charles
Eastern Shore Optometric Society (ESOS) Eleanor Siri, O.D., President	Kent, Queen Anne's, Talbot, Caroline, Dorchester, Wicomico, Somerset & Worcester
Greater Baltimore Optometric Association (GBOS) Jenny Chan, O.D., President	Baltimore City, Baltimore County, Howard, Carroll, Harford & Cecil
Western Maryland Optometric Association (WMOS) Rose Wood, O.D., President	Garrett, Allegany, Fredrick & Washington

Annual Convention - Exhibitor Info

September 6-7 | North Bethesda Marriott

Our 2025 Convention will be a one-day hybrid conference - offered to both in-person and virtual attendees. The meeting will follow the [3rd Annual IKA Symposium](#) held at the location the day before. The Conference will include the MOA Annual Meeting Dinner on Saturday night and one Symposium meal. *(both special events are great sponsorship opportunities)*

MOA Partners (all levels) receive a FREE exhibit booth at the meeting (6-foot table draped in black linen with two chairs - approximate 8' by 8' exhibit space). Partner exhibitors may choose their booth location (priority by level) before the event.

Additional Meetings & Events

Society Meetings - Our 5 societies each hold 2-4 meetings per year. These smaller meetings (15-30 doctors) present a great opportunity to meet local doctors. Due to growing demand, *only partners are invited to host.*

Young OD Events - Well attended, quarterly meetings attended by doctors 1-10 yrs in practice

Foreign Body Removal Wet Lab - Details TBA

Virtual Education Programs & Webinars

**All event sponsors receive podium time, attendee info and recognition across all event marketing channels.*

MOA Communication - Marketing & Media Channels

Tuesday Talk e-Newsletter (quarterly distribution | average open rate 40%)

Member and Marketing e-Blasts (5-7 monthly)

MOA Social Media Platforms (FB & Instagram)

MOA Classified Ads (MOA website & Tuesday Talk Newsletter)

Partner Program Benefits

	Bronze	Silver	Gold
BENEFITS	Qty	Qty	Qty
Marketing & Recognition at Annual Convention (Promotion, signage, Program slides & 1 pg insert – partner provides copies)	✓	✓	✓
Website - Partner Recognition w/Logo Linkage (MOA homepage & Partner page)	✓	✓	✓
Exclusive Event Sponsorship Opportunities (MOA, Society & Young OD Meetings/Events – partner only opportunities)	✓	✓	✓
Free EXH Placement @ Annual Convention (includes draped booth, electricity and credentials for 2 reps)	✓	✓	✓
VIP Convention EXH Package (Free AV & WiFi -based on availability- and 2 additional reps)	-	✓	✓
Post Meeting - Convention Attendee List (Excel spreadsheet format – subject to ARBO standards if applicable)	✓	✓	✓
Leadership Feedback Questionnaire (Google Form – 1 per year)	-	✓	✓
Product Survey (Get feedback from our online community – 1300+ - about your product or service) *1 per year	-	✓	✓
Presentation at Virtual Board of Directors Meeting (5 mins – based on availability)	-	-	✓
1-Page New Member Welcome Packet Insert (partner provides copies)	-	-	✓
Webinar Promotion (Showcase your business on the MOA website or in the Tuesday Talk e-Newsletter)	-	-	✓
MOA Online Community e-blast (1,200+ doctors)	1	2	4
Tuesday Talk Ad (partners receive 2 ads annually – size by level)	¼ page	½ page	Full page
MOA Facebook Posts	1	2	4
MOA Homepage Banner	2	4	6
Partner Level Price	\$3000	\$4000	\$5500
Early Bird Price 10% Discount	\$2700	\$3600	\$5000

Contact Member Services & Marketing Coordinator Kirsten Sanda by phone or email at ksanda@marylandoptometry.org.

Marketing Opportunities

ANNUAL CONVENTION - A LA CARTE OPTIONS

Mem/Partner Rate | Reg Rate

<input type="checkbox"/> Convention Exhibit Placement (Sat-Sun)	FREE \$1800
<input type="checkbox"/> Additional Rep Credential (per person)	\$75 \$150
<input type="checkbox"/> Booth Electricity (free for partners)	Contact Us
<input type="checkbox"/> 1-Page Attendee Registration Packet Insert (Company provides ad print copies for Conv attendees)	FREE \$200
<input type="checkbox"/> Exclusive Badge Sponsor (company logo on doctor badges)	\$750 \$1500
<input type="checkbox"/> Exclusive Swag Sponsor (co-brand company logo w/MOA)	\$800 \$1600
<input type="checkbox"/> Symposium Meal Sponsor (one available - partner only)	\$3000

ADDITIONAL ADVERTISING OPTIONS

Mem/Partner Rate | Reg Rate

<input type="checkbox"/> MOA Website Homepage E-Banner (8 wk run time)	FREE \$250
<input type="checkbox"/> Exclusive E-Blast (one per year for non-partners)	
<input type="checkbox"/> Members Only (400+)	\$500 \$1000
<input type="checkbox"/> Online Community (1400+)	\$750 \$1500
<input type="checkbox"/> MOA Facebook Post	\$200 \$400
<input type="checkbox"/> Tuesday Talk Ad Space	
Full Page	\$750 \$1500
Half Page	\$350 \$750
Quarter Page	\$200 \$400
<input type="checkbox"/> MOA Website Classified Ad	FREE \$75

Special Event Opportunities

We are pleased to offer our industry supporters a variety of partner-only sponsorship opportunities throughout the year. The following items can be purchased à la carte or may be incorporated into any Partner Program package. For pricing information or questions about custom partner packages, contact Member Services & Marketing Coordinator Kirsten Sanda by phone or email at ksanda@marylandoptometry.org.

2025 Events

March Madness Tournament - 1st, 2nd, and 3rd place sponsorships available. Sponsors receive brand recognition and/or ad space on the dedicated tournament webpage and marketing materials/communication.

MOA Annual Member Dinner Meeting @ Convention

**MOA Annual Meeting Sponsor* Sat, Sept 6 (7pm) | North Bethesda Marriott

Young OD Quarterly Events - Host one of four annual Young OD events. Sponsors receives marketing recognition, podium time and attendee list. Sponsor pays F&B and rental fees if applicable.

Board of Directors Meeting - Host one of two annual in-person Board meetings. Sponsors receive podium time and the opportunity to pick the brain of leadership in advance via Google form. Sponsor pays F&B and room rental.

Annual Convention (additional speaker/AV fees may apply)

Meal Symposium (1 available) **\$3000** Let us introduce you as the exclusive meal sponsor, and then you'll own the room. Sponsor receives 45 minutes of podium time; and recognition across all event marketing channels.

Raffle Prize Giveaway (**FREE** - open to all exhibitors) Drive traffic to your exhibitor booth and introduce your company to attendees at the end of our Education Program)

MOA Annual Dinner Meeting Sponsor (1 available) **\$1500** The exclusive meal sponsor receives 15 minutes of podium time and recognition across all event marketing channels.

Program Registration

Register by January 31st for Early Bird Discount

Yes! I am interested in supporting Maryland optometry by becoming a 2024 MOA Partner

Gold ~~\$5500~~ **\$5000** Silver ~~\$4000~~ **\$3600** Bronze ~~\$3000~~ **\$2700**

Company Name: _____

Contact Name / Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____ Fax: _____

Email: _____ Website: _____

My signature below acknowledges that I hereby authorize Maryland Optometric Association to process my payment in the amount of \$_____ .

Signature

Date

Method of Payment: Payable to Maryland Optometric Association (check one):

Check American Express Discover MasterCard Visa

Card Number: _____ CVV: _____ Expiration Date: _____

Name (on Card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Return completed form by mail - MOA, P.O. Box 350, Stevenson, MD 21153
or by email to info@marylandoptometry.org

All sales are final. No refunds will be given. MOA reserves the right to change terms and pricing at anytime provided on market rate.



Maryland Optometric Association

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