

Oregon Optometric Physicians Association Corporate Partnership Program

Janet Baker
Executive Director, OOPA
503.654.5036
janet@oregonoptometry.org
www.oregonoptometry.org



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

OOPA Partnership Philosophy

We aim to establish and maintain long term mutually beneficial relationships that build business exchange between our corporate partners and OOPA Optometric Physicians.



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

We can't do it without you!

- For more than 100 years, the Oregon Optometric Physicians Association has worked tirelessly on all fronts to ensure that those who have earned the title of Optometric Physician have the legal, business and educational opportunity to practice their profession to the fullest extent possible.
- And it has done so with a staff of 2 people.
- Without partnership with and financial investment from our corporate partners, OOPA would not be able to fulfill our mission and vision.



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

WHO WE ARE



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

About OOPA

Our Mission

To promote, protect and advance the professional practice of Optometry in Oregon.

Our Vision

The Oregon Optometric Physicians Association is the acknowledged leader and recognized authority for primary eye health and vision care in Oregon.

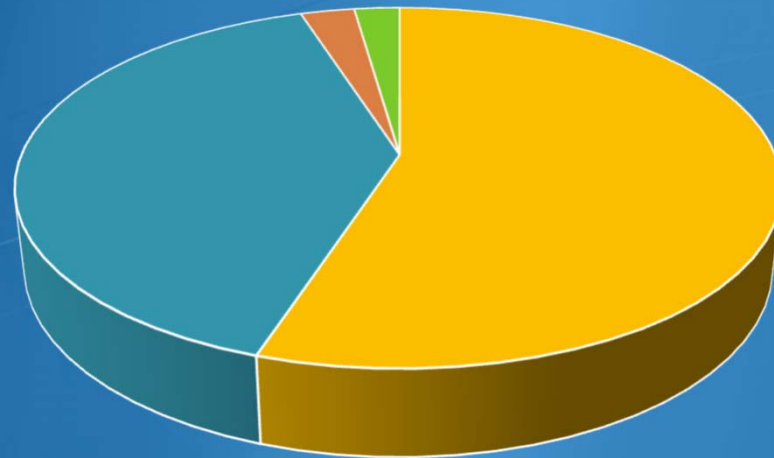


**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Demographics

- OOPA represents more than 800 members.

Members of OOPA are also members of AOA and their local professional societies, but *OOPA is the only statewide optometric association for current and future Oregon Optometric Physicians.*

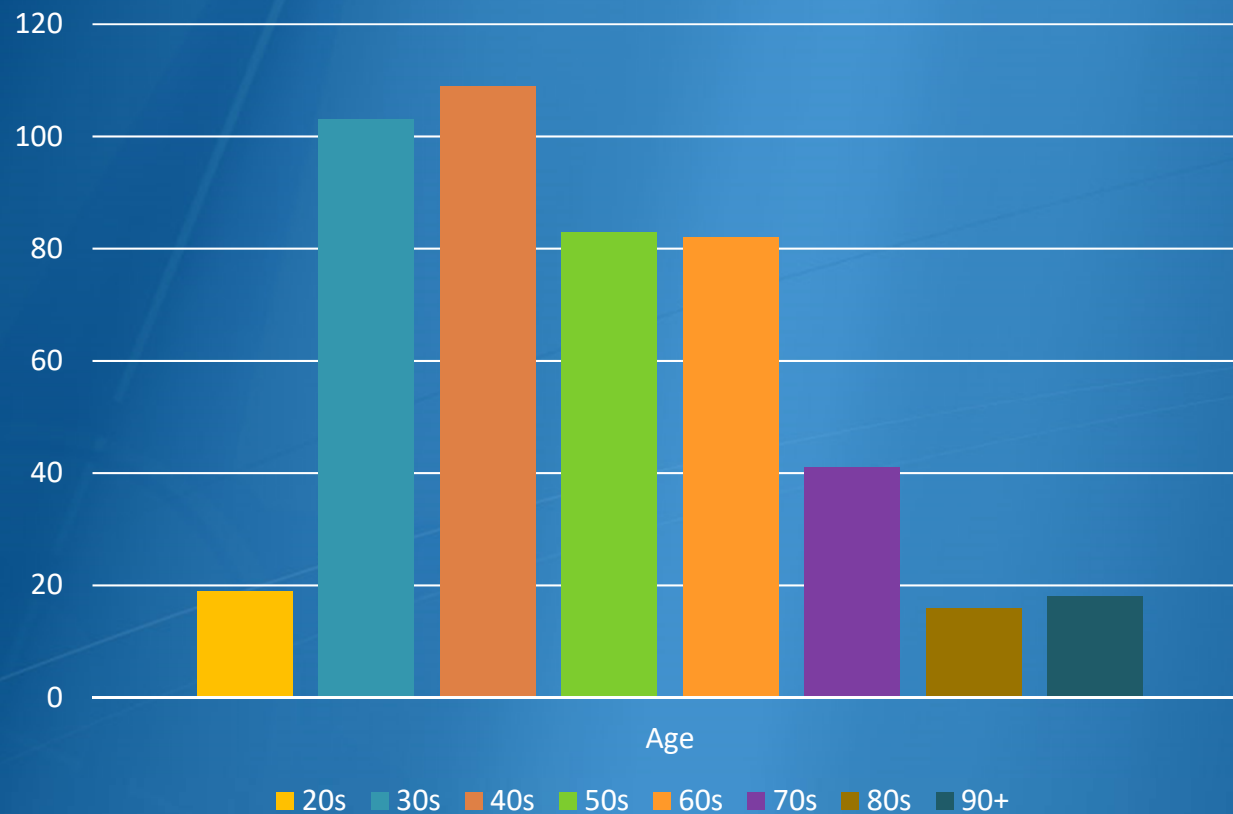


■ Licensed ■ Students ■ Retired ■ Educator



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

OOPA Membership by Age



Note: This graph does not even include our 300 students who are under the age of 30.



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Unique Value Proposition

- Our events typically range in attendance from 150-200 attendees comprised of Optometric Physicians, their staff and our industry partners. **Your presence is both noticed and appreciated.**
- Our exhibitors are our **guests at event meals and social functions.** **This is your time to shine!** - breaking bread and socializing with decision makers in an intimate setting.
- The net investment in OOPA events is **VERY budget friendly** in comparison to large national conventions AND we offer **more one-on-one time with potential buyers.**
- Exhibits are located purposely around the dining area for maximum exposure. There is **no bad seat in the house.**



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

OOPA Events and Partnership Opportunities

OOPA offers our corporate partners multiple flexible packages to achieve your Marketing, Public and Provider Relations objectives.

Annual OOPA Events

- Legislative Advocacy “Boot Camp”
- Third Party / Practice Management Seminar
- Oregon State Membership / CE Meeting
- Sponsored exclusive Members Only Events (throughout the year)

OOPA is always looking for new and innovative ways to partner. Give us your thoughts on additional promotional opportunities and customized packages.

Advertising and Promotional

- Event Title Sponsorship
- Sponsored Meals, Receptions, Coffees, Breaks
- Sponsored Speakers / Honorarium
- Sponsored Education Session
- Conference Exhibits
- Exhibit Showcase Presentations
- Newsletter Advertising
- Online Advertising
- OOPA Membership Directory Advertising (mailed to all members)
- Co-branded Swag



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Integrated Corporate Partnership Packages

3 Year Platinum Partnership

\$20,000 per year Investment Includes:

- **All Standard Benefits +**
 - Platinum Partnership Category Exclusivity
 - Exclusive 3-year Title Sponsorship for Oregon State Meeting
 - Exclusive Title Sponsor for Annual Awards and Installation Banquet
 - Annual Special Members Only Event with Presentation
 - Double Premier Exhibit Area at all OOPA scheduled Events
 - Presentation Time at Annual Event
 - Inside Front Cover (Color) Annual OOPA Membership Directory
 - Premier placement on OOPA online advertising (i.e., website, social media, e-newsletters, e-blasts, etc.)



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Integrated Corporate Partnership Packages

3 Year Gold Partnership

\$10,000 per year Investment Includes:

- **All Standard Benefits +**
 - Double Premier Exhibit Area at all OOPA scheduled Events
 - Exclusive Sponsor for Signature OOPA “Hearty Breakfast” at Annual Oregon State Meeting
 - Presentation Time at Annual Event
 - Inside Back Cover (Color) Annual OOPA Membership Directory
 - Premier placement on OOPA online advertising (i.e., website, social media, e-newsletters, e-blasts, etc.)



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Integrated Corporate Partnership Packages

Standard Benefits

\$5,000 Investment Includes:

- Guaranteed single exhibit space to showcase your products, service and company
- Inclusion of your company provided marketing materials in attendee registration packet
- OOPA website recognition with corporate partner logo and link to company website
- Inclusion in all pre-event advertising
- Inclusion of company logo on event signage
- Verbal recognition and appreciation at event
- Post-attendee list with complete contact information

**Additional event-specific packages available
at www.oregonoptometry.org Event
Calendar**



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

Ordering A la Carte...

*All logo items co-branded with company partner and OOPA logos and to be approved by OOPA for quality and brand consistency

Here are some additional opportunities to partner with OOPA and gain visibility with our members.

Menu Item*	A la Carte Price	As Add-on to Package Price
Event Tote Bags	\$3,000	\$2,000
Hotel Keycards	\$3,000	\$2,000
Spiral Note Pads w/pen	\$2,000	\$1,250
Name Badge Lanyards	\$1,500	\$1,000
Reception/Social Sponsorship (food and beverage/bar)	\$4,000	\$3,000
Coffee Break Sponsorship (coffee, tea, water, break food)	\$3,000	\$2,000
Hotel Room Drops (Company Packets, press releases, welcome / good night gifts, special event invitations, samples and booth traffic-building coupons delivered to hotel rooms of meeting attendees during peak nights)	\$1,500	\$1,000
Attendee Bag Insert (Printed brochures, flyers, or small promo items to be distributed to all attendees at registration)	\$250	Free



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**

OOPA takes partnership seriously.
We want to know what you need to
make this a long term mutually
beneficial relationship.

Thank you.



**OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION**