

# 2018 KOA PARTNER MEMBER PROGRAM

## Partner Levels:

Visionary  
Gold  
Silver  
Bronze

Kentucky Optometric Association  
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## *Interested in Becoming a KOA Partner Member?*

The Kentucky Optometric Association Partner Member program was created to enhance the relationship between Kentucky optometrists and companies that are supporters of optometry.

### *Maximize Your Marketing:*

In these highly competitive times when companies are cutting back on marketing budgets and sales forces, how do you maximize your company's dollars? What is the best means to reach your target customers and maintain strong relationships? How can you achieve consistent communication most effectively and efficiently? The answer is the KOA's Partner Member Program.

### *Unique Opportunities:*

Partner Membership provides you with opportunities that are not available otherwise to interact face to face with Kentucky optometrists. How much would it be worth to you to have the chance to talk about your company or products face to face with small groups of 20 – 50 doctors? How valuable would it be to have up to the minute demographic information on Kentucky optometrists including email addresses? How much would it be worth to get to meet all the newly licensed doctors at one time? How beneficial would it be to you to be able to attend the Fall Education Conference and participate in all events with doctors and paras? These are just a few of the unique opportunities that only Partner Members experience each year.

### *Company Exposure:*

In addition to personal interaction opportunities, Partner Members get constant name exposure before Kentucky ODs. They are highlighted in all written publications, programs, and on the front page of our website, [www.kyeyes.org](http://www.kyeyes.org). At every meeting, KOA leaders frequently urge members to support those companies who support the KOA.

# Kentucky Optometric Association's Partner Membership Level Information

## *\*All Partner Member Levels receive the following:*

Preferential company recognition at all KOA meetings  
Special Badge Recognition at all KOA Meetings  
Free Booth at KOA Spring Conference  
Exclusive invitation for a Tabletop booth to KOA Fall Conference  
Exclusive breakfast with KOA Board at Spring Conference  
Subscription to the KOA Newsletter  
Email Notifications on KOA member's personal info (i.e. death, illness)  
Exclusive Invitation to KOA New Licensee Reception in July  
Copy of KOA Membership Directory  
Listing in KOA's Membership Directory

### *Visionary Level - \$15,000*

Company Recognition in the Spring & Fall Conference onsite programs  
Company Recognition Banner on KOA website with link to your website  
1<sup>st</sup> Selection of Spring Conference Booth location  
Option of a 2<sup>nd</sup> Booth at Spring Conference for free  
Full Page Company recognition in the Spring & Fall Conference onsite programs  
First right of refusal to host a KOA Society meetings  
4 complimentary registrations to KOA event at the Fall Conference  
Full Page recognition in KOA Membership Directory  
Listing in every KOA Newsletter (or e-newsletter) & 1/4 page recognition in every newsletter during year  
Recognition email to the membership during the year  
Available upon request – KOA Membership directory via email (2 times a year)  
\*\*KOA will work with Company to customize additional marketing benefits at meetings.  
\*Plus all other benefits listed at top of this page for all levels of Partner Members

### *Gold Level - \$10,000*

Company Recognition in the Spring & Fall Conference onsite programs  
Company Recognition on KOA website with link to your website  
Selection of Spring Conference Booth location (after Visionary PM level has selected).  
Option of a 2<sup>nd</sup> Booth at Spring Conference at ½ off the booth price  
Second right of refusal to host a KOA Society meetings  
2 complimentary registrations to KOA event at the Fall Conference  
1/2 Page recognition in KOA Membership Directory  
Listing in every KOA Newsletter (or e-newsletter) & 1/2 page recognition in one newsletter during the year  
Available upon request – KOA Membership directory via email  
\*\*KOA will work with Company to customize additional marketing benefits at meetings.  
\*Plus all other benefits listed at top of page for all levels of Partner Members

### *Silver Level - \$5,000*

Company Recognition in the Spring & Fall Conference onsite programs  
Company Recognition on KOA website with link to your website  
Selection of Spring Conference Booth location (after Visionary & Gold levels have selected).  
Option of a 2<sup>nd</sup> Booth at Spring Conference at ½ off the booth price  
Third right of refusal to host a KOA Society meetings  
1 complimentary registration to KOA event at the Fall Conference  
¼ Page recognition in KOA Membership Directory  
Listing in every KOA Newsletter (or e-newsletter) & 1/4 page recognition in one newsletter during the year  
Available upon request - set of KOA Membership Mailing Labels  
\*Plus all other benefits listed at top of page for all levels of Partner Members

### *Bronze - \$2,500*

Company Listing in the Spring & Fall Conference onsite programs  
Company listing on KOA website  
Selection of Spring Conference Booth location (after Visionary, Gold, & Silver levels have selected).  
Option of a 2<sup>nd</sup> Booth at Spring Conference at ½ off the booth price  
Fourth right of refusal to host a KOA Society meetings  
Listing in every KOA Newsletter (or e-newsletter)  
\*Plus all other benefits listed at top of page for all levels of Partner Members

# Kentucky Optometric Association

## 2018 Partner Member Registration

### COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Name of Local Sales Representatives: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

### We want to partner with the KOA at the following level:

- Visionary Partner Member for \$15,000 annually
- Gold Partner Member for \$10,000 annually
- Silver Partner Member for \$5,000 annually
- Bronze Partner Member for \$2,500 annually
- Our company would like to discuss the possibility of becoming a Partner Member

### Payment Method

Check

Visa

Master Card

Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name Printed on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

### Please return this form to:

Kentucky Optometric Association  
PO Box 572  
Frankfort, KY 40602

### For additional information:

Call 502-875-3516 or  
Email sarah@kyeyes.org

By signing on to become a KOA Partner Member, your company is agreeing to uphold the KOA Mission Statement: to promote, advance and insure the viability of the practice of optometry for the benefit of its members and the citizens of the Commonwealth of Kentucky.