UNITED OPTICIANS ASSOCIATION

The Future of Opticianry Is Now

Boldly. Decisively. Together.

ONE VISION
ONE VOICE

ONE UOA

UOA

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OUR WHY

PEOPLE'S LIVES CHANGE WHEN THEY CAN SEE

UOA is building an ethical, sustainable national organization that raises standards, grows the workforce, and drives policy that protects patients.

Partnering for Progress

Financial Support Opportunities

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Financial support for UOA drives innovation, improves patient support through education and advocacy and drives professional development.

Let’s create something together!

Featured Partner Opportunities

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UNITED OPTICIANS ASSOCIATION LEADERSHIP CONFERENCE

OptiCon® @ VISION EXPO

MISSION: OPTICIAN

The Opticianry News + Views Podcast

Sightline Industry Panel

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Let's create something together!

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UOA is excited to discuss the possibilities of your company continuing as a UOA Industry Partner in 2027.

The slides below provide detail for a variety of packages that provide engagement opportunities for your company while supporting the mission of UOA.

Rather than call out specific packages that may interest you, I have included the entire menu of possibilities for us to discuss.

Of course, these are just s a starting point, packages may be curated specifically for you if you don't see exactly what you'd like.

We look forward to discussing the possibilities!

Gwen Cooper MPA CFRE
UOA Executive Director
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All Partnership Packages include social media recognition, exhibitor space and conference registrations.

UOA's 2027 National Conference
June 2-6 Minneapolis MN.

VISIONARY CIRCLE

Annual Meeting Presenting Sponsor

- ✓ Prime logo placement on all conference materials, website, signage, and digital publications
- ✓ Speaking opportunity during the opening and closing sessions
- ✓ Opportunity to lead at least one 45-minute breakout session on an approved topic
- ✓ Double size exhibit area during Vendor Showcase
- ✓ 8 complimentary conference registrations
- ✓ Swag distribution

Podcast & Webinar Content Creation

- ✓ Series of three (3) Podcasts & at least one webinar
- ✓ Partner E-blast 1 per quarter

SightLine Industry Panel –Two Seats

College Bowl Presenting Sponsor

Student Education & College Bowl Production

SOLD

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FRAME the FUTURE

Supports the next generation of optical leaders

Option 1

$40,000

- ✓ **Title Sponsor for UOA's Conference Student to Leadership Program**
- ✓ **Transportation Sponsor for Explorer Field Trip-Hoya**
- ✓ **STL Mentor Program Expansion (2 additional students)**
- ✓ 45-Minute General Session on approved topic
- ✓ 4 Conference Registrations
- ✓ Double Exhibit Space during Vendor Showcase
- ✓ Guest on ***Mission: Optician*** Podcast
- ✓ Product Partner E-blast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

SOLD

Option 2

$25,000

- ✓ **Title Sponsor for UOA's Conference Student to Leadership Program**
- 45-Minute General Session on approved topic
- ✓ 4 Conference Registrations
- ✓ Double Exhibit Space during Vendor Showcase
- ✓ Guest on ***Mission: Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

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HOYA
Students to Leadership

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HOST CITY SPONSOR Minneapolis, MN

Option 1

$20,000

- ✓ Recognition as **Host City Sponsor or Field Trip Host**
- ✓ 1-45-minute breakout session on an approved topic
- ✓ Double size exhibit area during Vendor Showcase
- ✓ 4 complimentary conference registrations
- ✓ Guest on ***Mission: Optician*** Podcast
- ✓ Partner E-blast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

Option 2

$15,000

- ✓ Recognition as **Host City Sponsor or Field Trip Host**
- ✓ 1-45-minute breakout session on an approved topic OR Guest on ***Mission:Optician***
- ✓ Double size exhibit area during Vendor Showcase
- ✓ 4 complimentary conference registrations
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

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EYE on IMPACT AWARDS DINNER $20,000

Eye on Impact Awards Dinner Presenting Sponsor

- ✓ Host for ***Eye on Impact*** Awards Dinner
- ✓ 1-45-minute breakout session on an approved topic
- ✓ Double size exhibit area during Vendor Showcase
- ✓ 4 complimentary conference registrations
- ✓ Guest on ***Mission: Optician*** Podcast
- ✓ Partner E-blast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

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ADVOCATE & COLLABORATE

Option 1
$25,000

- ✓ **Welcome Reception Sponsor & Opening Remarks**
- ✓ General Session on approved topic **or** 1-45-Minute Hands-on session
- ✓ 4 Conference Registrations
- ✓ Double size exhibitor space during Vendor Showcase
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 2
$20,000

- ✓ **UOA Advocacy Platform Powered by Your Company**
- ✓ 4 Conference Registrations
- ✓ Double exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 3
$10,000

- ✓ **Sponsored Content Recognition***
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

example: Advocacy content brought to you by your company

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EXPLORE & SERVE

Option 1
$20,000

- ✓ **Transportation Sponsor for Field Trip**
- ✓ **Sponsor for Give Back Experience**
- ✓ 1-45-Minute Hands-on session
- ✓ 4 Conference Registrations
- ✓ Double size exhibitor space during Vendor Showcase
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 2
$10,000

- ✓ **Sponsor for Give Back Experience**
- ✓ 1-45-Minute Hands-on session
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

PODCAST & COMMUNICATION PACKAGE

Option 1
$20,000

- ✓ **Conference App Exclusive Sponsor**
- ✓ 1-45-Minute Hands-on session
- ✓ 4 Conference Registrations
- ✓ Double size exhibitor space during Vendor Showcase
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 2
$15,000

- ✓ **Conference App Sponsor**
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

4 Available

Option 3
$10,000

- ✓ **WiFi Sponsor**
- ✓ One (1) ***Mission:Optician*** Podcast
- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

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MISSION: OPTICIAN

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VIDEO & PHOTOGRAPHY PACKAGE

Option 1
$20,000

- ✓ **Video & Photography Exclusive Sponsor**
- ✓ 10 minute lunch presentation
- ✓ 4 Conference Registrations
- ✓ Double size exhibitor space during Vendor Showcase
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 2
$15,000

- ✓ **Videography Sponsor**
- ✓ 4 Conference Registrations
- ✓ Double exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 3
$10,000

- ✓ **Photography Sponsor**
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

PODCAST & FOOD SPONSOR

10 Available

Option 1
$12,000

- ✓ **Series of Three (3) *Mission:Optician* Podcasts**
- ✓ Meal Sponsor & Remarks (10 minutes)
- ✓ 4 Conference Registrations
- ✓ Double exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 2
$10,000

- ✓ **Two (2) *Mission:Optician* Podcasts**
- ✓ Meal Sponsor & Remarks (10 minutes)
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

Option 3
$7,500

- ✓ **Guest on *Mission:Optician* Podcast**
- ✓ Meal Sponsor & Remarks (10 minutes)
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

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MEMBER SCHOOLS EDUCATOR'S RETREAT

Option 1

$12,000

SOLD

- ✓ **Educator's Conference Exclusive Sponsor**
- ✓ Guest on ***Mission:Optician*** Podcast
- ✓ Remarks during Educators Conference & inclusion on a BD panel or breakout session
- ✓ 4 Conference Registrations
- ✓ Double exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ **Educator's Conference** Logo Swag Distribution at Conference

Option 2

$8,000

- ✓ **Educator's Conference Sponsor**
- ✓ Remarks during Educators Conference
- ✓ 4 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Sight Line Industry Panel Member
- ✓ Swag Distribution at Conference

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Silhouette GROUP

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PODCAST, FOOD & EXHIBITOR PACKAGES

FOOD $5,000

- ✓ **Meal or Snack** Sponsor & Remarks (10 minutes)
- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Swag Distribution at Conference

10 Available

PODCAST $5,000

- ✓ **Guest on *Mission:Optician***
- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Swag Distribution at Conference

EXHIBITOR $3,000

- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Swag Distribution at Conference

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NETWORKING WALK & PROMO PACKAGES

$5,000

- ✓ **Networking Walk** Sponsor & Remarks (10 minutes)
- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Networking Walk logo t-shirt
- ✓ Swag Distribution at Conference

$5,000

- ✓ **Logo item of choice for distribution**
- ✓ **Guest on *Mission:Optician***
- ✓ 2 Conference Registrations
- ✓ Standard exhibitor space during Vendor Showcase
- ✓ Swag Distribution at Conference

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OPTICIAN EXPERIENCE

Combines Vision Expo & UOA Conference to capture the largest audience of opticians

Option 3

$15,000

- ✓ **Vision Expo/Optician Experience Sponsor**
- ✓ Vision Expo Partner Promotion
- ✓ 2 Conference Registrations
- ✓ Double size exhibit space during Vendor Showcase
- ✓ Guest on ***Mission: Optician*** Podcast
- ✓ Product Partner E-blast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

Option 4

$10,000

- ✓ **Vision Expo/Optician Experience Sponsor**
- ✓ Vision Expo Partner Promotion
- ✓ 2 Conference Registrations
- ✓ Standard size exhibit space during Vendor Showcase
- ✓ Product Partner E-blast
- ✓ Sight Line Industry Panel Member
- ✓ Swag distribution at Conference

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OptiCon® @ VISION EXPO

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Sightline Industry Panel $5,000*

*UOA's Sightline Industry Panel Membership is reserved for partners investing **$5,000+** annually.

The Sightline Panel meets several times throughout the year to collaborate and network; leading the future of opticianry and helping to shape the innovations, standards, and workforce that will define our profession.

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SIGHTLINE
INDUSTRY PANEL

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Get Certified, Stay Certified $2,000*

Be Part of the Movement and Contribute to the momentum of the ***Get Certified, Stay Certified*** National Initiative.

This offer is available to current **Sightline Industry Partners** as an "add on" to any UOA Partner Package. Corporate recognition will be included in select *Get Certified, Stay Certified* print and digital campaign materials.

**Sponsorship of our Get Certified, Stay Certified Production is not available as a standalone partnership package.*

A PROFESSION RECOGNIZED

RESPECTED & UNITED

UOA is the national voice for a profession that now speaks with one voice. We invest in education, advancement, and excellence. Opticianry as a profession now owns its narrative and shapes its future.

Be Part of the Vision

Contact Gwen Cooper
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