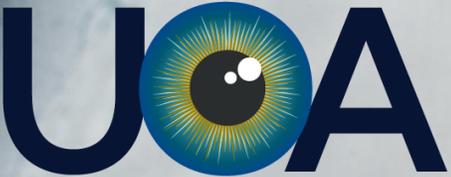




Partnering for Progress
Together, We're Making Opticianry Visible.



UOA
UNITED OPTICIANS
ASSOCIATION



**UNITED OPTICIANS
ASSOCIATION**

Innovation. Advocacy. Impact.

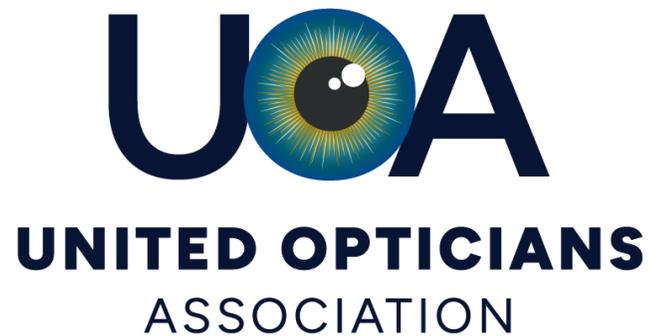
United Opticians Association was launched in 2024 and is the only national voice representing **73,000** opticians and **17** accredited college programs across the U.S.

Our work advances national policy, expands access to accredited training, and strengthens the workforce behind vision care.



We exist to elevate the profession through education, certification, and coordinated advocacy.





Financial support for UOA will drive innovation in optical technology, frames, lens designs, patient support, and professional development.

We're building a more unified, skilled, and visible profession. Let's create something together!



UNITED OPTICIANS
ASSOCIATION

UOA is excited to discuss the possibilities of **Your Company joining the UOA family of Industry Partners.**

The slides below provide detail for a variety of packages that provide exposure for **Your Company** while supporting the mission of UOA.

Packages may be curated specifically for you if you don't see exactly what you'd like. Our goal is to expose your company to the national leaders in Opticianry while helping you meet your goal of unlocking potential through innovation, education, advocacy and the patient experience.

We look forward to discussing the possibilities!

Gwen Cooper MPA CFRE

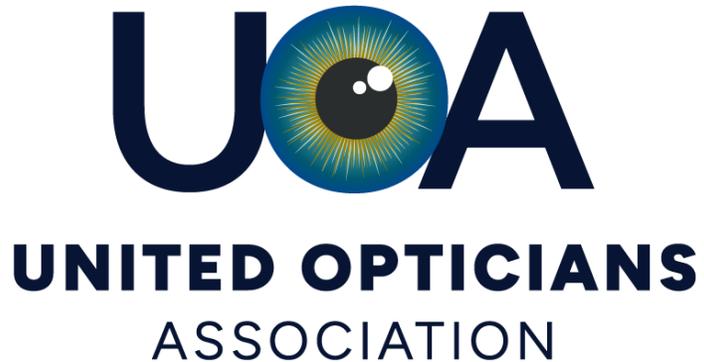
UOA Executive Director

gcooper@opticians.org 502.232.2906

#UOACHicago2026

Conference Partnership Options Updated March 2026

One Vision | One Voice | One UOA



Join hundreds of Opticianry Leaders from throughout the U.S. as we learn together, network, and innovate to elevate the opticianry profession. Packages can be curated to meet your needs.



#UOACHicago2026



CONFERENCE MEAL SPONSOR, PODCAST SERIES & WEBINAR

\$10,000

June 25-27, 2026

All Sponsor Levels include recognition in digital publications and websites

SPONSORSHIP DETAILS

- ✓ Sponsor logo displayed at meal stations and in the program for a breakfast or lunch
- ✓ 3-part series on **Mission: Optician** Podcast dates TBD
- OR
- ✓ 2 Podcasts and 1 Instructional Webinar featuring Your Company product of choice
- ✓ Booth at Partner Vendor Experience (Friday June 26 8am-5pm)
- ✓ ½ page ad in the program
- ✓ 4 complimentary conference registrations & 4 seats at the Awards Dinner
- ✓ Swag bag item



UNITED OPTICIANS
ASSOCIATION
LEADERSHIP CONFERENCE

#UOACHicago2026



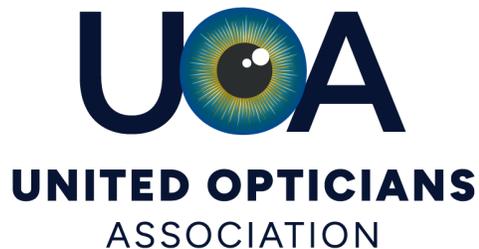
CONFERENCE MEAL SPONSOR, PODCAST, & WEBINAR

\$7,500

June 25-27, 2026

All Sponsor Levels include recognition in digital publications and websites

SPONSORSHIP DETAILS



- ✓ Sponsor logo displayed at meal stations and in the program for a breakfast or lunch
- ✓ Guest on Mission: Optician Podcast date TBD
- ✓ Instructional Webinar featuring Your Company product of choice
- ✓ Booth at Partner Vendor Experience (Friday June 26 8am-5pm)
- ✓ ½ page ad in the program
- ✓ 4 complimentary conference registrations
- ✓ 4 seats at the Awards Dinner
- ✓ Swag bag item



UNITED OPTICIANS
ASSOCIATION
LEADERSHIP CONFERENCE

#UOAChicago2026



EDUCATOR'S CONFERENCE EXCLUSIVE SPONSOR

\$5,000

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS



- ✓ On-site signage recognizing sponsorship during the Educator's Conference and Conference opening reception
- ✓ Opportunity to provide remarks to Educators
- ✓ Booth at Partner Vendor Experience
- ✓ 1/2 page ad in conference program
- ✓ 4 complimentary conference registrations
- ✓ 4 seats at the Awards Dinner
- ✓ Swag bag item



UNITED OPTICIANS
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LEADERSHIP CONFERENCE

#UOACHicago2026



PODCAST EPISODE CONFERENCE VENDOR TABLE

\$4,000

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS

- ✓ Guest on Mission: Optician Podcast date TBD
- ✓ Booth at Partner Vendor Experience Friday June 26 8AM-5PM
- ✓ ¼ page ad in the Conference program
- ✓ 2 complimentary conference registrations
- ✓ 2 seats at the Awards Dinner
- ✓ Opportunity to provide an item in the swag bag



#UOACHicago2026



June 25-27, 2026

MEAL SPONSOR

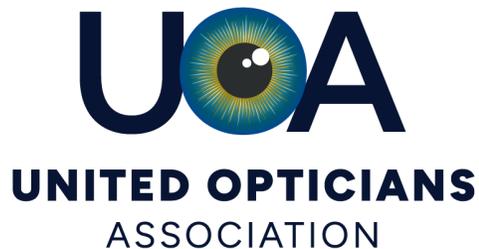
2 Breakfast & 2 Lunch Available

\$4,000 EACH

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS

- ✓ Sponsor logo displayed at meal stations and in the program
- ✓ 3-5 minutes to address attendees on the main stage during the conference-content topic TBD
- ✓ Booth at Partner Vendor Experience
- ✓ ½ page ad in the program
- ✓ 4 complimentary conference registrations
- ✓ 4 seats at the Awards Dinner
- ✓ Opportunity to provide an item in the swag bag



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#UOACHicago2026



PARTNER VENDOR FAIR TABLE SPACE

\$2,500

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

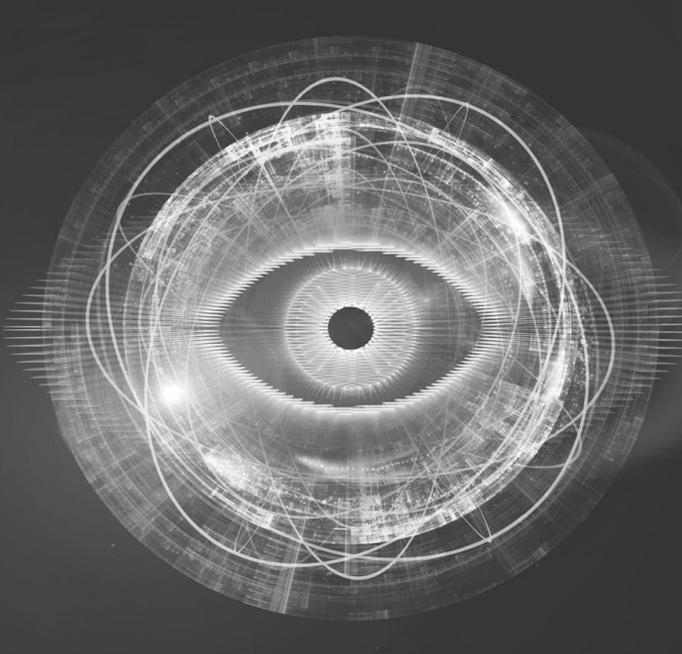
SPONSORSHIP DETAILS

Friday, June 26
8am – 5pm

- ✓ Exhibit booth during partner vendor experience
- ✓ 2 complimentary registrations
- ✓ 2 seats at the Awards Dinner
- ✓ Logo on website and sponsor board
- ✓ Opportunity to provide an item in the swag bag
- ✓ Vendor Fair is immersive and part of UOA's General Sessions
- ✓ Partners are invited to participate in all Conference Sessions



UNITED OPTICIANS
ASSOCIATION
LEADERSHIP CONFERENCE



VISIONARY CIRCLE

\$55,000*

SPONSORSHIP DETAILS

EssilorLuxottica

- ✓ **Partner at ASCA Conference**
- ✓ **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
- ✓ Premier exhibit position during Partner Vendor Experience
- ✓ Full page ad in conference programs
- ✓ 8 complimentary conference registrations
- ✓ Table of 8 with signage at the Awards Dinner
- ✓ Recognition in all press releases and social media
- ✓ Opportunity to provide an item at the Awards Dinner and in the swag bags
- ✓ **Podcast & Webinar Content Creation**
- ✓ Opportunity for Podcast interview and Webinar participation 2-3 x's per year
- ✓ **SightLine Industry Panel**
- ✓ Two seats



FRAME THE FUTURE

\$25,000

SPONSORSHIP DETAILS

Supports the next
generation of optical
leaders



- ✓ **Naming rights for the Students To Leadership (STL) Program**
- ✓ **Official Sponsor of the Leadership Conference STL Program**
- ✓ Serve as a Judge to select Scholarship winners
- ✓ Logo featured on STL related materials, swag, and sessions
- ✓ Opportunity to participate with and mentor STL participants throughout the year
- ✓ Lead one 45-minute breakout session on an approved topic
- ✓ Premier exhibit position during Partner Vendor Experience
- ✓ Full-page ad in conference program
- ✓ 8 complimentary conference registrations
- ✓ Table of 8 with signage at the Awards Dinner
- ✓ Swag bag item
- Podcast & Webinar Content Creation**
- ✓ Podcast interview 1x per year
- ✓ Webinar 1x per year
- SightLine Industry Panel**
- ✓ Two Seats

#UOACHicago2026



Educators, Innovators, Explorers SPONSORSHIP OPPORTUNITIES

One Vision | One Voice | One UOA

June 25-27, 2026

*Includes Booth at the Partner Vendor Experience and 8 Registrations & Dinner Tickets

\$15,000*

- ✓ Title Sponsor for UOA's Day 1 Programming
- ✓ Opening Day Remarks
- ✓ 2-50-Minute session to showcase product on Day 1
- ✓ Transportation Sponsor for Explorer Field Trip
- ✓ Full-page ad in conference program
- ✓ Guest on 1 Podcast
- ✓ 1 Seat Sight Line Industry Panel
- ✓ Swag Bag item

\$8,000

- ✓ Transportation Sponsor for Explorer Field Trip with welcome comments on the bus
- ✓ 2-50-minute sessions to showcase product on Day 1
- ✓ 1/2-page ad in conference program
- ✓ Partner Vendor Experience Booth
- ✓ 2 Conference Registrations
- ✓ 1 Seat Sight Line Industry Panel
- ✓ Swag Bag Item

\$5,000

- ✓ 2-50-Minute Innovation sessions to showcase product on Day 1
- ✓ 1/4-page ad in conference program
- ✓ 1 Seat Sight Line Industry Panel
- ✓ Partner Vendor Experience Booth
- ✓ 2 Conference Registrations
- ✓ Product Partner E-blast or survey
- ✓ Swag Bag Item

SOLD

LIMITED TO 1 SPONSOR

LIMITED TO 4 INNOVATORS

#UOACHicago2026



CONFERENCE AWARDS DINNER PRESENTING SPONSOR

\$20,000

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS



- ✓ Recognized as the official sponsor of the Eye on Impact Awards Dinner
- ✓ Introduction of Keynote speaker
- ✓ Prominent branding in the Awards Dinner Program and digital promotions
- ✓ Booth & Partner Vendor Experience
- ✓ Full-page ad in conference program
- ✓ 8 complimentary conference registrations
- ✓ Table of 8 with Signage at Awards Dinner
- ✓ Opportunity to provide branded items during the event and in the swag bag
- Podcast & Webinar Content Creation**
 - ✓ Podcast interview 1x per year
 - ✓ Webinar 1x per year
- SightLine Industry Panel**
 - ✓ One Seat

SOLD



#UOAChicago2026



Educators, Innovators, Explorers SPONSORSHIP OPPORTUNITIES

One Vision | One Voice | One UOA

June 25-27, 2026

*Includes Booth at the Partner Vendor Experience and 8 Registrations & Dinner Tickets

\$15,000 DAY 1 Title Sponsor

- ✓ Title Sponsor for UOA's Day 1 Programming: Educators, Innovators & Explorers brought to you by MEI
- ✓ Transportation Sponsor for Explorer Field Trip to Europe Eyewear - potential for AM & PM trip*
 - MEI staff can ride the bus and provide remarks. MEI Logo placement on the bus.
- ✓ Welcome Reception Sponsor including opening remarks (Thursday 7-9PM)
- ✓ Two 50-Minute sessions with attendees, 1 in the AM, 1 in the PM including hands on interaction with MEI Equipment
- ✓ Table during Industry Partner Vendor Fair including space for MEI Equipment (Friday 8am-6pm)
- ✓ Full-page ad in conference program
- ✓ 8 Conference & *Eye on Impact* Awards Dinner Registrations
- ✓ 1 Seat Sight Line Industry Panel
- ✓ Swag Bag item

*Europe is working out details to determine how many people they can accommodate for an AM and a PM visit versus only one AM trip.



#UOACHicago2026



CONFERENCE HOST CITY

SPONSOR

\$15,000

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS



- ✓ Signage and recognition at the event as Host City Sponsor
- ✓ Opportunity to host field trip(s)
- ✓ Opening session speaker at Conference (15-20 minutes)
- ✓ Booth at Partner Vendor Experience
- ✓ Full-page ad in conference program
- ✓ 6 complimentary conference registrations
- ✓ 6 seats at Awards Dinner
- ✓ Opportunity to provide branded swag bags during the event and in the swag bag
- Podcast & Webinar Content Creation**
- ✓ Podcast interview or Webinar 1x per year
- SightLine Industry Panel**
- ✓ One Seat

SOLD



#UOACHicago2026

CONFERENCE EVENT APP SPONSOR \$10,000



One Vision | One Voice | One UOA

June 25-27, 2026

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS



- ✓ Event App Powered by Horizons Optical with Logo Placement
- ✓ Logo on signage in digital publications
- ✓ 10 minutes to address attendees on the main stage during the conference-content
- ✓ Serve on Smart Technology Panel
- ✓ Guest on Mission: Optician Podcast
- ✓ Booth at Partner Vendor Experience
- ✓ Full-page ad in conference program
- ✓ 4 complimentary conference registrations
- ✓ 4 seats at the Awards Dinner
- ✓ Swag Bag item
- SightLine Industry Panel**
- ✓ One Seat

SOLD



#UOACHicago2026



June 25-27, 2026

WI-FI
SPONSOR
\$5,000

All Sponsor Levels include recognition in digital publications

SPONSORSHIP DETAILS

WARBY
PARKER

- ✓ Wi-fi Powered by Your Company with Logo displayed on wi-fi signage
- ✓ 3-5 minutes to address attendees on the main stage during the conference-content topic TBD
- ✓ Booth at Partner vendor Experience
- ✓ 1/2 page ad in conference program
- ✓ 4 complimentary conference registrations
- ✓ 4 seats at the Awards Dinner
- ✓ Opportunity to swag bag item

20
26

UNITED OPTICIANS
ASSOCIATION
LEADERSHIP CONFERENCE



Corporate Partnership Opportunities

Your partnership is the missing puzzle piece that unlocks the full potential for the Optician Industry!

CORPORATE PARTNERSHIP OPPORTUNITIES



Corporate partnerships are designed to benefit both UOA's **member companies** (employers, business owners, practice managers) and **their employees** (licensed opticians, optical staff), enhancing engagement, retention, professional development, and brand visibility within the optical industry.

PACKAGES STARTING AT \$5000

CORPORATE PARTNERSHIP OPPORTUNITIES

Partnerships are curated to meet the unique needs of your company and the number of employees and may include benefits from the support levels outlined in the booklet, plus benefits exclusive to corporate partners, including:

- Executive Networking & Leadership Circles through our SightLine Industry Panel
- Sightline Industry Panel Session at UOA Leadership Conference
- Policy, Advocacy, and Workforce Development Issue Round Tables
- Brand Partnership Opportunities
- Webinar & Podcast Content Development
- Opportunity to attend specific conferences in partnership with UOA
- Product sales
- Corporate logo recognition on UOA's website and Proud Member displays for your locations
- Individual employee membership benefits

Let's discuss the best way to engage your company AND your employees to elevate the opticianry profession together!



POWERED BY

EssilorLuxottica

SPONSORSHIP DETAILS

COLLEGE BOWL TITLE SPONSOR

\$50,000*

SOLED

- ✓ Naming rights: UOA College Bowl Presented by EssilorLuxottica
- ✓ Logo on all omni-channel materials promoting the event, including swag giveaways
- ✓ Choice of production company to produce event (direct bill or payment option from sponsor)*

CONTENT CREATION 3-PODCAST OPTION

\$7,500



SPONSORSHIP DETAILS

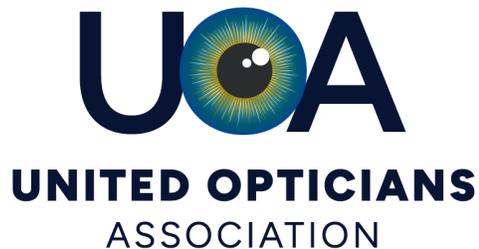


- ✓ Create up to 3 Podcasts discussing topics tailored to your company's products or services or underwrite the production of up to 3 Podcasts
 - ✓ Omni-channel cross promotion including e-blast(s) to UOA's lists
 - ✓ Vendor table during UOA's Leadership Conference June 25-27-Chicago
 - ✓ ½ page ad in the Leadership Conference Program Book
 - ✓ 2 Leadership Conference Registrations
 - ✓ 2 Leadership Conference Awards Dinner tickets
 - ✓ Distribute swag items at the Leadership Conference
- SightLine Industry Panel**
- ✓ One seat

CONTENT CREATION WEBINAR or PODCAST + E-Blast Campaign \$5000



SPONSORSHIP DETAILS



- ✓ Create a Webinar to discuss a topic tailored to your company's products or services. Webinar will be privately listed for UOA members for 60 days
 - ✓ Omni-channel cross promotion including e-blast(s) to UOA lists
 - ✓ Participate in 1 Podcast discussing a topic tailored to your company's products or services
 - ✓ Vendor table during UOA's Leadership Conference June 25-27 Chicago
 - ✓ ¼ page ad in the Leadership Conference Program Book
 - ✓ 2 Leadership Conference Registrations & Awards Dinner tickets
 - ✓ Distribute swag items at the Leadership Conference
- SightLine Industry Panel**
- ✓ One seat

THOUGHT LEADERSHIP SIGHTLINE Industry Panel

\$3,500



SPONSORSHIP DETAILS



Join a group of industry thought leaders who will meet no less than 2x per year in person

- ✓ Sponsorship includes 1 seat on the panel
- ✓ 2 Leadership Conference Registrations June 25-27 Chicago
- ✓ 2 Leadership Conference Awards Dinner tickets
- ✓ Vendor table during UOA's Leadership Conference
- ✓ Distribute swag items at the Leadership Conference

Powered by **HILCO VISION**



UNITED OPTICIANS
ASSOCIATION

Optical Advocate **Sponsorship Opportunities**

Show your support for opticianry leaders as UOA launches a dynamic advocacy platform spotlighting the vital role opticians play in eye and vision health. Together, we're championing national certification and better vision for the 63% of Americans who rely on corrective lenses.



UOA has an unprecedented opportunity to shape the future of opticianry. We conducted a survey with the Vision Council asking consumers what they thought about US Opticians*

Join us as we Advocate for minimum competencies and certification in every state!

74%

Adults in non-licensing states believe that opticians are required to be licensed in their state.

82%

Adults believe it is very or extremely important for opticians to be licensed in every state.

58%

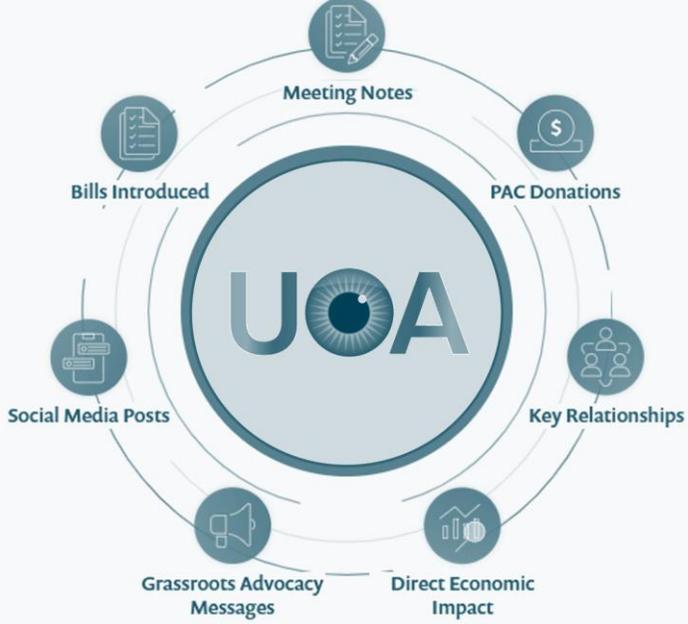
Say they would be uncomfortable receiving care from an unlicensed optician.

57%

Adults believe the minimum qualification for opticians should be a certificate from a professional association or board.



*Full report available upon request



ADVOCACY PLATFORM PRESENTING SPONSOR

\$15,000

SPONSORSHIP DETAILS



Optical Training
INSTITUTE

- SOLD**
- ✓ Prime logo placement on UOA Advocacy portal pages for one year (Opticians.org)
 - ✓ Inclusion in omnichannel marketing to promote UOA Advocacy.org
 - ✓ First right of refusal to serve as 2026 Hill Day Presenting Sponsor (discounted to \$15,000)
 - ✓ Vendor table during UOA's Leadership Conference
 - ✓ 2 Leadership Conference Registrations
 - ✓ 2 Leadership Conference Awards Dinner tickets
- Podcast Content Creation**
- ✓ Participate in a UOA Podcast, discussing a topic of choice.
- SightLine Industry Panel**
- ✓ One seat



2026 DC HILL DAY PRESENTING SPONSOR

\$20,000

SPONSORSHIP DETAILS



Travel costs to and from DC not included

- ✓ Opportunity to welcome group during UOA Advocacy Training prior to Hill meetings
- ✓ Opportunity to provide opening remarks and introduction of specific lawmakers
- ✓ Up to four Hill Day registrations, including hotel
- ✓ Logo on all Legislative Briefing materials, Hill Day signage, and Hill Day Registration
- ✓ Logo on attendee name badges
- ✓ Vendor table during UOA's Leadership Conference
- ✓ 2 Leadership Conference Awards Dinner tickets
- SightLine Industry Panel**
- ✓ One seat



2026 DC HILL DAY SPONSORSHIP DETAILS

Travel costs to and from DC not included
*Individual registration offered after
Presenting Sponsor is secured.

\$10,000

- ✓ Signage and recognition via print and digital mediums
- ✓ Opportunity to provide opening remarks and introduction of specific lawmakers.
- ✓ Up to three Hill Day registrations, including hotel.

SightLine Industry Panel

- ✓ One seat

\$3,000

- ✓ Opportunity to provide remarks during a meal or reception.
- ✓ Opportunity to introduce one lawmaker session
- ✓ Logo on Hill Day promotional materials
- ✓ Two Hill Day Registrations, including hotel

\$1,500*

- ✓ Participate as part of the UOA Delegation for Hill Day meetings
- ✓ Hotel and select meals included
- ✓ Transportation throughout the event included
- ✓ Name & Company included in attendee list and Hill Briefings leave-behinds

Opticians will be nationally recognized and respected healthcare professionals; certified in every state.

Opticians will collaborate with optometrists, and ophthalmologists to elevate eye care; delivering exceptional service and expertise to patients who rely on spectacles and contact lenses.

Our Vision



Let's talk about how you can get involved!

Gwen Cooper MPA CFRE

Executive Director/CEO

gcooper@opticians.org 502.232.2906