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!

WHY INVEST IN UOA

70,000+ Workforce



Opticians are essential healthcare professionals helping millions of patients achieve better vision through expert eyewear and contact lens fitting, dispensing, education, and problem-solving.



UOA is leading national efforts to elevate awareness of opticianry as a rewarding career, strengthen the workforce pipeline, and attract the next generation of professionals.



Investment in UOA supports education, certification, professional development, and workforce initiatives that help address industry staffing challenges and ensure sustainable growth.



By partnering with UOA, organizations help strengthen the future of opticianry while advancing the health and success of the entire vision care ecosystem.

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A strong opticianry profession creates better patient outcomes, a stronger workforce, and a healthier future for the vision industry.

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Featured Partner Opportunities

2027 UNITED OPTICIANS ASSOCIATION NATIONAL CONFERENCE

OptiCon @ vision expo

MISSION: OPTICIAN The Opticianry News + Views Podcast

UNITED OPTICIANS ASSOCIATION SIGHTLINE INDUSTRY PANEL

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

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 Transportation Sponsor**
- ✓ 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 Transportation Sponsor**
- ✓ 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 Saturday Events & 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

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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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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

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POSTER SESSION SPONSOR $10,000

Be a founding partner in shaping the future of our field by sponsoring our **Inaugural Poster Session**, where **innovative ideas** meet their first audience.

- ✓ Poster Session **Exclusive Sponsor**
- ✓ Judge & Award Presenter during Awards Dinner
- ✓ 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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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

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

SOLD

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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Sightline Industry Panel

$5,000*



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

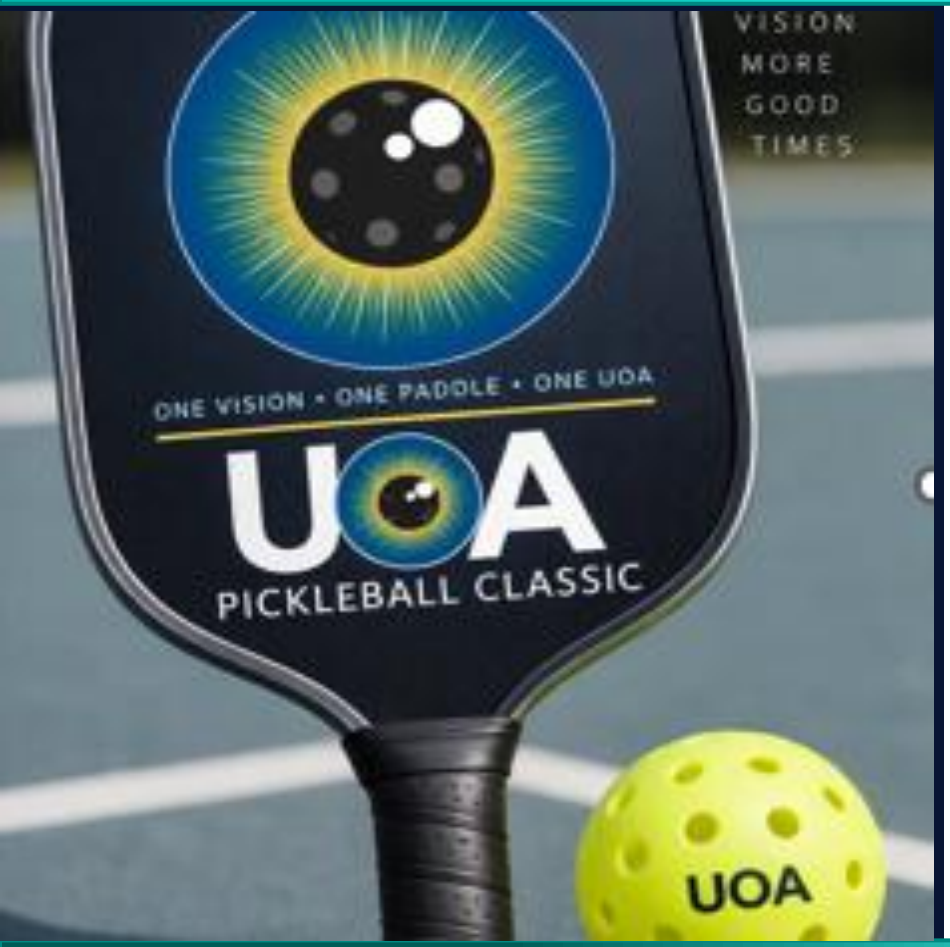
The Sightline Panel meets several times throughout the year to collaborate and network; leading the future of opticianry and helping to shape the innovations, standards, and workforce that will define our profession.

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SIGHTLINE
INDUSTRY PANEL

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One Vision | One Paddle Pickleball Classic



This voluntary, high-energy social event brings conference attendees and fellow sponsors together for friendly competition, plenty of laughs, and relaxed networking.

Sponsoring the tournament puts your brand right at the center, with far reaching pre-conference and court-side visibility, event shoutouts, logoed items and memorable face time with attendees for an extraordinary night of fun.

Hosted by World-renowned Pickleball Coach & Optikam National Trainer Joel Wolf!

Join us on the court and help make our inaugural after-hours event unforgettable!

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$5,000

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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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