

W I S C O N S I N  
O P T O M E T R I C  
A S S O C I A T I O N

# Corporate Sponsorship Program ~2023~

## APRIL **SPRING SEMINAR**

**13-14** Kalahari Resort, Wis. Dells, WI

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## SEPT. **CONVENTION**

**28-1** Marriott Madison West, Middleton, WI

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## OCT. **NORTHWOODS**

**13-14** Northern Wisconsin

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## NOV. **PRIMARY CARE**

**TBA** Exact Date and Location TBD

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### Contact Us

6510 Grand Teton Pl, Ste 312  
Madison, WI 53719  
[www.woa-eyes.org](http://www.woa-eyes.org)  
608-824-2200

### About Us

The WOA is a non-profit organization representing doctors of optometry throughout the state of Wisconsin. We are a member driven organization dedicated to the preservation and enhancement of the vision welfare of Wisconsin citizens.



January 19, 2023

TO: WOA Industry Supporters  
FROM: Dr. Tessa Sokol, WOA Immediate Past President and Industry Support Committee Chair and  
Dr. Christine Renner, Education Chair  
RE: WOA Education Event Sponsorship and Exhibit Opportunities

WOA is excited to announce the opening of our 2023 Corporate Sponsorship Registration. This program was first introduced by the WOA Industry Support Task Force in 2022 as a way to help industry partners and vendors reach our large database of member doctors of optometry more effectively. At the same time, your support enables the WOA to enhance our member services to elevate the profession as a whole. WIN-WIN-WIN

**Why Become A Sponsor?** This annual program is designed so companies can choose the level of exposure that best suits their needs and goals. The WOA can provide a direct communication route to over 900 doctors of optometry in Wisconsin and can help you market your products and/or services to those doctors through face-to-face interactions, frequency of communication, post event follow up opportunities and partner loyalty. This provides maximum value for your sponsorship investment throughout the year.

**What's Available Through the Sponsorship Program?** There are 5 value-packed bundles available. The higher level package you select, the more savings/extras you will experience! Along with our package offerings, there is also an extensive a la carte list with individual pricing available that vendors can use to add on to a package, create their own package, or just purchase a few key items that will benefit them most. See pages 4-8 for detailed information of what is included in each package.

**Diamond Package - \$20,000 (Includes \$9,000+ in extras!)**

**Platinum Package - \$15,000 (Includes \$5,000 in extras!)**

**Gold Package - \$10,000 (Includes \$3,500+ in extras!)**

**Silver Package - \$5,000 (Includes \$1,000+ in extras!)**

**Bronze Package - \$1,600 (Includes \$100 discount on booth space)**

**Flexibility:** The WOA recognizes that each vendor is unique and may have found different things work better for reaching their potential clients. We offer companies the flexibility to individualize packages (Silver level and up) to ensure you get the most bang for your buck. Vendors also have the ability to put together their own package from the a la carte list. Our goal is to make sure the program is mutually beneficial to vendors, the WOA and our members. We are happy to hold individual zooms with companies to talk through the offerings and come up with a package that best meets your needs! Email [woa@woa-eyes.org](mailto:woa@woa-eyes.org) to schedule your zoom today!

**Payment Options:** The WOA also understands the complexity of funding sponsorships on the vendor side and that often different budgets/departments cover different elements of sponsorship. We want to make it as simple as possible for our partners. Companies may break the full package price into separate invoices to be paid by different departments/budget sources within your company. Your sponsor status becomes effective as soon as full payment is received. Check and credit card payments accepted.

**Booth Only Option:** WOA is still offering companies the opportunity to support the WOA through the purchase of an exhibit booth at the events in April or September, or even better, both! New with the sponsorship plan—companies have the ability to purchase their booth for both events right now and receive a \$100 discount for doing so. Not ready to commit to the September Convention? No worries. You can sign up for just the April event now and sign up for September later.

**Questions:** Any questions regarding this corporate sponsorship plan should be directed to Joleen Breunig, WOA Assistant Executive Vice President at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org).

# 2023 WISCONSIN OPTOMETRIC ASSOCIATION

## Corporate Sponsorship Package Information

**Limited Availability:**

2 Diamond  
2 Platinum  
4 Gold & 8 Silver  
Act fast!

Diamond  
Package  
\$20,000

Platinum  
Package  
\$15,000

Gold  
Package  
\$10,000

Silver  
Package  
\$5,000

Bronze  
Package  
\$1,600  
(plus booth  
extras)

Best  
Value!

Exhibit Hall Booth For <u>Both</u> April Spring Seminar and September Convention (1 per event)	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓ Premium Placement and larger booth	✓	✓
Print Advertisements Select items that suite your needs from page 7	✓ \$3,000 Max Value	✓ \$2,000 Max Value	✓ \$1,000 Max Value	✓ \$500 Max Value	
Facebook Events - Live/Pre-recorded or Static Posting	✓ 4 Events	✓ 2 Events	✓ 1 Event	✓ 1 Event	
Featured Eblast to WOA Membership Content Provided by Vendor	✓ 6 emails	✓ 4 emails	✓ 2 emails	✓ 1 email	
Friday Night Party/Band Night Sponsor	✓ Headliner	✓ Opening Act	✓ Stage Manager	✓ Road Crew	
Student Program Presenter - September 30	✓ 30 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes	
Exclusive Presentation to WOA Board at Board Meeting - Date TBD (In person or virtual)	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes	✓ 5 Minutes	
Weblink to Partner Website in Weekly VantagePoint Emails	✓ 4 per month	✓ 3 per month	✓ 2 per month	✓ 1 per month	
Pre-Recorded Post Lecture minute presentation (1.5 or 3 minutes)	✓ 3 min April & Sept	✓ 3 min Sept	✓ 3 min Sept	✓ 1.5 min in April	
Presentation to Doctors at a Luncheon at either April/September/Nov events	✓ 20 Minutes	✓ 15 Minutes	✓ 10 Minutes		
Logo Placement on WOA website homepage with link to vendor website for all of 2023.	✓	✓			
Branded Item (other than lanyards, pens, bags) handed out to attendees —Max \$2,500 value	✓ At 1 Event	✓ At 1 Event			

**Total Minimum Value:**

**\$34,000**

**\$25,350**

**\$15,400**

**\$6,650**

**\$14,000 in extras!**

**\$10,350 in extras!**

**\$5,400 in extras!**

**\$1,650 in extras**

# WOA 2023 CORPORATE SPONSORSHIP A La Carte Pricing

The following is the individual pricing for items listed in the packages, plus some additional items available to purchase as add-ons. We are also willing to work with individual sponsors to tailor a package that includes items that are of most value to you.

Please contact WOA Assistant Executive Vice President, Joleen Breunig at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org) to discuss options.

Opportunities Available	Pricing	Please check items you wish to purchase
<b>In Person Connections at CE Events</b>		
April Spring Seminar Exhibit Hall Booth (8X10) - Single	\$850	
April Spring Seminar Exhibit Hall Booth (8X10) - Double	\$1,600	
April Spring Seminar Exhibit Hall Booth Larger Size (8X14) with Premium Placement Next to Bar or Food Stations ***Only Available to Gold/Platinum/Diamond Sponsors**	\$1,000	
September Convention Exhibit Hall Booth (8X10)—Single	\$850	
September Convention Exhibit Hall Booth (8X10)—Double	\$1,600	
September Convention Exhibit Hall Booth Larger Size (8X14) with Premium Placement Next to Bar or Food Stations ***Only Available to Gold/Platinum/Diamond Sponsors**	\$1,000	
<b>Exhibit Booth Extras - April Spring Seminar</b> Additional Representatives (2 included per booth): Additional _____ Additional Rectangular Table - 6 foot or 8 foot (circle which size) Tall Cocktail Table Please indicate how many: _____ Additional Beverage Tickets Receptions How man sets: _____ Tickets for Luncheon Thursday: How many: _____	\$10 Each \$35 Each \$35 Each \$70 per 10 \$30 Each	_____ # Add Reps _____ 6 ft _____ 8 ft _____ Cocktail Tables _____ Add Drink Tix
<b>Exhibit Booth Extras - September Convention</b> Additional Representatives (2 included per booth): Additional: _____ Additional Rectangular Table - 6 foot or 8 foot (circle which size) Tall Cocktail Table Please indicate how many: _____ Additional Beverage Tickets Receptions How man sets: _____ Tickets for Luncheon Friday: How many: _____	\$10 Each \$35 Each \$35 Each \$70 per 10 \$30 Each	_____ # Add Reps _____ 6 ft _____ 8 ft _____ Cocktail Tables _____ Add Drink Tix _____ Rep Lunches
<b>Exhibit Hall Door Prizes:</b> Participation in this affordable opportunity is a great way to drive foot traffic to your booth! Attendees enter at your booth for your prize and drawings are held during evening receptions.	Sponsors purchase prizes to raffle at their booth.	
<b>Continued on Page 5:</b>		

# WOA 2023 CORPORATE SPONSORSHIP

## A La Carte Pricing (Continued)

Opportunities Available	Pricing	Please check items you wish to purchase
<b>Branding</b>		
<p><b>Lanyards</b> Increase your company's visibility by sponsoring attendee lanyards at a doctors' education event. Sponsor supplies WOA-approved lanyards and pays listed sponsor fee. The price listed is per event.  <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a></p>	\$350 per event	<input type="checkbox"/> April Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
<p><b>Attendee Bags</b> Increase your company's visibility by sponsoring attendee bags at a doctors' education event. Sponsor supplies WOA-approved bags and pays listed sponsor fee. The price listed is per event.  <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a></p>	\$350 per event	<input type="checkbox"/> April Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
<p><b>Pens for Doctor Packets</b> Increase your company's visibility by sponsoring pens for attendee at a doctors' education event. Sponsor supplies WOA-approved pens and pays listed sponsor fee. The price listed is per event.  <a href="#">First Priority for this item to vendors who purchase a package Gold or above.</a></p>	\$250 per event	<input type="checkbox"/> April Spring Seminar <input type="checkbox"/> Sept. Convention <input type="checkbox"/> Nov. Primary Care
<p><b>Branded Item</b> Does your company have cool swag? Provide a giveaway to all attendees upon picking up registration packet for one event. (Arranged and Coordinated by WOA Staff).  <a href="#">***We understand that our Pharmaceuticals Partners are required to adhere to their compliance guidelines, therefore other a la carte items may be substituted.</a></p>	Value up to \$2500*** <a href="#">Included with Diamond and Platinum Packages</a>	
<b>Breakfast/Break</b>		
<p>Say "Good Morning" and keep attendees fueled through this sponsorship opportunity. Coffee is essential and the doctors will thank you! Benefits include: logo placed on placards through the breakfast/break buffets and recognition near the area; acknowledgement in printed materials; (1) company representative may also be stationed at by the buffets to greet attendees. <a href="#">Full sponsorship includes 1.5 min post lecture video and exclusive recognition of your company for 1 break/breakfast; partial sponsorship includes a 30 second post lecture video and shared recognition of your company for 1 break/breakfast.</a></p> <ul style="list-style-type: none"> <li>◆ <b>Spring Seminar:</b> Breakfast Thursday or Friday, Breaks Thursday/Friday am</li> <li>◆ <b>Convention:</b> Breakfast Friday, Saturday or Sunday Breaks Thursday pm/Friday am</li> <li>◆ <b>Primary Care Symposium:</b> Breakfast Saturday, Breaks Friday pm/Saturday am</li> <li>◆ <b>Northwoods:</b> Breakfast Friday or Saturday, Evening Break Friday</li> </ul>	<p><b>Full / Partial</b></p> <p>\$4,000 / \$2,000            \$4,000 / \$2,000            \$2,000 / \$1,000            \$800 / \$400</p>	<input type="checkbox"/> Full <input type="checkbox"/> Partial <input type="checkbox"/> Full <input type="checkbox"/> Partial <input type="checkbox"/> Full <input type="checkbox"/> Partial <input type="checkbox"/> Full <input type="checkbox"/> Partial
<b>Education Grant Sponsorship</b>		
<p>Educational Grants are utilized as a means to help offset the cost of featuring top notch education speakers at our state events. These grants are used to cover the reasonable honorarium and expenses for the speakers. Grant providers will be recognized in email communications, the on-site program guide, hallway signage and general announcements during the event. Per COPE rules, sponsors are not able to influence the content of lectures provided. Please contact WOA Assistant EVP, Joleen Breunig to discuss details.</p>	\$1,000 Minimum	
Continued on Page 6:		

# WOA 2023 CORPORATE SPONSORSHIP

## A La Carte Pricing (Continued)

Opportunities Available	Pricing	Please check items you wish to purchase
<b>Advertising Advantages</b>		
<b>WOA Spring Seminar Schedule/Vendor Booklet for Attendees:</b> (Full Color) <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	\$600 \$450 \$300	----- ----- -----
<b>WOA Convention Annual Report Book for Members:</b> (Full Color - Slick stock paper) <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	\$1,000 \$700 \$500	----- ----- -----
<b>WOA Convention Schedule Booklet/Exhibit Hall Directory:</b> (Full Color) <ul style="list-style-type: none"> <li>◆ Full Color, Full Page, Outside Back Cover of Book</li> <li>◆ Full Color, Full Page, Inside Front or Back Cover of Book</li> <li>◆ Full Color, Inside Page (only available after covers are sold)</li> </ul>	\$600 \$450 \$300	----- ----- -----
<b>WOA Member Monthly Newsletter Advertising:</b> <ul style="list-style-type: none"> <li>◆ Full Page Advertisement/Informational Article—One Month</li> <li>◆ Half Page Advertisement/Informational Article—One Month</li> <li>◆ Quarter Page Advertisement/Informational Article—One Month</li> </ul>	\$250 per ad \$125 per ad \$75 per ad	----- # months ----- # months ----- # months
<b>Event Packet Stuffer</b> One Sheet per attendee packet. Can be one page or pamphlet. <b>Limit 1 stuffer per event per company.</b>	\$500 per stuffer	----- # stuffers
<b>Individual Vendor Email</b> Sent by WOA to full membership with content provided by vendor. Price is per email.	\$500	----- # emails
<b>3 Minute Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Max 1 per event ; price is per video.	\$2,000	----- # videos
<b>1.5 Minute Post Lecture Pre-Recorded Presentation</b> Includes posting on Facebook. Max 1 per event ; price is per video.	\$1,000	----- # videos
<b>Facebook Event: 3-5 minute event - Live or Pre-Recorded</b>	\$500	----- # events
<b>Facebook Posting: Static posting on WOA Facebook Page</b>	\$250	----- # events
<b>Weekly VantagePoint Sponsor Website Link</b> Only available as part of package Silver level and up <ul style="list-style-type: none"> <li>◆ Silver Level - 1 week per month</li> <li>◆ Gold Level - 2 weeks per month</li> <li>◆ Platinum Level - 3 weeks per month</li> <li>◆ Diamond Level - 4 weeks per month</li> </ul>	\$100 per month \$200 per month \$300 per month \$400 per month	
<b>Continued on Page 7:</b>		

# WOA 2023 CORPORATE SPONSORSHIP

## A La Carte Pricing (Continued)

Opportunities Available	Pricing	Please check items you wish to
<b>Coveted Face-To-Face Time</b>		
<b>Lunch Presentation at one of three 2023 Education events</b> <ul style="list-style-type: none"> <li>◆ 20 minutes</li> <li>◆ 15 minutes</li> <li>◆ 10 minutes (Must be a registered exhibitor to purchase this opportunity)</li> <li>◆ 5 minutes (Must be a registered exhibitor to purchase this opportunity)</li> </ul>	\$8,000 \$6,500 \$4,000 \$2,500	----- ----- ----- -----
<b>Presentation to WOA Leadership at Board of Directors Meeting</b> (Must be a registered exhibitor at a minimum of one event to purchase this opportunity.) <ul style="list-style-type: none"> <li>◆ 20 minutes</li> <li>◆ 15 minutes</li> <li>◆ 10 minutes</li> <li>◆ 5 minutes</li> </ul>	\$2,000 \$1,500 \$1,000 \$500	----- ----- ----- -----
<b>Student Program Presentation at Convention or Zoom Event</b> This sponsorship helps WOA fund travel grants for students to attend Convention. <ul style="list-style-type: none"> <li>◆ 30 Minute Presentation</li> <li>◆ 15 Minute Presentation</li> <li>◆ 10 Minute Presentation</li> <li>◆ 5 Minute Presentation</li> </ul>	\$1,500 \$750 \$500 \$250	----- ----- ----- -----
<b>Young OD/Student Program Sponsorship</b> This opportunity includes 15 minutes to speak at either a WOA CE event or a stand alone event coordinated with the WOA Young OD Committee. <p>In person meeting sponsorship (plus cost of drinks/food)</p> <p>Virtual meeting sponsorship</p>	\$1,000 \$500	----- -----
<b>Friday Night Party/Band Night Sponsor</b> Includes recognition in publications and event signage. <ul style="list-style-type: none"> <li>◆ Headliner</li> <li>◆ Opening Act</li> <li>◆ Stage Manager</li> <li>◆ Road Crew</li> </ul>	\$2,000 \$1,500 \$1,000 \$500	----- ----- ----- -----
<b>Northwoods Education Event Sponsorship (October Dates TBD)</b> Be part of this unique education event in a relaxed setting. No typical exhibit hall, but access to doctors in a non traditional way for one on one connections. <ul style="list-style-type: none"> <li>◆ Lake Sturgeon</li> <li>◆ Musky</li> <li>◆ Northern Pike</li> <li>◆ Blue Gill</li> </ul>	\$1,000 \$750 \$500 \$250	----- ----- ----- -----
<b>Total Value of All Items Purchased:</b>		

# 2023 WISCONSIN OPTOMETRIC ASSOCIATION

## Corporate Sponsorship Registration—Form 1

Pages 4–11 must be returned in addition to this page for all package purchases.

Selection:	Available Items:	Price:	Final Cost:
	Diamond Package <b>DUE 3/10/23</b>	\$20,000.00	
	Platinum Package <b>DUE 3/10/23</b>	\$15,000.00	
	Gold Package <b>DUE 3/10/23</b>	\$10,000.00	
	Silver Package <b>DUE 3/10/23</b>	\$5,000.00	
	Bronze Package <b>DUE 3/10/23</b> Exhibit Booth at April & September Events	\$1,600.00	
	Exhibit Booth - April Event** <b>DUE 3/10/23</b>	\$850	
	Exhibit Booth - September Event <b>DUE 8/15/23</b>	\$850	
	Exhibit Booth Extras From page 5 (tables, extra reps)	See pricing on page 5	
	Build Your Own Package <b>Must include pages 4 through 8 with desired items checked.</b> Please contact WOA Assistant EVP, Joleen Breunig, to assist with this ( <a href="mailto:Joleen@woa-eyes.org">Joleen@woa-eyes.org</a> ).	Total from Pages 4-8	
	A La Carte Item(s) <b>Must include pages 4 through 8 with desired items checked.</b> Use this line item to purchase items in addi- tional to your booth.	Total from Pages 4-8	
	<b>Total Amount Due:</b>		

**\*\*If you are just registering to exhibit at the April Event, please click [here](#) to complete the registration online through our secure website. Online registration to register for just the September Event will open in June, 2023.**



# 2023 WISCONSIN OPTOMETRIC ASSOCIATION

## Corporate Sponsorship Registration—Form 2

Please make sure to complete pages 9 and 11 in addition this this page.

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

Corporate Contact Person Name: \_\_\_\_\_

Corporate Contact Email Address: \_\_\_\_\_

Company Street Address: \_\_\_\_\_

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

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

Name of lead representative contact person attending event: \_\_\_\_\_

Email of lead on-site representative: \_\_\_\_\_

Cell phone number of lead on-site representative: \_\_\_\_\_

Names of additional representatives attending meeting: (All representatives must have WOA a issued name badge - \$10 per rep fee for more than 2 reps per booth)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

Will you require an electrical outlet in your booth? \_\_\_\_\_ Yes \_\_\_\_\_ No

What size table would you like with your booth (1 included): \_\_\_\_\_ 6 ft \_\_\_\_\_ 8 ft \_\_\_\_\_ Cocktail

Product/and or service to be exhibited: \_\_\_\_\_

Optional Request for Placement near or far from other exhibitors. All requests will be considered, but not guaranteed. We do not take requests for specific booth placements in the exhibit hall.

We prefer to be placed close to the following exhibitors: \_\_\_\_\_

We prefer to be placed far from the following exhibitors: \_\_\_\_\_

Space is granted on a first come (paid), first served basis. Space will only be reserved once a registration form **and payment** have been received. Priority placement will be given to package sponsors and vendors who purchase the premium booths from the a la carte list. **No space will be held without payment and we do not take requests for specific booth placements in exhibit halls.**

# 2023 WISCONSIN OPTOMETRIC ASSOCIATION

## Corporate Sponsorship Registration—Form 3

Method of Payment: \_\_\_\_\_ Check \_\_\_\_\_ Credit Card

If you are registering only to exhibit at the April Event, please click [here](#) to complete the registration online through our secure website.

Online registration to register for just the September Event will open in June, 2023.

Type of Card: (Circle One)    Mastercard            VISA            Discover            American Express

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

Card Holder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Street Address where you receive your CC Statement:  
\_\_\_\_\_

Credit Card Billing Zip Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code from back of CC Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

By completing this form, you agree to pay the Wisconsin Optometric Association the above list payment via credit card.

Please note a 1.5% convenience fee will be included for all credit card payments.

If paying by check please mail payment and completed registration pages (3-9) to:

Wisconsin Optometric Association  
6510 Grand Teton Plaza, Suite 312  
Madison, WI 53719

If you have any questions regarding submission of payment please contact Joleen Breunig, WOA Assistant Executive Vice President at [Joleen@woa-eyes.org](mailto:Joleen@woa-eyes.org).

# EDUCATION EVENT EXHIBITOR INFORMATION

## Exhibit Events:

For 2023, the WOA will have two education events that feature an exhibit hall. Those events are the 2023 WOA Spring Seminar, April 13-14 to be held at the Kalahari Resort in Wisconsin Dells, WI and the 2023 WOA Convention and Annual Meeting, September 27- October 1 to be held at the Marriott Madison West in Middleton, WI.

## What is Included with an Exhibit Booth Purchase:

- ◇ An 8x10 exhibit booth with full-backed drapery and half-side drapery.
- ◇ One draped table (6 or 8 foot or tall cocktail).
- ◇ Two Chairs.
- ◇ One 110 volt outlet (IF REQUESTED).
- ◇ Registration for two representatives.
- ◇ Sign with company name.
- ◇ Company listing in Exhibit Hall Directory for event including description of up to 150 words.
- ◇ A pre and post event attendee list with mailing addresses.
- ◇ 10 beverage tickets to be used during the Exhibit Hall Open Houses (Thursday evening of the Spring Seminar and Thursday and Friday night for the Convention).
- ◇ The exhibit hall at both events will have carpeting.
- ◇ Additional packets of 10 beverage tickets may be purchased for \$70.00 with your registration or from the WOA on-site.
- ◇ Additional tables and electricity should be ordered with your registration for the events. **Note: tables and electricity ordered on-site will cost substantially more.**

## Schedules Information For In Person Exhibit Events:

The tentative schedule for each of the events can be found on page 14 of this packet. Events which affect the exhibitors are in **red font** and these include setup and take down times, exhibit hall sessions, meals and other vendor inclusive events. Below is a quick summary of tentative exhibit time for each event. Specific exhibit times each day subject to change but total exhibit time will remain the same.

### 2023 Spring Seminar

**Exhibit Hall Set Up:** 6:00 - 8:30 p.m. Wednesday, April 12<sup>th</sup> or 7:00 - 9:30 a.m. Thursday, April 13<sup>th</sup>  
**Exhibit Hall Take Down:** 10:40 a.m. Friday, April 14<sup>th</sup> and must be completed by noon  
**Exhibit Hall Sessions:** Thursday 9:40 - 10:30 a.m., 2:50 - 3:45 p.m., 5:25 - 7:00 p.m.; and Friday 9:40 - 10:40 a.m.

### 2023 Convention and Annual Meeting:

**Exhibit Hall Set Up:** 8:00 a.m. - 2:30 p.m. Thursday, September 28<sup>th</sup>  
**Exhibit Hall Take Down:** 7:00 p.m. Friday, September 29<sup>th</sup> and must be completed by 10:00 p.m.  
**Exhibit Hall Sessions:** Thursday 2:45 - 3:30 p.m., and 5:15 - 7:00 p.m.; and Friday 9:40 - 10:40 a.m., 3:20 - 4:00 p.m., and 5:45 - 7:00 p.m.

## Exhibit Hall Directory:

An Exhibit Hall Directory will be created for each event to be distributed in the doctors' packets. **Please provide a one paragraph description (150 words max) of your company and the products or services you provide, to be included in this directory.** You may send the descriptions with your registration, fax them to 608-824-2205, or send via email to [woa@woa-eyes.org](mailto:woa@woa-eyes.org). Descriptions for Spring Seminar must be received by **March 20<sup>th</sup>** and descriptions for Convention must be received by **September 2<sup>nd</sup>**. Companies are able to submit different information for each event.

### **Exhibitor Booth Cancellation Refunds:**

Exhibit Booth only registration cancellations will be accepted until March 10, 2023 for Spring Seminar and August 15, 2023 for Convention, less a \$50 administrative fee for each event. Any cancellation requests received after the stated dates are not eligible for any refund. There are no refunds allowed for sponsorship packages purchased. If you are unable to exhibit at one of the events we will work with you to find other a la carte list items of similar value to substitute.

### **Sleeping Rooms:**

**April Spring Seminar:** There is a room block set aside at the Kalahair Resort with the rates of \$149 plus taxes for a standard room. The room block will be released on **Monday, March 13, 2023**, after which the group rates will not be honored. The hotel has moved to an online reservation system. Click [here](#) to book your sleeping room.

**September Convention:** There is a room block set aside at the Marriott Madison West with rates of \$131 plus tax per night. The room block will be released on **Thursday, September 7, 2023** after which the group rates will not be honored. The hotel has moved to an online reservation system. Click [here](#) to book your sleeping room.

### **Prize Drawing at Exhibit Hall Receptions:**

WOA will again be conducting a drawing for door prizes at each participating booth in the Exhibit Hall Thursday evening at the Spring Seminar and Thursday and Friday evening at the Convention. If your company wishes to participate in the drawings and provide door prizes, please be sure to inform WOA staff early so that we can announce the prize and the winner before the end of the seminar. We will encourage the doctors to visit every booth to enter the drawings, thus improving traffic among the exhibits. Participation in these prize drawings is completely voluntary.

### **Doctor Attendee List:**

A list of doctors attending the event will be provided to paid exhibitors. The pre registration list will be available 30 days prior to the start of the event and can be obtained by emailing [woa@woa-eyes.org](mailto:woa@woa-eyes.org). The list will not be available prior to the 30 day time frame.

### **Booth Assignments and Confirmation Materials:**

Booth assignments are distributed on a first come (paid), first served basis, with payment required at the time of registration. Priority placement will be given to package sponsors and vendors who purchase the premium booths from the a la carte list. We do not accept requests for specific booth locations, but will honor to the best of our ability requests to be placed close to or far from another vendor. **Booth assignments will be available after March 25, 2023 for the Spring Seminar and after September 7, 2023 for the Convention.** Assignments along with a confirmation packet for each event will be emailed to the contact person and on-site representative listed on the registration form.

### **Shipping Instructions:**

Once a company has registered for an exhibit booth shipping instructions will be provided to them. They will also be included in the confirmation packet sent to registered vendors. Confirmation packets will be sent to registered vendors after the booth assignments are completed. Tentatively March 25, 2023 for Spring Seminar and September 7, 2023 for Convention.

# UPCOMING events

# 2023

April  
13-14

## Spring Seminar

Kalahari Resort, Wisconsin Dells

Speakers: Jessica Steen, OD, Leonard Messner, OD & TBD

Sept.  
28-1

## Convention

Marriott Madison West, Middleton, WI

Speakers: Anthony DeWilde, OD, Jay Haynie, OD,  
& Kelly Malloy, OD

Oct.  
13-14

## Northwoods

Location to be announced soon.

Speakers: TBD

Nov.  
TBA

## Primary Care

Location to be announced soon.

Speakers: TBD

Please see pages 14 for tentative event schedules.

If you have a speaker you would like the Education Committee to consider for a future event please contact WOA Assistant EVP, Joleen Breunig at [joleen@woa-eyes.org](mailto:joleen@woa-eyes.org).

# TENTATIVE EVENT SCHEDULES

## SPRING SEMINAR

### Wednesday, April 12<sup>th</sup>

6:00 - 8:00 p.m.

Exhibit Hall Set Up  
Kilimanjaro Rooms  
1/2/3/6/7/8

### Thursday, April 13<sup>th</sup>

7:00 a.m. - 5:00 p.m.

Registration

8:00 a.m. - 9:40 a.m.

Doctor Education

9:40 a.m. - 10:30 a.m.

Exhibit Hall Break

10:30 a.m. - 12:10 p.m.

Doctor Education

12:10 p.m. - 1:10 p.m.

Lunch

1:10 p.m. - 2:50 p.m.

Doctor Education

2:50 p.m. - 3:45 p.m.

Exhibit Hall Break

3:45 p.m. - 5:25 p.m.

Doctor Education

5:25 p.m. - 7:00 p.m.

Exhibit Hall Open House

### Friday, April 14<sup>th</sup>

7:00 a.m. - 3:00 p.m.

Registration

8:00 a.m. - 9:40 a.m.

Doctor Education

9:40 a.m. - 10:40 a.m.

Exhibit Hall Break

Final Session

10:40 a.m. - 12:00 p.m.

Exhibit Hall Tear down

10:40 a.m. - 12:20 p.m.

Doctor Education

12:20 p.m. - 1:20 p.m.

Lunch for Doctors

1:20 p.m. - 3:00 p.m.

Doctor Education

## CONVENTION

### Thursday, Sept. 28<sup>th</sup>

7:00 a.m. - 5:00 p.m.

Registration

9:00 a.m. - 2:30 p.m.

Exhibit Hall Set Up

1:00 p.m. - 2:45 p.m.

Doctor Education

2:45 p.m. - 3:30 p.m.

Exhibit Hall Break

3:30 p.m. - 5:15 p.m.

Doctor Education

5:15 p.m. - 7:00 p.m.

Exhibit Hall Reception

### Friday, Sept. 29<sup>th</sup>

7:00 a.m. - 5:00 p.m.

Registration

8:00 a.m. - 9:45 a.m.

Doctor Education

9:45 a.m. - 10:30 a.m.

Exhibit Hall Break

10:30 a.m. - 12:10 p.m.

Doctor Education

12:15 p.m. - 1:30 p.m.

Membership Awards  
Luncheon

1:30 p.m. - 3:20 p.m.

Doctor Education

3:20 p.m. - 4:00 p.m.

Exhibit Hall Break

4:00 p.m. - 5:45 p.m.

Doctor Education

5:45 p.m. - 7:00 p.m.

Exhibit Hall Reception  
Final Session

6:00 p.m. - 6:30 p.m.

New Member/Student  
Orientation

7:00 p.m. - 8:00 p.m.

WOA Next New OD  
Mentorship Reception

8:00 p.m. - 11:00 p.m.

WOA Social Event

### Saturday, Sept. 30<sup>th</sup>

7:00 a.m. - 4:00 p.m.

Registration

8:00 a.m. - 9:45 a.m.

Doctor Education

11:45 a.m. - 1:15 p.m.

President's Luncheon

1:30 p.m. - 3:15 p.m.

Doctor Education

1:30 p.m. - 4:30 p.m.

Student Program  
Vendor Presentations

3:15 p.m. - 3:30 p.m.

Break

3:30 p.m. - 5:15 p.m.

Doctor Education

### Sunday, Oct. 1<sup>st</sup>

7:30 a.m. - 11:00 a.m.

Registration

8:00 a.m. - 9:45 a.m.

Doctor Education

9:45 a.m. - 10:00 a.m.

Break

10:00 a.m. - 11:45 a.m.

Doctor Education

## NORTHWOODS

### Friday, Oct 13

7:00 a.m. - 9:00 a.m.

Doctor Education

9:00 a.m. - 6:00 p.m.

Activities on your own

6:00 p.m. - 8:00 p.m.

Doctor Education

8:00 p.m. - ???

Hospitality Gathering

### Saturday, Oct 14

7:00 a.m. - 11:00 a.m.

Doctor Education

11:00 a.m. - ?

Activities on your own

## PRIMARY CARE

### Friday

5:00 p.m. - 6:00 p.m.

Registration

6:00 p.m. - 6:50 p.m.

Doctor Education

6:50 p.m. - 7:00 p.m.

Break

7:00 p.m. - 8:40 p.m.

Doctor Education

### Saturday

7:00 a.m. - 1:00 p.m.

Registration

8:00 a.m. - 12:40 p.m.

Doctor Education

W I S C O N S I N  
O P T O M E T R I C  
A S S O C I A T I O N

6510 Grand Teton Plaza, Suite 312, Madison, WI 53719  
[www.woa-eyes.org](http://www.woa-eyes.org) 608-824-2200

January 2023

TO: WOA Exhibitors  
FROM: Joleen Breunig, Assistant Executive Vice President  
RE: Distribution of Seminar Exhibitor Registration Forms

The Wisconsin Optometric Association is always looking to update our distribution lists for event information. We are happy to send information electronically to anyone who is interested. Materials will be in PDF format and can be opened with Adobe Reader.

**If you are currently receiving the registration materials via email and your email remains the same, it is not necessary to return this form.**

If additional reps or corporate office personnel should be receiving the materials, please complete the information below, or simply send an email to [joleen@woa-eyes.org](mailto:joleen@woa-eyes.org) with the person's name, company name, and email address. We are happy to send the materials to multiple people within each company.

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

Contact Person: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

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

**Thank you for taking the time to complete this form.**