

# THE 2016 NJ SOP

**PARTNERSHIP PROGRAM**

**THE BEST WAY TO REACH THE FINEST  
OPTOMETRIC PHYSICIANS IN NEW JERSEY**

# PARTNERSHIP PROGRAM OVERVIEW

The NJSOP Partnership Program was created after industry suppliers and vendors requested a way to better support the Society and reach its members. The program is designed so that companies can choose the level of exposure that best suits their needs and goals. The corresponding benefits at each of the four levels allow participating vendors to more effectively generate personal and familiar relationships with New Jersey's licensed optometric physicians in the following ways:

## FACE TIME

Each of the four levels of partnership include exhibit space at one or more of the NJSOP's four annual continuing education events. Partners are given prominent placement in the exhibit hall and their names and logos are included on signage throughout the meeting venue.

## FOLLOW-UP

NJSOP partners at the Diamond, Gold, and Silver levels receive an advanced copy of the attendee list prior to and during each event at which they exhibit, allowing them to follow up with the attendees they met face to face; an invaluable tool for maintaining and growing business relationships.

## FREQUENCY

Keeping in touch with NJSOP members between events and meetings is easy for our partners thanks to benefits like email blasts, corporate stuffers, social media posts, and ads in both of our publications. Partners can use these benefits to do everything from introducing new products and highlighting available resources to announcing an exhibit booth special or event raffle.

## FIRM LOYALTY

Throughout the year, our partners' names and logos are proudly displayed on the NJSOP website, in our publications, and on our event signage. In addition, the NJSOP annually sends out a framed list of its partners to each member's office. The list is a constant reminder of the companies who have chosen to support the profession and organized optometry in New Jersey.

## 2016 NJSOP EVENT DETAILS

### WINTER CONTINUING EDUCATION SERIES

March 6, 2016 | Princeton, New Jersey | Attendance: 150

### SUMMER CE

July 12-13, 2016 | Spring Lake, New Jersey | Attendance: 100

### THERAPY BY THE SEA

October 14-16, 2016 | Atlantic City, New Jersey | Attendance: 250

### MANAGED CARE PROGRAM\*

December 7, 2016 | Manalapan, New Jersey | Attendance: 100

\*Formerly Fall Continuing Education

## DIAMOND LEVEL: \$15,000

- Largest available exhibit space with prominent placement at four continuing education programs: Winter CE, Summer CE, Therapy by the Sea, and the Managed Care Program\*;
- Advance copy of the attendee list prior to the events listed above\*\*;
- One meeting with the NJSOP Board of Directors;
- Corporate e-mail blast to NJSOP members four times per year;
- One-time, full-page advertisement in the NJSOP magazine, *Eye On New Jersey*;
- One-time, full-page advertisement in the NJSOP E-newsletter;
- Corporate stuffer included with NJSOP monthly dues statement mailing twice per year;
- 5 sponsored posts on the NJSOP Facebook page and Twitter account;
- Recognition and company plaque awarded at the Therapy by the Sea Partner Recognition Breakfast;
- Opportunity to have your company introduced prior to a morning or afternoon session at Therapy by the Sea;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the entire state of New Jersey via the Local Society Report;
- Web link to company's website from [www.njsop.org](http://www.njsop.org).

## GOLD LEVEL: \$10,000

- Prominent exhibit placement at three continuing education programs: Winter CE, Therapy by the Sea, and the Managed Care Program\*;
- Advance copy of the attendee list prior to the events listed above\*\*;
- One meeting with the NJSOP Board of Directors;
- Corporate e-mail blast to NJSOP members twice per year;
- One-time, half-page advertisement in the NJSOP magazine, *Eye On New Jersey*;
- One-time, half-page advertisement in the NJSOP E-newsletter;
- Corporate stuffer included with NJSOP monthly dues statement mailing once per year;
- 3 sponsored posts on the NJSOP Facebook page and Twitter account;
- Recognition and company plaque awarded at the Therapy by the Sea Partner Recognition Breakfast;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the entire state of New Jersey via the Local Society Report;
- Web link to company's website from [www.njsop.org](http://www.njsop.org).

## SILVER LEVEL: \$5,000

- Exhibit placement at two continuing education programs: Winter CE & Therapy by the Sea;
- Advance copy of the attendee list prior to the events listed above\*\*;
- Corporate e-mail blast to NJSOP members once per year;
- One-time, quarter-page advertisement in the NJSOP magazine, *Eye On New Jersey*;
- One-time, quarter-page advertisement in the NJSOP E-newsletter;
- 2 sponsored posts on the NJSOP Facebook page and Twitter account;
- Recognition and company plaque awarded at the Therapy by the Sea Partner Recognition Breakfast;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the entire state of New Jersey via the Local Society Report;
- Web link to company's website from [www.njsop.org](http://www.njsop.org).

## BRONZE LEVEL: \$3,000

- Exhibit placement at Therapy by the Sea;
- Corporate e-mail blast to NJSOP members once per year;
- One-time, quarter page advertisement in the NJSOP E-newsletter
- 1 Sponsored post on the NJSOP Facebook page and Twitter account;
- Public recognition at each of the 9 monthly Local Society meetings held throughout the entire state of New Jersey via the Local Society Report;
- Web link to company's website from [www.njsop.org](http://www.njsop.org).

# CURRENT NJSOP INDUSTRY PARTNERS

## DIAMOND

ABB OPTICAL  
C&E VISION BUYING GROUP  
THE GANDELMAN AGENCY  
OMNI EYE SERVICES

## GOLD

ALCON  
ALLERGAN  
INTERNATIONAL VISION EXPO  
JOHNSON & JOHNSON  
VISION CARE, INC.  
VSP

## SILVER

BAUSCH & LOMB  
BIO-TISSUE

## BRONZE

BIOD, LLC  
DIOPSYS  
DR. TRAVEL  
LUXOTTICA, USA  
LUZERNE OPTICAL LABS  
MACULOGIX  
NASSAU VISION GROUP  
NIDEK  
SHERIDAN OPTICAL CO.  
VISION SOURCE

# PARTNERSHIP REGISTRATION

**YES!** I am interested in supporting the profession of optometry through a partnership with the NJSOP.

Company name as it should appear when printed: \_\_\_\_\_

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

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

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

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

Mobile Phone: \_\_\_\_\_

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

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

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

Please check your desired partnership level:

Diamond Partner (\$15,000)

Gold Partner (\$10,000)

Silver Partner (\$5,000)

Bronze Partner (\$3,000)

Total Amount Enclosed:

\$ \_\_\_\_\_

To pay by credit card contact Edna McKinney at (609) 323-4012.

Please make checks payable to the NJSOP.

Return completed form to:

NJSOP

4 AAA Drive, Suite 204

Hamilton, New Jersey 08691

Please contact the NJSOP if you have questions  
or need additional information:

Ph: 609-323-4012 Fax: 609-323-4014 [www.njsop.org](http://www.njsop.org)

[www.facebook.com/njsop](http://www.facebook.com/njsop) Twitter @NJEyeDocs