



Partner Program

Enrollment October 2023 - March 2024



Facilitating collaboration between optometrists and industry

Bridging the gap for industry to connect with optometric leaders throughout the state

Empowering everyone to achieve their objectives

2024

January - December

NJSOP Events & Exhibit Space

- Prominent exhibit space at **four (4) NJSOP events: Snow School,* Summer CE, Therapy by the Sea, and The Managed Care Seminar**, and acknowledgement as a sponsor of the NJSOP **virtual Spring CE program**.
- Advance and post-event attendee list for the events listed above (*Attendees who opt-out of having their information shared will be omitted from the list*).
- Printed and verbal acknowledgment at the in-person events.
- Passport Challenge (*Used to promote attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles*). ****Must enroll by January 1 to be included at Snow School***

NJSOP In-Person Event Venue Exhibit Space & Details

- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

NJSOP Virtual Event

- For the virtual Spring CE program only, partner may record and host an up to 30 seconds video for NJSOP to use with virtual event promotion.

NJSOP Digital Acknowledgment for Events

- Logo and profile link on event registration webpage and marketing communications promoting the event.
- Mention in Weekly Wrap-up member emails during months of promotion leading up to the event.
- Social media shout out for Diamond partners.

NJSOP Event Attendee Engagement

- Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating partners have the option of providing offers/giveaways to be included in the passport challenge.

Post-Event

- Acknowledgment in post-event thank you message to attendees and members.

NJSOP Quarterly NJSOP Publication Advertisements

- One-time full page ad in Eye on New Jersey, the quarterly hard copy magazine.
- One-time ad in the quarterly e-newsletter.

NJSOP Website Advertisement

- Web link and logo on NJSOP partner page.

NJSOP Member Communications

- Three (3) standalone e-blasts to NJSOP members per year.
- Recognition in local society reports (local society presidents will recognize partners at each meeting).
- Recognition on NJSOP member weekly emails and on dedicated partner announcement to members.

NJSOP Social Media

- Two (2) sponsored posts to NJSOP social media.

Meet the NJSOP Board of Directors

- One (1) meeting with the NJSOP board of directors (*typically a virtual attendance with a 10 minutes presentation and 5 minutes of board Q&A*).

NJSOP Events & Exhibit Space

- Exhibit space at three (3) NJSOP events: **Snow School***, **Therapy by the Sea**, and **The Managed Care Seminar**, and acknowledgement as a sponsor of the NJSOP **virtual Spring CE program**.
- Advance and post-event attendee list for the events listed above (*Attendees who opt-out of having their information shared will be omitted from the list*).
- Printed and verbal acknowledgment at the in-person event.
- Space in the in person event Passport Challenge (*Used to promote attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles*). ***Must enroll by January 1 to be included at Snow School**

NJSOP In-Person Event Venue Exhibit Space & Details

- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

NJSOP Virtual Event

- For the virtual Spring CE program only, partner may record and host an up to 30 seconds video for NJSOP to use with virtual event promotion.

NJSOP Digital Acknowledgment for Events

- Logo and profile link on NJSOP event registration webpage and marketing communications promoting the event.
- Mention in Weekly Wrap-up member email during months of promotion leading up to the event.

NJSOP Event Attendee Engagement

- Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating sponsors have the option of providing offers/giveaways to be included in the passport challenge.

Post-Event

- Acknowledgment in NJSOP post-event thank you message to attendees and members.

NJSOP Quarterly NJSOP Publication Advertisements

- One-time 1/2 page ad in Eye on New Jersey, the quarterly hard copy magazine.
- One-time ad in the quarterly e-newsletter.

NJSOP Website Advertisement

- Web link and logo on NJSOP partner page.

NJSOP Member Communications

- Two (2) standalone e-blasts to NJSOP members per year.
- Recognition in local society reports (local society presidents will recognize partners at meetings).
- Recognition on NJSOP member weekly emails and on dedicated partner announcement to members.

NJSOP Social Media

- One (1) sponsored post to NJSOP social media.

Meet the NJSOP Board of Directors

- One (1) meeting with the NJSOP board of directors (*typically a virtual attendance with 10 minutes presentations and 5 minutes of board Q&A*).

NJSOP Events & Exhibit Space

- Exhibit space at two (2) events: **Snow School*** and **Therapy by the Sea** and acknowledgement as a sponsor of the NJSOP **virtual Spring CE program**.
- Advance and post-event attendee list for the events listed above (*Attendees who opt-out of having their information shared will be omitted from the list*).
- Printed and verbal acknowledgment at the in-person event.
- Space in the in person event Passport Challenge (*Used to promote attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles*). ***Must enroll by January 1 to be included at Snow School**

NJSOP In-Person Event Venue Exhibit Space & Details

- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

NJSOP Virtual Event

- Acknowledgment as a sponsor.

NJSOP Digital Acknowledgment for Events

- Logo and profile link on NJSOP event registration webpage and marketing communications promoting the event.
- Mention in Weekly Wrap-up member email during months of promotion leading up to the event.

NJSOP Event Attendee Engagement

- Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating sponsors have the option of providing offers/giveaways to be included in the passport challenge.

Post-Event

- Acknowledgment in NJSOP post-event thank you message to attendees and members.

NJSOP Quarterly NJSOP Publication Advertisements

- One-time 1/4 page ad in Eye on New Jersey, the NJSOP's quarterly hard copy magazine.
- One-time ad in the quarterly e-newsletter.

NJSOP Website Advertisement

- Web link and logo on NJSOP partner page.

NJSOP Member Communications

- One (1) standalone e-blast to NJSOP members per year.
- Recognition in local society reports (local society presidents will recognize partners at meetings).
- Recognition on NJSOP member emails and on dedicated partner announcement to members.

NJSOP Events & Exhibit Space

- Exhibit space at **Therapy by the Sea**.
- Advance and post-event attendee list for the events listed above (*Attendees who opt-out of having their information shared will be omitted from the list*).
- Printed and verbal acknowledgment at the in-person event.
- Space in the in person event Passport Challenge (*Used to promote attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles*).

NJSOP In-Person Event Venue Exhibit Space & Details

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NJSOP Virtual Event

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Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Contact Person: _____

Contact Email: _____

Contact Phone: _____

Company Representative (1): _____

Representative 1 Email: _____

Representative 1 Cell Phone: _____

Company Representative (2): _____

Representative 2 Email: _____

Representative 2 Cell Phone: _____

Disclaimers- Enrollment is open through March. The program runs January - December. A completed enrollment form and payment by March is required to participate and be published as a partner. Event registration is required for attendance purposes. The NJSOP does not advertise for outside CE programs. Partners are responsible for providing graphics and text. Media kit details are on the website. The NJSOP must approve of advertisements before publication. The NJSOP will add a disclaimer that it is a paid advertisement.

Please select a NJSOP partner level:

Diamond Partner
\$15,000

Gold Partner
\$10,000

Silver Partner
\$5,000

Bronze Partner
\$3,000



Total amount..... \$ _____

Online registration available. If using a check, checks should be mailed to: NJSOP, 4 AAA Drive, Suite 204, Hamilton, NJ 08691

Signature: _____ Date: _____

Questions? Contact the NJSOP at (609) 323-4012

For payment or registration question contact Edna McKinney at x114

For partner benefit questions contact Keira Boertzel-Smith at x116

For event-specific questions contact Sharon Kais at x117