

# 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



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facebook.com/NJSOPStudentMembers



@NJyedcos

# THE 2020 NJSOP PARTNERSHIP PROGRAM

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



**New Jersey Society of Optometric Physicians**  
4 AAA Drive, Suite 204  
Hamilton, New Jersey 08691  
Phone: 609.323.4012 Fax: 609.323.4014  
www.njsop.org



# 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, website advertising, 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.

# 2020 NJSOP EVENT DETAILS

## WINTER CONTINUING EDUCATION SERIES

March 1, 2020 | East Windsor, New Jersey | Attendance: ~150

## SUMMER CE

July 7-8, 2020 | Spring Lake, New Jersey | Attendance: ~100

## THERAPY BY THE SEA

October 16-18, 2020 | Atlantic City, New Jersey | Attendance: ~250

## MANAGED CARE PROGRAM

December 2020 | Manalapan, New Jersey | Attendance: ~100

### 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\*;
- Opportunity for a personalized meeting with the NJSOP Board of Directors;
- Corporate e-mail blast to NJSOP members five times per year;
- Opportunity to advertise on NJSOP.org or Eyecare.org for a consecutive two month duration.
- One-time, full-page advertisement in the NJSOP magazine, *Eye On New Jersey* and one-time, full-page advertisement in the NJSOP E-newsletter;
- 5 sponsored posts 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.

### 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\*;
- Opportunity for a personalized meeting with the NJSOP Board of Directors;
- Corporate e-mail blast to NJSOP members three times per year;
- One-time, half-page advertisement in the NJSOP magazine, *Eye On New Jersey* and One-time, half-page advertisement in the NJSOP E-newsletter;
- 3 sponsored posts 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.

### 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* and One-time, quarter-page advertisement in the NJSOP E-newsletter;
- 2 sponsored posts 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.

### 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.

\*Must be registered to exhibit in order to receive advance attendee list

## CURRENT NJSOP INDUSTRY PARTNERS\*

### DIAMOND

ABB OPTICAL  
ALLERGAN  
BAUSCH + LOMB  
HEALTHY EYES ADVANTAGE  
THE GANDELMAN AGENCY

OMNI OPHTHALMIC  
MANAGEMENT  
CONSULTANTS

### GOLD

INTERNATIONAL VISION EXPO  
JOHNSON & JOHNSON  
VISION CARE, INC.  
NOVARTIS

### SILVER

ALCON  
VISIONEERING  
TECHNOLOGIES, INC.  
VSP

### BRONZE

DR. TRAVEL  
LUZERNE OPTICAL LABS  
METRO OPHTHALMIC  
SHERIDAN OPTICAL CO.  
SUN OPHTHALMICS

\*PARTNERS AS OF  
10/23/19