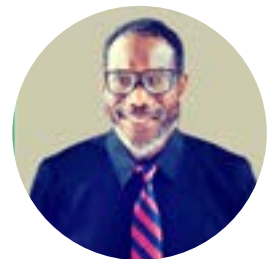
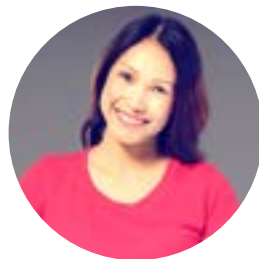
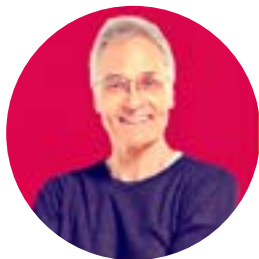
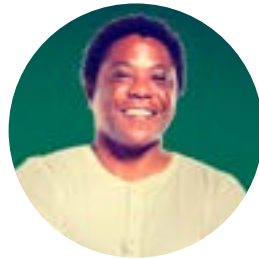


2021

PARTNERSHIP PROGRAM

HELPING OPTOMETRISTS ENGAGE WITH INDUSTRY
HELPING INDUSTRY ENGAGE WITH OPTOMETRIC LEADERS
HELPING EVERYONE REACH THEIR GOALS.



EMBRACING CHANGE FOR THE BETTER

IN AUGUST OF 2020, THE NJSOP POLLED OUR DATABASE OF PARTNERS AND EXHIBITORS TO BETTER UNDERSTAND HOW OUR PARTNERSHIP PROGRAM NEEDS TO CHANGE GIVEN THE CURRENT HEALTH CRISIS. RESPONDENTS CITED THESE THREE COMPONENTS AS MOST IMPORTANT:

- THE ABILITY TO SPONSOR CONTENT RELATIVE TO COMPANY PRODUCTS
- THE OPPORTUNITY TO MAKE A SHORT PRESENTATION AT VIRTUAL EVENTS
- RECEIVING ATTENDEE CONTACT INFORMATION FOR FOLLOW UP

AS SUCH, THE INDUSTRY RELATIONS COMMITTEE (IRC) TOOK THESE NEEDS INTO ACCOUNT AS WE PLANNED FOR 2021. THE END RESULT IS A REVAMPED AND RE-ENERGIZED LIST OF BENEFITS AT EVERY LEVEL. WE HOPE THESE CHANGES HELP YOU TO COMMUNICATE WITH OUR MEMBERSHIP CONSISTENTLY, AND CONNECT ON A MUTUALLY BENEFICIAL LEVEL.

WE LOOK FORWARD TO RESUMING IN-PERSON EVENTS WHEN IT IS SAFE TO DO SO. UNTIL THEN, WE WILL CONTINUE TO EMBRACE NEW OPPORTUNITIES AND REMAIN FLEXIBLE AND OPEN TO THE NEEDS OF OUR MEMBERSHIP AND OUR INDUSTRY SUPPORTERS.

GEORGE VELIKY, OD
INDUSTRY RELATIONS COMMITTEE CHAIR

THE BENEFITS OF PARTNERSHIP

EXHIBIT SPACE AT NJSOP EVENTS: WHETHER VIRTUAL OR IN-PERSON, NJSOP CONTINUING EDUCATION EVENTS PROVIDE A GREAT OPPORTUNITY TO GET IN FRONT OF YOUR AUDIENCE AND MAKE A MEMORABLE IMPRESSION. ADDITIONAL SPONSORSHIP OPPORTUNITIES, SUCH AS LUNCH AND BREAKFAST SPONSORSHIPS, ARE AVAILABLE. CONTACT SHARON KAIS FOR MORE INFORMATION AT SKAIS@NJSOP.ORG.

ADVANCE EVENT ATTENDEE LISTS: AN EXCEL FILE OF REGISTERED ATTENDEES WILL BE EMAILED TO ELIGIBLE PARTNERS TWO WEEKS PRIOR TO THE EVENT.

ADVERTISING IN EYE ON NEW JERSEY: EYE ON NEW JERSEY IS THE NJSOP'S QUARTERLY DIGITAL MAGAZINE SENT DIRECTLY TO MEMBER'S INBOXES AND MADE AVAILABLE ON NJSOP.ORG ([YOU CAN CHECK IT OUT HERE](#)). LOOKING TO PURCHASE ADDITIONAL ADVERTISING? CONTACT KELMAN & ASSOCIATES AT ASHLEY@KELMAN.CA

ADVERTISING IN THE NJSOP E-NEWSLETTER: THIS PUBLICATION IS SENT TO MEMBERS BETWEEN ISSUES OF OUR DIGITAL MAGAZINE. ADDITIONAL AD SPACE IS ALSO AVAILABLE HERE BY CONTACTING KELMAN & ASSOCIATES AT ASHLEY@KELMAN.CA.

NJSOP.ORG AD SPACE: ADVERTISING ON THE NJSOP WEBSITE IS ONE OF THE NEWEST BENEFITS FOR DIAMOND AND GOLD LEVEL PARTNERS. YOUR WEB AD CAN BE PLACED STRATEGICALLY ON OUR SITE FOR UP TO 3 MONTHS.

E-BLASTS TO THE NJSOP MEMBERSHIP: WITH A HIGHER THAN AVERAGE OPEN RATE, OUR E-BLASTS REACH YOUR TARGET AUDIENCE AND ARE A GREAT WAY TO SHARE IMPORTANT INFORMATION, NEW PRODUCT ANNOUNCEMENTS, REBATES, OFFERS, AND MORE!

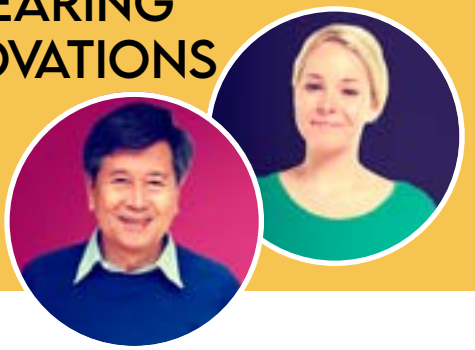
VIRTUAL EXHIBIT HALL ON NJSOP.ORG: OUR PERMANENT VIRTUAL EXHIBIT HALL GIVES YOU THE SPACE AND VISIBILITY TO SHARE INFORMATION WITH VISITORS THROUGHOUT THE YEAR. THE BEST PART? NJSOP PARTNERS CAN UPDATE THEIR VIRTUAL EXHIBIT HALL INFORMATION AT ANY TIME AND AT NO COST. [TAKE A LOOK AROUND, HERE.](#)

SOCIAL MEDIA POSTS: SHARE YOUR CONTENT WITH OUR FOLLOWERS ON [FACEBOOK](#), [INSTAGRAM](#), AND [TWITTER](#).

YOUR LOGO...EVERYWHERE: WHETHER IT'S THE ANNUAL PARTNER LIST SENT TO ALL OF OUR MEMBERS, OUR EVENT SIGNAGE, OR THE FOOTER OF OUR EMAILS, EVERYONE WILL KNOW YOUR COMPANY HAS GONE THE EXTRA MILE TO SUPPORT OPTOMETRY.

67% OF NJSOP MEMBERS POLLED* SAID THEY ARE INTERESTED IN HEARING PRESENTATIONS ON PRODUCT INNOVATIONS AND INCENTIVES FROM INDUSTRY.

*SURVEY OF NJSOP MEMBERS TAKEN IN JUNE 2020



DIAMOND LEVEL

\$15,000

- PROMINENT EXHIBIT SPACE AT 3 NJSOP EVENTS
- ADVANCE ATTENDEE LIST FOR 3 NJSOP EVENTS
- ONE MEETING WITH THE NJSOP BOARD OF DIRECTORS
- 1 FULL PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 FULL PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- OPPORTUNITY TO ADVERTISE ON NJSOP.ORG FOR A DURATION OF 12 MONTHS
- 5 E-BLASTS TO NJSOP MEMBERS
- 12 MONTH LISTING ON THE NJSOP VIRTUAL EXHIBIT HALL PAGE
- 2 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE
- RECOGNITION ON NJSOP MEMBER EMAILS

SILVER LEVEL

\$5,000

- PROMINENT EXHIBIT SPACE AT 1 NJSOP EVENT
- ADVANCE ATTENDEE LIST FOR 1 NJSOP EVENT
- 1 HALF PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 HALF PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- 1 E-BLAST TO NJSOP MEMBERS
- 12 MONTH LISTING ON THE NJSOP VIRTUAL EXHIBIT HALL PAGE
- 1 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE
- RECOGNITION ON NJSOP MEMBER EMAILS

GOLD LEVEL

\$10,000

- PROMINENT EXHIBIT SPACE AT 2 NJSOP EVENTS
- ADVANCE ATTENDEE LIST FOR 2 NJSOP EVENTS
- ONE MEETING WITH THE NJSOP BOARD OF DIRECTORS
- 1 HALF PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 HALF PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- OPPORTUNITY TO ADVERTISE ON NJSOP.ORG FOR A DURATION OF 3 MONTHS
- 3 E-BLASTS TO NJSOP MEMBERS
- 12 MONTH LISTING ON THE NJSOP VIRTUAL EXHIBIT HALL PAGE
- 2 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE
- RECOGNITION ON NJSOP MEMBER EMAILS

BRONZE LEVEL

\$3,000

- PROMINENT EXHIBIT SPACE AT 1 NJSOP EVENT
- 1 QUARTER PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- 1 E-BLAST TO NJSOP MEMBERS
- 12 MONTH LISTING ON THE NJSOP VIRTUAL EXHIBIT HALL PAGE
- 1 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE
- RECOGNITION ON NJSOP MEMBER EMAILS

QUESTIONS?
CONTACT US:



GEORGE VELIKY, OD
CHAIR, INDUSTRY RELATIONS
GEORGE-V@OMNIEYESERVICES.COM



HOWARD COOPER
EXECUTIVE DIRECTOR
HCOOPER@NJSOP.ORG



SHARON KAIS
ASSOC. EXECUTIVE DIRECTOR
SKAIS@NJSOP.ORG



KATIE COTTON
DIR. OF COMMUNICATIONS
KCOTTON@NJSOP.ORG



EDNA MCKINNEY
ADMINISTRATIVE ASSISTANT
EMCKINNEY@NJSOP.ORG

PARTNERSHIP REGISTRATION

SIGN ME UP! 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

