

# Support NJSOP Educational Events!



**2024**

One-size-fits-all doesn't work for every company wishing to support NJSOP's continuing education events.

That is why we are happy to provide multiple package options, which makes supporting organized optometry in New Jersey mutually beneficial. Please take a moment to browse the following opportunities and choose your package based on which works best for you. These packages apply toward the following NJSOP events.

*NJSOP Therapy by the Sea has its own separate, exhibitor packages.  
Contact NJSOP to learn more.*



**Snow School** takes place in January at Kalahari Resort in Mount Pocono, PA. This family-friendly event allows OD attendees to earn six hours of continuing education before joining their family in the waterpark or one of the many other indoor attractions at Kalahari. Approximate attendance for Snow School is 50 -75 attendees.



**Managed Care Seminar** is a popular year-end event, in December, that focuses on providing attendees with new ideas and processes they can take back to the office and put into motion. Approximate attendance for the Managed Care Seminar is 50-100 attendees.



**Virtual Spring CE** is a webinar hosted annually in March or April. Approximate attendance exceeds 220.



**Summer CE** takes place in July at The Breakers on the Ocean Hotel in Spring Lake, NJ and draws between 80-100 OD attendees. This event is hosted annually and is limited to seven exhibitors.

## In-Person, Per-Event Packages

### Crystal Clear Package - \$2,750

#### Pre-Event Marketing & Communications

- Logo and company link on NJSOP event registration webpage.
- Special mention in the Weekly Wrap Up e-blasts to members.
- Mention in the standalone event e-blasts to members and non-members.
- Two (2) public facing social media shout-outs to promote event supporters.

#### Attendee Engagement

- Verbal mention of exhibitor support during the event.
- Passport Challenge - In-person event attendees will be given a passport and those who interact with exhibitors and get their Passports validated from a predetermined number of them will be eligible for exciting raffle prizes. Participating exhibitors have the option of providing offers/giveaways to be included in the Passport Challenge.

#### Venue Design

- Logo will be placed on marketing materials/signage displayed in the NJSOP event registration area.
- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

#### Post-Event

- Logo and link to profile included in post-event "Thank You" email sent to all attendees.
- Event attendee list (opt-in only) provided via e-mail - containing names and email addresses.

# In-Person, Per-Event Packages

## Bright Eyes Package - \$1,950

### **Pre-Event Marketing & Communications**

- Logo and company link on event registration webpage.
- Mention in the standalone event e-blasts to members and non-members.

### **Attendee Engagement**

- Passport Challenge - In-person event attendees will be given a passport and those who interact with exhibitors and get their Passports validated from a predetermined number of them will be eligible for exciting raffle prizes. Participating exhibitors have the option of providing offers/giveaways to be included in the Passport Challenge.

### **Venue Design**

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

### **Post-Event**

- Thank you to the exhibitors included in post-event “Thank You” email sent to all attendees.

## Eye Care Package - \$950

### **Attendee Engagement**

- Passport Challenge - In-person event attendees will be given a passport and those who interact with exhibitors and get their Passports validated from a predetermined number of them will be eligible for exciting raffle prizes. Participating exhibitors have the option of providing offers/giveaways to be included in the Passport Challenge.

### **Venue Design**

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

### **Post-Event**

- Thank you to the exhibitors included in post-event “Thank You” email sent to all attendees.

## Pre-Webinar Marketing & Communications

- Logo and company link on NJSOP event registration webpage.
- Special mention in the Weekly Wrap Up e-blasts to members.
- Mention in the standalone event e-blasts to members and non-members.
- Two (2) public facing social media shout outs to promote NJSOP event supporters.
- The NJSOP will share with its membership, on the Exhibitor's behalf, a 30-second recorded and exhibitor hosted, video message. Exhibitors can use this opportunity to promote company offers/news.

## Webinar Day

- Acknowledgement during the webinar.

## Post-Webinar

- Acknowledgment in post-event thank you email sent to all attendees.
- Webinar attendee list (opt-in only) shared with event exhibitor - containing names and email addresses.

## Terms of NJSOP Packages

Exhibitors are expected to promptly produce materials for marketing. All exhibitor information must comply with the following rules:

**In-person to Virtual events** - In the event of NJSOP transitioning the in-person program to a virtual program, NJSOP will provide a 50% refund. If the exhibitor is unable to attend the in-person event, no refund will be provided.

Package participant will be acknowledged in the following manner -

- Name, address, phone number, website, logo
- General description of the product line
- Visual depictions of the products or services
- Taglines
- Display or distribution of the product

Package participant will **not** be acknowledged in the following manner -

- An exclusive provider arrangement (*limiting the sale, distribution, availability, or use of competing products, services or facilities in connection with NJSOP activity*)
- The provision of goods, facilities, services, or privileges to the sponsor
- Right to use NJSOP's logo, trademark, patent, etc.
- Payments contingent on exposure
- Periodicals
- Income from NJSOP events
- Attributes to purchase

Please note, package participant will not be publicized until payment is received.

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: \_\_\_\_\_

Please select your events:




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**Snow School**  
January 27, 2024  
Kalahari Resort- Mount Pocono, PA  
Form and payment must be received 12/31/22



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**Summer CE**  
July 9-10, 2024  
The Breakers - Spring Lake, NJ  
Form and payment must be received 7/1/23



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**Managed Care Seminar**  
Date TBD



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**Virtual Spring CE**  
March 10, 2024 via Zoom

Select a plan:

☐ Crystal Clear Vision Package - \$2,750

☐ Bright Eyes Package - \$1,950

☐ Eye Care Package - \$950

☐ Virtual Vision Package - \$750

Total amount..... \$ \_\_\_\_\_

Online registration is available. If you use a check, mail to: NJSOP, 4 AAA Drive, Suite 204, Hamilton, NJ 08691

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions? Contact the NJSOP at (609) 323-4012  
For payment or registration questions, contact Edna McKinney at x114  
For sponsorship benefit questions, contact Keira Boertzel-Smith at x116  
For event-specific questions, contact Sharon Kais at x117