

THE GOA PARTNERSHIP PROGRAM



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OUR GOALS

Expose Your Product

The Georgia Optometric Association (GOA) Partnership Program will become an invaluable component of your marketing strategy. You will gain unparalleled access to our membership to showcase your product and its value.

Endorse its Benefits

As a GOA partner, you will receive maximal opportunity to market your product to our 700+ members. Partners will be allowed to establish preferred exhibit space at conferences, advertise in our newsletter, weekly e-blasts to members, our printed membership directory and other forms of communication, speak at various conferences and meetings, in addition to other unmatched opportunities.

Escalate Growth

The GOA Partnership Program will produce increased sales for your company at a relatively low cost. There are four different partnership levels to represent each company's specific needs.



The Georgia Optometric Association's (GOA) Partnership Program was created after recognizing that industry support has helped strengthen both the Association and profession of optometry as a whole. We recognize that places for businesses to invest their marketing dollars are often limited, and we understand that it is more crucial than ever to be able to reach target audiences quickly and in the most cost-effective way. Using the GOA as a vehicle to directly market to its membership will allow companies to reach more than 70 percent of optometrists practicing in Georgia. It gives businesses the ability to discuss their products, market their services and increase their sales at a relatively low cost. The GOA is committed to ensuring our partners continue to reach our membership in creative ways as we navigate the challenges presented by the pandemic.

PARTNERSHIP BENEFITS & LEVELS



MARKETING & ADVERTISING

	Silver (\$8,500)	Gold (\$15,000)	Diamond (\$20,000)
Company logos linked to website on www.goaeyes.com and in GOA's Weekly E-Newsletter	✓	✓	✓
Company mention in the GOA's printed newsletter 6x per year	✓	✓	✓
Social Media Promotion on Instagram, LinkedIn, and Twitter	✓	✓	✓
Advertisement on GOA Website	✓	✓	✓
Color Advertisement in GOA Newsletter	1/4 Page	1/2 Page	Full Page
Featured E-Blast to the GOA membership	1 E-Blast	2 E-Blasts	3 E-Blasts
GOA 5@5 Banner Advertisement	1 Month	2 Months	3 Months
Program Listing on GOA Calendar of Events			✓

GOA COMMUNITY, A SOCIAL SITE FOR GEORGIA ODS

Ability to post to Newsfeed and interact directly with members on our social site	✓	✓	✓
Skyscraper Advertisement	✓	✓	✓
Billboard Advertisement		✓	✓
Analytics Access		✓	✓
Leaderboard Advertisement			✓

CONTINUING EDUCATION CONFERENCES

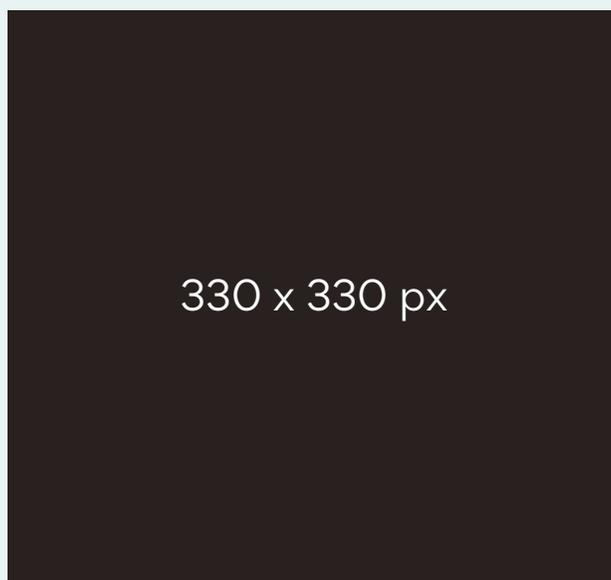
Single booth exhibit space with prominent placement at GOA's Annual Summer and Fall Conferences	✓	✓	✓
Recognized on GOA Annual T-Shirt and Fall Conference Registration Bag	✓	✓	✓
Banner Advertisement on the Annual Summer and Fall Conference Websites*	✓	✓	✓
Sponsorship of Registration Item at GOA Annual Summer Meeting or Fall Conference (Arranged and Coordinated by GOA)	Up to \$500 Value	Up to \$1000 Value	Up to \$2500 Value
Single booth exhibit space at GOA Super CE			✓
Option to provide 1 hour of COPE Approved CE at GOA Super CE or GOA Summer Annual Meeting (1 Additional hour is guaranteed at the GOA Fall Education Conference)			✓

Ask us about our "buy up" opportunities, if you would like to sponsor a specific item or event at one of our conferences that is not part of the listed benefits.

*We understand that our Pharmaceutical Partners are required to adhere to their compliance guidelines, therefore we can adjust our benefits on a case by case basis.

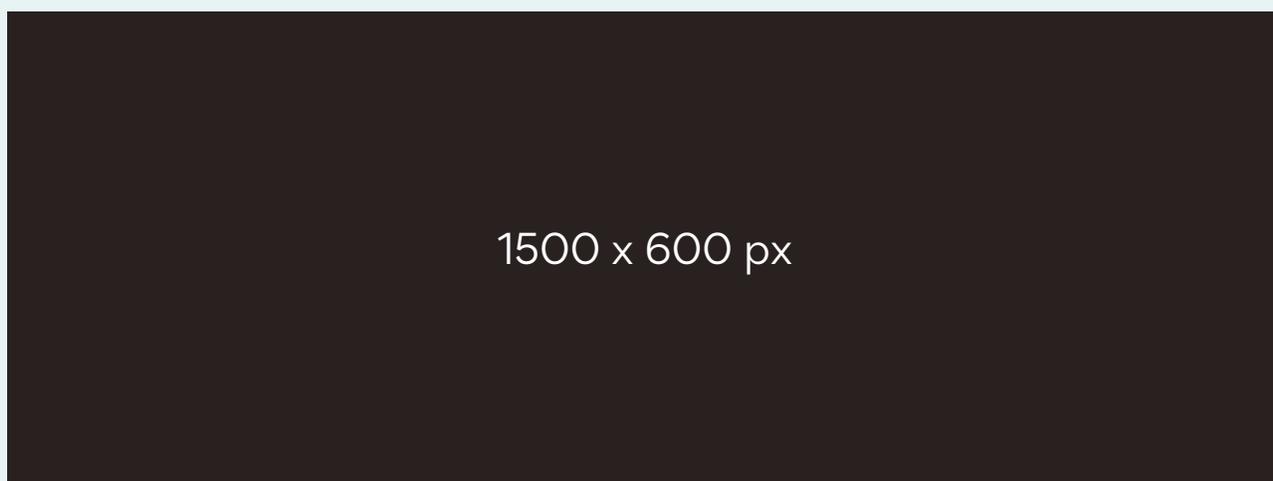
ADVERTISING SPECIFICATIONS

GOA Website



GOA Banner Ad*

5@5 and Conference Website



*Image shown has been scaled down on this page.

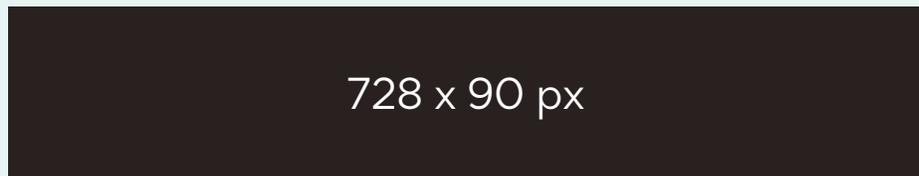
ADVERTISING SPECIFICATIONS

GOA Community

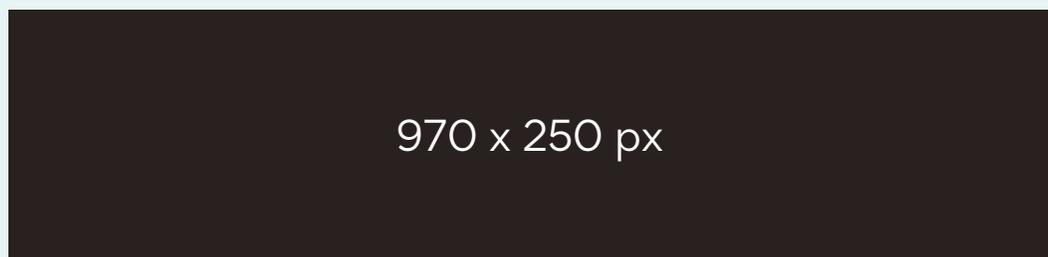
Skyscraper Ad



Leaderboard Ad*



Billboard Ad*



*Image shown has been scaled down on this page.

CURRENT PARTNERS

Double Diamond Level Partner

Johnson & Johnson VISION

Diamond Level Partners



Gold Level Partners



Silver Level Partners

