Thank you for your support of the AOA!
2020 AOA New Partnership Opportunities

AOA Employee Pledge

Telehealth Conference & Summit

Leadership Institute

Paraoptometric Forum
The American Optometric Association is asking employers to sign the AOA 2020 Employer Pledge, underscoring their commitment to uphold employee eye health through education and by encouraging employees to get their annual, in-person comprehensive eye examination.

Employers who join the pledge will be recognized as leaders in a public health mobilization initiative to address the current eye health and vision challenge facing America today.

There is no monetary commitment and employers can take as many actions as they choose, from committing to participate to sharing educational materials with employees.

Sponsorship fee: $0
AOA Leadership Institute Continued

- 15 minutes speaking time - Optometry’s Meeting
- 2 in-person sessions (occurring at OM)
- Name and logo recognition on all promotional and program collateral
- Invitation to participate in social activities
- Recognition at webinars
- Digital banner ads
- Article in participant newsletter communications

Investment: $60,000 per year

TWO-YEAR COMMITMENT
AOA Telehealth Conference and Summit Initiative

«The AOA continues improving the quality of eye and vision care as the acknowledged leader.

«Telehealth is a rapidly-evolving tool and not necessarily without consequences to patient care.


Opportunity for Industry Engagement – Want a seat at the table?
Purpose of the AOA Telehealth Conference Continued

An exploration with Industry
- Informs the AOA Telehealth Council and AOA members of potential risk to patient safety
- Provides balanced discourse from which the AOA Telehealth Council
- ATC presents the new positioning at a Summit meeting during Optometry’s Meeting
AOA Telehealth Conference and Summit Continued

Timing: March/June 2020
• Conference held in March 2020 at AOA Headquarters in St. Louis
• Program Opportunity: Sponsor presents its position to the AOA Telehealth Council
• 60-minute dialog and discourse
• Board member reception
• Summit at OM in June; Name and logo recognition on signage/collateral materials

Investment: $20,000
2020 AOA Section Opportunities

- Paraoptometric Section
- Contact Lens & Cornea Section Council
- Low Vision Section
- Sports & Performance Vision Section
AOA Paraoptometric Forum – *Preparing Paras for 2020+20*

The AOA Paraoptometric Resource Center is the nation’s largest organization serving the needs of optometric staff, assistants and technicians. Currently the registration of AOA member paraoptometrics is over 11,900.

1. **The AOA Paraoptometric Resource Center is the nation’s largest organization.**
2. **Supports 2020 objectives to better prepare the paraoptometric staff through education.**
3. **Participants elevate the practice through better professional development.**
4. **Participant would learn about subject-matters such as contact lenses, fittings.**
AOA Paraoptometric Forum – *Preparing Paras for 2020+20*

**Recap**

**Program Detail and Timing**

- **Timing:** Jan/Feb 2020
- **Attendees:** *Pilot* event with about 40-50 paraoptometric attendees
- **Program Sponsorship:** Co-sponsorship, branding, signage, collateral and promotion, collaboration
- **Location:** AOA Headquarters in St. Louis with a simulcast, live stream could be hosted on the Sponsor’s site
- **Investment for each co-sponsor:** $40,000
AOA Paraoptometric Forum – *Preparing Paras for 2020+20 Continued*

**Friday**

- 1:00 pm Welcome and Introductions
- Kickoff and Goals of Forum
- US Paraoptometric statistical data – presenter TBD
- Topic 1 - Paraoptometrics, Technology and Contact Lenses – presenter TBD
- Topic 2 - Ocular Surface Diseases – presenter TBD
- Small group breakout/discussions on local issues
- Topic 3 – High impacted state affiliate leader on local/national issue – presenter TBD
AOA Paraoptometric Forum – Preparing Paras for 2020+20 Continued

Saturday

- 8:00 am Recap of Friday – brief discussion
- Industry expert presentation – Q&A
- 12:00 noon lunch on premises - Presentation and discussion on FTC proposed changes to the Contact Lens Rule
- Topic 4 - Practice Management
- Topic 5 - Scribing Techniques
- Topic 6 - Paediatric care
- Education needs/wish list from AOA and industry
- EyeLearn demonstration
- Paraoptometric Certification overview
- 3 pm – Ambassador program introduced – local take back
- 4 pm – Adjourn/Survey

Sample Agenda

Presenters TBD: Industry experts, knowledgeable optometrists, paraoptometrics and state affiliate leaders
Paraoptometric Resource Center

**PRC at OM**
- Para Awards Luncheon
- Para Breakfast Symposium at OM-SOLD
- Digital banner ad on PRC webpages

**Paraoptometric Month**
- Expanded to Para Month in 2020
- Name/Logo recognition on all Para Month materials
- Digital banner ad on PRC webpages

**PRC Articles**
- Two articles on mutually agreeable topics, with complementary sponsor advertorials
- Distributed via PRC newsletter, social media and *Week in Focus*

**Para Webinar**
- Webinar on mutually agreeable topics; complementary sponsor webinar/video
- Aired two times; lives on EyeLearn
- Promoted via PRC newsletter, social media and *Week in Focus*
Contact Lens and Cornea Section

The AOA Contact Lens & Cornea Section (CLCS) represents active leaders in contact lenses, anterior segment management and refractive technologies promoting quality, professional patient care. Supporting this important member segment with a sponsorship provides visibility to the over 9,000+ CLCS members (includes ODs and students).

**CLCS at Optometry’s Meeting**

- **CLCS Awards Reception**
  - 15-min speaking time
  - Name/Logo recognition
  - Ad in the Awards brochure
  - Digital banner ad on CLCS webpages

**CLCS Articles**

- Four articles on mutually agreeable topics, with Complementary Alcon Advertorials
- Distributed via CLCS Newsletter, Social Media and Week in Focus
AOA CONTACTS:

• Amanda Gianino, Associate Director, Strategic Partnerships
  (314) 983 – 4134
  AGianino@aoa.org

• Kellie Rodrigue, Senior Manager, Strategy & Logistics for OM Exhibits & Sponsorships
  (314) 983 – 4255
  KERodrique@aoa.org

Thank you!