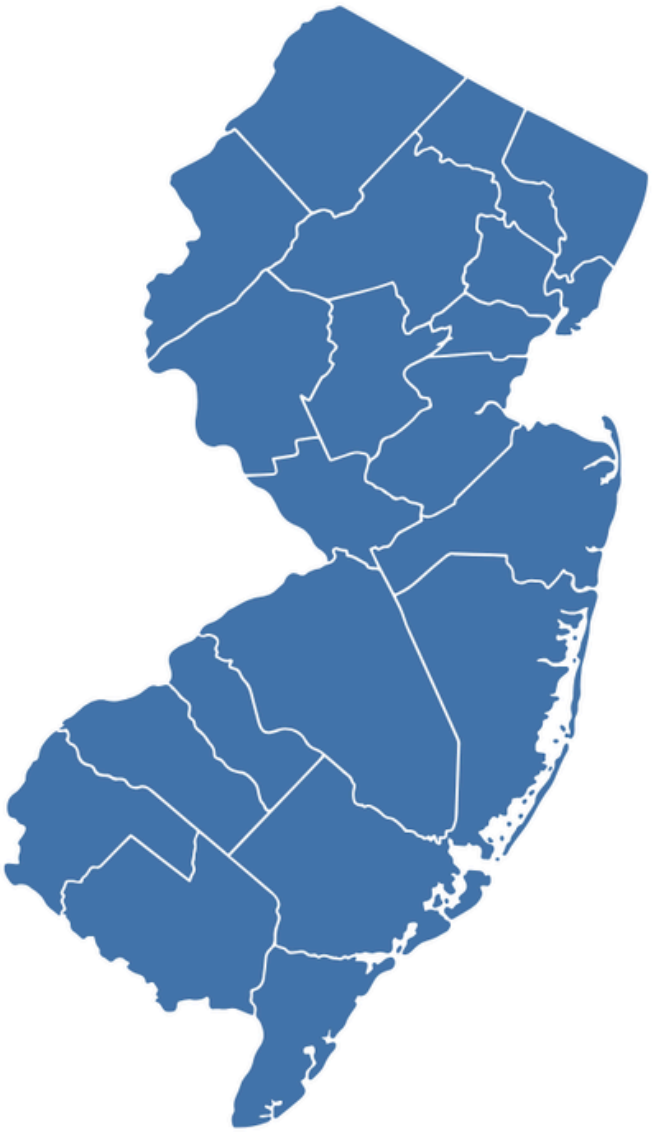
NJSOP
Society of Optometric Physicians

2027 Partner Plan



- Facilitating collaboration between optometric physicians and industry
- Bridging the gap for industry to connect with optometric leaders throughout the state
- Empowering everyone to achieve their objectives

Enrollment open October - March
Annual Partner Plan runs January - December

2027 Partner Program

Disclaimer Page

Compliance with Laws
NJSOP Partners shall will comply with federal and New Jersey state antitrust and anti-kickback laws, rules, and regulations and any other applicable laws. This compliance extends to promotional activities and materials, including adherence other applicable industry standards.

Compliance with Industry Guidelines
If applicable, the Partner shall communicate any special tracking, reporting, or other requirements imposed by industry guidelines including but not limited to the AdvaMed® Code of Ethics or PhRMA Principles on Interactions with Health Care Professionals to NJSOP prior to executing this agreement. All such special requirements shall be included as an attachment(s) to the partnership plan application. NJSOP shall only be bound by requirements that are discussed with NJSOP and emailed to asknjsop@njsop.org

Microphone/Presentation Time Disclaimer: NJSOP Partners with any microphone time must adhere to the allotted time limit and comply with all applicable federal and New Jersey state laws, including antitrust regulations and the Anti-Kickback Statute. NJSOP Partners may present general, non-competitive information about their products or services. Discussion of pricing, competitive practices, or any other restricted topics is strictly forbidden.

Platinum Partner $17,500 Details

NJSOP In-Person Events - Exhibit Hall

- Premier exhibit space at **four (4)** NJSOP events: **Spring CE, Summer CE, Therapy by the Sea,** and **Yr End CE.** Acknowledgment at the in-person events by event chair.
- Advance and post-event attendee list for the events listed above *(Attendees who opt-out of having their information shared will be omitted from the list).*
- Premier exhibit space, which allows for **up to 4** representatives, includes a table, chairs, electricity access *(exception for TBTS: electricity provided by drayage company for an additional fee)*, company sign, and NJSOP sponsored F&B served at the event during exhibit hall hours.
- Logo and acknowledgment on event registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during event promotion.
- Event attendees will be given an incentive to interact with event exhibitors. Participating partners have the option of providing offers/giveaways to be included in the incentive.
- Acknowledgment in post-event thank you message to attendees and members.
- **5 minutes of mic time at three in-person events** listed above, excluding Therapy By The Sea.
- **NEW - Presentation time at Therapy By The Sea -** NJSOP will work with Partner to organize - 20 minutes of presentation time at Therapy By The Sea.
- **One - Therapy By The Sea event swag item** with partner logo. Item of choice is at the discretion of NJSOP.

NJSOP CE Webinar Acknowledgment and Video (Due January 15)

- For the CE Webinar only, Partner may provide NJSOP with an **up to 60 seconds** video for NJSOP to use with virtual event promotion.
- Acknowledgment on CE Webinar registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during promotion leading up to the event.
- Post-event attendee list for the virtual event (Attendees who opt-out of having their information shared will be omitted from the list). Acknowledgment in post-event thank you message to attendees and members.

NJSOP Website Industry Focus Spotlight (Due March 15)

• One-time **full page** promotion in the website Industry Focus Spotlight. Provide your one-time advertisement by March 15 and NJSOP will promote the Industry Focus in member communications, and via the public facing website page. See Exhibit A for sizing specs.

NJSOP Member Communications - Quarterly (Due date: Feb 15, May 15, July 15, October 15)

• **Quarterly standalone e-blasts** to NJSOP members per year. 8.5 x 11 pdf/ jpeg or png format. NJSOP disclaimer added, and test will be shared before distribution.

- **Quarterly standalone social media posts** to NJSOP social media audience. 1080 x 1080 graphic in jpeg or png format with a few sentences and hyperlink to learn more. NJSOP disclaimer will be added, and test will be shared before distribution. *Posts will be added to the NJSOP communications calendar. No ads allowed for CE credit courses.*

NJSOP Member Communications - Monthly and Bi-Monthly

• Recognition in monthly local society slide deck - used at local society meetings.
• Recognition in bi-monthly social media all partners acknowledgment, six occurrences per year.

NJSOP Member Communications - Weekly

• Recognition in NJSOP weekly member e-blasts.

Hyperlinked logo on the njsop.org footer

Diamond Partner $15,500 Details

NJSOP In-Person Events - Exhibit Hall

- Prominent exhibit space at **four (4)** NJSOP events: **Spring CE, Summer CE, Therapy by the Sea,** and **Yr End CE.**
- Advance and post-event attendee list for the events listed above *(Attendees who opt-out of having their information shared will be omitted from the list)*.
- Acknowledgment at the in-person events.
- Exhibit space, which allows for **up to 4** representatives, includes a table, chairs, electricity access (*exception for TBTS: electricity provided by drayage company for an additional fee*), company sign, and NJSOP sponsored F&B served at the event during exhibit hall hours.
- Logo and acknowledgment on event registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during event promotion.
- Event attendees will be given an incentive to interact with event exhibitors. Participating partners have the option of providing offers/giveaways to be included in the incentive.
- Acknowledgment in post-event thank you message to attendees and members.
- **5 minutes of mic time at <u>each</u> of the four** in-person events listed above.

NJSOP CE Webinar Acknowledgment and Video (Due January 15)

- For the CE Webinar only, Partner may provide NJSOP with an up to **60 seconds video** for NJSOP to use with virtual event promotion.
- Acknowledgment on CE Webinar registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during months of promotion leading up to the event.
- Post-event attendee list for the virtual event (Attendees who opt-out of having their information shared will be omitted from the list).
- Acknowledgment in post-event thank you message to attendees and members.

NJSOP Website Industry Focus Spotlight (Due March 15)

• One-time full page promotion in the website Industry Focus Spotlight. Provide your one-time advertisement by March 15 and NJSOP will promote the Industry Focus in member communications, and via the public facing website page. 2027 See Exhibit A for sizing specs.

NJSOP Member Communications - Quarterly (Due date: Feb 15, May 15, July 15, October 15)

• **Quarterly standalone e-blasts** to NJSOP members per year. 8.5 x 11 pdf/ jpeg or png format. NJSOP disclaimer added, and test will be shared before distribution.

- **Quarterly standalone social media posts** to NJSOP social media audience. 1080 x 1080 graphic in jpeg or png format with a few sentences and hyperlink to learn more. NJSOP disclaimer will be added, and test will be shared before distribution. *Quarterly posts will be added to the NJSOP communications calendar. No ads allowed for CE courses.*

NJSOP Member Communications - Monthly and Bi-Monthly

• Recognition in monthly local society slide deck - used at local society meetings.
• Recognition in bi-monthly social media all partners acknowledgment, six occurrences per year.

NJSOP Member Communications - Weekly

• Recognition in NJSOP weekly member e-blasts.

NJSOP Website Acknowledgment - Website Footer

• Web link and logo on NJSOP website footer.

Gold Partner $10,500 Details

NJSOP In-Person Events - Exhibit Hall

- Exhibit space at **three (3)** NJSOP events: **Spring CE, Therapy by the Sea,** and **Yr End CE.**
- Advance and post-event attendee list for the events listed above *(Attendees who opt-out of having their information shared will be omitted from the list)*.
- Acknowledgment at the in-person events.
- Exhibit space, which allows for **up to 3** representatives, includes a table, chairs, electricity access *(exception for TBTS: electricity provided by drayage company for an additional fee)*, company sign, and NJSOP sponsored F&B served at the event during exhibit hall hours.
- Logo and acknowledgment on event registration webpage and marketing communications promoting the event.
- Mention in member emails and social media during event promotion.
- Event attendees will be given an incentive to interact with event exhibitors. Participating partners have the option of providing offers/giveaways to be included in the incentive.
- Acknowledgment in post-event thank you message to attendees and members.
- 3 minutes of mic time at Therapy By The Sea.

NJSOP CE Webinar Acknowledgment and Video (Due January 15)

- For the CE Webinar only, Partner may provide NJSOP with an **up to 30 seconds video** for NJSOP to use with virtual event promotion.
- Post-event attendee list for the virtual event (Attendees who opt-out of having their information shared will be omitted from the list).
- Acknowledgment on CE Webinar registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during months of promotion leading up to the event.
- Acknowledgment in post-event thank you message to attendees and members.

NJSOP Website Industry Focus Spotlight (Due March 15)

• One-1/2 page promotion in NJSOP website Industry Focus Spotlight. Provide your one-time advertisement by March 15 and NJSOP will promote the Industry Focus in member communications, and via the public facing website page. See Exhibit A for sizing specs.

NJSOP Member Communications - (Due date: March 15, June 15)

• **2 standalone e-blasts** to NJSOP members per year. 8.5 x 11 pdf/ jpeg or png format. NJSOP disclaimer added, and test will be shared before distribution. No ads allowed for CE courses.

- **1 standalone social media post** to NJSOP social media audience. 1080 x 1080 graphic in jpeg or png format with a few sentences. NJSOP disclaimer will be added, and test will be shared before distribution. *Posts will be added to the NJSOP communications calendar. No ads allowed for CE courses.*

NJSOP Member Communications - Monthly and Bi-Monthly

• Recognition in monthly local society slide deck - used at local society meetings.

NJSOP Member Communications - Weekly

• Recognition in NJSOP weekly member e-blasts.

NJSOP Website Acknowledgment - Website Footer

• Web link and logo on NJSOP website footer.

Silver Partner $5,500 Details

NJSOP In-Person Events - Exhibit Hall

- Exhibit space at **two (2)** NJSOP events: **Spring CE,** and **Therapy by the Sea.**
- Advance and post-event attendee list for the events listed above *(Attendees who opt-out of having their information shared will be omitted from the list).*
- Acknowledgment at the in-person events.
- Exhibit space, which allows for **up to 2** representatives, includes a table, chairs, electricity access *(exception for TBTS: electricity provided by drayage company for an additional fee)*, company sign, and NJSOP sponsored F&B served at the event during exhibit hall hours.
- Logo and acknowledgment on event registration webpage and marketing communications promoting the event.
- Mention in member emails and social media during event promotion.
- Event attendees will be given an incentive to interact with event exhibitors. Participating partners have the option of providing offers/giveaways to be included in the incentive.
- Acknowledgment in post-event thank you message to attendees and members.

NJSOP CE Webinar Acknowledgment

- Acknowledgment on CE Webinar registration webpage and in marketing communications promoting the event.
- Mention in member emails and social media during months of promotion leading up to the event.

NJSOP Website Industry Focus Spotlight (Due March 15)

• One-1/4 page promotion in NJSOP website Industry Focus Spotlight. Provide your one-time advertisement by March 15 and NJSOP will promote the Industry Focus in member communications, and via the public facing website page. See Exhibit A for sizing specs.

NJSOP Member Communications - (Due date: Sept 15)

• **1 standalone e-blast** to NJSOP members per year. 8.5 x 11 pdf/ jpeg or png format. NJSOP disclaimer added, and test will be shared before distribution. *Communications will be added to the NJSOP communications calendar. No ads allowed for CE courses.*

NJSOP Member Communications - Monthly and Bi-Monthly

• Recognition in monthly local society slide deck - used at local society meetings.

NJSOP Member Communications - Weekly

• Recognition in NJSOP weekly member e-blasts.

NJSOP Website Acknowledgment - Website Footer

• Web link and logo on NJSOP website footer.

Bronze Partner $3,500 Details

NJSOP In-Person Events - Exhibit Hall

- Exhibit space at **Therapy by the Sea.**
- Advance and post-event attendee list for the events listed above *(Attendees who opt-out of having their information shared will be omitted from the list).*
- Acknowledgment at the in-person event.
- Exhibit space, which allows for **up to 2** representatives, includes a table, chairs, electricity access *(exception for TBTS: electricity provided by drayage company for an additional fee)*, company sign, and NJSOP sponsored F&B served at the event during exhibit hall hours.
- Logo and acknowledgment on event registration webpage and marketing communications promoting the event.
- Mention in member emails and social media during event promotion.
- Event attendees will be given an incentive to interact with event exhibitors. Participating partners have the option of providing offers/giveaways to be included in the incentive.
- Acknowledgment in post-event thank you message to attendees and members.

NJSOP Member Communications - Monthly and Bi-Monthly

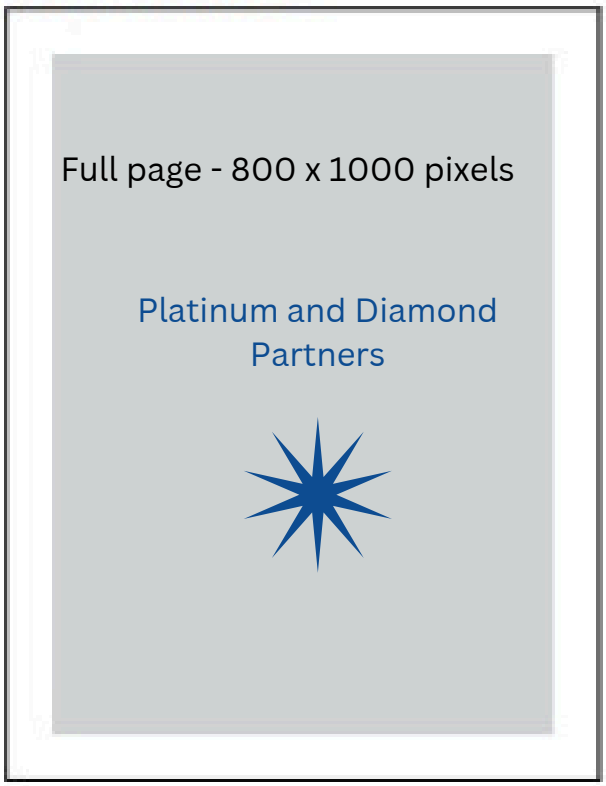
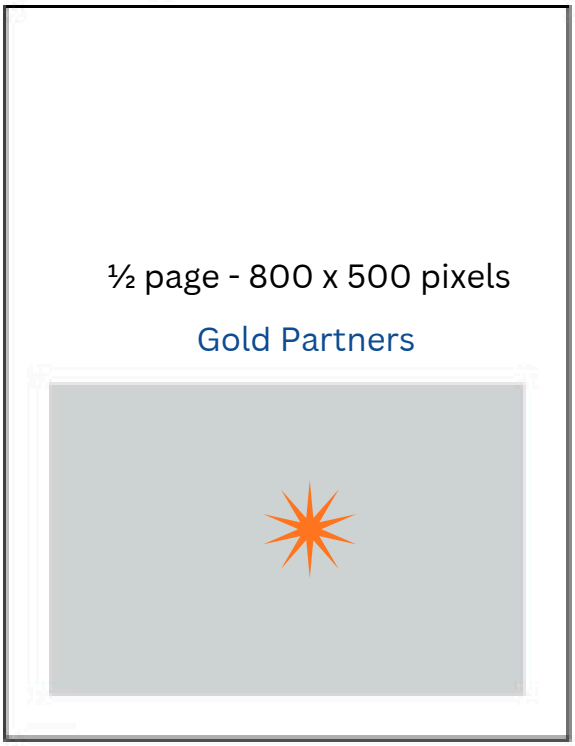
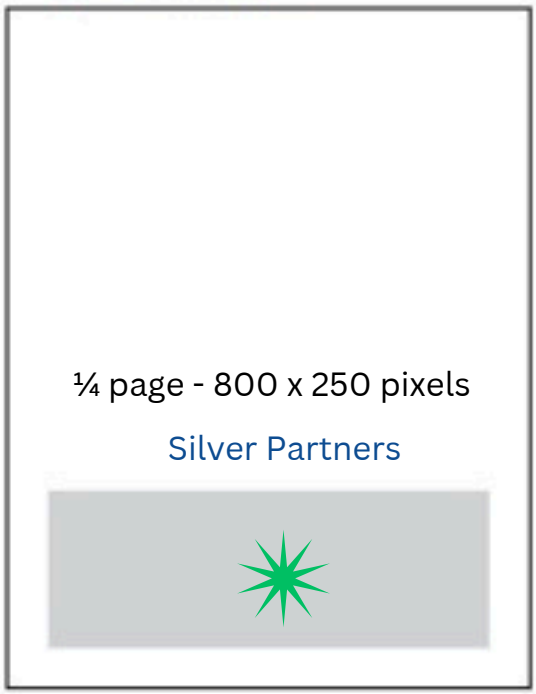
• Recognition in monthly local society slide deck - used at local society meetings.

NJSOP Member Communications - Weekly

• Recognition in NJSOP weekly member e-blasts.

NJSOP Website Acknowledgment - Website Footer

• Web link and logo on NJSOP website footer.

Exhibit A- Industry Focus Spotlight

Partners may share in JPEG or PNG format, general non-competitive information about the company history or overview, or products or services for the NJSOP industry focus spotlight website page. Share a URL to “learn more.” No CE for credit advertisements. Please adhere to anti-trust rules.