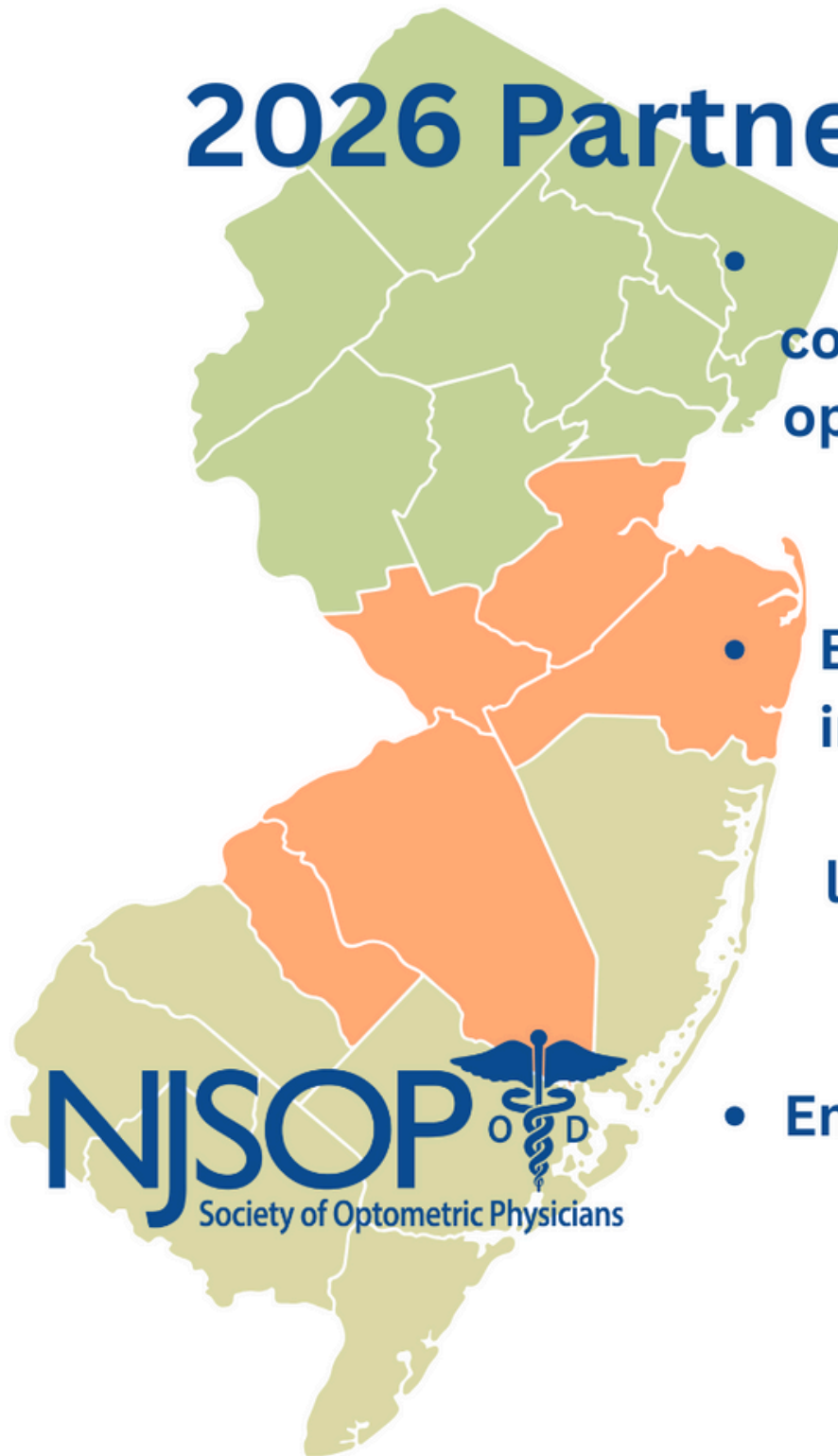


2026 Partner Plan



- 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

2026 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 Time Disclaimer: NJSOP Partners with 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.

NJSOP In-Person Events - Exhibit Hall

- Premier exhibit space at **four (4)** NJSOP events: **Q1 Central Jersey Optometric Symposium, Q3 Summer CE, Q3 Therapy by the Sea, and Q4 Winter CE.** Event Chair acknowledgment at the in-person events.
- 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, company desktop ID 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 each of the four** in-person events listed above.
- **One - Therapy By The Sea event swag item** with partner logo. Item of choice is at the discretion of NJSOP.

NJSOP Social Mixer Sponsor

- NJSOP will work with Partner to organize a two hours social mixer, for up to 30 OD and/or student attendees, where the Partner's representative can interact with our OD/student populations. The NJSOP Board of Directors will be invited.

NJSOP Q2 Virtual Spring Webinar Acknowledgment and Video (Due March 15)

- For the Q2 Virtual Spring Webinar only, Partner may provide NJSOP with an **up to 60 seconds** video for NJSOP to use with virtual event promotion.
- Acknowledgment on Q2 Virtual Spring 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 Quarterly NJSOP Publication Advertisements

- One-time **full page** ad in quarterly e-journal and e-newsletter, and any corresponding hard copy. Sizing criteria determined by publisher.

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 communications 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: **Central Jersey Optometric Symposium, Summer CE, Therapy by the Sea, and Winter 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, company desktop ID 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 each of the four** in-person events listed above.

NJSOP Virtual Spring Webinar Acknowledgment and Video (Due March 15)

- For the Virtual Spring Webinar only, Partner may provide NJSOP with an up to **60 seconds video** for NJSOP to use with virtual event promotion.
- Acknowledgment on Virtual Spring 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 Quarterly NJSOP Publication Advertisements

- One-time **full page** ad in quarterly e-journal and e-newsletter, and any corresponding hard copy. Sizing criteria determined by publisher.

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 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.
- 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: **Central Jersey Optometric Symposium, Therapy by the Sea, and Winter 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, company desktop ID 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 Virtual Spring Webinar Acknowledgment and Video (Due March 15)

- For the Virtual Spring 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 Virtual Spring 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 Quarterly NJSOP Publication Advertisements

- One-time **1/2 page** ad in quarterly e-journal and e-newsletter, and any corresponding hard copy. Sizing criteria determined by publisher.

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.
- **2 standalone social media posts** 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. *Quarterly 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.
- 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.

Silver Partner \$5,500 Details

NJSOP In-Person Events - Exhibit Hall

- Exhibit space at **two (2)** NJSOP events: **Central Jersey Optometric Symposium**, 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, company desktop ID 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 Virtual Spring Webinar Acknowledgment

- Acknowledgment on Virtual Spring 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 Quarterly NJSOP Publication Advertisements

- One-time **1/4 page** ad in quarterly e-journal and e-newsletter, and any corresponding hard copy. Sizing criteria determined by publisher.

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.
- 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.

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, company desktop ID 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 - (Due date: February 15 or August 15)

- **1 standalone e-blast** to NJSOP members per year. 8.5 x 11 Flyer sized/ jpeg or png format. NJSOP disclaimer added, and test will be shared before distribution. No ads 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.