



ARKANSAS
OPTOMETRIC
ASSOCIATION

Affiliated with American Optometric Association

2026 Partnership Guide

Arkansas Optometric Association
Contact: Matt Burns
matt@arkansasoptometric.org
501-661-7675

To become a 2026 Partner, please complete the
[2026 ArOA Partnership Form](#) by February 13, 2026.

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The 2025-2026 Arkansas Optometric Association Board of Directors.



Welcome!

Thank you for your interest in partnering with the Arkansas Optometric Association! We recognize that working collaboratively with industry partners strengthens both the association and profession of optometry as a whole.

The ArOA Strategic Partnership Program was created to provide **year-long collaboration between Arkansas optometrists and industry**. The program connects industry partners with their target audiences, giving exclusive access to directly market products and services to **more than 80% of Arkansas optometrists and their staff members**.

Within this guide, you will find many opportunities for you and your organization to connect with Arkansas optometrists. With four partnership levels, you can choose the level of exposure that best suits your needs and goals, as each partnership level has specific recognition and marketing benefits.

All partner levels **secure complimentary space to exhibit at our fall and spring conventions, almost a \$1,700 value!** Partners will get **early access to choose booth space before non-partner exhibitors**, with Platinum Level Partners having first choice.

Platinum, Gold, and Silver partners will have their choice of included signature events. **It doesn't get any easier than this - ArOA will plan and fund these events** with your partner level support. Your reps attend and make valuable connections while your organization earns recognition. Events are available on a first-come, first-served basis and once an event is selected it will be removed from the availability list.

Please complete the [2026 ArOA Partnership Form](#) by **February 13, 2026**, to secure your partnership benefits.

If you'd like to host multiple events, enhance your partner benefits or have other organizational needs, there are many a la carte benefits at the end of this guide too. We are also happy to work with you to customize your partnership. If you have any questions, please contact me at 501-661-7675 or matt@arkansasoptometric.org.

Thank you for your support in the continued success of Arkansas optometry!

Sincerely,

Matt Burns

Matt Burns
Executive Director



About the Arkansas Optometric Association

Founded in 1906, The Arkansas Optometric Association represents 350 doctor members and 44 student members who are dedicated to protecting and improving the eye health of Arkansans.

We host the two largest in-person conventions for Arkansas optometrists each year:

ArOA Spring Convention

Date: May 8, 2026

Location: Little Rock Convention Center

Estimated Attendance:

- 225 doctors of optometry
- 110 paraoptometric staff
- 10 student doctors
- 35 exhibitors
- 25 Guests

ArOA Fall Convention

Date: October 23, 2026

Location: Oaklawn/Hot Springs

Estimated Attendance:

- 125 doctors of optometry
- 50 paraoptometric staff
- 5 student doctors
- 35 exhibitors
- 15 Guests

2026 Partnership Levels

Bronze Level - \$2,750

Silver Level - \$3,750

Gold Level - \$5,000

Platinum Level - \$8,000

All Levels Include:

- Complimentary Exhibit Space at both the Spring and Fall Conventions, and registration for two representatives for each convention. *(Almost a \$1,700 Value!)*
- Preferred early booth selection before Exhibitor registration opens to non-partner companies.
- Logo and Hyperlink on ArOA Website, Invite to President's Reception, and Program Recognition.

Which Level is Right For Your Organization?

- Each partnership level has specific convention, marketing and advertising benefits that increase in both reach and impact from Bronze Level up to the Platinum Level.
- Platinum, Gold, and Silver partners will have their choice of signature events and they can choose to host.
 - If you'd like to host multiple signature events or have other organizational needs, the association is happy to work with you to customize your partnership.

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

PARTNERSHIP BENEFITS

Here is a quick glance at what is included with each partnership.
Each partnership can be customized for you!

CONVENTIONS				
	BRONZE \$2,750	SILVER \$3,750	GOLD \$5,000	PLATINUM \$8,000
Exhibit Booth (Spring & Fall)	Included	Included	Included	Included
Preferred Early Booth Selection	4th Choice	3rd Choice	2nd Choice	1st Choice
Attendee List Provided	Yes	Yes	Yes	Yes
Program Recognition	Yes	Yes	Yes	Yes
President’s Reception Invite (Spring)	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Program Advertisement (Spring & Fall)		1/4-Page	1/2-Page	Full-Page Color
Announcement Recognition Before Classes		1 – Spring 1 – Fall	2 – Spring 2 – Fall	3 – Spring 3 – Fall
Email Recognition			Yes	Yes
Email Advertisement			1 Month – Small	3 Months – Large
Awards Dinner & Reception				2 Tickets
Email Booth Feature				1 – Spring, 1 Fall
MARKETING & ADVERTISING				
Logo and Hyperlink on ArOA Website	Yes	Yes	Yes	Yes
Social Media Recognition Posts	1	2	3	4
Featured E-Blasts		1	2	3
Choice of Event Host Recognition And Attendance for Two Reps		1 Silver Event	1 Gold Event	1 Platinum Event
Monthly Newsletter Advertisement			1 Month – Small	3 Months – Large
Monthly Newsletter Partner Feature				1
Extra Gold Event Host Recognition And Attendance for Two Reps				Yes

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Bronze Level Partner – \$2,750

Spring Convention: May 8, 2026

- Exhibit Booth—May 8, 2026
- Preferred Early Booth Selection (4th choice; after Silver)
- President's Reception Invite (2 tickets)
- Partner Recognition
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Fall Convention: October 23, 2026

- Exhibit Booth—October 23, 2026
- Preferred Early Booth Selection (4th choice; after Silver)
- Partner Recognition
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - (Pre-convention, post-convention and on-site)

Marketing and Advertising

- Listed on all pages of ArOA Website with logo and direct hyperlink
- 1 social media "thank you" post

Bronze Level Partnership Includes ONE of the Following:

- Logo/Promo ad aired on screen during the Spring Convention Thursday meal
- Table sponsor for awards dinner (your logo on table)

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Silver Level Partner – \$3,750

Spring Convention (May 8, 2026)

- Exhibit Booth—May 8, 2026
- Preferred Early Booth Selection (3rd choice; after Gold)
- 1/4-Page Advertisement in convention program
- President's Reception Invite (2 tickets)
- Partner Recognition
 - Announced as partner before at least 1 class
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Fall Convention (October 23, 2026)

- Exhibit Booth—October 23, 2026
- Preferred Early Booth Selection (3rd choice; after Gold)
- 1/4-Page Advertisement in convention program
- Partner Recognition
 - Announced as partner before at least 1 class
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Marketing and Advertising

- Listed on all pages of ArOA Website with logo and direct hyperlink
- 2 social media "thank-you" posts
- 1 Featured E-Blast

Includes ONE of the Following Sponsorships:

- **Student Dinner Host Sponsor**
 - **Southern College of Optometry (SCO)**
 - ~~Fall 1 Available~~
 - ~~Spring 1 Available~~
 - **Northeastern State University - Oklahoma College of Optometry (NSUOCO)**
 - ~~Fall 1 Available~~
 - ~~Spring 1 Available~~
- **Fall Convention Break Sponsor**
 - ~~4~~ **2 Available**
- **Sponsor of 5 Student Travel Grants to ArOA Conventions**
 - ~~4~~ **3 Available**

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

*See the following pages event descriptions. ArOA will plan and fund these events with your partner level support.

Events are available on a first-come, first-served basis. Once an event is selected it will be removed from the availability list.

Silver Level Events

Choose One:



Est. Attendance:
12-20 Students; 3-5 ArOA ODs

SCO Student Club Dinner

About: Make valuable connections with future and current Arkansas ODs while your organization earns recognition! ArOA will plan and fund these events with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event to students
 - Photos and write-up in ArOA newsletter & social media
- Attendance for Two Reps
- 7-minute presentation time allowed
- Food catered (ArOA makes arrangements)

Memphis, TN
Spring
or
Fall

Value: \$1,500



Est. Attendance:
12-16 Students; 3-5 ArOA ODs

NSUOCO Student Dinner

About: Make valuable connections with future and current Arkansas ODs while your organization earns recognition! ArOA will plan and fund these events with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event to students
 - Photos and write-up in ArOA newsletter & social media
- Attendance for Two Reps
- 7-minute presentation time allowed
- Food catered (ArOA makes arrangements)

Tahlequah, OK
Spring
or
Fall

Value: \$1,500



Est. Attendance:
125 ODs, 50 Paras, 5 Students

Fall Convention Break Sponsor

About: Arkansas ODs love snacks! Promote your brand in the highest traffic areas of the convention during one of the scheduled breaks! ArOA will plan and fund these events with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - With branded signage by food station
 - In convention program
 - Announcement of break sponsor before at least 1 class

Hot Springs
October 23-24, 2026

Value: \$1,500



Sponsor of 5 Student Travel Grants

About: Travel Grants will be given to students who apply and attend the spring or fall conventions. ArOA will promote, plan, award, and fund the grants with your partner level support.

Sponsorship Includes:

- Recognition of partner:
 - All promotion and communication of grants to students
 - Thank you on social media and in convention program

Conventions
Spring
Fall

Value: \$1,500

*Events are available on a first-come, first-served basis. Once an event is selected it will be removed from the availability list.
To Become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Gold Level Partner – \$5,000

Spring Convention (May 8, 2026)

- Exhibit Booth—May 8, 2026
- Preferred Early Booth Selection (2nd choice; after Platinum)
- 1/2-Page Advertisement in convention program
- 1 Month Advertisement (Small) in all convention info emails to attendees (At least 4)
- President's Reception Invite (2 tickets)
- Partner Recognition
 - All convention info emails
 - From registration announcement to end surveys (At least 10)
 - Announced as partner before at least 2 classes
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Fall Convention (October 23, 2026)

- Exhibit Booth—October 23, 2026
- Preferred Early Booth Selection (2nd choice; after Platinum)
- 1/2-Page Advertisement in convention program
- 1 Month Advertisement (Small) in all convention info emails to attendees (At least 4)
- Partner Recognition
 - All convention info emails
 - From registration announcement to end surveys (At least 10)
 - Announced as partner before at least 2 classes
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Marketing and Advertising

- Listed on all pages of ArOA Website with logo and direct hyperlink
- 3 social media "thank-you" posts
- 2 Featured E-Blasts
- Monthly Newsletter Advertisement (1 Month, Small)

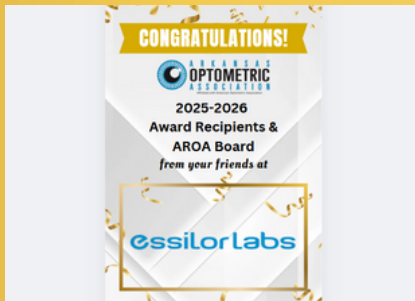
Includes ONE of the following Sponsorships:

- | | |
|--|--|
| • Awards Reception Sponsor <ul style="list-style-type: none">◦ 1 Available | • Young OD Event Sponsor <ul style="list-style-type: none">◦ 2 1 Available |
| • ArOA Board Retreat Dinner Sponsor <ul style="list-style-type: none">◦ 1 Available | • Convention Door Prize Sponsor <ul style="list-style-type: none">◦ For Both Conventions 1 Available |
| • Leadership Institute Sponsor <ul style="list-style-type: none">◦ 2 Available | • Convention Lanyards Sponsor <ul style="list-style-type: none">◦ For Both Conventions 1 Available |
| • (NOW) Event Sponsor <ul style="list-style-type: none">◦ 2 1 Available | • Spring Convention Break Sponsor <ul style="list-style-type: none">◦ 5 Available |
| • Past President's Luncheon Sponsor <ul style="list-style-type: none">◦ 1 Available | • Spring Photography Sponsor <ul style="list-style-type: none">◦ 1 Available |
| | • Any Silver Level Event |

*See the following pages event descriptions. ArOA will plan and fund these events with your partner level support. Events are available on a first-come, first-served basis. Once an event is selected it will be removed from the availability list.

Gold Level Events

Choose One:



Est. Attendance:
75 ODs; 10 Paras, 5 Students, 10 Guests

Awards Reception Sponsor

About: Attend ArOA's annual awards banquet and make valuable connections with Arkansas ODs! ArOA will plan and fund the reception with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event
 - Photos and write-up in ArOA newsletter & social media
 - In awards program, convention program, and with branded signage
- Attendance for Two Reps to Awards Banquet and Reception
- Covers music and drink tickets for attendees

Marriott Hotel
Little Rock
May 8, 2026

Value: \$2,000



Est. Attendance:
11 Board of Directors, 2 ArOA Staff

ArOA Board Retreat Dinner Sponsor

About: Develop and grow relationships with the ArOA Board of Directors. Give a presentation of your choice to the board and have dinner with them afterwards. ArOA will plan and fund the dinner with your partner level support.

Sponsorship Includes:

- Attendance for Two Reps
- 10-minute presentation time
- Dinner with Board of Directors

Hot Springs
July 10, 2026

Value: \$2,000



Est. Attendance:
10-13 ODs, ArOA Staff

Leadership Institute Sponsor

About: Network with the LEAD (Learn, Explore, Advocate, and Define) class! The program prepares the next generation of leaders for our association and helps members become better leaders in their practice and community.

Sponsorship Includes:

- 10-minute presentation time
- Recognition in newsletter and social media during application process, participant announcements, and following the first two sessions of LEAD.
- Attendance for Two Reps during a session meal

2 Sessions
August 2026
October 24, 2026

Value: \$2,000



Est. Attendance:
12-20 female ODs

NOW Event Sponsor

About: Make connections with the fastest-growing demographic in optometry! Networking Optometric Women (NOW) provides networking opportunities to help connect female ODs across the state. Past events have included cooking classes, winery trips, and flower workshops. ArOA will plan and fund the event with your partner level support.

Sponsorship Includes:

- Attendance for Two Reps
- Recognition of partner:
 - All promotion of event
 - Photos and write-up in newsletter & social media

Spring - Central AR
Fall - NW AR
Value: \$2,000



To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Gold Level Events Continued



Est. Attendance:
20-25 ODs

Past President's Luncheon Sponsor

About: Attend the annual gathering of ArOA past presidents and make valuable connections while your organization earns recognition! ArOA will plan and fund the luncheon with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event
 - Photos and write-up in newsletter and social media.
 - In convention program
- Rep may address attendees for 5 minutes

Capitol Hotel
Little Rock
May 8, 2026

Value: \$2,000



Est. Attendance:
10-15 ODs and their spouses

Young OD Event Sponsor

About: Develop and grow relationships with our Young ODs! The Young Advocate Committee hosts these events to provide opportunities for Young ODs (Practicing for less than 10 years) to connect and network with their peers. Past events have included outings to breweries, bowling, Topgolf, and Dave & Buster's.

ArOA will plan and fund the event with your partner level support.

Sponsorship Includes:

- Attendance for Two Reps
- Recognition of partner:
 - All promotion of event
 - Photos and write-up in newsletter & social media

Spring - NW AR
~~Fall - Central AR~~

Value: \$2,000



Est. Attendance:
Fall: 125 ODs, 50 Paras, 5 Students
Spring: 225 ODs, 110 Paras, 10 Students, 25 Guests

Convention Door Prize Sponsor

About: For both Spring and Fall Conventions.

Provides door prizes to ODs and Paras for interacting with Industry. ArOA will acquire and fund the prizes with your partner level support.

Sponsorship Includes:

- Recognition of partner:
 - All promotion of prizes
 - In convention program
 - Announcements of Door Prize Sponsor before at least 2 classes at both conventions
- Rep can present prizes to winners

Includes Both
Conventions

Value: \$2,000



Est. Attendance:
Fall: 125 ODs, 50 Paras, 5 Students
Spring: 225 ODs, 110 Paras, 10 Students, 25 Guests

Convention Lanyards Sponsor

About: For both Spring and Fall Conventions.

Provides lanyards with your brand to attendees.

ArOA will acquire the branded lanyards with your partner level support.

Sponsorship Includes:

- Company Logo on Spring and Fall Convention Lanyards
- Recognition of partner:
 - In convention program
 - Announcements of Lanyard Sponsor before at least 1 class at both conventions

Includes Both
Conventions

Value: \$2,000



Gold Level Events Continued



Est. Attendance:
225 ODs, 110 Paras, 10 Students, 25 Guests

Spring Convention Break Sponsor

About: Arkansas ODs love snacks! Promote your brand in the highest traffic areas of the convention during one of the scheduled breaks! ArOA will plan and fund these events with your partner level support.

Sponsorship Includes:

- Recognition of host partner:
 - With branded signage by food station
 - In convention program
 - Announcement of break sponsor before at least 1 class

Spring Convention
Little Rock
May 8-9, 2026

Value: \$2,000



Est. Attendance:
Fall: 125 ODs, 50 Paras, 5 Students
Spring: 225 ODs, 110 Paras, 10 Students, 25 Guests

Spring Photography Sponsor

About: For Spring Conventions
Provides photographer to capture the experiences of ODs and Paras during the event. ArOA will schedule and fund the the photographer with your partner level support.

Sponsorship Includes:

- Recognition of partner:
 - All promotion of photos
 - In convention program
 - In ArOA newsletter & social media

Spring Convention
Little Rock
May 8, 2026

Value: \$2,000

Silver Level Events		
Choose One:		
	SCO Student Club Dinner About: Make valuable connections with future and current Arkansas ODs while your organization earns recognition! ArOA will plan and fund these events with your partner level support. Sponsorship Includes: • Recognition of host partner: ◦ All promotion of event to students ◦ Photos and write-up in ArOA newsletter & social media • Attendance for Two Reps • 7 minute presentation time allowed • Food catered (ArOA makes arrangements)	Mar Val
	NSUOCO Student Dinner About: Make valuable connections with future and current Arkansas ODs while your organization earns recognition! ArOA will plan and fund these events with your partner level support. Sponsorship Includes: • Recognition of host partner: ◦ All promotion of event to students ◦ Photos and write-up in ArOA newsletter & social media • Attendance for Two Reps • 7 minute presentation time allowed	Title Val

Any Silver Level Event

About: Maybe you prefer a Student Dinner? Or two?
See the Silver Level Events for additional options.

You can also host two Silver Events for an extra fee or customize your package!

*Events are available on a first-come, first-served basis. Once an event is selected it will be removed from the availability list.

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Platinum Level Partner- \$8,000

Spring Convention (May 8, 2026)

- Exhibit Booth—May 8, 2026
- Premier Early Booth Selection (1st choice)
- Full Page Color Advertisement in convention program
- 3 Months Advertisement (Large) in all convention info emails to attendees (At least 10)
- Awards Dinner and Reception Invite (2 Tickets)
- President's Reception Invite (2 Tickets)
- Partner Recognition
 - All convention info emails
 - From registration announcement to end surveys (At least 10)
 - Email Booth Feature included in info emails the week of event to attendees
 - Announced as partner before at least 3 classes
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Fall Convention (October 23, 2026)

- Exhibit Booth—October 23, 2026
- Premier Early Booth Selection (1st choice)
- Full Page Color Advertisement in convention program
- 3 Months Advertisement (Large) in all convention info emails to attendees (At least 10)
- Partner Recognition
 - All convention info emails
 - From registration announcement to end surveys (At least 10)
 - Email Booth Feature included in info emails the week of event to attendees
 - Announced as partner before at least 3 classes
 - Logo in printed convention program
 - Logo on sign in registration area
- Attendee List with contact phone and address
 - Pre-convention, post-convention and on-site

Marketing and Advertising

- Listed on all pages of ArOA Website with logo and direct hyperlink
- 4 social media "thank-you" posts
- 3 Featured E-Blasts
- Monthly Newsletter Advertisement (3 Months, Large)
- Monthly Newsletter Partner Feature (1 Month)

Includes One of the following Premier Opportunities:

- SCO State Day Dinner Sponsorship *1 Available*
- Spring Convention Thursday Night Meal Sponsorship *1 Available*
- ~~Spring Convention Saturday Breakfast Sponsorship 1 Available~~
- Fall Convention Reception Sponsorship *1 Available*

Also Includes your choice of any Gold or Silver Event.

*See the following page event descriptions. ArOA will plan and fund these events with your partner level support. To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Platinum Level Events



Est. Attendance:
15-25 Students; 5-7 ArOA ODs

SCO State Day Dinner Sponsor

About: This is SCO's Premier Student Event! Make valuable connections with future and current Arkansas ODs while your organization earns recognition! With your partner level support, ArOA will plan and fund the State Day Dinner in a private room at a Memphis restaurant.

Memphis, TN
Sept, 8, 2026

Value: \$3,000

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event
 - Photos and write-up as lead story in ArOA newsletter & social media
 - In convention program, and with branded signage
- Attendance for Two Reps
- 7-minute presentation time allowed



Est. Attendance:
225 ODs

Spring Convention Thursday Night Meal Sponsor

About: Arkansas ODs love to eat! Promote your brand in one of the most visible opportunities of the Spring Convention during the Thursday Night Meal! ArOA will plan and fund the meal with your partner level support.

Little Rock
May 7, 2026

Value: \$3,000

Sponsorship Includes:

- Recognition of host partner:
 - With branded signage by food station
 - In convention program
 - Announcement of dinner sponsor before at least 1 class
- 7-minute presentation during meal



Est. Attendance:
225 ODs

Spring Convention Saturday Breakfast Sponsor

About: Arkansas ODs love to eat! Promote your brand in one of the most visible opportunities of the Spring Convention during the Saturday Morning Breakfast! ArOA will plan and fund the meal with your partner level support.

Little Rock
May 9, 2026

Value: \$3,000

Sponsorship Includes:

- Recognition of host partner:
 - With branded signage by food station
 - In convention program
 - Announcement of breakfast sponsor before at least 1 class
- 7-minute presentation during meal



Est. Attendance:
100 ODs

Fall Convention Reception Sponsor

About: Our ODs enjoy the combination of cold refreshments and networking! Make valuable connections while your organization earns recognition! ArOA will plan and fund the reception with your partner level support.

Hot Springs
October 23, 2026

Value: \$3,000

Sponsorship Includes:

- Recognition of host partner:
 - All promotion of event
 - Photos and write-up in ArOA newsletter & social media
 - In convention program, and with branded signage
- Attendance for Two Reps to Reception

A LA CARTE SPONSORSHIPS



J.C. Beane Memorial Golf Tournament

May 7, 2026



Invest in the Future of Optometry

<u>Anchor Sponsor</u>	Includes: Signage on 3 holes, top billing at event, special recognition during meeting and in convention program, and ability to contribute to swag bag .	\$500
<u>Major Sponsor</u>	Includes: Signage on 2 holes, special recognition at the event, special thanks during meeting and in convention program, ability to contribute to swag bag.	\$250
<u>Hole Sponsor</u>	Includes: Signage on 1 hole, recognition at event, during meeting, and in program, ability to contribute to swag bag.	\$150
<u>Swag Bag Sponsor</u>	Includes: Recognition at event, ability to contribute to swag bag.	\$50

[Register and Play Alongside ODs](#)

Register Team (4 Golfers)	\$600
Register Individual Golfer	\$150

REGISTER NOW

About: All net proceeds of the J.C. Beane Memorial Scholarship Tournament go to provide scholarships to Arkansans in Optometry School. Three Scholarships are presented: The Dr. William H. Townsend Memorial Scholarship, The Dr. Milton Webb Leadership and Service Scholarship and the AEA Dr. George A. Haas Scholarship.

Sponsorships and registration fees are tax-deductible as a charitable expense to Vision Arkansas (501(c)(3)), the Charitable Foundation of the Arkansas Optometric Association.



"I believe that cultivating an atmosphere of kindness will be most helpful to me in a professional optometric practice. Treating patients, co-workers, and fellow optometrists with kindness leads to thriving relationships, which is the heart of what we as optometrists do, help others through developing relationships and providing quality eye care."

Nathan McSpadden

**2024 Dr. William H. Townsend Scholarship Recipient
SCO Class of 2027**

Marketing & Advertising

Convention Program Advertisements

Size	1 Convention	Both Conventions	Specs	Due Date
¼ Page Vertical	\$300	\$550	4"x 5", B/W pdf, jpg, or png	Spring: April 1 Fall: September 1
½ Page	\$500	\$900	8"x 5.5" or 10.5" x 4.25", B/W pdf, jpg, or png	Spring: April 1 Fall: September 1
Full Page B/W	\$700	\$1,200	8"x10.5", B/W pdf, jpg, or png	Spring: April 1 Fall: September 1
Full Page Color	\$1,000	\$1,700	8"x10.5", Color pdf, jpg, or png	Spring: April 1 Fall: September 1

*Platinum (Full Page Color), Gold (Half Page B/W) and Silver (¼ Page) Partnership Levels include Program Ads for both conventions as part of their partnership benefits.

If you would like to add or enhance your program advertisement, please contact the ArOA office.

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Our mission is to provide our customers with exceptional value by offering quality lenses, excellent service and competitive pricing. We accomplish this through our core values: integrity, innovation, and independence all while delivering outstanding customer service.

integrity. innovation. independence.

Introduce your patients to PRECISION7™

Learn More

Alcon

1/2 Page

OD Education

Thursday, April 24, 2026 (4 hours live in-person CE)

TIME	EVENT	LOCATION
8:30 am-12:30 pm	J.C. Boon Memorial Scholarship Golf Tournament	Maumelle Country Club
2:00-4:00 pm	ArOA Board Meeting	Chicopee
2:00-7:00 pm	Registration	Wally Allen Ballroom Foyer
5:00-6:40 pm	UAMS Rapid Fire I (State Board Approved) Grand rounds from UAMS Jones Eye Institute. (2 hours)	Wally Allen Ballroom D
6:40-7:30 pm	Small Fires & Small Talk (Shared meals in between classes)	Wally Allen Ballroom D
7:30-8:00 pm	UAMS Rapid Fire II (State Board Approved) Grand rounds from UAMS Jones Eye Institute. (2 hours)	Wally Allen Ballroom D
8:00-11:00 pm	President's Hospitality Reception	Marriott 15th Floor Concourse

Up to 25% more near vision width

CONTACT YOUR LOCAL ACCOUNT EXECUTIVE

Raymond Martin 978.455.3858
Bryan Webster 201.455.3634

esilor

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McFARLAND EYE CARE

We're better together.

Thank you for trusting us with your patients!

To become a 2026 Partner, please complete the [2026 ArOA Partnership Form](#) by February 13, 2026.

Marketing & Advertising

Featured Email Blasts

1 E-Blast	Specs	Due Date
\$500	html, pdf, or jpg	30 Days Before

About Featured E-Blasts

The ArOA Featured E-Blast gives partners the opportunity to share information on products and services with Arkansas ODs and their staff. The content will be shared by the ArOA to its OD and Para distribution lists.

Partner will need to send the request for an E-Blast to the ArOA with the following information:

1. Reply-to email address
2. Subject line
3. Preview text
4. Please send information as a html, pdf, or jpg
5. Preferred date of deployment

*Platinum (3), Gold (2) and Silver (1) Partnership Levels include Featured E-Blast(s) as part of their partnership benefits.

If you would like to add or enhance the Featured E-Blast, please contact the ArOA office.

E-Blast



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2026 Spring Convention Schedule

May 7-9, 2026

Statehouse Convention Center
Little Rock, Arkansas

3 Hours
of Dedicated Exhibition Time!

Thursday, May 7, 2026		
8:30am-12:30pm	J.C. Beane Memorial Scholarship Golf Tournament	- A La Carte Sponsorship Opportunities
5pm-6:40pm	OD Continuing Education	
6:40pm-7:20pm	Small Bites & Small Talk	- Platinum Level Sponsor Opportunity
7:20pm-9pm	OD Continuing Education	
9pm-11pm	Presidents Reception	- All Partners Receive invite for 2 Reps
Friday, May 8, 2026		
7:00am-8:00am	Membership Meeting Breakfast	
8:00am-8:30am	Exhibit Hall - ODs & Paras	- Gold Level Break Sponsor Opportunity
8:30am-10:10am	2 hour OD Cont. Education	
8:30am-9:30am	Para Education	
9:30am-10:00am	Exhibit Hall - Paras	- Gold Level Break Sponsor Opportunity
10:10am-10:40am	Exhibit Hall - ODs	
10:00am-12:00pm	Para Education	
10:40am-12:20pm	2 hour OD Cont. Education	
12:00pm-1:00pm	Lunch on your own	
12:30pm-1:30pm	Past President's Luncheon	- Gold Level Sponsor Opportunity
1:00pm-1:30pm	Exhibit Hall- Para	- Gold Level Break Sponsor Opportunity
1:30pm-2:10pm	Exhibit Hall - ODs	
1:30pm-3:30pm	Para Education	
2:10pm-3:50pm	2 hour OD Cont. Education	
3:30pm-4:00pm	Exhibit Hall - Paras	- Gold Level Break Sponsor Opportunity
3:50pm-4:30pm	Exhibit Hall - ODs	
4:00pm-5:00pm	Para Education	
4:30pm-5:20pm	1 hour OD Cont. Education	
7:00pm-9:00pm	Awards Banquet	
9:00pm-11:00pm	Awards Reception	- Gold Level Sponsor Opportunity
Saturday, May 9, 2026		
7:00am-8:00am	OD Breakfast	- Platinum Level Sponsor Opportunity
8:00am-8:50am	1 hour OD Cont. Education	
9:00am-9:50am	1 hour OD Cont. Education	
10:00am-10:50am	1 hour OD Cont. Education	- Gold Level Break Sponsor Opportunity
11:00am-11:50am	1 hour OD Cont. Education	
12:00pm-12:50pm	1 hour OD Cont. Education	

Exhibit Hall
Friday, May 8, 2026
8:00am - 4:30pm

Partnership Convention Registration

As an ArOA Industry Partner, your exhibitor space for both conventions is included with your partnership, and you get early choice of booth space in the exhibit hall.

All Partners must choose their booth space and register their reps during exhibitor registration.

When booth selection opens for your partner level, we recommend that you act quickly to secure your preferred exhibit space – prime spots go fast and the exhibit hall has sold out well ahead of the registration deadline for several years.

Spring Convention

Exhibitor Setup

- One standard 10x10 booth
 - 8' back wall drapes and 3' side rail.
 - 6 foot skirted table, 2 chairs, and ID sign with company name included.
 - Two representative registrations included.
 - May register 2 additional Reps for \$25 each.
 - **For more than 4 Reps, company must purchase another exhibit space.**

Partner/Exhibitor Registration Schedule

2-16-26: Opens to Platinum Partners

2-19-26: Opens to Gold Partners

2-23-26: Opens to Silver Partners

2-25-26: Opens to Bronze Partners

2-27-26: Opens to all non-partner companies

Exhibit Hall: Friday, May 8, 2026
Little Rock Convention Center



Fall Convention

Exhibitor Setup

- 6 foot skirted table with 2 chairs
- ID sign with company name included.
- Two representative registrations included.
 - May register 1 additional Rep for \$25.
 - **For more than 3 Reps, company must purchase another exhibit space.**

Partner/Exhibitor Registration Schedule

7-20-26: Opens to Platinum Partners

7-23-26: Opens to Gold Partners

7-27-26: Opens to Silver Partners

7-29-26: Opens to Bronze Partners

7-31-26: Opens to all non-partner companies

Exhibit Hall: Friday, October 23, 2026
Oaklawn Racing Casino Resort
Hot Springs



2026 ArOA Partnership Agreement

Eligibility & Right of Refusal

The Arkansas Optometric Association (ArOA) reserves the right, in its sole discretion, to determine the eligibility of any company or organization for sponsorship, partnership, exhibiting, advertising, or other forms of support. The ArOA may decline, limit, or discontinue any partnership, sponsorship, exhibit, advertisement, or other promotional activity if it believes the company's products, services, conduct, or communications are inconsistent with applicable law, the objectives of ArOA events, or the mission and values of the Association.

Editorial Review & Approval

The ArOA reserves the right, in its sole editorial discretion, to review, approve, reject, or request changes to any advertisement, promotional content, or e-blast submitted by a Partner, Sponsor, or Exhibitor. The ArOA may refuse any advertisement or promotional submission that it determines to be inaccurate, misleading, non-compliant with applicable laws or regulations, inconsistent with the ArOA's standards, or otherwise not in the best interests of the ArOA or its members.

Use of Funds / CE Independence

No Exhibitor, Partner, or Sponsor funding will be used toward expenses related to any continuing education activity, including but not limited to speaker honoraria, travel or related expenses, course development, or filing fees. All exhibit displays will remain separate from continuing education spaces.

Booth Availability & Priority

All exhibit space and sponsorship opportunities will be awarded to ArOA Partnership Program participants first, and thereafter on an "as received and paid" basis.

Booth Selection

All Partners must select booth space for both the fall and spring conventions during the partner registration period.

Partner Representative Registration

Two (2) representative registrations are included with each booth registration. Partners must register their representatives during the Fall and Spring convention partner registration periods or submit representative names to the ArOA no later than three (3) weeks prior to each event.

Additional Representative Registration

Additional attendee fees apply for any representative beyond the two (2) included with each booth registration.

- Fall Convention
 - One (1) additional rep may be added for \$25
 - More than three (3) total reps requires the purchase of an additional exhibit space.
- Spring Convention
 - Two (2) additional reps may be added for \$25 each
 - More than four (4) total reps requires the purchase of an additional exhibit space.

Access to CE Sessions

Exhibit and sponsorship fees do not include attendance at CE programs, which require attendee registration.

Use of Booth Space

Exhibitors and Sponsors may not sublet, assign, or apportion booth space or any portion of a sponsored item, nor advertise or distribute materials for any other company or organization, unless approved in writing by the ArOA.

No Competing Events

Exhibitors agree not to extend invitations, host meetings, or encourage attendees, exhibitors, or guests to be absent from educational programs during official ArOA event hours.

Food & Beverage Restrictions

No food or beverage may be provided at exhibit booths unless pre-ordered and purchased through the host venue.

Shipping & Material Handling

Exhibitors are responsible for arranging delivery, storage, and receipt of shipments or related exhibit materials.

Lodging Reservations

Exhibitors and Sponsors are responsible for securing their own overnight accommodations. As a courtesy the ArOA will share host hotel information that includes special room rates with exhibitors.

Intellectual Property Compliance

The ArOA assumes no responsibility for the violation of trademarks or copyrights by Exhibitors, Partners, or Sponsors.

Use of Image & Likeness

By registering as an Exhibitor, Partner, or Sponsor, you grant the ArOA permission to use photographs or video that may include your likeness in various media formats to promote future ArOA programs and events.

Payment

If payment is not made at the time of registration, full payment must be received within thirty (30) days of registration. Failure to submit payment within 30 days will result in the partnership and/or sponsorship being released and re-opened to the general public. The ArOA reserves the right to reassign space or sponsorships without further notice if payment deadlines are not met.

Agreement

In return for the selected partnership level and/or sponsorships, the ArOA will provide recognition for your company as stated in the 2026 Industry Partnership Guide. Upon the ArOA receiving payment for your partnership and/or sponsorship, you acknowledge receipt of this agreement and agree to abide by all guidelines and policies set forth by the ArOA.

2026 PARTNERS

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners



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