Missouri Optometric Association

Industry Alliance Program

MOA ~ IAP

Working Together for the Advancement of Optometry
This is Your Invitation
To Participate in a Cooperative Effort
Toward the Advancement of the Optometric Profession.

I hope you will consider becoming a member of the Missouri Optometric Association–Industry Alliance Program. Our concept is to create and maintain a working relationship with the various members of the ophthalmic/allied industries and the profession of optometry, as represented by the MOA. By working together for the advancement of Optometry, your involvement of sharing your experience, knowledge, and support, helps create a strong, united program benefiting all.

As an Industry Alliance Member, you receive many tangible benefits which increase in value with each level of participation, Supporting to Executive. Enjoy access to all MOA publications and to the MOA leadership and staff, convention recognition, plus experience varying degrees of additional benefits, i.e. advertising credit, convention booth/s provided free of charge, etc., as outlined in the enclosed brochure.

However, other members of the Industry Alliance Program tell me much is gained through the intangible benefits of being a part of Industry Day and Industry Roundtable. As you know, the delivery of health care services is changing dramatically and the trend will continue into the next millennium. The open dialogue we've established at these roundtable discussions have helped members of the Industry Alliance work together with the Association to be better prepared for the changes that are occurring. We would like for you to be a part of that process.

Each Industry Alliance level and advertising program is available for an annual or a twelve-month payment schedule, for your convenience. Applications are attached for your selection of participation.

Please call if you have any questions. I look forward to hearing from you.

Sincerely,

LeeAnn Barrett, O.D.
Executive Director

/sjb
MOA

INDUSTRY ALLIANCE PROGRAM

PREFACE

The Missouri Optometric Association ~ Industry Alliance Program has been established to:

1. Create and maintain a working relationship with the various members of the ophthalmic and allied industries and the profession of optometry, as represented by the MOA;

2. Recognize those members of the allied ophthalmic industry for their support through various communications to MOA members. Educate the ophthalmic industry on the scope and structure of optometry and the MOA; and

3. Organize and generate financial support from the ophthalmic industries to fund mutual interest programs and activities of the MOA.

Participation in the Missouri Optometric Association ~ Industry Alliance Program allows members to make a meaningful investment in the well-being of the optometric profession. It is a benefit, not only to MOA members, the Association and affiliated groups, but most importantly, to those companies providing products and services to the optometry industry.

The MOA ~ IAP is a member-based function with industry members paying annual dues. The three levels of membership are as follows:

- **Executive Level**: Investment of $5,500.00 or more.
- **Director Level**: Investment of $3,500.00 or more.
- **Supporting Level**: Investment of $1,100.00 or more.

Each member of the MOA ~ Industry Alliance Program will identify one (1) individual as a primary contact or liaison with the MOA~IAP Committee. This individual will receive selected member correspondence and will interact with the Association on business matters. Those companies investing at the Executive Level may be entitled to 2 or 3 individual memberships contingent upon the level of involvement with the Association, as determined by the MOA ~ Industry Program Committee.
The MOA~Industry Roundtable promotes direct communication between MOA leadership and industry. The Roundtable is designed to serve as the information/idea exchange and is geared to address key issues affecting the eye care industry. The MOA~Industry Roundtable is open to all companies maintaining membership with the MOA~Industry Alliance Program.

The MOA~Industry Roundtable will be conducted annually during the fall convention of the Missouri Optometric Association. Companies holding membership with the MOA ~ Industry Alliance Program will meet with the MOA volunteer leaders and senior staff in both formal and informal settings.

**MEETING SCENARIO**

- A formal meeting is a conference-style room setting. An MOA member will act as emcee and discussion leader. Key issues will be addressed. The duration of the meeting is approximately 1-1/2 to 2 hours in length.

- An informal joint breakfast meeting with individual or group discussion will be held to summarize the previous day's meeting.

**MOA ~ INDUSTRY DAY**

MOA~Industry Day recognizes those firms and individuals whom have made significant commitments to the well-being of the eye care industry.

This event is conducted in the spring during the Association's Board of Directors meeting in conjunction with the annual Leadership Retreat. It is planned for companies maintaining membership at the Executive Level. The day incorporates both business and leisure activities.

A formal meeting between MOA leadership and industry guests will be conducted to discuss key eye care issues. Preceding or following the formal forum, a recreational and/or leisure activity will be scheduled.

*Option:* An informal dinner with a recap of the meeting held earlier that day; or an informal breakfast will be held to summarize the previous day's meeting.
MOA/Industry Alliance Membership Benefits

Each member of the MOA-Industry Alliance Program identifies one (1) individual as the primary MOA-IAP Committee contact or liaison who will receive selected member correspondence and will interact with the MOA on business matters. Companies investing at the Executive Level may be entitled to two (2) or three (3) individual memberships contingent upon the level of involvement with the Association, as determined by the MOA-Industry Program Committee.

Executive Level Membership — Investment of $5,500 or More

- Access to MOA publications
- Direct access to MOA leadership and staff
- Convention Benefits:
  - One double sized booth, free of charge, with prime location in the MOA Trade Show exhibit hall
  - Booth space signage denoting MOA-IAP membership
  - Recognition of membership included in the convention’s MOA Program
  - Recognition at the convention Awards Luncheon
- Feature article in MOA VISION Newsletter
- $1,200.00 credit on advertising on the MOA website and the MOA VISION Newsletter, standard rate $1,770
- Invitation to the MOA~Industry Roundtable
- Invitation to the MOA~Industry Day
- MOA~Industry Alliance Program Membership Plaque
- Availability to the MOA Membership mailing list

Director Level — Investment of $3,300 or More

- Access to MOA publications
- Direct access to MOA leadership and staff
- Convention Benefits:
  - One booth, free of charge, with prime location in the MOA Trade Show exhibit hall
  - Booth signage denoting MOA~IAP membership
  - Recognition of membership included in convention’s MOA Program
  - Recognition at convention Awards Luncheon
- $800.00 credit on advertising on the MOA website and the MOA VISION Newsletter, standard rate $1,770
- Invitation to the MOA~Industry Roundtable
- MOA~Industry Alliance Program membership plaque
- Availability to the MOA member mailing list

Supporting Level — Investment of $1,100 or More:

- Access to MOA publications
- Convention Benefits:
  - Booth space signage denoting MOA~IAP membership
  - Recognition of membership included in the convention’s MOA Program
  - Recognition at the convention Awards Luncheon
- $500.00 credit on advertising on the MOA website and the MOA VISION Newsletter, standard rate $1,770
- Invitation to the MOA~Industry Roundtable
- MOA~Industry Alliance Program Membership Plaque
- Availability to the MOA member mailing list
Become an Executive Level Industry Alliance Member
(Investment of $5500 per year)

♦

RECEIVE A COMPLIMENTARY DOUBLE SIZE BOOTH AT THE MOA ANNUAL CONVENTION
(Value $1518)

♦♦

RECEIVE AN ADVERTISING DISCOUNT FOR MOA WEBSITE • THE VISION MAGAZINE
(Originally $1770 - Credit $1200=$570 additional cost past member dues.)

♦♦♦

• Subscriptions to MOA publications
• Direct access to MOA leadership and staff
• Convention Benefits
  – Two booths, free of charge, with prime location at exhibit hall
  – Booth space signage denoting MOA~IAP membership
  – Recognition of membership in convention program
  – Recognition at the convention Awards Luncheon
• Feature article in MOA VISION Newsletter
• $1,200.00 credit on advertising in the MOA VISION Newsletter, Online Membership Directory
• Invitation to the MOA~Industry Roundtable
• Invitation to the MOA~Industry Day
• MOA~Industry Alliance Program Membership Plaque
• Discount on MOA Membership mailing list

--Annual or monthly payment installments available.--
MOA/Industry Alliance Application

Executive Level

Company:

Contact Person:

Billing Address:

Phone:

Fax:

Email Address:

Executive Level Dues:

- Bill ❑ Payment Enclosed
- Annual-$5,500.00 ❑ Monthly-$458.33

Advertising: ❑ Yes ❑ No

(Additional Offer: amount after discount)

- Bill ❑ Payment Enclosed
- Annual-$570.00 ❑ Monthly-$47.50

Submit application/direct questions to:

Missouri Optometric Association

100 East High Street, Suite 301
Jefferson City, MO 65101
P: 573-635-6151, F: 573-635-7989
sue@moeyecare.org

Thank you for joining the MOA! We look forward to a long, productive relationship!

Upon application approval, you will receive a confirmation of membership.
Become a
Director Level
Industry Alliance Member
(Investment of $3,300 per year)
♦
RECEIVE ONE COMPLIMENTARY BOOTH
AT THE MOA ANNUAL CONVENTION
(Value $859)
♦♦
RECEIVE AN ADVERTISING DISCOUNT FOR
MOA WEBSITE • THE VISION MAGAZINE
(Originally $1770 - Credit $800=$970 additional cost past member dues.)
♦♦♦
• Subscriptions to MOA publications
• Direct access to MOA leadership and staff
• Convention Benefits
  – Single size booth, free of charge, with prime location in the exhibit hall
  – Booth space signage denoting MOA~IAP membership
• Recognition of membership in convention program
• Recognition at the convention Awards Luncheon
• $800.00 credit on advertising in the MOA VISION Newsletter and MOA website
• Invitation to the MOA~Industry Roundtable
• MOA~Industry Alliance Program Membership Plaque
• Discount on MOA Membership mailing list

--Annual or monthly payment installments available.—
MOA/Industry Alliance Application

Director Level

Company:

Contact Person:

Billing Address:

Phone:

Fax:

Email Address:

Director Level Dues:

☐ Bill  ☐ Payment Enclosed
☐ Annual-$3,300.00  ☐ Monthly-$275.00

Advertising:

☐ Yes  ☐ No
(Additional Offer: amount after discount)

☐ Bill  ☐ Payment Enclosed
☐ Annual-$970.00  ☐ Monthly-80.84

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sue@moeyecare.org

Thank you for joining the MOA! We look forward to a long, productive relationship!

Upon application approval, you will receive a confirmation of membership.
Become a Supporting Level Industry Alliance Member
(Investment of $1,100 per year)

♦
RECEIVE INDUSTRY ALLIANCE RECOGNITION AT THE MOA ANNUAL CONVENTION

♦♦
RECEIVE AN ADVERTISING DISCOUNT FOR MOA WEBSITE & THE VISION MAGAZINE
(Originally $1770 - Credit $500=$1,270 additional cost past member dues.)

♦♦♦
- Subscriptions to MOA publications
- Convention Benefits
  – Booth space signage denoting MOA~IAP membership
  – Recognition of membership in convention program
  – Recognition at the convention Awards Luncheon
- MOA~Industry Alliance Program Membership Plaque
- $500.00 credit on advertising in the MOA VISION Newsletter and the MOA website
- Invitation to the MOA~Industry Roundtable
- Discount on MOA Membership mailing list

--Annual or monthly payment installments available.—
MOA/Industry Alliance Application

Supporting Level

Company:

Contact Person:

Billing Address:

Phone:

Fax:

Email Address:

Supporting Level Dues:

- Bill   ☐ Payment Enclosed
- Annual-$1,100.00   ☐ Monthly-$91.67

Advertising:

- ☐ Yes   ☐ No

(Additional Offer: amount after discount)

- Bill   ☐ Payment Enclosed
- Annual-$1,270.00   ☐ Monthly-105.84

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Upon application approval, you will receive a confirmation of membership.