

ASORN Sponsorship Prospectus

2021

Welcome!

The American Society of Ophthalmic Registered Nurses is pleased to present its 2021 Sponsorship Prospectus.

ASORN has planned another year of informative and progressive educational programming for ophthalmic nurses and technicians in 2021. These programs and activities provide a variety of sponsorship and exhibit opportunities that will allow your company to gain visibility with and reach out to a strategic community of ophthalmic health care professionals.

The following pages contain all sponsorship opportunities that are available throughout the year along with some advertising and exhibit information. Please contact ASORN for more information about each event/opportunity.

We value your continued support and partnership and look forward to working with you.



American Society of
Ophthalmic Registered Nurses
Specialists in Eye Care

ASORN
655 Beach Street
San Francisco, CA 94109
asorn.org

Corporate Affiliate Membership Program

Platinum Level \$10,000

- All Bronze Level benefits plus:
- Two additional free ad in ASORN's monthly newsletter EYE kNOW
- FREE exhibit at Regional Meeting
- Sponsorship for 4 webinars at no additional cost with recognition

Gold Level \$5,000

- All Bronze Level benefits plus:
- Two additional free ads in ASORN's monthly newsletter EYE kNOW
- Discounted sponsorship for two webinars (\$1,500/webinar)

Silver Level \$3,000

- All Bronze Level benefits plus:
- One additional free ad in ASORN's monthly newsletter EYE kNOW
- Discounted sponsorship for one webinar (\$1,500/webinar)

Bronze Level \$2,500

- Subscription to ASORN's monthly newsletter EYE kNOW
- One free ad in EYE kNOW
- One article submission in EYE kNOW
- One eblast to the ASORN mailing list of over 3,000 contacts
- One membership mailing list (USPS addresses)
- 20% off additional ads in EYE kNOW
- 20% off ad space on website
- Priority on sponsorship opportunities
- Discounted exhibit price (\$1,000)
- Recognition on the ASORN website

EYE kNOW Advertising

Banner Ad (1200 x 300px horizontal) \$350

Tall Banner Ad (1200 x 600px horizontal) \$450

Skyscraper ad (200 x 400px vertical) \$350

Website Advertising (homepage)

One month \$350

Three months (buy 2 months, get 1 free) \$700

EyeQ Webinar Series

ASORN's webinar series draws approximately 100 attendees per webinar for the live and recorded formats. Webinars are available as a recorded activity for 2 years after the live event. Recognition on the webinar webpage, in marketing materials, and verbally during the webinar introduction that becomes part of the recorded material.

Webinar Sponsorship \$2,000/webinar

EYE kNOW Newsletter

More than 600 members receive this nursing perspective of topics such as tips from experts, self-care, hot topics, personal stories and corporate spotlights. Sponsorship includes recognition at the top of each newsletter.

Yearly Sponsorship \$6,000

Monthly Sponsorship \$500

Dallas/Fort Worth Ophthalmic Update

This one-day educational symposium is attended by approximately 200 ophthalmic nurses and technicians.

Lunch \$5,000

Recognition on the meeting webpage, in marketing materials, verbally at the meeting podium and in signage at the supported event.

Registration Bags \$3,000

Your logo printed on the meeting bag opposite the ASORN meeting logo.

Breakfast \$2,500

Recognition on the meeting webpage, in marketing materials, verbally at the meeting podium and in signage at the supported event.

Registration Packet Insert \$500

Your choice of marketing materials to include with the registration packet.

EXHIBIT OPPORTUNITY

6' x 30" tabletop and two representative registrations.

Non-Profit \$600

Corporate Members \$1,000

Non-Members \$1,500

Contact ASORN

For questions or to reserve opportunities,
email asorn@aao.org or call (415) 561-8513.

About the American Society of Ophthalmic Registered Nurse (ASORN) – The mission of ASORN is to foster excellence in ophthalmic patient care while supporting the ophthalmic team through individual development, education, and evidence based practice. ASORN was organized in 1976 to unite registered nurses committed to providing quality ophthalmic care. Today ASORN is dedicated to being a resource for not only ophthalmic nurses but all ophthalmic personnel who are committed to fostering the ophthalmic team concept and collaboration among all who work in our specialty.