

ABDO Sponsorship Opportunities

WORK with
ABDO



Work with ABDO and reach our membership via sponsorship opportunities to suit every company and every marketing budget.

Work with ABDO



OPHTHALMIC LENS AVAILABILITY

A recent initiative, 'the lens bible', Ophthalmic Lens Availability is now exclusively available online for all ABDO members. OLA will

now be searchable, with the chance to see your company's link and logo on the front page and alongside search results.

Advertisements start from £1500+VAT pa.

EMAIL: csmith@abdo.org.uk to book.



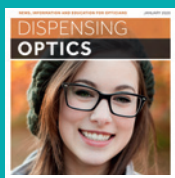
DISPENSING OPTICS ONLINE

To coincide with the relaunch of the ABDO website in the summer of 2019, a raft of new digital marketing and editorial

opportunities have been introduced with the launch of DO Online. The leading content page on the site, this page has averaged over 70,000 page views per month since launch and provides your company with a cost-effective way to promote your business, services and products to your target audience.

There are limited spaces for banner advertising from £300+VAT per month with discounts for regular bookings.

EMAIL: ncollinson@abdo.uk.com to book.



DISPENSING OPTICS MAGAZINE

The essential monthly publication for the profession, *Dispensing Optics* delivers the latest news, information and education

relevant to ABDO members - as well as those in allied professions. With an average print run of 9,239 copies (January to December 2019)

Dispensing Optics is distributed to more than 8,000 ABDO members right around the globe.

Article sponsorship costs from £300+VAT, while display advertising costs start at £450+VAT for a quarter page single insertion, with discounts for multiple insertions.

EMAIL: ncollinson@abdo.uk.com for more info.



ABDO eNews

ABDO members receive eNews each week, making this a trusted way to promote your company right to the inbox of circa 8000 dispensing opticians.

Prices start from £450+VAT for your advertisement in one issue.

EMAIL: csmith@abdo.org.uk to book.



CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

ABDO hosts a range of regional events, distance and online learning and development opportunities.

Sponsorship provides direct engagement with eyecare professionals and the opportunity to showcase products and concepts.

Company biography, logo and media connections can be directly linked in the ABDO online event booking portal.

EMAIL: abdocet@abdo.org.uk for further information and details of opportunities.



ABDO NATIONAL RESOURCE CENTRE

The National Resource Centre is an education, events and examinations hub offering facilities over 11,000 sq ft on two

floors. Set in the heart of Birmingham this brand new facility is available for internal and external events, from small meetings to conferences, seminars, training, revision and CET courses. Your company can get involved with the NRC in a number of ways:

Sponsor a room - apply to showcase your optical products - loan equipment to be used at the NRC - book space for your training sessions and company events - opportunities start from £300

EMAIL: enquiries@abdonrc.org.uk to find out more.