



2010 SYMPOSIUM AND INFOMART

May 5-8 2010 | Mississauga



Ontario Association of Optometrists

**2010 SYMPOSIUM
SPONSORSHIP PROGRAM**

2010 OAO Symposium Sponsorship Program

Whether you want to be seen as one of our industry leaders and experience benefits that go well beyond the Symposium or your company wants focused exposure in one or more opportunities, we have something for everyone in this year's package.

Diamond Symposium Sponsor: \$25,000

Providing excellence in continuing education has long been the hallmark of the OAO Symposium. Together with your support, we will continue this tradition while providing your company with extensive exposure throughout the three-day event. This premier sponsorship not only provides you with an opportunity to have your company visible throughout the entire event, including the provision of education, but the benefits go well beyond the OAO Symposium throughout the year.

Platinum Community Sponsor: \$15,000

OAO has identified Community as an essential component of the Association's core beliefs. Be an integral part of bringing our community together through this sponsorship level. This sponsorship provides not only enhanced exposure during the 3-day event including being the host of one of our community lunches but exposure for your company at our Community Golf Tournament and well beyond the Symposium.

Gold Industry Sponsor: \$10,000

If being a star of attraction on our Friday Industry Day is your goal then set yourself a part from the crowd as our Gold Industry Sponsor. This sponsorship will have first pick of all the booths and be prominently displayed on signage at the trade show entrance and in the InfoMart program and more. In addition to this, your company will be highlighted before and after the event as one of our major sponsors.

These top tier sponsors will have the opportunity to showcase their brand and initiatives to Ontario's optometric community with an exclusive interactive marketing platform. Some of the benefits include not only box ads and an editorial page; it also includes homepage banner advertising on the OAO Members Portal, overall sponsorship of the OAO Vendor Directory for 1 year and a one-time email push. Please review the sponsorship chart included for a detailed listing of all the benefits that come with these three levels of sponsorship.

Silver Sponsorships:

Customize your exposure with one of the following opportunities.

1. Welcome Reception: \$5,000

Welcome delegates to the OAO Symposium. Have a chance to network with optometrists from across Ontario at this 2-hour event on the Wednesday night. Catering is included. Your company representatives can attend and you may wish to put up a display or hand out promotional items during the event.

2. Industry Education Sponsor: \$5,000

If your company wants a chance to educate optometrists then this sponsorship is for you. This level of sponsorship allows you to hold **2 one-hour** industry seminars before the Friday InfoMart trade show for delegates with speaker(s) of your choice (all costs assumed by sponsor). The content of the course must be pre-approved by OAO.

Special Benefits with this sponsorship include:

- Ability to provide promotional material during your session
- Listed in a special e-blast to OAO members about the industry seminars
- Receive a special listing on our website about your session

Bronze Sponsorships:

Community Sponsor: \$2,500

This sponsorship level allows your company to have a display table, giveaways, and company representatives all day **Saturday** just outside the main lecture hall – a great opportunity to connect with optometrists. On this final day of the Symposium, consider having your company representatives on hand to provide interactive and memorable refreshment break before the last education session of the conference. Leave delegates with a positive and lasting impression as the last sponsor they see at the event!

InfoMart Sponsor: \$1,000 (5 available)

Drive traffic to your booth by being one of our InfoMart sponsors. Your company will be a part of the **InfoMart “Get in the Game” prize hunt**. Your company name/logo will be on ballot boxes, all ballots, and Prize hunt signage. Only InfoMart sponsors will be to exclusively donate prizes for the game that will be announced during our Saturday morning plenary session in front of all delegates. Your sponsorship also includes a ¼ page black and white advertisement in our InfoMart program along with special recognition on the floor plan and in the program. Also included is an opportunity to run a 4 ½ x 3 ½ black and white advertisement promoting a show special or a new product – your choice on our InfoMart flyer given to every delegate.

All the above *Diamond, Platinum, Gold, Silver and Bronze* OAO Sponsors will receive the following benefit with their sponsorships:

- A priority choice of booth assignment at the InfoMart (after higher level sponsors)
- Your company logo next to your InfoMart listing
- A thank you listing in our annual Sponsorship Summary in OAO newsletter and website
- Framed certificate presented to a company representative at the InfoMart
- Announcement of company and sponsorship during Annual Symposium

Other Opportunities:

Morning Yoga & Stretch: \$750

This is your opportunity to start a group of participating optometrists off on the right foot to their day with a gentle morning yoga and stretch on Friday and Saturday morning at the Delta Meadowvale Club. Join them as they learn yoga and stretch techniques with a certified instructor. With this sponsorship, your company will be promoted on the Symposium website with details and in the Symposium program in a 4 ½ x 3 ½ advertisement.

Relaxation Corner: \$500

Optometrists will thank you for providing an opportunity to have a relaxing chair massage during the InfoMart! Your sponsorship includes signage at the massage station. This is consistently one of the popular spots in the show!

Community Golf Sponsorship: \$200 per hole

The OAO will be hosting a Community Golf Tournament on Wednesday May 5th at one of Canada’s premier golf courses, Lionhead Golf course just minutes from the Delta Resort and Conference Centre. This is your chance to support OAO members at a fun event. Your contribution will help to provide prizes for the tournament. Golf sponsors can provide additional giveaways for each golfer and will have a sign displaying your company logo at a specific hole. Companies are also welcome to sign up and participate in the tournament that includes lunch, green fees, cart and a great buffet dinner.

Optometric Staff Sponsorship Opportunities

We are excited to offer these sponsorship opportunities with this growing program and for the first time offer a second stream for participants to provide more choice of education. Elevate your exposure with the staff that play a critical role in the day to day operation and long term success of Ontario optometric practices.

Optometric Staff Lead Sponsor: \$5000

- Provide welcome remarks to two streams of participants
- Option to provide one hour of education during the Friday programming to **both** streams
- Option to provide a promotional item for delegates (bags, lanyards, etc)
- Your company logo/trademark on the Optometric Staff program website page for the event with a hyperlink to your company
- Option to provide a full page advertisement in the Optometric Staff event program
- Recognition on signage and in event materials
- Your company logo will appear on the cover of the programs

- **For additional cost of \$2500**, the Optometric Lead Sponsor may provide up to 3 hours of interactive continuing education session with speakers of your choice on Saturday morning to one stream. Any catering expenses at your cost. OAO will promote and register delegates on your behalf and reserve meeting space. With this additional sponsorship opportunity, OAO will also ...
 - Email blast to all OAO members promoting the additional program and your company
 - Welcome remarks from the OAO President or Vice President at the start of session
 - Provide the opportunity to have priority booth selection for the InfoMart after the top three tier sponsors
 - Receive a list of the participants in advance of the event.
 - Receive a "Get in the Game" ballot box at the trade show exclusively for the Assistant program branded with your company name/logo.

Breakfast and CE Sponsor: \$1000 plus catering (2 available)

- As the host of the continental breakfast, you will also be able to provide one hour of education with the speaker of your choice and a chance to network with delegates. Select one of the two streams.
- Option to provide promotional materials or hand outs in the meeting room or other delegate giveaway
- Option to provide a full page advertisement in event materials
- Company name will appear on the Optometric Staff page on our website, with a hyperlink to your company website
- Recognition on signage and in event materials
- Recognition will be made during the event

Optometric Assistants Speaker Sponsor: \$750

- Provide a speaker for a lecture or hands on workshop
- Option to provide promotional materials or hand outs in the meeting room
- Recognition on signage
- Recognition will be made during the event

OAO 2010 SPONSORSHIP COMMITMENT FORM

Sponsorships will be assigned based upon receipt of your completed form. Once your sponsorship has been confirmed, you will be notified about materials and details to follow. **Payment is due by February 28, 2010.**

Cheques should be made payable to the **Ontario Association of Optometrists**. A hard copy of this form should accompany your cheque, and be forwarded to: 300-2000 Argentia Road, Plaza 3, Mississauga, ON. L5N 1V9. Contact Melissa Secord with any questions at 905-826-3522, ext 243 or by email at msecord@optom.on.ca. Fax: 905-826-0625

Company Name: _____

Contact Person: _____

E-mail: _____

Phone: _____

Address: _____

Town/City: _____

Province/State: _____

Please check off desired level(s) of sponsorship below. Your company will be contacted if the selection(s) you have made are no longer available.

<input type="checkbox"/>	Diamond Education Sponsor \$25,000
<input type="checkbox"/>	Platinum Symposium Sponsor \$15,000
<input type="checkbox"/>	Gold Industry Lead Sponsor \$10,000
<input type="checkbox"/>	SILVER:
<input type="checkbox"/>	Industry Education Sponsor \$5,000
<input type="checkbox"/>	Welcome Reception \$5,000 (includes catering)
<input type="checkbox"/>	BRONZE:
<input type="checkbox"/>	Community Sponsor \$2,500
<input type="checkbox"/>	InfoMart Sponsor \$1,000
<input type="checkbox"/>	Other Opportunities:
<input type="checkbox"/>	Morning Yoga & Stretch \$750
<input type="checkbox"/>	Golf Sponsorship \$200
<input type="checkbox"/>	Relaxation Corner \$500
<input type="checkbox"/>	Optometric Assistant Lead Sponsor: \$5000
<input type="checkbox"/>	<input type="checkbox"/> With optional Saturday Sponsorship \$2500
<input type="checkbox"/>	Optometric Assistant CE & Breakfast Sponsor: \$1000 (catering not included)
<input type="checkbox"/>	Optometric Assistant Speaker Sponsor: \$750

With this sponsorship commitment above, our company agrees to remit the total payment in the amount of: _____ by February 28, 2010 or else forfeit the sponsorship.

Authorized signature: _____

Print Name: _____