

Ontario Association of Optometrists

Annual Partnership Opportunities | 2017



Ontario Association of Optometrists
Healthy Eyes. Doctor Delivered.™

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January - December 2017

Partnership with OAO is good for your business

For over 100 years, the Ontario Association of Optometrists (OAO) has been the sole provincial advocate for the profession of optometry and providing unique membership benefits. OAO continues to build and offer many opportunities at all levels to give your company the right exposure to meet your business needs and assist your marketing plans, by effectively reaching out to Ontario optometrists.

- **Reach your market.** Ontario is the largest provincial market of Canadian Optometrists. OAO serves nearly 1,600 members, reaching over 70 per cent of practicing Optometrists in the province
- **Reach practice owners.** More than 70 per cent of our Annual Symposium delegates are practice owners who make purchasing and product decisions
- **Leverage your sponsorship.** OAO Annual Symposium and InfoMart is one of the largest annual events of its kind in Canada
- **Educate optometrists.** OAO and industry partners have teamed up to provide high-level clinical and practice management education to help optometrists provide the best services and care to their patients

Program Offerings

We have several exciting areas of education activity to offer various levels of exposure and involvement for our industry partners:

- Annual Symposium and InfoMart
- Continuing Education Live Events
- Online Learning
- Industry Connections

Annual Symposium and InfoMart

Symposium Marquee Partner

\$35,000

(1 available)

*Be the premier partner at OAO Symposium. Enjoy multiple touch points with delegates throughout the Symposium and InfoMart and beyond with this partnership. Extensive benefits and opportunities to share your brand and message at the event and throughout the year with OAO and its members as you would qualify for our **Diamond Partnership**.*

- Marquee Welcome Breakfast Reception – Have your sales team meet and greet all delegates during the first morning registration and host the continental breakfast **Friday, April 7 (New - Value: \$5,000)**
- Host a keynote luncheon speaker of your choice to all delegates on **Saturday, April 8 (Value \$25,000)**
 - Opportunity to network with delegates and distribute promotional materials during this 90 minute period (It is recommended that the address be approximately one hour)
 - OAO will video tape your session and post on our OAO Members website for up to one year branding your company to extend your sponsored talk (Value \$1,000)
 - Session will qualify for a Category B continuing education credit
 - Cost includes pre-registration of delegates, catered hot buffet lunch, scanners for CE monitoring, room rental, staging and full audio visual for a professional appearance
 - Opportunity to have up to four sales representatives available to network with members during lunch
 - Session will be promoted in event materials with your brand/company name
- Receive **two** complimentary booths at InfoMart with first booth selection (**Value: \$4,700**)
 - *Note: Cost does not include booth furnishings or power*
- **First option** to select booth location at OAO InfoMart
- Receive **two** complimentary Symposium conference registrations for all three days (**Value: \$1,400**)
- Be present **all three days** with a display in the Grand Foyer area. Your company has the opportunity to offer giveaways or provide a catered welcome item. A draped table will be supplied
- Receive **three** sponsored posts (one each day) on event mobile application (**Value \$750**)
- Receive **two** delegate bag inserts (**Value \$700**)
- Receive **one** ‘big screen’ recognition slide before education programs in all Symposium rooms
- Your corporate logo will appear on all pre-event Symposium e-blasts to delegates and OAO Members
- Receive **one** banner advertisement on the opening page of the Symposium website with click thru to your corporate website
- Be featured in OAO event signs and announcements during the conference
- Highlighted on the OAO InfoMart interactive floor plan
- Complimentary “*Enhanced Exhibitor Profile*” (**NEW - Value \$50**)
- Receive 500 complimentary *Pick-A-Prize* InfoMart ballots (**NEW - Value \$100**)
- *Plus see the additional Diamond level benefits valued over \$7,000*

Annual Symposium and InfoMart

Symposium Lunch Partner

\$25,000

(1 available)

*This partnership provides excellent benefits and opportunities to share knowledge and your message at the event and throughout the year with OAO members. This level automatically qualifies your company as a **GOLD** partner.*

- Host lunch on **Sunday, April 9** and provide **one** hour of education with a speaker of your choice for an exclusive lecture. (**Value \$25,000**)
 - The session will be up to 90 minutes in length with a one hour talk
 - Opportunity to network with delegates and distribute promotional materials
 - Session will qualify for a Category B continuing education credit (company must supply presentation outline in advance and speaker information for prior approval)
 - Cost includes pre-registration, scanners for CE monitoring, room rental, and catering, staging and full audio visual for a professional appearance.
 - Opportunity to have up to **two** company representatives available to network with members during lunch
 - Session will be promoted in program material and pre-event marketing with your brand
- Receive **one** complimentary InfoMart booth (**NEW - Value \$2,100**)
- Receive **one** Sunday conference registration pass (**Value: \$400**)
- Receive **one** big screen recognition before education programs in all Symposium rooms, plus receive recognition as our Symposium Partner
- Provide **one** delegate bag insert (**Value: \$350**)
- Be featured in OAO event signs and announcements during the conference
- Offer **one** 'push' notifications through OAO's Symposium Mobile App to all delegates on **Sunday, April 9** (**Value \$250**)
- One box advertisement on OAO Symposium's website with click thru to your corporate website
- Highlighted on the OAO InfoMart interactive floor plan
- Complimentary "Enhanced Exhibitor Profile" (**Value \$50**)
- Receive 250 complimentary Pick-A-Prize InfoMart ballots (**Value \$50**)
- *Plus all Gold level benefits*

Continuing Education Opportunities

Patient Excellence Partner

\$10,000

(NEW - 1 available)

- Co-host with OAO a **full-day stream** of patient management education on **Saturday, April 8** for up to 80 optometrists and optometric staff
- Your company will provide up to **three (3)** hours of education while OAO will support the session with another two to three hours for a full day of learning for both optometrists and staff
- OAO will market the session, handle registrations and administer the education credits
- In addition, partner with OAO to provide **two** one-hour CE@Home webinars open to all OAO members and their office staff (**Value \$8,000**)
 - These sessions have been averaging from **200 - 300** optometrists per webinar
 - Sessions would be held in March and May 2017 and free for OAO members and their staff to attend
 - The webinar sessions would be recorded for future review by all OAO Members
- A list of attendees will be provided to the sponsor from all events
- OAO provides the marketing, registration and administration for the sessions
- Your sales team will be able to be present for the day
- Highlighted on the OAO InfoMart interactive floor plan
- Complimentary “*Enhanced Exhibitor Profile*” (**Value \$50**)
- *Plus Bronze level benefits*

Saturday Breakfast Education Partner

\$3,500 plus catering

(4 available)

Help start our delegates' day off right with a hot breakfast and then one hour of Category B education. Speaker, topic title and a brief description should be provided to the OAO before December 9 to be included in the registration launch. Fee includes the cost of pre-registration, scanners for CE monitoring, meeting room, staging and audio visuals. A list of participating optometrists will be provided in advance. You will be promoted in pre-event materials and at the event. Bring your sales team to network with delegates. 90 minutes for up to a maximum of 125 delegates (Note: room capacity may vary). Catering to be arranged with and billed by Sheraton Centre.

Continuing Education Opportunities

OCT: Disease Management Lecture

\$2,500

Friday April 7, Saturday April 8 or Sunday April 9
(one-hour session - 4 available)

Help OAO members understand how to manage patients using their OCTs. Perennially sold out, these workshops are very popular with optometrists as they invest in new technology to improve patient care. As a sponsor, you will provide a speaker of your choosing and network with the delegates. You will receive a list of those participating in the session and be branded in the marketing. Maximum 50 delegates.

Sunday Industry Seminars - Vendors Choice

(Call for details and availability)

\$2,500 - one-hour education session (2 available)

\$4,000 - two-hour education session (2 available)

Helping OAO members succeed as primary providers of eye care and as small business owners is critical. Work with OAO to build out sessions to provide tools to assist optometrists manage their practices or further their clinical expertise. Maximum 50 delegates per session. Cost includes basic audio visuals, delegate registration, badge scanning and room rental. Companies will receive a list of delegates participating in their session.

Symposium Delegate Connections

Social Leader Board

\$1,000

(NEW)

*Give your company steady exposure on the primary way delegates will access information about the conference and connecting with fellow delegates. Your company will sponsor our **'Daily Leaderboard'** where delegates will score points for sharing, liking and commenting using our event mobile app during Symposium. This sponsorship will include the display your logo, an opportunity to provide **two daily 'push' notifications** out to delegates and be associated with the promotion of the app to delegates including on the OAO Symposium website. Delegates who are atop the leaderboard will be eligible for a daily prize and overall 'high scorer.'*

Symposium Conference Bag

\$3,000

Get your company brand in the hands of 500+ optometrists and optometric staff delegates for the entire three days of the Symposium. Pricing includes a one-colour imprint. If you wish to upgrade to full colour, the additional charge can be billed separately.

Badge Lanyard

\$2,500

Your company will be put on display throughout the conference with our badge lanyards for optometrists and optometric staff. Price includes a full-colour logo and text. Symposium attendees are required to wear their lanyards for all education sessions.

Hotel Key Card

\$2,500

This opportunity will literally 'open doors' and alert delegates of your company's participation in our event. Exclusive hotel key cards include full-colour printing. Cards will be provided at check-in at the host hotel.

Notepads

\$1,000

A popular item of our delegates! Help our delegates take notes of their lectures on your branded conference notepad.

One-colour logo.

InfoMart Opportunities

InfoMart Lunch Partner

\$10,000

Help us bring an exceptional experience to 600+ InfoMart delegates during the 3.5-hour trade show and provide them lunch.

- Receive **two** complimentary booths with premium location (**Value: \$4,200**)
- Host the hot buffet InfoMart lunch in a designated area with large dedicated signage
- Receive second choice of booth placement before all other exhibitors/partners (after Marquee partner)
- Send **one** 'push' notification out on the day of the tradeshow through OAO's Symposium Mobile App to all delegates on Friday April 7 (**Value \$250**)
- Highlighted on the OAO InfoMart interactive floor plan
- Complimentary "Enhanced Exhibitor Profile" (**Value \$50**)
- Receive **500** complimentary 'Pick-a-Prize' ballots to giveaway to delegates. (**NEW - Value \$100**)
- Your company can provide additional pop-up banners around the lunch stations
- Opportunity for **one** delegate bag insert (**Value \$350**)
- Your corporate logo will appear on a special pre-event InfoMart email to OAO members
- Receive **one** web banner advertisement on OAO Symposium's event web page
- Display **one** big screen recognition before education programs in all Symposium rooms
- Your corporate logo will appear on a special pre-event InfoMart email to all OAO members
- *Plus all Bronze level benefits*

Networking Reception Partner

\$10,000

*Set your company apart from the crowd by hosting this post-InfoMart reception featuring a delicious oyster and dessert bar along with other light fare to wrap up a busy day of education. Delegates will rave! Your company will be exclusively branded with the event including signage. Your company will have the opportunity to enhance the area with your own signs and materials and personnel. Work with OAO to create a memorable event. This level qualifies your company as a **Bronze** partner with additional benefits. Note: Cost does not include host bar.*

InfoMart Opportunities

Cappuccino Bar Experience

\$5,000

*Delight our delegates with an interactive cappuccino bar experience during the tradeshow. Price includes **one booth (Value \$2,100)** adjacent to the station. Delegates will greatly appreciate the caffeine boost for the home stretch. The cappuccino bar will be operated by a skilled barista and delegates will be treated to their choice of hot beverages to match your branding and/or products. Your company will be highlighted on signage at the station and featured in promotional materials. Have your representatives on hand throughout the afternoon. It was a big hit last year.*

Symposium Display Advertisements

Event Program

\$1,000

***Be the sole event program partner** and get your company's brand in everyone's hands. In our new condensed format, your company will be the only advertiser providing a handy information guide for delegates. Provide **two full page colour displays** (inside front cover and back cover)*

Delegate Bag Inserts

\$350

*Vendors to ship 600 pieces in advance of the conference for insertion
Maximum size 8.5 x 11 for printed pieces and 6 ounces for weight.*

Continuing Education

New Optometrist Education Event Partner **\$15,000 for one event**

OAO has committed to provide in-depth live event education days to help members be successful in their practices. The fund will be considered an unrestricted grant towards continental breakfast, lunch and breaks for delegates.

- Branded with **one** full-day event
- Option to provide up to two hours of continuing education with a speaker of your choice.
 - Education will qualify for Category B credit.
 - Course outline must be sent in advance and be approved by the OAO Continuing Education Committee.
 - Speaker travel and affiliated fees are at your company's expense.
- Participate in the event and bring greetings
- Promotion will be done by email to more than 1,600 Optometrists and their staff
- Recognition on all event materials
- Options to provide and display corporate material
- Option to have sales representatives attend the event to network during lunch and breaks
- Receive a list of participating Optometrists in the event
- *Plus all Silver level benefits*

OAO CE@HOME

*OAO is now offering **three kinds** of educational opportunities, which members and their staff can conveniently enjoy in their homes or offices. Why have your speaker travel and pay additional costs when you can reach out to a large section of optometrists virtually!*

These free sessions for OAO Members-only have been very popular with as many as 300 participants registering. Partner with us to provide some key clinical and practice management education to help our members succeed in their practices. If your company has a specific topic we can consider, please contact us.

- Events are marketed extensively to our 1,600 members
- Webinars are normally one hour in length and are recorded
- Webinars will be available to members on OAO website for one year and branded
- Questions and answers are recorded and can be made available to members on OAO website for future reference
- Participation is tracked and members will receive Category B credit for live events

\$4,000 per CE@Home live evening webinar - 1 hour CE

\$3,000 per 'Lunch and Learn' - live lunchtime session - 1 hour CE (NEW)

\$1,000 per Self-Learning pre-recorded, non-CE credit (NEW)

Industry Connections

Members want to hear about the latest product advancements and innovations from a trusted source.

OAO's is moving to a bi-weekly communication to provide optometrists with more timely updates to reach our member optometrists. A new addition will be sponsored content providing optometrists with industry updates, and practice or clinical management advice. The newsletter will consist of the following opportunities:

	Description	
Sponsored Articles	An article (up to 1,000 words) featuring a longer, in-depth and timely practice or clinical management topic. Article content should be non-branded.	\$1,000
Industry Announcements	Share your company, product or research announcements with Ontario optometrists	\$100 per submission

Value + Benefits for Major Partners

*Partners committing to significant multi-level partnerships, **in one or a combination of** OAO program offerings, will receive the following additional benefits in recognition of their outstanding contribution.*

Diamond

\$30,000 - higher

- Partner with OAO to provide a **one-hour** OAO CE@HOME webinar either on practice or clinical management education, qualifying for one hour of education credit. (**NEW - Value \$4,000**)
 - Opportunity includes recording of the webinar and will be available for all OAO members to access for up to a one year period (Date to be finalized)
 - Receive a list of all the participating optometrists
- Receive **one** complimentary booth at *InfoMart* (**Value \$2,100**)
- Receive special recognition of your sponsorship at our *OAO Awards* ceremony and networking event on **Saturday April 8 from 5 - 5:30pm.** (**NEW**)
- Invitation to attend and bring greetings at our *OAO President's Lecture*
- Receive **one full delegate registration** at our *Annual Symposium & InfoMart* as our **Diamond Partner** (**Value \$700**)
- Provide an industry-sponsored article to appear in our new bi-monthly e-newsletter to all OAO members (**New - Value \$1,000**)
- Recognition with a special **Diamond Partner** symbol with your company logo
- Recognition of your company in our new member e-newsletter throughout the year
- Recognition as **Diamond Partner** on our Symposium education room screens
- Recognition at all OAO member events
- Recognition on OAO's Facebook page and other public facing social marketing channels
- Use of a "2017 OAO Partner" logo under partner agreement

Gold

\$20,000 - 29,999

- 25% *Off* option for second booth
- Receive special recognition of your sponsorship at our OAO Awards ceremony and networking event on **Saturday April 8** from 5 - 5:30pm. (**NEW**)
- Recognition of your company in our new member e-newsletter
- Additional recognition as **Gold Partner** on our Symposium education room screen advertisements
- Recognition at all OAO Member events
- Recognition on OAO's Facebook page and other public facing social marketing channels
- Provide **one** industry announcement in OAO's bi-weekly newsletter (**Value \$100**)
- Use of a "2017 OAO Partner" logo under partner agreement

Value + Benefits for Major Partners

Silver

\$15,000 – 24,999

- Receive special recognition of your sponsorship at our OAO Awards ceremony and networking event on **Saturday April 8** from 5 – 5:30pm. (**NEW**)
- One-time recognition of your company in our new member e-newsletter
- Recognition at all OAO member events
- Recognition on OAO's Facebook page and other public facing social marketing channels
- Use of a "2017 OAO Partner" logo under partner agreement

Bronze

\$10,000 - 14,999

- Receive special recognition of your sponsorship at our OAO Awards ceremony and networking event on **Saturday April 8** from 5 – 5:30 pm (**NEW**)
- One-time recognition of your company in our new member e-newsletter
- Use of a "2017 OAO Partner" logo under partner agreement

Terms & Conditions

- OAO reserves the right to approve or decline any sponsorship application.
- All sponsorships are for 2017 OAO events.
- Applicants will be advised within five business days whether the application has been approved.
- OAO reserves the right at any time to change offerings available or negotiate sponsorships beyond this Partnership package.
- Where the sponsorship involves any educational programs or workshops as noted herein, the company must supply presentation outline in advance and speaker information for prior approval.
- Payments:
 - All partnerships are expected to be paid in full before the sponsorship activity commences.
 - Payments can be made by cheque, credit card or other approved electronic transfer.
 - Symposium and InfoMart payments are due by March 1, 2017. If your application is received after March 1, 2017, an invoice will be sent requesting immediate payment.
 - If payment is not received, OAO reserves the right to remove your company as a sponsor unless special arrangements have been made and accepted and agreed to by both parties.
- Cancellation: Once a sponsorship pledge has been completed and submitted, your company has 10 days to withdraw its application unless it is submitted within 21 days of the actual event/activity at which time the sponsorship is considered final and will be invoiced in full.
- The partner/company must have and show proof of general liability insurance (certificate of insurance) to be submitted at the time of the sponsorship application. OAO and its officers, directors, agents, members and employees shall not be responsible for any loss, damage, theft or injury to invitees, attendees, employees or agents of the partner/company during all 2017 OAO events, and the partner/company waives, releases and indemnifies the OAO in respect of any such loss, damage, theft or injury, whosoever caused.
- The partner/company grants to OAO a worldwide, non-exclusive, royalty-free, sub-licensable license to use the company's/partner's logos and trade-marks provided to OAO in accordance with a sponsorship or partnership. In the event that a partner or company changes its logos or trade-marks at any time during the sponsorship or partnership, the partner/company agrees that OAO shall not make any changes to the materials that include the logos or trade-marks produced to us in connection with the sponsorship or partnership.
- All intellectual property rights (including, but not limited to, copyright, design rights, and to any rights accruing in OAO's trade-marks) in or arising out of or in connection with the sponsorship/partnership shall be solely and exclusively owned by OAO, together with any goodwill therein, and the partner/company shall not acquire any rights in the intellectual property. The partner/company shall not do, or permit anything to be done, which may prejudice or harm the reputation of OAO's trade-marks, and shall not use OAO's trade-marks in any way, other than in the manner set out herein, or otherwise agreed upon in writing.
- OAO will not partner, engage or do business with any company or entity that sells prescription eye wear or contact lenses without the requirement of a valid prescription, including that companies parent company and its wholly owned subsidiaries.