

## Sponsorship options available for EAOO Helsinki2020 Conference



## Welcome to support the yearly EAEO Conference as a sponsor!

In 2020 the conference takes place in Helsinki, Finland, for the first time. We welcome you to support and sponsor this great and unique event and guarantee effective visibility for your brand.

Please see the sponsorship options in this document. If you have any further questions or would like to discuss the sponsorship packages for any reason, do not hesitate to contact Customer Relations Specialist Meri Karppanen at [meri.karppanen@naery.fi](mailto:meri.karppanen@naery.fi) or +358 40 922 3171.

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**2 BOOKED -  
1 STILL  
AVAILABLE!**

### Platinum: headline sponsor

EUR 12.400

If invoiced to Finland, 24 % VAT will be added

Maximum of three available.

*Benefits to headline sponsors:*

#### **Networking:**

- An opportunity for your organisation to host a half hour lunch time session on [DAY] organised by you and promoted in the programme (with approval of content by the Academy and event organisers)
- Four complimentary places for the main conference
- Four complimentary places for the welcome drinks reception
- Four complimentary places for the ECOO dinner
- Four complimentary places for the Academy conference dinner
- Complimentary Association membership of the Academy for a year

#### **PR & promotion:**

- Free exhibition stand for all days of the conference, size 3 x 3 m, including electricity and carpet
- Special acknowledgement of your sponsorship made by the President of the Academy during speeches at the Academy conference and conference dinner
- There will be a press release acknowledging your organisation's sponsorship to delegates, members and sector media throughout Europe and the opportunity to provide a short statement
- There will be social media promotion acknowledging your organisation's sponsorship
- Opportunity to supply a corporate gift to be inserted into delegate packs (at your organisation's own expense)

#### **Branding and acknowledgement on event materials including:**

- Your logo on signage in the event registration area
- Your logo on the screen in the plenary room
- An insert from your organisation in the delegate pack (supplied by you)
- Your logo in the best possible place on the conference programme notebook
- A one page 400 word advertorial in the conference programme notebook (to be supplied by you – subject to content approval by the Academy)
- A one page advert in the conference programme notebook (printable artwork to be supplied by you)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

**SATURDAY BOOKED -  
1 STILL  
AVAILABLE!**

### Gold: Conference dinner sponsor

EUR 6.200

If invoiced to Finland, 24 % VAT will be added

Maximum of two available (Friday, Saturday)

The locations of the main conference dinners will be confirmed shortly. The dinner will include an informal drinks reception followed by a three course dinner, providing a great opportunity for you to network and socialise with friends and colleagues.

*Benefits to gold sponsors:*

#### Conference dinner sponsorship benefits:

- Your logo on the conference dinner tickets
- Your logo and 200 word profile on the dinner menu cards
- Four complimentary places at the dinner for your staff or guests
- An opportunity for you to host a table or specify table location on seating plan
- An opportunity for your organisation to distribute a corporate gift (at your organisation's own expense)
- An opportunity for branding, for example roll-ups, within the dinner venue
- A special acknowledgement of your organisation during the opening speech at the dinner

#### Additional branding and acknowledgement:

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

#### Networking:

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

## Gold: Delegate bag sponsorship **BOOKED!**

EUR 6.200

If invoiced to Finland, 24 % VAT will be added

One available.

Every delegate receives a delegate pack on registration. This sponsorship package ensures your organisation's branding on every delegate bag.

*Benefits to gold sponsors:*

### **Delegate bag sponsorship benefits:**

- Your own design on the delegate bags.
  - Design can be finalized in cooperation between your company and/or NÄE ry and/or the production provider of the bag. The production cost of the bags will be covered by your organization.

### **Additional branding and acknowledgement:**

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### **Networking:**

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

## Gold: Badge and lanyard sponsor

EUR 6.200

If invoiced to Finland, 24 % VAT will be added

One available.

Every delegate receives a badge and a lanyard upon arrival. This sponsorship package ensures your organisation's branding on every badge and lanyard.

*Benefits to gold sponsors:*

### **Badge and lanyard sponsorship benefits:**

- Every delegate receives a badge on registration. This sponsorship package ensures your organisation's branding on the lanyards for all delegates.
  - Design can be finalized in cooperation between your company and/or NÄE ry and/or the production provider of the lanyard, or you can send ready-made lanyards. The production cost of the lanyards will be covered by your organization.

### **Additional branding and acknowledgement:**

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### **Networking:**

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

## Silver: Country delegate sponsor

EUR 3.100

If invoiced to Finland, 24 % VAT will be added

One available.

The Academy wants to help the development of optometry and optics across Europe and the world. We would welcome sponsorship funding from your organisation to support delegates who would like to attend the conference from countries in Eastern Europe, Africa and Latin America.

*Benefits to silver sponsors:*

### Country delegate sponsorship benefits:

- Your organisation will be supporting 10 delegates to attend the conference with a free event registration
- Delegates can be chosen by you or we can identify potential delegates for you
- There will be a press release acknowledging your organisation's support including a short quote from you
- The extent of your support can be defined by you – minimum support is to provide the conference tickets but you can also provide travel and accommodation costs

### Additional branding and acknowledgement:

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### Networking:

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

## Silver: Poster presentations sponsor

EUR 3.100

If invoiced to Finland, 24 % VAT will be added

One available.

A series of poster presentations will explore a diverse range of research, educational and clinical areas. The presentations enable delegates to talk directly to presenters and gain valuable insight into their work, as well as presenting a great opportunity for building professional networks. The posters will also be on display throughout the duration of the conference.

*Benefits to silver sponsors:*

### Poster presentations sponsorship benefits:

- Minimum of two poster display screens will feature your company profile
- Your organisation will be credited on the conference programme notebook alongside poster presentation sessions
- You have the option to display your organisation's literature on your display stands
- An option for you to present two poster prizes (best poster and best new presenter) and the option of an additional prize chosen and presented by your organisation, within the conference programme.

### Additional branding and acknowledgement:

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### Networking:

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

## Silver: Case study sessions sponsor

EUR 3.100

If invoiced to Finland, 24 % VAT will be added

Two available – one per room.

There will be dedicated break-out sessions on topics relating to clinical practice or education. Each session will feature three or four specific and brief case study examples brought together for interactive discussion – offering delegates a valuable opportunity to share information and to learn from each other's experiences.

*Benefits to silver sponsors:*

### Case study sessions sponsorship benefits:

- Your logo on the room signage
- Your logo on the welcome screen for the session
- Acknowledgement of your organisation from the facilitator at the start of each session
- An opportunity for you to have branding or display banner in the case study session room

### Additional branding and acknowledgement:

- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### Networking:

- Two complimentary places for the main conference
- Two complimentary places for the welcome drinks reception

**SATURDAY  
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2 STILL  
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### Silver: Lunch, coffee and exhibition sponsor

EUR 1.860 for 1 day

If invoiced to Finland, 24 % VAT will be added

The conference will have one lunch break and one coffee break on each day. Sponsorship of the lunch and coffee break on one or three days of the conference is an ideal opportunity to raise the profile of your company or product by networking with delegates, having an exhibition stand and distributing your organisation literature.

*Benefits to silver sponsors:*

#### **Lunch, coffee break and exhibition benefits:**

- Stands will be located in the foyer just outside the plenary room and consist of a table top, chairs and plug socket which are available for exhibitors on request
- An opportunity for your literature to be displayed during breaks on your chosen day
- Lunch catering and coffee breaks are included for all exhibitors

#### **Additional branding and acknowledgement:**

- Your organisation will be credited on the conference programme notebook alongside your selected break
- Your logo on screen in the plenary session ahead of your selected break
- Acknowledgement of your organisation from the chair of the conference session ahead of the break
- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

## Silver: University of Applied Sciences lunch, coffee and exhibition sponsor

EUR 1.860 for 1 day

If invoiced to Finland, 24 % VAT will be added

Three available days (Saturday, Sunday, Monday)

This special package is for schools who are looking to extend their reach. The conference will have one lunch break and one coffee break on each day. Sponsorship of the lunch and coffee break for three days of the conference is an ideal opportunity to raise the profile of your university by networking with delegates, having an exhibition stand and distributing your university literature.

*Benefits to silver sponsors:*

### **Lunch, coffee break and exhibition benefits:**

- Stands will be located in the foyer just outside the plenary room and consist of a table top, chairs and plug socket which are available for exhibitors on request
- An opportunity for your literature to be displayed during breaks on your chosen day
- Lunch catering and coffee breaks are included for all exhibitors

### **Additional branding and acknowledgement:**

- Your organisation will be credited on the conference programme notebook alongside your selected break
- Your logo on screen in the plenary session ahead of your selected break
- Acknowledgement of your organisation from the chair of the conference session ahead of the break
- An insert from your organisation in the conference delegate pack (supplied by you)
- Your logo and a 200 word profile in the conference programme notebook
- Acknowledgement of your organisation's sponsorship on all promotional materials (subject to publication timing)
- Your logo and link to your organisation's website on the dedicated conference website
- A short introduction to your company at the conference website and in the mobile app
- Possibility to provide video material that will be shown to online-viewers (live stream) during breaks in conference programme

### **Networking:**

- You will receive two complimentary places for the main conference and the welcome drinks reception

## EAOO Helsinki2020

15-17 May, Helsinki, Finland

### Sponsorship booking form

Please fill in this form and return to us signed.

I would like to take up the following opportunity(s) as detailed in this document.

- |  |            |
|--|------------|
| <input type="checkbox"/> Platinum: Headline sponsor                            | EUR 12.400 |
| <input type="checkbox"/> Gold: Conference dinner sponsor /                     | EUR 6.200  |
| <input type="checkbox"/> Gold: Delegate bag sponsor / <b>BOOKED!</b>           | EUR 6.200  |
| <input type="checkbox"/> Gold: Badge and lanyard sponsor                       | EUR 6.200  |
| <input type="checkbox"/> Silver: Country delegate sponsor                      | EUR 3.100  |
| <input type="checkbox"/> Silver: Poster presentations sponsor                  | EUR 3.100  |
| <input type="checkbox"/> Silver: Case study sessions sponsor                   | EUR 3.100  |
| <input type="checkbox"/> Silver: Lunch, coffee, exhibition sponsor (1 day)     | EUR 1.860  |
| <input type="checkbox"/> Silver: Lunch, coffee, exhibition sponsor (3 days)    | EUR 3.100  |
| <input type="checkbox"/> Silver: University lunch, coffee & exhibition sponsor | EUR 1.860  |

If invoiced to Finland, 24 % VAT will be added.

Total EUR Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Name of sponsoring organisation Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Name of contact person Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Names of the two or four complimentary people attending the conference  
(depending on the package chosen)

1. Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.
2. Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.
3. Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.
4. Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Please provide your invoicing information to Meri Karppanen: [meri.karppanen@naery.fi](mailto:meri.karppanen@naery.fi)

## Terms and conditions

1. Payment is due on receipt of invoice.
2. All information and leaflets to be distributed at the conference will be subject to approval by the Academy.
3. Insurance is the responsibility of the sponsors to cover themselves fully against all risks at the conference, exhibition and in the workshops.
4. Details of conference deadlines will be issued to all confirmed sponsors.
5. Sponsorship bookings are non-refundable due to sponsor logo inclusions in the event's promotional materials.
6. Where sponsorship includes an exhibition stand, this must be staffed during conference opening hours.
7. All display and exhibits must not obstruct gangways or affect the displays of neighbouring exhibitors. Gangways must be left clear and free for passage at all times.
8. The conference venue and the Academy cannot accept liability for any loss or damage sustained, occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their agents or contractors or employees and will indemnify the organisers against all claims and expenses arising there from.

## Agreement

I hereby agree to the terms and conditions detailed above for participating as a sponsor in the EA00 Helsinki2020 conference.

Name: Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Position: Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Company: Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

Telephone incl. country code: Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

E-mail: Kirjoita tekstiä napsauttamalla tai napauttamalla tätä.

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Date, place and signature