



European Academy of Optometry and Optics May 10-12 2024



IN COLLABORATION WITH
FINNISH ASSOCIATION
OF VISION AND EYECARE



Sponsorship for EAOO Helsinki 2024



Dear Sponsors,

We are delighted to invite you to become a sponsor of the European Academy of Optometry and Optics (EAOO) Annual Conference, scheduled to take place in Helsinki from May 10th to 12th 2024. As one of the most highly anticipated events in the field of optometry and optics, the EAOO Conference attracts a diverse range of professionals, experts, and industry leaders from around the world.

We are excited to invite your esteemed brand to join us as a sponsor for this prestigious conference. By partnering with us, you will have the chance to showcase your products, services, and expertise to a captive audience of optometrists, opticians, researchers and industry decision-makers. Our sponsorship packages are thoughtfully designed to provide maximum exposure and a multitude of benefits for your brand.

We offer various sponsorship packages tailored to meet your specific goals and budget. Whether you are looking for a comprehensive Platinum Sponsorship or prefer a customised package, we are committed to working closely with you to ensure your sponsorship delivers the maximum return on investment.

We invite you to join us at the EAOO Conference Helsinki 2024 and seize this unparalleled opportunity to connect with influential professionals and elevate your brand's visibility on a global scale.

We look forward to partnering with your esteemed brand to make the EAOO Conference Helsinki 2024 a resounding success.

About Us

The Academy is a membership organisation that provides a much needed voice to help advance optometry and optics, develop the scientific knowledge base and support and promote lifelong learning for optometrists, opticians, vision scientists and all those involved in eye health care across Europe.

The Academy's strategic aims are to:

- develop scientific knowledge of optometry and optics,
- advance and promote education in optometry and optics and related subjects,
- advance and promote research into optometry and optics and related subjects,
- promote for the public benefit the science and practice of optometry and optics,
- promote for the public benefit the professional competence and conduct of Academy members.

Vision



To be the leading European eye care professional networking organisation that harmonises and raises standards and practice in optometry and optics.

Mission



In order to achieve our vision, our mission is to facilitate the changing face of optometry and optics in Europe by engaging, educating, inspiring and motivating our educators, students, researchers and practitioners to achieve the highest level of practice.

About The Event

The EAOO Conference is a premier gathering in the field of optometry and optics, bringing together experts, practitioners, and industry leaders to discuss the latest advancements, share insights, and foster collaborations. Next conference is scheduled to take place from **May 10th to May 12th, 2024**, in the vibrant and culturally rich city of Helsinki, Finland.

The conference will take place at the **SCANDIC MARINA CONGRESS CENTER (Katajanokanlaituri 6, 00160 Helsinki)**, providing an ideal setting for networking and collaboration among attendees.

The theme of the conference, "Advancing Optometry and Optics through Technology and Shared Care," reflects the evolving landscape of our industry. We believe that this theme encapsulates the transformative power of technology and the importance of collaboration in driving innovation and improving patient outcomes.

Nestled by the Baltic Sea, Helsinki is a city that embodies the harmonious blend of tradition and innovation. Its breathtaking architecture, vibrant arts scene, and warm hospitality provide the perfect backdrop for a conference that celebrates the fusion of technology and shared care.



Event Highlight

Expert Insights: Immerse yourself in a world of knowledge shared by luminaries and visionaries in the field.

Networking Excellence: Connect with thought leaders, pioneers, and professionals from across the globe.

Cutting-edge Exhibitions: Witness the latest innovations and solutions that are shaping the future.

Professional Growth: Elevate your skills and stay ahead in a rapidly evolving industry.

Academy 2023, Poznan

The 2023 conference marked a remarkable gathering of minds and innovation, with 444 participants converging to share insights, exchange ideas, and shape the future of their respective fields. Diversity was a defining characteristic of this conference, with a myriad of perspectives converging under one roof. Notably, 95 student participants injected youthful enthusiasm and fresh perspectives into the discourse, infusing the event with a sense of promise for the future. These students embodied the next generation of thought leaders, eagerly absorbing the knowledge shared and contributing their own unique viewpoints.

The conference was not confined to theoretical discussions alone; it provided a dynamic platform for industry practitioners as well. The participation of **45 representatives from exhibitors**, along with their guests, added a practical dimension to the proceedings. Their presence not only enriched the conference experience but also fostered valuable interactions between delegates and industry experts.

The academic facet of the conference was equally robust, with 63 abstracts submitted by scholars and researchers. These abstracts encapsulated a wide spectrum of research interests and breakthroughs, encapsulating the intellectual diversity that fueled the event's discussions.

As the conference came to a close, the participants left not only with a wealth of knowledge but also with a renewed sense of collaboration and purpose. The 2023 conference succeeded in creating a microcosm of the global intellectual landscape, where participants from various backgrounds, professions, and corners of the world united to shape a collective vision for the future.

Overview of options available

Diamond: Sponsor(s) - 1 available **SOLD**

Platinum: Sponsor(s) - 2 available

Gold: Sponsor(s) - 4 available

Silver: Sponsor(s) - 4 available

Bronze: Sponsor(s) - 5 available

Marketing: Delegate bag sponsor - 6 available

Marketing: Badge and lanyard sponsor - 7 available

Marketing: Poster presentation sponsor - 5 available

Marketing: Conference Dinner Entertainment Sponsor - 1 available

Marketing: "One Person and Roll-Up" - 10 Available

Marketing: Carpets sponsor - 9 available

Exhibitor 68 sqm available

Sponsorship Package

SOLD

Diamond Sponsor

Service, PR & Promotion:

Free exhibition stand: You will have a 20m² (5mx4m) exhibition stand located in the foyer, just outside the plenary room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Corporate gift or insert: You have the opportunity to supply a corporate gift or an insert from your organisation to be included for free in delegate packs. The insert or gift will be subject to verification and approval by the organisers.

Host a session: Your organisation will have the opportunity to host a one-hour parallel satellite educational session during the conference. The content of the session will require approval by the Academy and organisation. Furthermore, you will get opportunity to host an exclusive one-hour workshop on a topic of your choice, directly engaging with conference attendees. This workshop will be scheduled on Friday morning.

Logo on Abstract Book: Your company's logo will be prominently displayed on one full page of the abstract book, ensuring high visibility among attendees. This book is distributed to all conference participants, including speakers, delegates, and sponsors.

Premium Brand Exposure: Prominent logo placement on all event marketing materials, including website, social media, and promotional campaigns. High-visibility branding on event signage, banners, and stage backdrops. Inclusion of your logo on event tickets, brochures, and other printed materials. Recognition as a Diamond Sponsor in press releases and media coverage.

EUR 25,000

Sponsorship Package

SOLD

Diamond Sponsor

Conference APP sponsor: The conference app boosts engagement, streamlines communication, and enhances the event experience. As the Conference App Sponsor, your brand gains high visibility and recognition among participants, speakers, and industry experts. Prominent placement of your logo on the conference app's home screen, ensuring continuous visibility throughout the event.

Additional Branding and Acknowledgement:

Exclusive Keynote Lecture Sponsorship: Your company will have the opportunity to sponsor a keynote lecture in the main lecture room. This means your company name will be in all promotional materials related to the lecture.

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Social media promotion: Your organisation's sponsorship will be acknowledged through social media channels, and you will have the opportunity to provide a short statement or quote card.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

EUR 25,000

Sponsorship Package

SOLD

Diamond Sponsor

Networking:

Complimentary conference passes: You will receive three complimentary places for the main conference.

Academy conference dinner: You will receive three complimentary places for the Academy conference dinner, which will take place on Saturday night.

Association membership: You will receive complimentary Association membership of the Academy for one year.

Please note that there is one available Diamond sponsorships for this event, offering an exclusive opportunity to maximise branding and awareness at the conference.

EUR 25,000

Sponsorship Package

Platinum Sponsor

Service, PR & Promotion:

Free exhibition stand: You will have a 16m² (4mx4m) exhibition stand located in the foyer, just outside the plenary room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Corporate gift or insert: You have the opportunity to supply a corporate gift or an insert from your organisation to be included for free in delegate packs. The insert or gift will be subject to verification and approval by the organisers.

Host a session: Your organisation will have the opportunity to host a one-hour parallel satellite educational session during the conference. The content of the session will require approval by the Academy and organisation.

Premium Brand Exposure: Prominent logo placement on all event marketing materials, including website, social media, and promotional campaigns. High-visibility branding on event signage, banners, and stage backdrops. Inclusion of your logo on event tickets, brochures, and other printed materials. Recognition as a Platinum Sponsor in press releases and media coverage.

EUR 15,000

Sponsorship Package

Platinum Sponsor

Additional Branding and Acknowledgement:

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Social media promotion: Your organisation's sponsorship will be acknowledged through social media channels, and you will have the opportunity to provide a short statement or quote card.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

Networking:

Complimentary conference passes: You will receive two complimentary places for the main conference.

Academy conference dinner: You will receive two complimentary places for the Academy conference dinner, which will take place on Saturday night.

Association membership: You will receive complimentary Association membership of the Academy for one year.

Please note that there are two available Platinum sponsorships for this event, offering an exclusive opportunity to maximise branding and awareness at the conference.

EUR 15,000

Sponsorship Package

Gold Sponsor

Service, PR & Promotion:

Free exhibition stand: You will have a 12m² (4mx3m) exhibition stand located in the foyer, just outside the plenary room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Additional Branding and Acknowledgement:

Logo visibility: Your organisation's logo will be prominently displayed on the official event website, official program, and other relevant promotional materials as an "Gold Sponsor." The timing of publication may impact the visibility of the logo.

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Networking:

Complimentary conference passes: You will receive two complimentary places for the main conference, allowing your representatives to attend and participate.

Academy conference dinner: You will receive two complimentary places for the Academy conference dinner, which will take place on Saturday night.

EUR 12,000

Sponsorship Package

Gold Sponsor

Extra Services:

Session hosting: Your organisation will have the opportunity to host a half-hour session during the conference. The session will be promoted in the program, subject to approval of content by the Academy and event organisers. This opportunity is available at a discounted rate of **EUR 1,500**.

Corporate gift or insert: You have the opportunity to supply a corporate gift or an insert from your organisation to be included in delegate packs. The insert or gift will be supplied by you and subject to guidelines provided by the event organisers. This opportunity is available for an additional fee of **EUR 500**.

Pen insert: You also have the opportunity to supply a personalised pen to be included in delegate packs. The pen, if supplied by your organisation with one-colour personalization, can be included for an additional fee of **EUR 1,500**.

The Gold Sponsor package offers valuable branding opportunities, networking access, and the option to further promote your organisation through session hosting and delegate pack inclusions. Please note that the availability of Gold Sponsorships may be limited, so securing your sponsorship early is recommended.

EUR 12,000

Sponsorship Package

Silver Sponsor

Service, PR & Promotion:

Free exhibition stand: You will have a 8m2 (4mx2m) exhibition stand located in the foyer, just outside the plenary room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Additional Branding and Acknowledgement:

Logo visibility: Your organisation's logo will be displayed on the official event website, official program, and other relevant promotional materials as an "Exhibitor." The timing of publication may impact the visibility of the logo.

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Networking:

Complimentary conference pass: You will receive one complimentary place for the main conference, allowing one representative from your organisation to attend and participate.

Academy conference dinner: You will receive one complimentary place for the Academy conference dinner, which will take place on Saturday night.

EUR 8,000

Sponsorship Package

Silver Sponsor

Extra Services:

Session hosting: Your organisation will have the opportunity to host a half-hour session during the conference. The session will be promoted in the program, subject to approval of content by the Academy and event organisers. This opportunity is available at a discounted rate of **EUR 1,500**.

Corporate gift or insert: You have the opportunity to supply a corporate gift or an insert from your organisation to be included in delegate packs. The insert or gift will be supplied by you and subject to guidelines provided by the event organisers. This opportunity is available for an additional fee of **EUR 500**.

Pen insert: You also have the opportunity to supply a personalised pen to be included in delegate packs. The pen, if supplied by your organisation with one-colour personalization, can be included for an additional fee of **EUR 1,500**.

The Silver Sponsor package offers branding opportunities, networking access, and the option to further promote your organisation through session hosting and delegate pack inclusions. Please note that the availability of Silver Sponsorships may be limited, so securing your sponsorship early is recommended.

EUR 8,000

Sponsorship Package

Bronze Sponsor

Service, PR & Promotion:

Free exhibition stand: You will have a 4m² (2mx2m) exhibition stand located in the foyer, just outside the plenary room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability).

Additional Branding and Acknowledgement:

Logo visibility: Your organisation's logo will be displayed on the official event website, official program, and other relevant promotional materials as an "Exhibitor." The timing of publication may impact the visibility of the logo.

Networking:

Academy conference dinner: You will receive one complimentary place for the Academy conference dinner, which will take place on Saturday night.

EUR 4,000

Sponsorship Package

Bronze Sponsor

Extra Services:

Session hosting: Your organisation will have the opportunity to host a half-hour session during the conference. The session will be promoted in the program, subject to approval of content by the Academy and event organisers. This opportunity is available at a discounted rate of **EUR 1,500**.

Corporate gift or insert: You have the opportunity to supply a corporate gift or an insert from your organisation to be included in delegate packs. The insert or gift will be supplied by you and subject to guidelines provided by the event organisers. This opportunity is available for an additional fee of **EUR 500**.

Pen insert: You also have the opportunity to supply a personalised pen to be included in delegate packs. The pen, if supplied by your organisation with one-colour personalization, can be included for an additional fee of **EUR 1,500**.

The Bronze Sponsor package offers branding opportunities, networking access, and the option to further promote your organisation through session hosting and delegate pack inclusions. Please note that the availability of Bronze Sponsorships may be limited, so securing your sponsorship early is recommended.

EUR 4,000

Other forms of support

Delegate bag sponsor

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

Your logo on every delegate bag

An insert from your organisation in the delegate pack (supplied by you)

Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

Two complimentary places for the main conference

Two complimentary places for the Academy conference dinner on Saturday night

EUR 5,000

Badge and lanyard sponsor

Our Badge and Lanyard Sponsorship Package ensures your organization's logo shines on every delegate badge and lanyard, delivering unparalleled exposure and benefits:

Your logo on every delegate lanyard

Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

One complimentary places for the main conference

One complimentary places for the Academy conference dinner on Saturday night

EUR 1,500

Other forms of support

Poster presentation sponsor

One coffee break during the event, you have the chance to connect with delegates, showcase your offerings, and leave a lasting impression. Sponsorship of poster presentations is an ideal opportunity to raise the profile of your company or product by networking with delegates.

Vertical pop-up will be located in the foyer near bar area and the logo prominently displayed on all refreshment stations

Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

You will receive one complimentary place for the main conference

EUR 1,000

Conference Dinner Sponsor

This prestigious role will not only elevate your brand's presence but also contribute to creating an unforgettable experience for all attendees.

Your organisation's logo will take centre stage at the conference dinner venue, ensuring high visibility and reinforcing your brand's association with the event's excellence.

Your logo will be featured prominently in the official event program, on the event website, and in other relevant promotional materials. This recognition will showcase your support for the event and position you as a key contributor.

A special mention of your organisation's sponsorship will be made during the conference dinner, highlighting your commitment to enhancing the event experience.

Two complimentary places for the Academy conference dinner on Saturday night

EUR 2,000

Other forms of support

"One Person and Roll-Up" Sponsor

The "One Person and Roll-Up" sponsorship package is designed to cater to the needs of small companies seeking powerful brand exposure without the need for extensive space or resources.

A special section within the conference centre will be reserved to spotlight your brand. Showcase your logo and key messages on a roll-up banner, allowing you to stand out amidst the event buzz.

This package offers an affordable alternative to traditional stands, granting access to meaningful exposure at a budget-friendly rate.

Your roll-up presence requires minimal space, maximising efficiency and minimising logistical requirements.

EUR 1,500

Carpets sponsor

Indicative promotional carpets (2x3 m) positioned in various areas of the convention centre to indicate directions to delegates

Your logo on promotional carpet

Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

EUR 800

Exhibitor

We offer a range of exhibitor packages tailored to meet your specific needs and budget. Choose from various options and configurations, starting with our standard offering of up to 12 sqm at a rate of 1 sqm for 750 EUR for EAOO and NAE ry members and 1000 EUR for non members.

We invite you to showcase your brand, products, and services as an exhibitor at our upcoming event. As an exhibitor, you will have the unique opportunity to engage with a highly targeted audience, establish valuable connections, and generate leads that can drive your business forward.

Exposure and Visibility: Gain maximum visibility through dedicated exhibition space within the event venue, strategically located to attract attendees' attention. Showcase your brand's offerings and highlight your unique value proposition to a captive audience of industry professionals, decision-makers, and potential customers. Enjoy recognition in event marketing materials, including the event website, program, and social media promotions.

Networking: Connect with industry peers, potential clients, and partners through face-to-face interactions at your booth. Engage in meaningful conversations, gather valuable feedback, and forge new business relationships. Generate qualified leads and expand your network within the industry.

Brand Awareness: Increase brand awareness and recall by leveraging the event's marketing and promotional campaigns. Take advantage of various branding opportunities within the exhibition area, including signage, banners, and customised booth design. Maximise exposure through inclusion in the event's official directory or exhibitor list.

Member Rate: 750 EUR per sq m - up to 12 sqm
Non-Member Rate: 1000 EUR per sq m - up to 12 sqm

Discount Code Promotion

In addition to the benefits outlined in the Sponsor Package, we're pleased to offer an extra sponsorship opportunity that can enhance your company's involvement and outreach:

Discount Code Promotion: As a Sponsor, your company has the opportunity to create a special discount code for the conference registration fee. This code can be shared with your partners, buyers, or associates, allowing them to register for the conference at a discounted rate. Your company can choose the specific discount amount to offer.

How It Works:

Customized Discount Code: Contact us and choose the discount code and specify the discount amount or percentage you'd like to offer.

Promotion: You can promote and share this exclusive discount code through among your partners

Registration: Participants who receive the discount code can use it during their registration process, benefiting from reduced conference fees.

Billing: Your company will be billed for the difference between the discounted rate and the standard conference registration fee for each participant who uses the code.

Benefits:

Positive Brand Association: Providing discounts to participants demonstrates your commitment to supporting the community and makes your brand more appealing.

Customization: You have full control over the discount amount, allowing you to tailor the offer to your specific goals and budget.

The cost of this additional sponsorship opportunity will depend on the number of discount codes issued and the level of discount offered. By offering a discount code, you not only contribute to the success of the conference but also strengthen your connections within the industry and create a positive brand image. If you're interested in this opportunity or have any questions, please contact Hanna-Liisa Erkheikki at hanna-liisa.erkheikki@naery.fi.

Terms and conditions:

Payment Terms:

- Full payment is due within 30 days of the invoice date.
- Exhibitors and/or sponsors must make full payment before the conference build-up begins to participate in the event.

Cancellation Policy:

- Notice of cancellation must be provided in writing.
- If cancellation is received before February 31, 2024, a 50% refund of the total booking fee will be provided.
- Cancellations on or after February 31, 2024, will not be eligible for any refunds.

Approval of Information and Leaflets:

- All information and leaflets to be distributed by exhibitors must be submitted for approval.
- Approval is required to ensure compliance with event guidelines and standards.

Staffing of Exhibition Stands:

- All exhibition stands must be staffed during exhibition opening hours.

Display Regulations:

- Exhibitors are prohibited from displaying exhibits in a way that obstructs gangways or affects neighbouring exhibitors' displays.
- Gangways must always be left clear and free for passage.

Terms and conditions:

Adjustment of Stand Layout:

- In the event that adjacent stands do not sell, the organiser reserves the right to adjust the layout of stands or amend sponsorship levels.
- Exhibitors will be consulted regarding any changes made.
- As a result, there may be more "open sides" to a stand than initially expected.

Liability and Indemnification:

- The conference venue, EA00, and NAE ry cannot accept liability for any loss or damage sustained, regardless of the cause.
- Exhibitors are responsible for any damage to property and any loss or injury caused by them, their agents, contractors, or employees.
- Exhibitors will indemnify the organisers against all claims and expenses arising from such damage or loss.

Conference Deadlines:

- All confirmed exhibitors and sponsors will receive details of conference deadlines.

Limited Exhibitor Passes:

- Certain size stands will have a limited number of exhibitor passes available.

Conference Sponsorship Form

Please, fill in all the data in the following form:

Name: _____(exact name of the organization)

Name of contact person: _____

Title of contact person: _____

Address: _____

City/Country: _____

Phone/Fax: _____

E-mail: _____

Website: _____

Sponsor Packages

Please, tick the level of sponsorship:

- Diamond Sponsor
- Platinum sponsor
- Gold sponsor
- Silver sponsor
- Bronze sponsor
- Delegate bag sponsor
- Badge and lanyard sponsor
- Poster presentation sponsor
- Conference Dinner Entertainment Sponsor
- "One Person and Roll-Up"
- Carpets sponsor
- Exhibitor _____sqm

Please send the filled conference sponsorship form to e-mail: taina.lehtovaara@naery.fi not later than 30th November 2023.



European Academy
of Optometry and Optics

European Academy of Optometry and Optics May 10-12 2024



IN COLLABORATION WITH
FINNISH ASSOCIATION
OF VISION AND EYECARE



Thank you!

For any further questions or suggestions please do not hesitate to contact Taina Lehtovaara at taina.lehtovaara@naery.fi or Tel. +358 29 3000 902.

Website <https://e.eventos.fi/events/naery/eao2024/home>