



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Ontario Opticians Association 2019 Annual Sponsorship & Exhibitor Guide



TORONTO



OTTAWA



VAUGHAN

WHO WE ARE

About the Ontario Opticians Association

The Ontario Opticians Association (OOA) was created as an amalgamation of the Ontario Association of Dispensing Opticians (OADO) with the Ontario Contact Lens association (OCLA). The OADO was first incorporated in 1946.

The board of directors of the OOA is comprised of 12 Ontario opticians registered with the College of Opticians of Ontario. Board members are elected for a 3 year term during the annual general meeting held in the spring usually during the Inside Optics professional development and trade show event. From the board of directors an executive committee is appointed which is comprised of President, Vice-President, and Secretary-Treasurer.

The Association's mandate is to enhance, promote and protect the profession of opticianry.

WHAT DO WE DO

Why the Ontario Opticians Association is important to the industry

The OOA's activities offer many benefits to our members and sponsors. As the official voice of Ontario opticians, the OOA represents the profession at Queen's Park insuring that Ontario opticians have a voice on issues facing the profession and industry. A regulated optical industry insures quality eye care. Community outreach is also a component of the OOA's goal of promoting the profession and industry. Taking part in local events helps bring awareness to Ontarians of the importance of eye health and their options available in eye care products and services. The OOA is a partner of the Foundation Fighting Blindness and is proud to bring awareness to this very important organization.

The OOA believes that opticians' professional development is of paramount importance in order to give the eye care consumer state of the art products and services. This is why the OOA focuses on continuous learning for Ontario opticians through our educational events made possible with the support of the optical industry.

As an incorporated not-for-profit organization, The Ontario Opticians Association relies on its member volunteers and sponsors to be able to host events such as Continuing Education symposia and shows. The OOA also benefits from your encouragement of these professionals to assume leadership roles within the association, and attend our annual programming. Over 1,800 participants and guests took part in OOA shows in 2018. In its 74th year, the Ontario Opticians Association will be hosting three major shows, each curated to assist with the professional development of opticians across the province.

Your support helps enhance the OOA's outreach, annual shows and programming.

WHY SPONSOR

Benefits of Sponsorship

The OOA host three events each year, one of which has grown to become the **largest opticianry event in Canada**. These events provide our valued suppliers and sponsors with essential opportunities to meet the needs of opticians all across the province.

- Reach 1,500+ Opticians at our events
- Website receives over 300 visits daily
- The OOA Focus Newsletter has over 2,000 subscribed Licensed Opticians
- Over 400,000 page views of the OOA website
- Comprehensive social media profile to promote all partnerships & events (Facebook, Twitter, Instagram)

ANNUAL SPONSORSHIP

Platinum | \$20,000

2 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at all annual OOA shows
- Dedicated slide on Sponsor Slideshow deck at all annual OOA shows
- One (1) attendee bag insert at all annual OOA shows
- Sponsor Recognition in Inside Optics & Specialty Symposium printed programs
- Full page ad in Inside Optics & Specialty Symposium printed programs
- Logo included in all OOA Focus eNewsletters
- Two (2) advertorials with link in OOA Focus eNewsletter

- Twelve (12) month banner advertisement on the OOA
- website
- Logo included on OOA website with link to organization's website
- Six (6) classified ads on the OOA website
- Six (6) social media postings: two (2) each for Facebook, Instagram & Twitter (*content to be sponsor supplied*)
- 1-hr speaking opportunity at Inside Optics (**must be accredited**)

BONUS: Double booth at Inside Optics & Specialty Symposium shows & display table at Professional Learning Ottawa:

- Double booth includes:
 - 8'x16' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes
- Display table includes:
 - Pipe & drape, 6' table, two (2) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes.

Gold | \$12,500

7 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at all annual OOA shows
- Dedicated slide on Sponsor Slideshow deck at all annual OOA shows
- One (1) attendee bag insert at all annual OOA shows
- Sponsor Recognition in Inside Optics & Specialty Symposium printed programs
- Half page ad in Inside Optics & Specialty Symposium printed programs

- One (1) advertorial with link in OOA Focus eNewsletter
- Six (6) month banner advertisement on the OOA website
- Logo included on OOA website with link to organization's website
- Two (2) classified ads on the OOA website
- Three (3) social media postings: one (1) each for Facebook, Instagram & Twitter (*content to be sponsor supplied*)

BONUS: Double booth at Inside Optics & Specialty Symposium shows & display table at Professional Learning Ottawa:

- Double booth includes:
 - 8'x16' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes
- Display table includes:
 - Pipe & drape, 6' table, two (2) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes.

OOA SPONSORSHIP OPPORTUNITIES

REGISTRATION FORM

To reserve your space at OOA Events, please refer to attached Exhibitor Registration Forms.
Some items on the OOA Exhibitor Registration Form may be included in your selected sponsorship.

Company Name: _____ Contact Person: _____
Contact Title: _____ Contact Email: _____

Address: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____

SPONSORSHIP SELECTIONS – Please choose ONE

ANNUAL SPONSORSHIP:

☐ Platinum Sponsorship - \$20,000 ☐ Gold Sponsorship - \$12,500

EVENT SPONSORSHIP: _____ (please specify show)

☐ Title Sponsor - \$15,000 ☐ Major Sponsor - \$10,000 ☐ Event Sponsor - \$5,000

PAYMENT DETAILS

TOTAL : \$ _____

Please find enclosed: ☐ Cheque ☐ Money Order ☐ VISA/Master Card

Credit Card Number: _____

Expiry Date: _____ CVV: _____ Name on Card: _____

Authorized Signature: _____ Date: _____

I authorize the OOA to charge this card for the amount payable.

Please send completed form to:

Fax: 905-946-1517 Email: info@ontario-opticians.com

Questions? Call Us! 647-277-9084

EVENT SPONSORSHIP



INSIDE OPTICS

TITLE SPONSOR | \$15,000

1 OPPORTUNITY AVAILABLE

- Sponsor Recognition at Inside Optics
- One (1) attendee bag insert for Inside Optics
- Highlight on Sponsor Recognition page in Inside Optics printed program & on-site signage
- Logo included on all Inside Optics marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Inside Optics
- Logo included on attendee name badges
- Full page ad on back cover of Inside Optics printed program
- One (1) eBlast highlighting Title Sponsor's participation at Inside Optics (may include show specials, etc.)
- 1-hr speaking opportunity at Inside Optics (must be accredited)
- 5-min audience address at Inside Optics
- Placement of one (1) additional promotional pull-up banner at Inside Optics
- Freestanding 16'x16' Pavilion Booth (sponsor supplied) OR
- double booth at Inside Optics
 - Includes: 8'x16' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

MAJOR SPONSOR | \$10,000

2 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at Inside Optics
- One (1) attendee bag insert for Inside Optics
- Highlight on Sponsor Recognition page in Inside Optics printed program & on-site signage
- Logo included on all Inside Optics marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Inside Optics
- Half page ad in Inside Optics printed program
- Placement of one (1) promotional pull-up banner at Inside Optics
- Double booth at Inside Optics
 - Includes: 8'x16' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

EVENT SPONSOR | \$5,000

5 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at Inside Optics
- One (1) attendee bag insert for Inside Optics
- Highlight on Sponsor Recognition page in Inside Optics printed program & on-site signage
- Logo included on all Inside Optics marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Inside Optics
- Quarter page ad in Inside Optics printed program
- Single booth at Inside Optics
 - Includes: 8'x8' booth, 6' table, two (2) chair, wastebasket, Wi-Fi, electrical access & two (2) complimentary exhibitor passes.

Additional Sponsorship Opportunities

Name Badge Sponsor	\$3,000
Conference Bag Sponsor	\$2,000
Wi-Fi Sponsor	\$3,000
Raffle Sponsor	\$1,000 (or in-kind)
Breakfast Sponsor	\$2,500
Morning Break Sponsor	\$2,000
Lunch Sponsor	\$5,000
Afternoon Break Sponsor	\$2,000

Exhibitors Opportunities

Single Booth – 8'x8'	\$1,750
Double Booth – 8'x16'	\$3,000
Pavilion Booth – 16x16'	\$5,000
Wi-Fi Access	\$50
Electrical Access	\$50
Additional Rep Passes	\$60/each

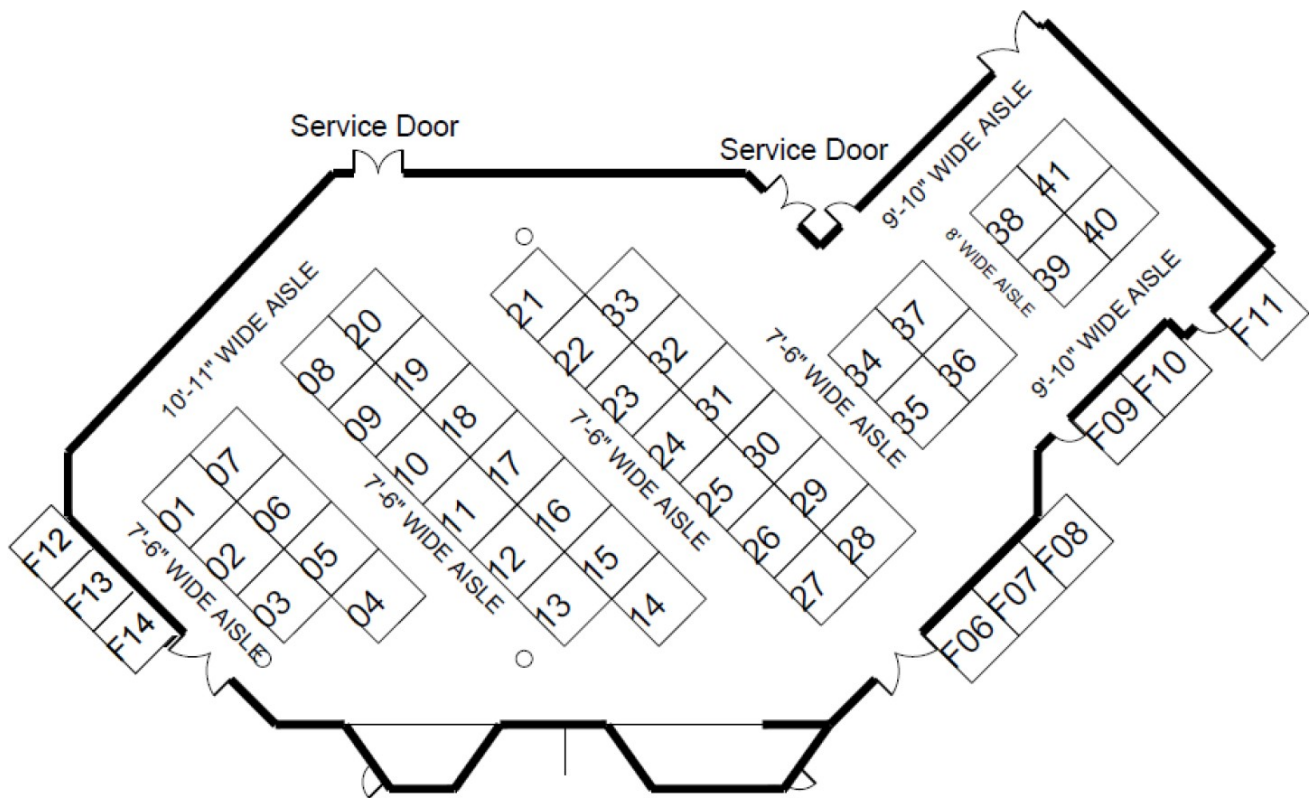
FLOOR PLAN

INSIDE OPTICS



Sunday, March 31, 2019

Riviera Event Space, 2800 Hwy 7, Concord, ON L4K 1 W8



NOTE: All single booths at Inside Optics are 8' by 8' and include: pipe & drape, 6' table, 2 chairs, a wastebasket and 2 complimentary exhibitor passes.

Subject to availability. Payment in full is required to secure your booth.
Floor plan may undergo changes

INSIDE OPTICS – SUNDAY, MARCH 31, 2019

EXHIBITOR REGISTRATION FORM



Company Name: _____ Contact Person: _____
Contact Title: _____ Contact Email: _____

Address: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____

BOOTH OPTIONS – Please check all the apply

Single booth includes: 8'x8' draped booth, 6' table, 2 chairs, 1 wastebasket & 2 complimentary exhibitor passes.

- | | |
|---|---|
| <input type="checkbox"/> Single Booth (8'x8') - \$1,750 | <input type="checkbox"/> Wi-Fi Access - \$50 |
| <input type="checkbox"/> Double Booth (8'x16') - \$3,000 | <input type="checkbox"/> Electrical Power Outlet Access - \$50 |
| <input type="checkbox"/> Pavilion Booth (16'x16') - \$5,000 | <input type="checkbox"/> Additional Rep Passes (over two) - \$60/each |

Please provide your **top three** booth selections from the Inside Optics floor plan on the following page. Booths are available on a "first come, first served" basis and are deemed secured only once payment has been received in full.

_____ / _____ / _____

SPONSORSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Name Badge Sponsor - \$3,000 | <input type="checkbox"/> Breakfast Sponsor - \$2,500 |
| <input type="checkbox"/> Conference Bag Sponsor - \$2,000 | <input type="checkbox"/> Morning Break Sponsor - \$2,000 |
| <input type="checkbox"/> Wi-Fi Sponsor - \$3,000 | <input type="checkbox"/> Lunch Sponsor - \$5,000 |
| <input type="checkbox"/> Raffle Sponsor - \$1,000 (or in-kind) | <input type="checkbox"/> Afternoon Break Sponsor - \$2,000 |

PAYMENT DETAILS

Booth Options: \$ _____	+HST (13%): \$ _____
Sponsorship Opportunities: \$ _____	TOTAL PAYMENT: \$ _____

Please find enclosed: ☐ Cheque ☐ Money Order ☐ VISA/Master Card

Credit Card Number: _____
Expiry Date: _____ CVV: _____ Name on Card: _____
Authorized Signature: _____ Date: _____

I authorize the OOA to charge this card for the amount payable.

Please send completed form to:

Fax: 905-946-1517 Email: info@ontario-opticians.com

Questions? Call Us! 647-277-9084

EVENT SPONSORSHIP



PROFESSIONAL LEARNING

TITLE SPONSOR | \$10,000

1 OPPORTUNITY AVAILABLE

- Sponsor Recognition at Professional Learning Ottawa
- One (1) attendee bag insert for Professional Learning Ottawa
- Logo included on all Professional Learning Ottawa marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Professional Learning Ottawa
- Logo included on attendee name badges
- One (1) eBlast highlighting Title Sponsor's participation at Professional Learning (may include show specials, etc.)

- 1-hr speaking opportunity at Professional Learning Ottawa (**must** be accredited)
- 5-min audience address at Professional Learning Ottawa
- Display table at Professional Learning Ottawa
 - Includes: pipe & drape, 6' table booth, two (2) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

MAJOR SPONSOR | \$6,000

3 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at Professional Learning Ottawa
- Conference bag inserts for Professional Learning Ottawa
- Dedicated slide on Sponsor Slideshow deck at Professional Learning Ottawa
- On-site signage & recognition at Professional Learning Ottawa

- Display table at Professional Learning Ottawa
- Logo included on all Professional Learning Ottawa marketing and communications
 - Includes: pipe & drape, 6' table booth, two (2) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

Additional Sponsorship Opportunities

Name Badge Sponsor	\$1,500
Conference Bag Sponsor	\$1,000
Raffle Sponsor	\$1,000 (or in-kind)
Breakfast Sponsor	\$1,500
Morning Break Sponsor	\$1,000
Lunch Sponsor	\$3,000
Afternoon Break Sponsor	\$1,000
Attendee Bag Insert	\$250

Exhibitors Opportunities

Standard Booth	\$1,000
Wi-Fi Access	\$50
Electrical Access	\$50
Additional Rep Passes	\$60/each

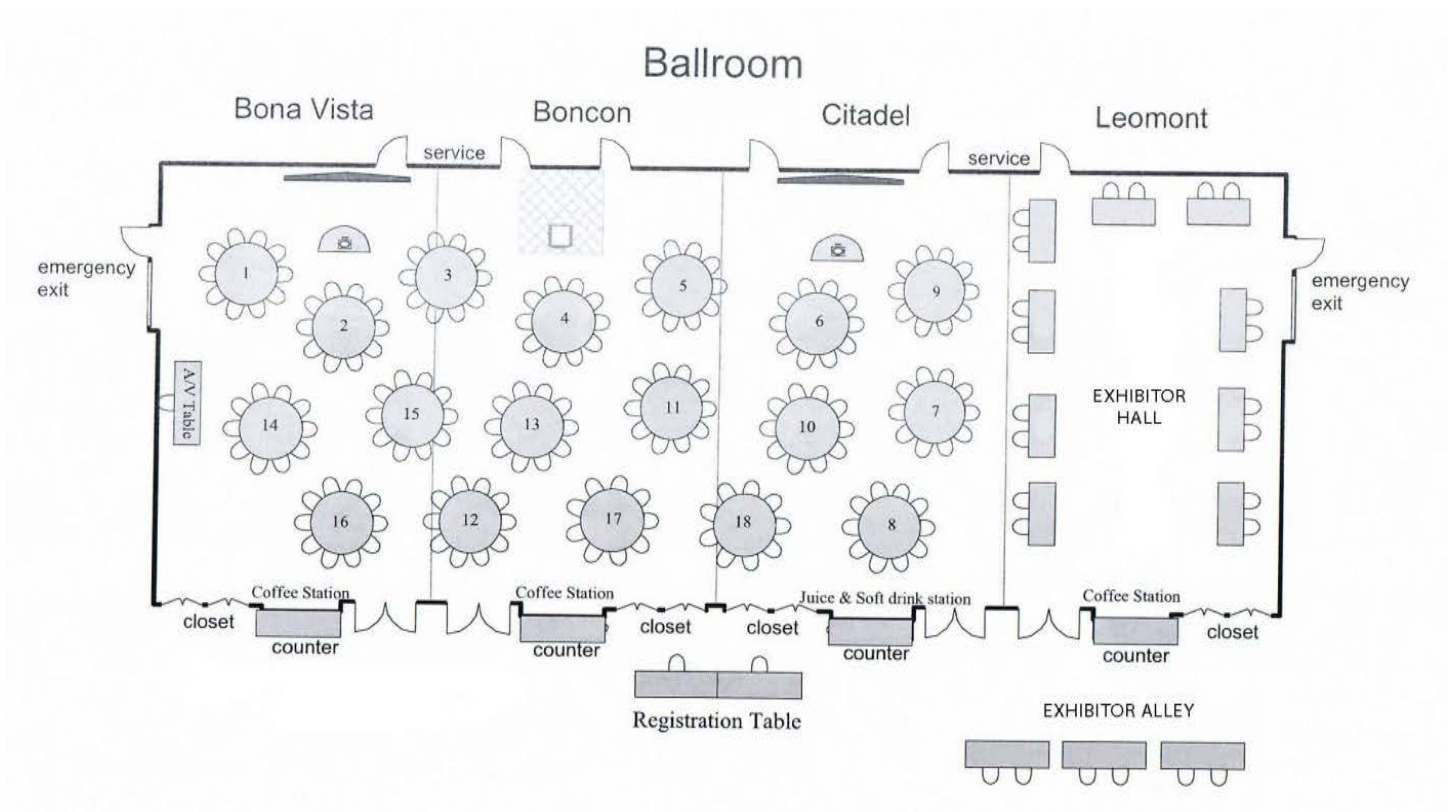
FLOOR PLAN

PROFESSIONAL LEARNING



Sunday, September 22, 2019

Hilton Garden Inn Ottawa Airport, 2400 Alert Rd, Gloucester,
ON K1V 1S1



PROFESSIONAL LEARNING – SUNDAY, SEPTEMBER 22, 2019 EXHIBITOR REGISTRATION FORM



Company Name: _____ Contact Person: _____
Contact Title: _____ Contact Email: _____

Address: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____

BOOTH OPTIONS – Please check all the apply

Standard booth includes: 6' table, 2 chairs, 1 wastebasket & 2 complimentary exhibitor passes.

☐ Standard Booth - \$1,000

**Please note that there is no trade show floor plan for Professional Learning Ottawa.
All assignments are "first come, first served".**

SPONSORSHIP OPPORTUNITIES

☐ Name Badge Sponsor - \$1,500

☐ Morning Break Sponsor - \$1,000

☐ Conference Bag Sponsor - \$1,000

☐ Lunch Sponsor - \$3,000

☐ Raffle Sponsor - \$1,000 (or in-kind)

☐ Afternoon Break Sponsor - \$1,000

☐ Breakfast Sponsor - \$1,500

☐ Attendee Bag Insert - \$250

PAYMENT DETAILS

Booth Options: \$ _____	+HST (13%): \$ _____
Sponsorship Opportunities: \$ _____	TOTAL PAYMENT: \$ _____

Please find enclosed: ☐ Cheque ☐ Money Order ☐ VISA/Master Card

Credit Card Number: _____

Expiry Date: _____ CVV: _____ Name on Card: _____

Authorized Signature: _____ Date: _____

I authorize the OOA to charge this card for the amount payable.

Please send completed form to:

Fax: 905-946-1517 Email: info@ontario-opticians.com

Questions? Call Us! 647-277-9084

EVENT SPONSORSHIP



SPECIALTY SYMPOSIUM

TITLE SPONSOR | \$15,000

1 OPPORTUNITY AVAILABLE

- Sponsor Recognition at Specialty Symposium
- One (1) attendee bag insert for Specialty Symposium
- Highlight on Sponsor Recognition page in Specialty Symposium printed program & on-site signage
- Logo included on all Specialty Symposium marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Specialty Symposium
- Logo included on attendee name badges
- Full page ad on back cover of Specialty Symposium printed program
- One (1) eBlast highlighting Title Sponsor's participation at Specialty Symposium (may include show specials, etc.)
- 1-hr speaking opportunity at Specialty Symposium (must be accredited)
- 5-min audience address at Specialty Symposium
- Placement of one (1) additional promotional pull-up banner at Specialty Symposium
- Freestanding 16'x20' Pavilion Booth (sponsor supplied)
OR double booth at Specialty Symposium
 - Includes: 8'x20' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

MAJOR SPONSOR | \$10,000

2 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at Specialty Symposium
- One (1) attendee bag insert for Specialty Symposium
- Highlight on Sponsor Recognition page in Specialty Symposium printed program & on-site signage
- Logo included on all Specialty Symposium marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Specialty Symposium
- Half page ad in Specialty Symposium printed program
- Placement of one (1) promotional pull-up banner at Inside Optics
- Double booth at Specialty Symposium
 - Includes: 8'x16' booth, 6' table, four (4) chairs, wastebasket, Wi-Fi, electrical access & four (4) complimentary exhibitor passes

EVENT SPONSOR | \$5,000

5 OPPORTUNITIES AVAILABLE

- Sponsor Recognition at Specialty Symposium
- One (1) attendee bag insert for Specialty Symposium
- Highlight on Sponsor Recognition page in Specialty Symposium printed program & on-site signage
- Logo included on all Specialty Symposium marketing and communications
- Dedicated slide on Sponsor Slideshow deck at Specialty Symposium
- Quarter page ad in Specialty Symposium printed program
- Single booth at Specialty Symposium
 - Includes: 8'x8' booth, 6' table, two (2) chair, wastebasket, Wi-Fi, electrical access & two (2) complimentary exhibitor passes.

Additional Sponsorship Opportunities

Student Reception Sponsor	\$3,000
Name Badge Sponsor	\$3,000
Conference Bag Sponsor	\$1,500
Wi-Fi Sponsor	\$2,000
Raffle Sponsor	\$1,000 (or in-kind)
Breakfast Sponsor	\$2,000
Morning Break Sponsor	\$1,500
Lunch Sponsor	\$4,000
Afternoon Break Sponsor	\$1,500

Exhibitors Opportunities

Single Booth – 8'x10'	\$1,500
Double Booth – 8'x20'	\$2,500
Pavilion Booth – 16x20'	\$4,000
Wi-Fi Access	\$50
Electrical Access	\$50
Additional Rep Passes	\$60/each

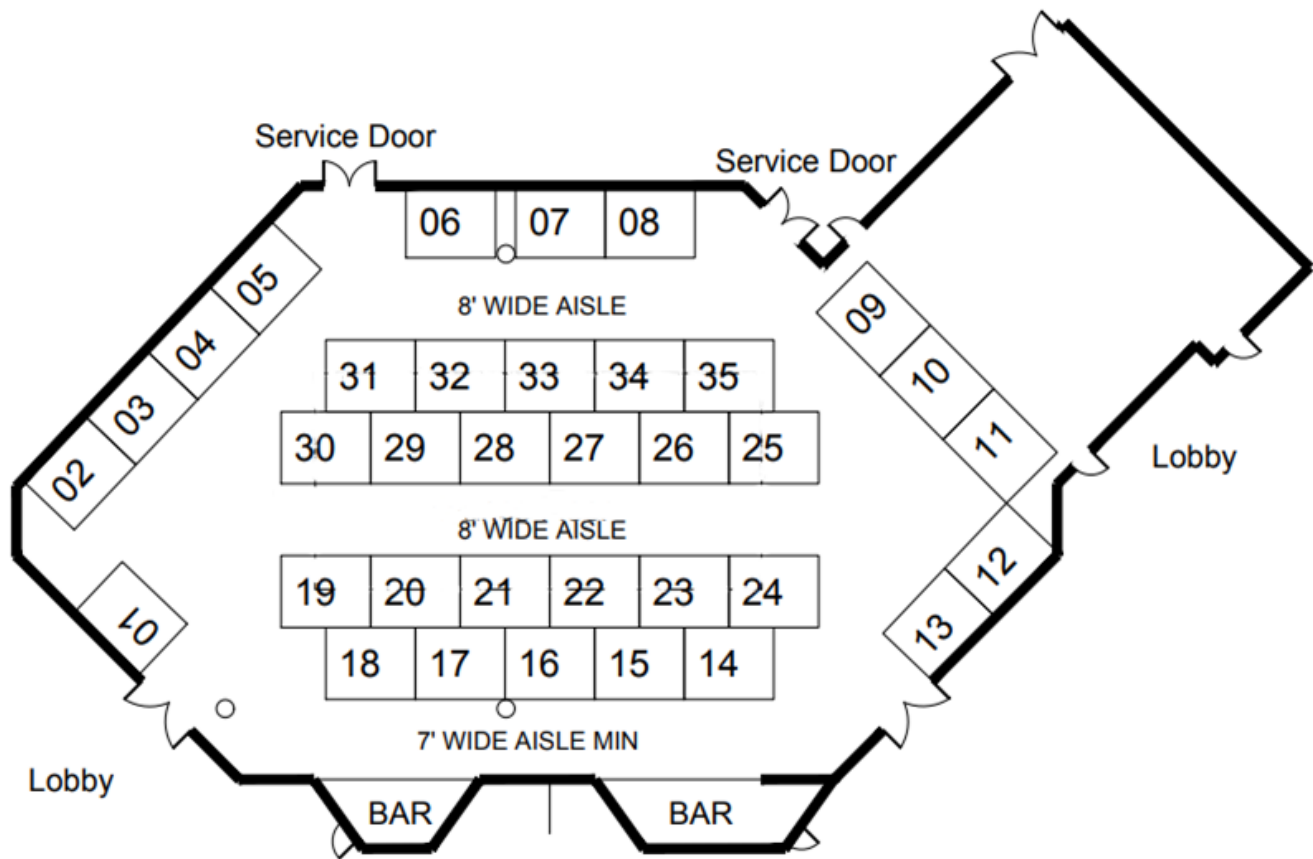
FLOOR PLAN

SPECIALTY SYMPOSIUM



Sunday, October 20, 2019

Riviera Event Space, 2800 Hwy 7, Concord, ON L4K 1W8



NOTE: All single booths at Specialty Symposium are 8' by 10' and include: pipe & drape, 6' table, 2 chairs, a wastebasket and 2 complimentary exhibitor passes.

Subject to availability. Payment in full is required to secure your booth.
Floor plan may undergo changes

SPECIALTY SYMPOSIUM – SUNDAY, OCTOBER 20, 2019

EXHIBITOR REGISTRATION FORM



Company Name: _____ Contact Person: _____
Contact Title: _____ Contact Email: _____

Address: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____

BOOTH OPTIONS – Please check all the apply

Single booth includes: 8'x10' draped booth, 6' table, 2 chairs, 1 wastebasket & 2 complimentary exhibitor passes.

- | | |
|---|---|
| <input type="checkbox"/> Single Booth (8'x10') - \$1,500 | <input type="checkbox"/> Wi-Fi Access - \$50 |
| <input type="checkbox"/> Double Booth (8'x20') - \$2,500 | <input type="checkbox"/> Electrical Power Outlet Access - \$50 |
| <input type="checkbox"/> Pavilion Booth (16'x20') - \$4,000 | <input type="checkbox"/> Additional Rep Passes (over two) - \$60/each |

Please provide your **top three** booth selections from the Specialty Symposium floor plan on the following page. Booths are available on a "first come, first served" basis and are deemed secured only once payment has been received in full.

_____ / _____ / _____

SPONSORSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Student Reception Sponsor - \$3,000 | <input type="checkbox"/> Breakfast Sponsor - \$2,000 |
| <input type="checkbox"/> Name Badge Sponsor - \$3,000 | <input type="checkbox"/> Morning Break Sponsor - \$1,500 |
| <input type="checkbox"/> Conference Bag Sponsor - \$1,500 | <input type="checkbox"/> Lunch Sponsor - \$4,000 |
| <input type="checkbox"/> Wi-Fi Sponsor - \$2,000 | <input type="checkbox"/> Afternoon Break Sponsor - \$1,500 |
| <input type="checkbox"/> Raffle Sponsor - \$1,000 (or in-kind) | |

PAYMENT DETAILS

Booth Options: \$ _____	+HST (13%): \$ _____
Sponsorship Opportunities: \$ _____	TOTAL PAYMENT: \$ _____

Please find enclosed: ☐ Cheque ☐ Money Order ☐ VISA/Master Card

Credit Card Number: _____

Expiry Date: _____ CVV: _____ Name on Card: _____

Authorized Signature: _____ Date: _____

I authorize the OOA to charge this card for the amount payable.

Please send completed form to:

Fax: 905-946-1517 Email: info@ontario-opticians.com

Questions? Call Us! 647-277-9084