

☀ OPTOMETRY
☀ TOMORROW
☀ 2022

The Telford International Centre
19-20 June 2022



..... Exhibition
& sponsorship
opportunities



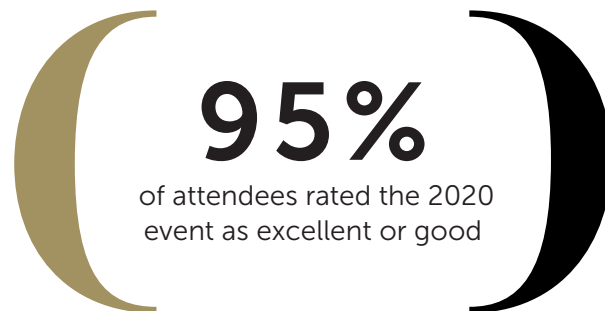
Join us at the UK's leading optometry event

If you're looking for the ideal opportunity to get your brand, products and services in front of an informed and enthusiastic audience of decision-makers, then look no further than Optometry Tomorrow 2022!

Optometry Tomorrow is organised by The College of Optometrists, the UK's professional body for optometrists. It is the highlight of the annual optometry events calendar, and provides a unique opportunity to connect with some of the most proactive, engaged and influential eye care providers, including practice managers from independent and multiple practices.

Optometry Tomorrow delegates take an active interest in the latest developments, products and services that will help them to deliver the very best in eye care, and are keen to meet with leading experts and organisations in their field.

Read on to find out how your business can enjoy significant and sustainable benefit from becoming a sponsor or exhibitor at Optometry Tomorrow 2022...



A CLEAR PRICING STRUCTURE
for sponsors and exhibitors with attractive discounts if you sign up for more than a year

HUGE BENEFITS
from sponsoring the conference – turn to page 6 to find out more

The products and services our delegates consistently tell us they are most interested in:

Dry eye **OCT**
Myopia control **Eye lid hygiene**
Contact lenses

Quotes from 2020 exhibitors:

"Very good. Delighted with interest levels. Independent practitioners are our target audience"

"Excellent – good support and a successful show"

"We had a very positive experience at Optometry Tomorrow 2020"



91% of 2020 exhibitors rated the exhibition attendance levels as 5 or 4 on a scale of 1-5 with 1 being poor and 5 being excellent.



97% of 2020 exhibitors rated the level and quality of information provided prior and support during the event as 5 or 4 on a scale of 1-5 with 1 being poor and 5 being excellent.



In 2020*, Optometry Tomorrow attracted nearly 700 UK optometrists, keen and enthusiastic to learn and engage



1 in 4 delegates were independent practice owners



22% of delegates attended for the first time



44% of the 2019 delegates attended the 2020 event



96% said they would consider attending Optometry Tomorrow in the future

*Optometry Tomorrow was not held in 2021 due to the pandemic, therefore we are giving the most recent statistics.

Opportunities at Optometry Tomorrow 2022

There are a range of ways that your organisation can get involved in **Optometry Tomorrow 2022**. Choose the one that's right for you.

Sponsorship:

OT22 offers a whole host of benefits to increase your brand awareness, help you engage with delegates and learn more about the market, as well as increase your contact database and profile in optometry. Turn to page 7 to find out more.

New for 2022 - inclusion in the virtual platform:

This year, we are opening the conference up to online delegates by live-streaming a handful of sessions and giving them access to a brand new virtual platform to encourage networking and engagement with delegates, exhibitors and sponsors.

Your details will be included within the virtual platform, and you will be able to take part in the popular scavenger hunt!

Exhibiting:

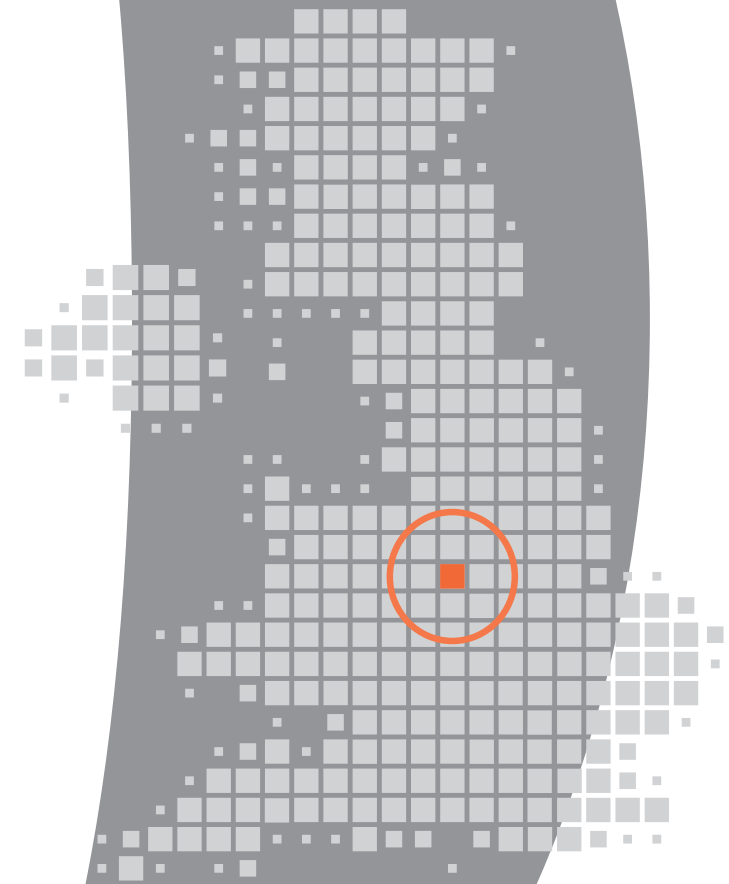
Choose your stand size: 2m x 2m or 3m x 2m and select the location in the exhibition hall that best suits you. Stands are table-top only, but you are welcome to build a custom structure if desired. Go to page 8 to find out more.

Lead capture:

A quick and easy way to capture valuable delegate data and access immediately if using your own device. See more on page 15.

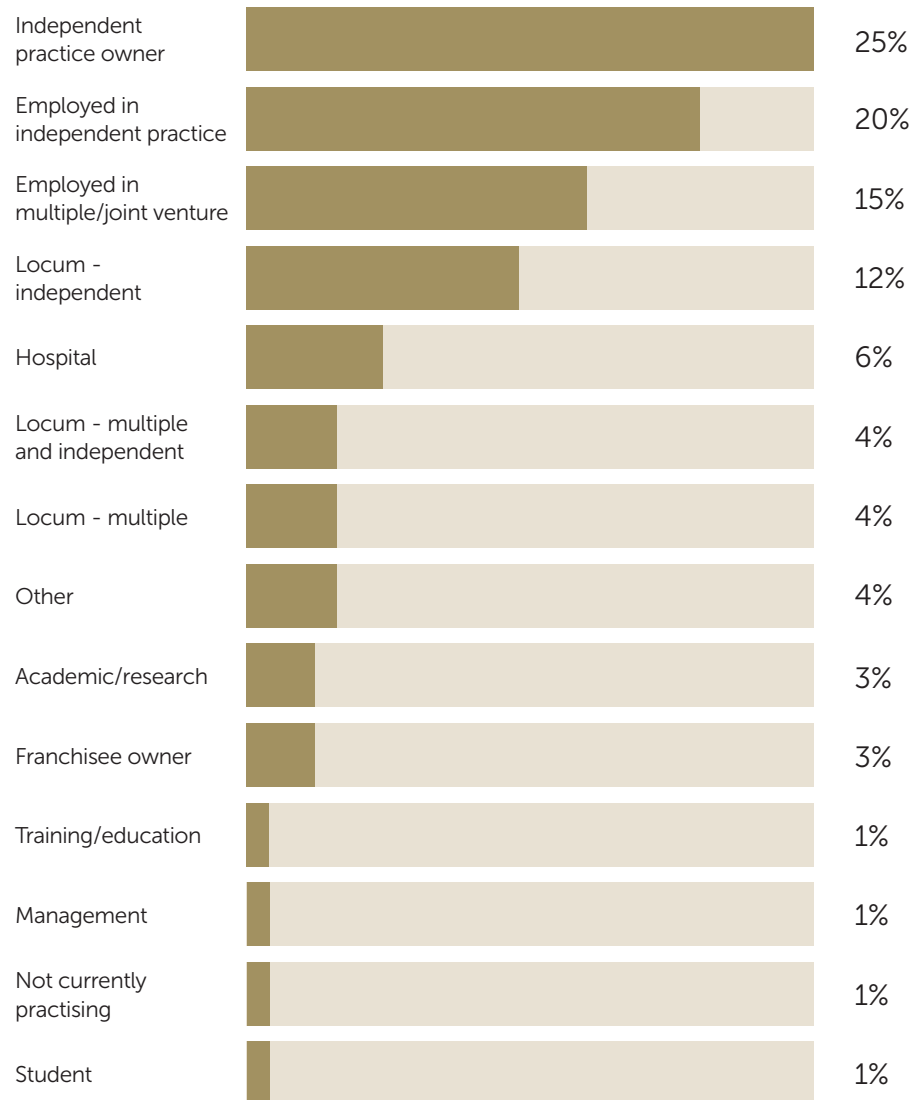
Support the profession and align your brand with the professional body for optometry in the UK, and the College's mission to provide our members with the tools they need to continue to deliver the highest quality eye care.

Keep up to date with the conference news on Twitter and search **#optometrytomorrow**

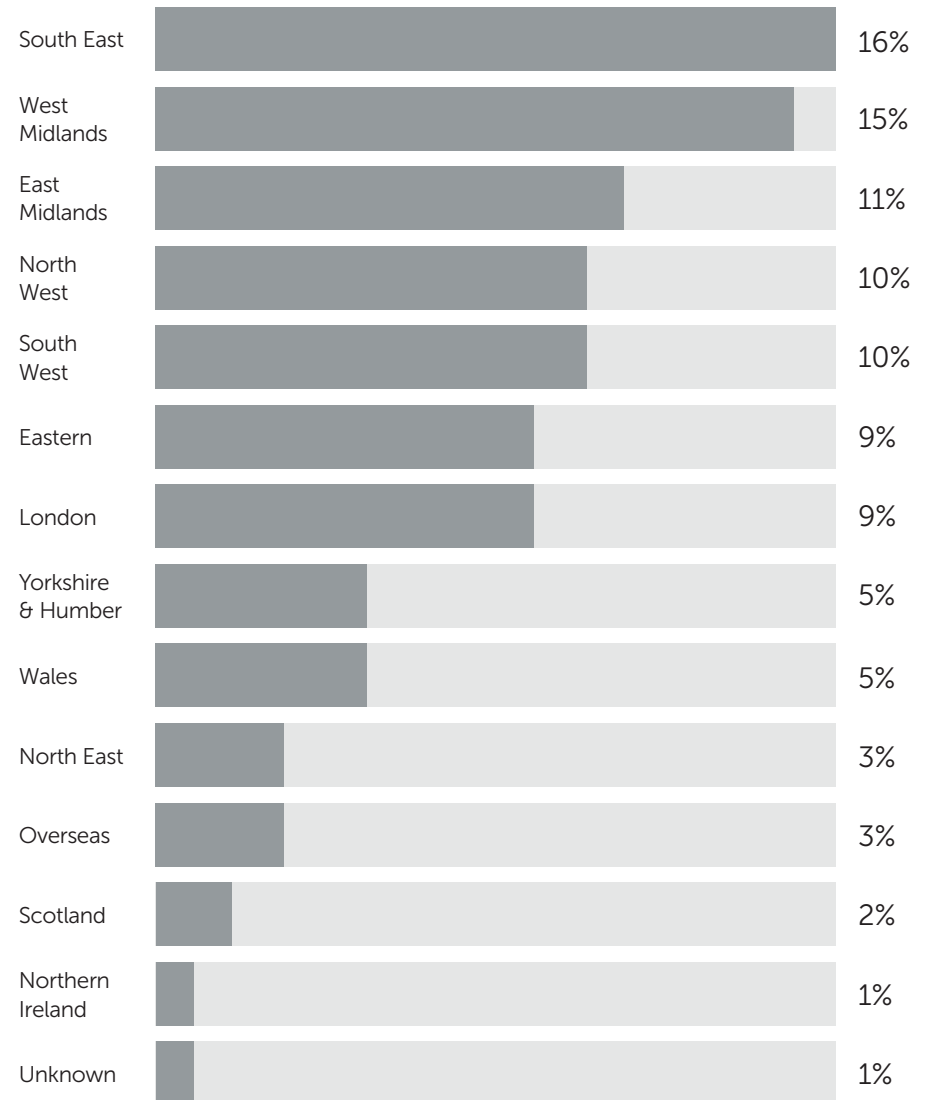


Who attends Optometry Tomorrow?

Optometry Tomorrow 2020 - delegate work settings



Where did members travel from for Optometry Tomorrow 2020?



Age range of those who attended Optometry Tomorrow 2020



Our sponsors at Optometry Tomorrow 2020



“OT2020 was yet another amazing conference proving the College’s commitment to providing quality education and maintenance of the highest optometric standards.”

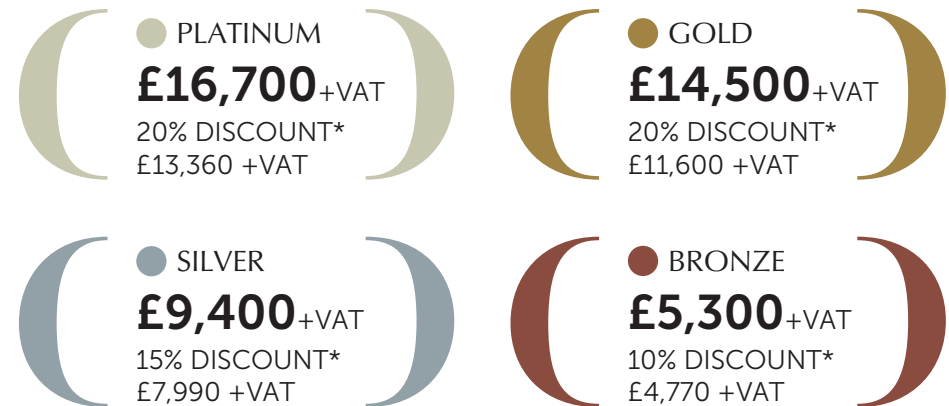
Sanjiv Sethi MCOptom

Sponsorship packages



“Excellent, high-quality conference which I thoroughly enjoyed attending. Would recommend to all my colleagues.”

Meera Shah MCOptom



We will keep sponsors regularly updated with the number of registrations (virtual/in-person) so appropriate resourcing can be arranged.

(A) = SUBJECT TO AVAILABILITY ④ ③ ② ① = NUMBER OF FREE PASSES

*Discount available if you sign up to a two-year package. More details overleaf.

**The A5 notebook will be produced both hard copy for in-person delegates and electronically for those attending online.

+ There will be a separate charge for power at your exhibition stands – costs will be provided at the point of booking.

	P	G	S	B
Your choice of exhibition space ⁺ , up to 20m ²	●			
Five minute speech at opening address of conference or before keynote lecture, streamed (live or pre-recorded) to online audience as well	●			
Additional four reps to staff exhibition stand – twelve in total	●			
Updated delegate lists sent in March, April and May – containing name, job title, organisation and town of work for those delegates, both in-person and online, who opt-in to sharing their information at the point of booking	●			
Your choice of exhibition space ⁺ , up to 18m ²		A		
Additional two reps to staff exhibition stand – ten in total		●		
Your logo on plenary holding slides - reaching a far larger audience than ever before as our online viewers will be watching the live-streamed sessions (not all sessions will be streamed)	●	●		
One interactive session at your exhibition stand as part of the main conference programme	●	●		
Up to four CPD sessions led by your organisation included in the programme over the two days	●	●		
Stand-alone email promoting your presence to all registered delegates, both in-person and online – dates of emails to be supplied	●	●		
A 'thank you' message from the College across our social media platforms in advance of the event, acknowledging your support. Can link to your own website or your sessions at the event	●	●		
One pop-up alert within the virtual platform directing users to your company profile and/or outlining special offers (alerts can include images) Alerts to be scheduled and content approved by College	●	●		
Your choice of exhibition space ⁺ , up to 12m ² (you will have the option to purchase additional space)			A	
Up to three CPD sessions led by your organisation included in the programme over the two days			●	
Delegate contact details, including email addresses, passed to you four weeks before the conference (for those delegates, both in-person and online, who opt-in to sharing their information at the point of booking)	●	●	●	
Your choice of exhibition space ⁺ , up to 6m ² (you will have the option to purchase additional space)				A
Banner adverts in the footer of three pages within the A5 notebook	●	●	●	●
Lead capture app to use for the duration of the event on one device to capture delegate contact details, take notes, ask follow-up questions and access leads in real-time. Additional licenses available at an extra cost. Can replace with hand held scanner if preferred but data needs to be downloaded	●	●	●	●
Your logo on signage (hard copy and electronic) at the event	●	●	●	●
An advert in the A5 notebook** – two full page adverts for Platinum sponsors (one to be inside front or inside back cover), one advert for Gold & Silver and half page advert for Bronze sponsors	●	●	●	●
Virtual platform presence: you will have a company profile page, under the 'Sponsors' sub-category. You can use the platform to chat with in-person and virtual delegates and gain analytics on page views and downloads of any documents on your profile. See pg 10 for further information about the platform	●	●	●	●
Pre-event scavenger hunt – supply us with a question which will direct delegates to your website/company profile, so delegates can start building their points early	●	●	●	●
Inclusion in the scavenger hunt during the weekend to encourage delegates to visit your stand and have meaningful conversations	●	●	●	●
Your logo in all promo emails, reaching up to 12,000 College members in advance of the event	●	●	●	●
Your logo on the cover (front for Platinum and Gold, and back for Silver and Bronze) of the A5 notebook, distributed to all delegates at the event, both in-person and online	●	●	●	●
Your logo on the homepage of the conference website www.optometrytomorrow.org , linked to your website	●	●	●	●
Your logo on the stage backdrop in the plenary room	●	●	●	●
Your logo included on a number of pop-up banners placed throughout the venue – prominence given to Platinum and Gold sponsor logos	●	●	●	●
Acknowledgement from the College President during opening and closing address	●	●	●	●
Two-day delegate passes (either in-person or online), free of charge. Passes are available for you to offer to College members who have not attended the conference in the past three years, (2018-2020). Passes include attendance at the lecture stream only (note if the delegate selects an online pass then access to the live-streamed sessions will be given) .	4	3	2	1

Sponsorship opportunities

Take a look at the great sponsorship opportunities available at Optometry Tomorrow 2022.

Already made your decision? Make sure you don't miss out on the additional opportunities available - see pages 9-12.

If there is something you'd like to suggest or amend in addition to the packages outlined above, we would be happy to work on a bespoke package with you.

Please email us on sponsorship@college-optometrists.org

SIGN UP FOR A TWO-YEAR DEAL AND SAVE!*

- Receive up to a 20% discount on your sponsor package
- Lock in this year's prices
- Get first choice of exhibition stand next year

Sign up as a Platinum, Gold, Silver or Bronze sponsor at Optometry Tomorrow 2022 and 2023 to take advantage of this special rate.

Add-ons (1-3 available only for sponsors to book at all times, 4-10 available for sponsors to book at all times and for exhibitors to book from 21 February 2022)

*Please note only the Platinum, Gold, Silver or Bronze sponsor packages are available at the two-year discount rate. Add-ons are charged at the full rate.

1

Interactive session at your exhibition stand

£600 + VAT

Described by delegates as “informative, well presented and very worthwhile”. Our popular interactive sessions will give you the opportunity to reach up to 24 optometrists at your stand in a one-hour session. Groups of 12 delegates will visit your stand for 25 minutes at a time, and will be guided through an activity with your company representative (delegates will visit two exhibitors in each session so you will repeat your 25 minute session twice to twelve delegates at a time). You will have the chance to showcase your products and services to a keen and engaged audience.

We will request CPD information from you, making your session highly attractive to delegates. The session will be promoted on the event website, in the programme and on the virtual platform. Please confirm if you want to be involved along with the topic of your session by 31 January 2022.

2

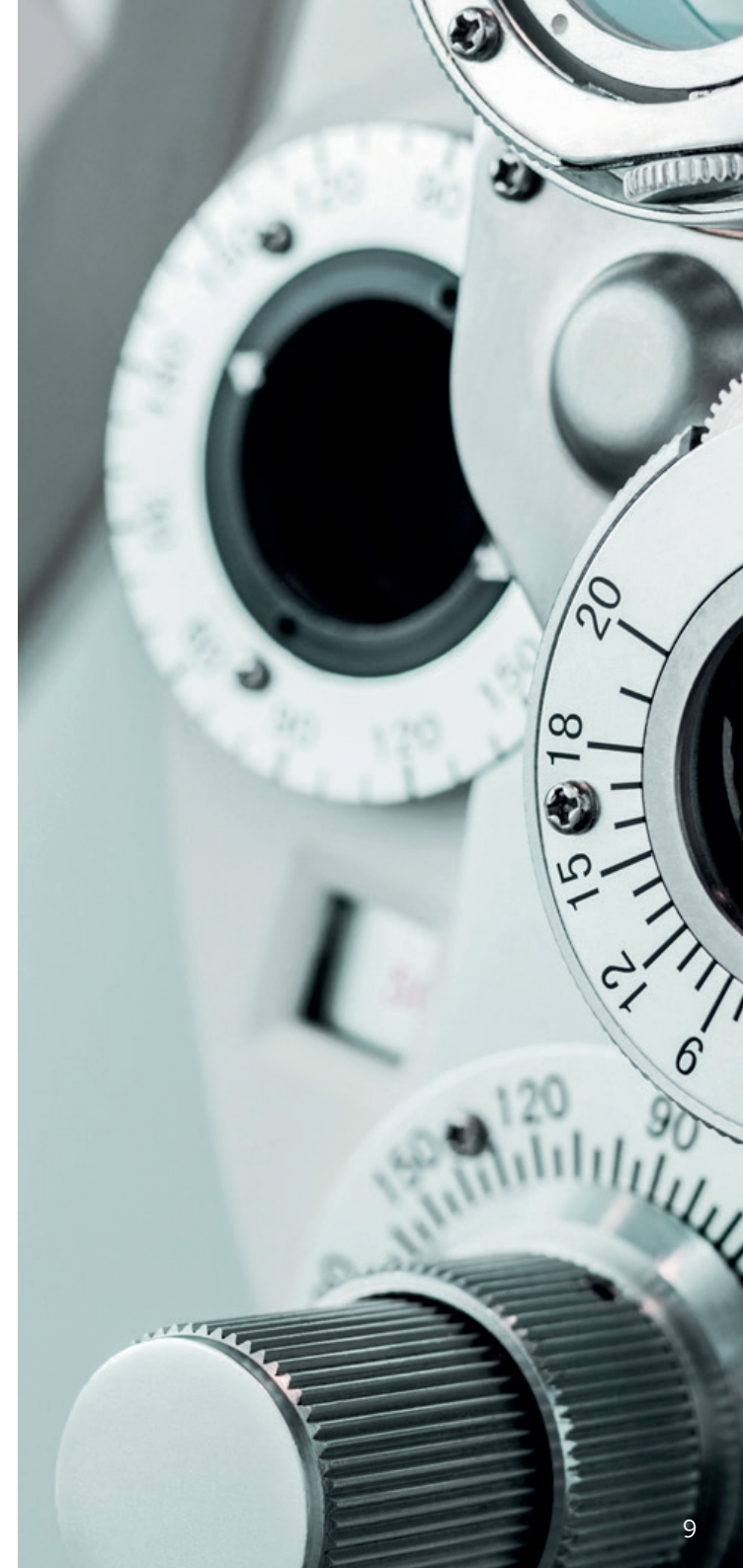
OptomFest sponsor

£2,600 + VAT

OptomFest, taking place on Sunday 19 June from 5.30-7pm in Hall 3 of The Telford International Centre, is an excellent opportunity for all attendees to network and engage after the first day of the conference. Drinks and nibbles will be provided for attendees. Exhibitors are encouraged to staff their stand during the reception, and you will be able to mix with delegates, presenters, College Council members and staff in a relaxed and informal environment.

As the OptomFest sponsor, you will get:

- company name/logo featured on every mention of OptomFest
- a seat for a company representative at a topic table of your choice (see add-on package six for details of topic tables)
- the opportunity to display a pop-up banner in the Hall 3 foyer during OptomFest
- your logo on the OptomFest area of the conference website and virtual platform including links to your website.



Virtual platform

£5,000 + VAT (Sole sponsorship available to one sponsor)

Includes:

- 'With thanks to our sponsor' and logo in prominent place on home screen linked to your company profile (no other sponsor logos will be visible)
- short welcome video on the home screen for the duration of its use (content to be approved by the College)
- three rolling banners at top of menu (each displays for 5 seconds) linked to your company profile – not available to anyone else
- a thank you message on our social media platforms leading up to the conference to encourage delegates to make the most of the virtual platform ahead of the event
- pop-up alert (in addition to any included in your sponsor package; one alert per day, Saturday, Sunday and Monday) – instant communication with delegates which can include a logo/image and link/s.

We can only go ahead with the virtual platform if we secure sponsorship for it. It will be of huge benefit to all attendees, both in-person and online, as detailed above. Provided by CrowdComms, who we have used in the past, the platform is robust and hosted on a webpage rather than a native app, enabling anyone with a web browser, to access it (as long as they have registered). It will provide the same information the app did, but with the added benefit of displaying the streamed sessions as well.

Benefits to sponsors & exhibitors of the virtual platform:

- Network and engage with delegates through the activity feed, attendee listing and social media pages
- See who is online and chat with attendees
- Create a customisable company profile which includes an 'About' section, embedded video/s*, downloads, staff and contact details. There is a limit of 1 video per event sponsor (not available to exhibitors), and content of videos and downloads to be approved by the College
- Gain analytics on number of page views of your company profile, and clicks on downloads
- Use it to encourage in-person attendees to visit your stand
- Brand visibility pre and post event.

Benefits to in-person delegates of using the virtual platform:

- view handouts and speaker presentations (if permission given)
- view personalised programme
- view the timetable and floor plans
- look up, chat and connect with attendees, sponsors, speakers and exhibitors – see who is online!
- share photos and favourite moments in the activity feed
- take part in polls during lectures and ask questions via the Q&A
- provide feedback
- take part in the scavenger hunt to win a range of fantastic prizes!

Benefits to online delegates of using the virtual platform:

- watch streamed sessions
- view personalised programme and timetable
- look up, chat and connect with attendees, sponsors, speakers and exhibitors – see who is online!
- share photos and favourite moments in the activity feed
- take part in polls during streamed lectures and ask questions via the Q&A
- provide feedback
- take part in the scavenger hunt to win a range of fantastic prizes! NB some of the scavenger hunt questions may only be relevant to in-person attendees

*videos will not be available for in-person attendees for the two days of the event due to limitations on bandwidth at the venue, however they will be visible to online delegates, and for all attendees before and after the event.

4

OCT demo

£600 + VAT

We will have a session of approximately 60 minutes during OptomFest, with delegates rotating between the different participating suppliers in the exhibition hall who will provide a 15 minute OCT demo of their equipment.

The 15 minute demo will enable optometrists to consider the practical aspects of each different OCT instrument, how long it took to perform image acquisition, what types of scan are available and the style and format of the output report. The demonstration shouldn't be about the clinical application or differential diagnosis. We will provide a patient with a retinal pathology so the same patient can be used by each exhibitor hosting a demo, this will enable optometrists to see the output report in action, where there is a pathology to be seen. Deadline for booking is 31 January 2022.

If you would like to open your demo up to online delegates, you can supply a pre-recorded video and we will forward any questions they have.



“A fantastic conference that every optometrist should attend.”

Bernadette Waters MCOptom

5

Session sponsor

One session: £500 + VAT (if chosen session is being streamed to online audience, additional £500 + VAT)

One stream: £1,200 + VAT per day (if sessions within chosen stream are being streamed to online audience, additional £500 + VAT per session)

As a Platinum, Gold, Silver or Bronze sponsor, you will get first sight of the conference programme, giving you the opportunity to choose which session/s or streams you would like to sponsor. The programme is designed by the College in partnership with practising optometrists, optometrists and College Council members, and based on feedback from delegates. You may like to sponsor a session, series of sessions, or a whole stream that is relevant to your organisation.

As a session/stream sponsor, you will get:

- your logo in the final conference programme next to the sponsored session/stream
- your logo on screen ahead of the sponsored lecture or in relevant workshop/seminar rooms
- the opportunity to distribute promotional literature before the lecture/seminar/workshop (content subject to College approval).

If you would like to supply equipment for use during your sponsored session, please let us know. We cannot guarantee use of only your company's equipment during these sessions.

Streams available for sponsorship – one sponsor per stream:

OCT (12 sessions) £2,400 + VAT
Peer discussion (6 sessions) £1,200 + VAT
Therapeutics (6 sessions) £1,200 + VAT

6

Topic tables

£300 + VAT

During OptomFest on Sunday we will be reserving 'topic tables' in the lobby of Hall 3. These are designed to bring together delegates who have an interest in a certain topic, eg dry eye, OCT, eye lid hygiene or contact lenses. Sponsors can purchase a seat for a representative to join the discussion and engage with delegates who you may not otherwise interact with. There will be one sponsor seat per table, and the discussions will last 30 minutes each.

The discussion will be informal, and facilitated by a College representative. Company products must not be advertised during the discussion.

7

Delegate lanyard sponsor

£900 + VAT

Worn by everyone at the conference – from delegates and speakers to College Council members and fellow exhibitors – the lanyards are an excellent way of increasing your brand's visibility.



8

Sponsor of reminder email

£800 + VAT

There is the option for you to include a banner advert (spec to be provided) and link to your website on the reminder email, sent a week before the event, which all delegates (both in-person and online) will receive.

9

Branding opportunities throughout the venue

Price on application

Get in touch to find out more about great opportunities to increase the visibility of your brand at OT22. Email amy.dowse@college-optometrists.org for more information.

10

Wifi sponsorship (available to one sponsor)

£500 + VAT

- Provide the wifi password for in-person delegates to use throughout the event
- Signage around the venue stating the password and including your logo (no other sponsors), and thanking you for your support.



Exhibition opportunities

The Optometry Tomorrow exhibition provides the perfect setting for you to introduce your brand, products and services to an enthusiastic and engaged new audience of hundreds of UK optometric professionals who are keen to learn about the latest industry developments.

Refreshments will be served for delegates and exhibitors three times each day in the exhibition hall to ensure maximum exposure. There will be plenty of catering points and seating to spread attendees out.

Exhibitors are encouraged to invite local contacts along to the exhibition free of charge (if they're not attending the event already!). All they have to do is register online when bookings open at optometrytomorrow.org.

Exhibition stands are sold as space-only: there is no shell-scheme, but companies are welcome to build their own stands if desired. Exhibition spaces are limited and sold on a first-come, first-served basis. We advise you to book your space early to avoid disappointment.

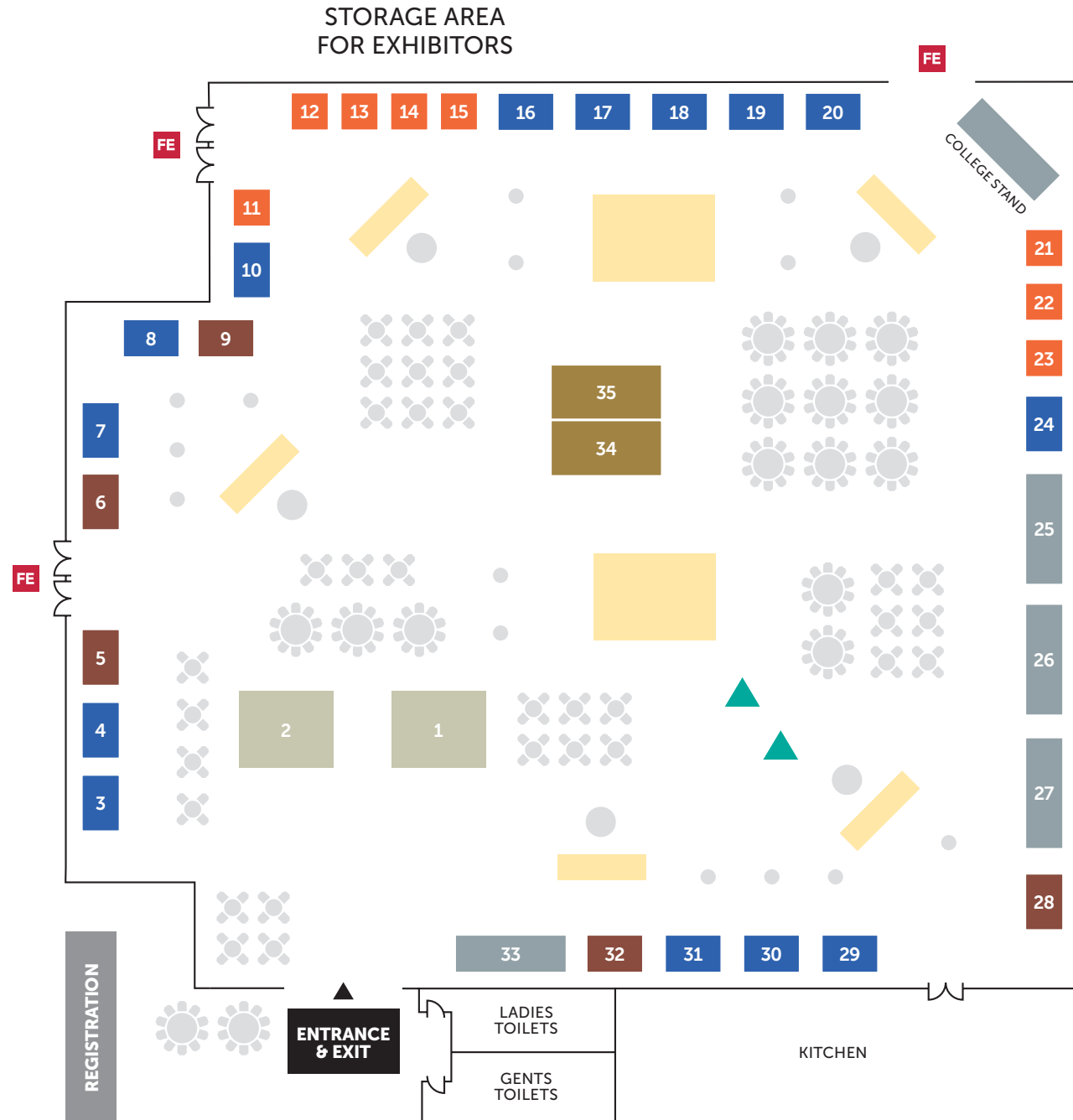
Hall 3 Floor Plan

The Telford International Centre







Key

- EXHIBITOR - 2m x 2m
 - EXHIBITOR - 3m x 2m
 - BRONZE SPONSOR - 3m x 2m
 - SILVER SPONSOR - 6m x 2m
 - GOLD SPONSOR - 6m x 3m
 - PLATINUM SPONSOR - 5m x 4m
-
- POSTER BOARDS
 - CATERING POINTS
 - FIRE EXIT
 - POSEUR TABLES
 - SEATING FOR DELEGATES

NOT TO SCALE



Stand prices

-  **2m x 2m £1,840 + VAT** (Eight spaces available)
-  **3m x 2m £2,185 + VAT** (14 spaces available)
-  **3m x 2m Reserved for Bronze sponsors £5,300 + VAT** (Five spaces available)
-  **6m x 2m Reserved for Silver sponsors £9,400 + VAT** (Four spaces available)
-  **6m x 3m Reserved for Gold sponsors £14,500 + VAT** (Two spaces available)
-  **5m x 4m Reserved for Platinum sponsors £16,700 + VAT** (Two spaces available)

A 20% discount is available for registered charities.

Lead capture

£290 + VAT

Capture delegates' contact details, including name, job title, organisation, work setting, town of work, email address and phone number, quickly and easily when they visit your stand, on your own device or using a badge scanner. The app on your device will allow you to scan delegates' name badges, take notes, ask follow up questions, and access the leads in real-time.

Exhibition times

Sunday: 8am-7pm including two 25-minute coffee breaks, an hour lunch and 90-minute networking reception

Monday: 8am-5.50pm including two 25-minute coffee breaks and an hour lunch, plus delegates will visit the exhibition whilst the AGM takes place

Exhibition set-up takes place on Saturday 18 June from 12-7pm.

As well as your stand, you will have a company profile on the virtual platform. We encourage you to include as much information as possible to help engage with the wider online audience. See page 10 for more about the virtual platform.

You will also have the opportunity to take part in the scavenger hunt to encourage further engagement with delegates.

Exhibiting at OT22

Exhibiting at Optometry Tomorrow will allow your organisation to:

- promote products and services to a highly engaged group of optometrists
- reach decision-makers and budget holders
- meet key audiences under one roof including the profession's influencers
- increase brand awareness
- network with existing and new contacts
- discover new business opportunities
- demonstrate new products and equipment
- receive feedback on products, services and ideas
- support optometrists with their continuing professional development.

We can provide all exhibitors with an email signature to promote their presence at the conference: "Come and see us at Optometry Tomorrow 2022 on stand number xx". Let us know if you would like to take this up!

Exhibition hall – Hall 3

The exhibition, workshops and sponsor sessions will be located on the ground floor, while the lectures, IP and peer discussion sessions will take place on the first floor of The Telford International Centre. All rooms are easily walkable and located close to one another. The exhibition will take place in Hall 3 on the ground floor and is 2,000m² in size. The hall is more than 50% bigger than any exhibition room we have used previously, and provides plenty of room for both delegates and exhibitors. We have designed the floor plan in conjunction with venue staff and our sponsors, and have included plenty of seating, poster presentation areas and multiple catering points to encourage good foot flow through the hall. There will be at least a 1m gap between every exhibition stand.

Stand space includes:

- clothed table and chairs (on request)
- your logo and 200 word company profile on the conference virtual platform
- your company name and logo listed alongside the exhibition floor plan, along with your stand number indicating the location of your stand
- a 90-minute networking reception after the first day of the conference, where you can meet and network with delegates at your stand
- participation in the scavenger hunt which encourages delegates to visit your stand and interact with exhibitors in order to win a prize
- lunch and refreshments for your staff*
- access to the 'exhibitor zone' to keep up to date with information leading up to the event.

Electrical power to your stand is chargeable and you will be informed of the cost at the point of booking.

*Up to four of your company representatives can attend from stands occupying spaces up to 8m²; and up to eight representatives for spaces up to 12m². Higher level sponsors can bring additional representatives based on their level of sponsorship.

The Telford International Centre

St Quentin Gate,
Telford,
Shropshire TF3 4JH

theinternationalcentretelford.com



Travelling to Telford

The Telford International Centre is a hugely accessible event destination in the heart of the UK.

By road:

From M6 Southbound

Leave M6 at junction 12. Take A5 west for 1 mile to Gailey Island. Take first left on to A449. Travel 3 miles to M54 / J2. Travel west on M54 to J4. Take the second exit and follow signs to The Telford International Centre.

From M6 Northbound

Join M54 at M6 / J10A. Travel west to M54 / J4. Take the second exit and follow signs to The Telford International Centre. The venue is situated just over two miles from Junction 4.

From M6 'Toll' Northbound

Leave M6 Toll at junction T8. This equates to M6 / J11. Go straight ahead into A460 (Wolverhampton Road) towards Wolverhampton. After 2.4 miles access M54 / J1. Take the third exit off the roundabout onto M54 direction Telford. Travel west on M54 to J4. Take the second exit and follow signs to The Telford International Centre. The venue is situated just over two miles from Junction 4.

The Telford International Centre has more than 1,500 free car parking spaces onsite, all within easy walking distance of the venue.

There are also multiple car parks within Telford Town Centre, which are chargeable.

By rail:

Telford Central Station is located less than a mile from The Telford International Centre and is walkable in around 15 minutes. There is also a regular bus service from the train station.

To book your package and exhibition stand
and for further information, please visit:
college-optometrists.org/OT22exhibition

We're keen to help you maximise engagement with delegates! To share any new ideas with us so we can consider them for future years, or discuss any of the opportunities in this brochure email sponsorship@college-optometrists.org or phone **+44 (0) 20 7766 4377** or **+44 (0) 20 7766 4386**

Terms and conditions

- Full payment due within 30 days of invoice. Exhibitors and/or sponsors must make full payment before the beginning of the conference build-up, in order to have the right to participate.
- Notice of cancellation must be received in writing:
 - Before 31 March 2022, 50% of the total booking fee will be refunded.
 - On or after 31 March 2022, no refunds will be given.
- All information and leaflets to be distributed will be subject to approval.
- All exhibition stands are to be staffed during exhibition opening hours.
- Exhibitors will not be allowed to display exhibits in such a manner as to obstruct gangways or affect the displays of neighbouring exhibitors. Gangways must at all times be left clear and free for passage.
- If stands either side or in front of/behind you do not sell, the College reserves the right to adjust the layout of the stands accordingly or amend sponsorship levels and sell to interested parties - you will be consulted. This may also mean that there may be more 'open sides' to your stand than expected.
- The conference venue and College 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 therefrom.
- Insurance: exhibitors and sponsors are reminded of the need to consult their insurance company or brokers to cover themselves fully against all risks at the exhibition and in workshops.
- Details of conference deadlines will be issued to all confirmed exhibitors and sponsors.
- All fees quoted exclude VAT unless otherwise stated.
- Exhibitors must provide a risk assessment to the event organiser before the conference.
- When you book your stand, if requested we will let you know which organisations have booked spaces next to you, and similarly, you should let us know if there are competitors you would prefer not to be positioned near.
- There is a limited number of exhibitor passes for certain size stands – no more than four representatives can attend for those occupying stands up to 8m², eight representatives for stands at 12m², ten representatives for 18m² and 12 representatives for 20m².
- Only the Platinum, Gold, Silver and Bronze sponsor two year packages are available at the discounted rate. If you are signing up to the two-year discounted package, please note that the package benefits only apply for the first year you sign. The College reserves the right to alter the package benefits in the second year. Additional benefit costs will be charged at full price and the full price of these may change annually. If you purchase add-on sponsor packages in addition to the Platinum, Gold, Silver or Bronze package then these add-ons will be charged at the full price each year. The price of add-on packages may increase from year to year.
- If a Platinum, Gold, Silver or Bronze sponsor purchases a two-year deal, a new booking form will need to be completed for the second year, and the terms and conditions may change.
- As a Platinum, Gold or Silver sponsor, your organisation must sign a College data agreement with regards to delegate data that you receive before, during and after the conference.

Please print/save a copy of this page for your records.

If you have any queries, please contact sponsorship@college-optometrists.org or call **+44 (0)20 7766 4377** or **+44 (0)20 7766 4386**.