

# Optometry Tomorrow 2022, 19-20 June 2022

## Deadlines for all sponsors & exhibitors - please read carefully and stick to deadlines

Activity	Who it applies to	Spec	Deadline
Confirm package and complete online booking form	All sponsors & exhibitors	Online booking form	ASAP
College to send invoice. <b>NB: we MUST receive payment before the event</b>	All sponsors & exhibitors	N/A	ASAP once booking form received
Send company logo	All sponsors & exhibitors	High resolution print files - ideally vector .eps or .ai. If these are not available, then large, 300dpi jpgs or tiffs. If a new logo is not sent, we will use the most recent logo we have on file	ASAP
Interactive session - provide topic of session so we can avoid clashes when creating the programme	Platinum & gold sponsors (included in package) and any other sponsor taking part	N/A	31 January 2022
Sponsor CPD sessions - provide topic and format (lecture or workshop) of sessions so we can avoid clashes when creating the programme	Platinum, gold & silver sponsors (included in package)	N/A	31 January 2022
Interactive session - provide title, content, presenter bio, facilitator names and bios etc (College will provide a CPD form to complete, so we can make the CPD submission for this session)	Platinum & gold sponsors (included in package) and any other sponsor taking part	N/A	25 February 2022
Sponsor CPD sessions - provide title, brief description, presenter info (if you have it), format (workshop, lecture etc), delegate capacity if a workshop, and expected number of CPD points for all sponsor sessions	Platinum, gold & silver sponsors (included in package)	Remember that you are in charge of submitting the CPD and contacting the delegates afterwards with evidence of completion - see further info below and separate document.	25 February 2022
Send full page advert (A5) for A5 notebook (platinum, gold and silver sponsors)	2 for platinum sponsors; 1 for gold & silver sponsors	148mm wide x 210mm tall (300 dpi, must have 3mm bleed) File supplied as High Resolution (Press quality) PDF	31 March 2022
Send 1 x half page advert for A5 notebook (bronze sponsors only)	Bronze sponsors	125mm wide x 90mm tall (300 dpi, must have 0.5px border with no bleed) File supplied as High Resolution (Press quality) PDF	31 March 2022
Send 3 x banner adverts for footer of A5 notebook	All sponsors	125mm wide x 28mm tall (300 dpi, must have 0.5px border with no bleed) File supplied as High Resolution (Press quality) PDF	31 March 2022
Confirm content for five minute speech & how it will be delivered - content must be approved by the College and cannot be product-related	Platinum sponsors	N/A	31 March 2022
Send short welcome video for home page of virtual platform - content to be approved by College	Virtual platform sponsor	TBC - check back as this document will be added to the exhibitor zone and updated with this info	15 April 2022
Send three rolling banners for virtual platform	Virtual platform sponsor	TBC - check back as this document will be added to the exhibitor zone and updated with this info	15 April 2022
Confirm if you would like to provide a pre-recorded demo to allow virtual delegates to watch and ask questions	OCT demo providers	The video will be available throughout the event and delegates will have the opportunity to chat to your dedicated staff via the virtual platform	15 April 2022
Send question and answer for pre-event scavenger hunt	All sponsors & exhibitors	A simple question which directs delegates to your website/company profile to find out the answer, so they can start to build up their challenge points before the conference kicks off	<b>EXTENSION TO 12 May 2022</b>
Send question & answer for at-event scavenger hunt	All sponsors & exhibitors	A simple question which directs delegates to your stand to find out the answer, so they can start to build up their challenge points	15 April 2022
Confirm if donating a prize and what the prize is	Any sponsors/exhibitors taking part	N/A	15 April 2022
Send copy for the pop-up alert to be sent over the conference weekend	Platinum, gold & virtual platform sponsor	Virtual platform: no word limit, can include video, web links, pictures Push notifications: 200 characters limit, text only	<b>EXTENSION TO 12 May 2022</b>
Send AV and set up requirements (theatre style/cabaret etc) for sponsor sessions	Platinum, gold & silver sponsors	N/A	4 May 2022
Send copy for the stand-alone email that we send to delegates - you promoting your presence	Platinum & gold sponsors	200 words per email per sponsor - College to confirm dates of emails nearer the time	<b>EXTENSION TO 12 May 2022</b>
Lead capture app/device - confirmation if this is required	All sponsors and any exhibitors who have paid for this	N/A	4 May 2022
Return RSVP form with names & job titles of staff manning stand, company profile and other info for virtual platform, whether attending networking reception - buy any add-ons	All sponsors & exhibitors	See <a href="https://docs.crowdcomms.com/attachments/26">https://docs.crowdcomms.com/attachments/26</a> for specs for the virtual platform company profile	<b>EXTENSION TO 12 May 2022</b>
Confirm happy with company profile on virtual platform	All sponsors & exhibitors	N/A	<b>EXTENSION TO 12 May 2022</b>
Ensure you've told us the number of power sockets required - College to invoice for these if haven't already	All sponsors & exhibitors	N/A	<b>EXTENSION TO 12 May 2022</b>
Ensure you've told us the names and job titles of people manning your stand	All sponsors & exhibitors	N/A	<b>EXTENSION TO 12 May 2022</b>
Ensure you've requested chairs/tables for stand	All sponsors & exhibitors	N/A	<b>EXTENSION TO 12 May 2022</b>
Send banner ad for reminder email sent one week before the event	Sponsor of reminder email	You can choose from the banners ads already submitted or create a new one	27 May 2022



NB: you are a sponsor if you have taken a Bronze, Silver, Gold or Platinum sponsor package. Otherwise, you are an exhibitor. Please take note of the items relevant to your package.

### Important dates for delegates:

Bookings open: 25 February

Programme live (select sessions): 31 March - though speakers accepting on time so this may have to be p

Early bird (50% off rate) ends: 6 May

**Sponsor sessions:**

**How it will work:**

- The College will take the delegate bookings for your sessions as part of the main conference booking process for delegates - there is no charge to delegates for attending sponsor sessions.
- We therefore require your sponsor session information in good time – the full programme will be going live end of **March** so the deadline for title, brief description, presenter biog, learning outcomes, format (workshop, lecture etc), capacity, and expected number of CPD points is **mid February 2022** and we cannot extend the deadline.
- We will provide monthly updates of numbers for your sessions.
- At the event we will provide you with list of booked on delegates for each of your sessions so you can manage the checking-in process.
- You should NOT take any bookings on your exhibition stand - your staff need to ask delegates to see the College staff member on the workshop allocation desk, to book onto your sessions on the day - we will then provide you with an updated list just before the start of your session/s which will highlight any changes (new delegates or cancelled delegates).
- You are responsible for submitting the CPD for your sessions, managing the signing-in of delegates on the day, and sending delegates evidence of completion after the event - the College will have no involvement in the CPD process for these sessions. **PLEASE SEE THE SEPARATE DOCUMENT ON CPD GUIDANCE AND VIEW GUIDANCE DOCUMENTS FROM THE GOC WEBSITE.**
- You are responsible for the promotion of your sessions. We will assist as much as possible and will give you opt-in contact details of delegates 4 weeks before the event.

this depends on  
pushed back