



 OPTOMETRY
 TOMORROW
 BITESIZE

Optometry Tomorrow Bitesize Online 2023

23-28 April 2023

Sponsorship opportunities



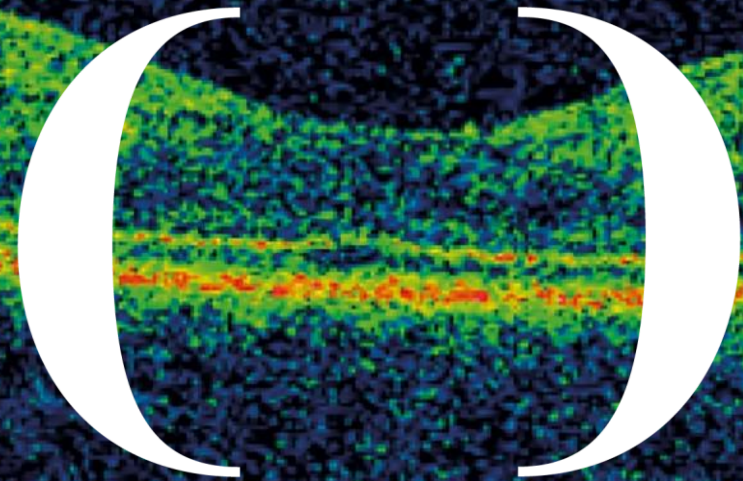


THE COLLEGE OF
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Optometry Tomorrow Bitesize 2023 is a week of online CPD. It will showcase the best bits from our flagship conference, *Optometry Tomorrow 2022*, including webinars and online peer reviews.

Aiming to attract more than 2,000 optometrists across the week, including practice owners and independent practitioners, it's the perfect setting to promote your brand, products or services to the College's members and generate new leads. And, because it's completely online, you'll save time and money on exhibition costs and staff travel and accommodation.

Take a look at the sponsorship packages and opportunities available.



Optometry Tomorrow Bitesize 2023

Draft programme

- **Sunday 23 April:** Three online peer reviews
- **Monday 24 April:** Webinar
Simon Frackiewicz - *'From COVID tests to Cover tests – BV confidence boosters for the post-pandemic era'*
- **Tuesday 25 April:** Online IP peer review
- **Wednesday 26 April:** Webinar
Thurka Sivapalan - *'OCT in glaucoma diagnosis and management (for experienced users)'*
- **Thursday 27 April:** Webinar
Mike Horler - *'Current treatment strategies for late wet AMD, diabetic oedema, branch vein occlusion'*
- **Friday 28 April:** Online peer review



Platinum Sponsorship - £4,000 + VAT

Our Platinum sponsorship package consists of:

- sponsorship of all eight CPD sessions (three webinars and five online peer reviews)
- hosting one of the webinars in the programme
- a one-minute pre-recorded video shown at the start of the hosted webinar (live and on-demand versions). There is one video per session, so this is offered on a first come, first served basis
- acknowledgement of Platinum sponsorship on the event homepage and in marketing around the event
- two adverts in the delegate notebook, which is sent to all delegates.



Gold Sponsorship - £2,500 + VAT

The Gold sponsorship package consists of:

- Sponsorship of one webinar and three online peer reviews
- A one-minute pre-recorded video shown at the start of the hosted webinar (live and on-demand versions). There is one video per session, so this is offered on a first come, first served basis
- Acknowledgement of Gold sponsorship on the event homepage and in marketing around the event
- Advert in online delegate notebook, which is sent to all delegates.



Silver Sponsorship - £1,500 + VAT

The Silver Sponsorship package consists of:

- sponsorship of one webinar and one online peer review
- acknowledgment of Silver sponsorship on the event homepage and in marketing around the event
- advert in online delegate notebook, sent to all delegates.



Further information on the sponsorship packages:

Sponsors will be listed in order of packages and then alphabetically. All sponsorship packages include:

- 150 words in an email sent by the College to all booked on delegates a week before the event. If there are multiple sponsors per event, the word count may decrease.
- delegate contact details (those that opt in)
- branding on session event booking page, reminder emails and event slides
- a follow up email to delegates after the event
- acknowledgement of sponsorship on the Optometry Bitesize online homepage, in marketing emails, on social media and in any adverts placed in Acuity
- Company profile in the delegate notebook.



Hosting a webinar

Platinum and Gold sponsorship packages

This includes welcoming delegates, covering house-keeping and introducing pre-recorded video and then the speaker. College staff will host Q&A section at end.

Pre-recorded video at the start of a session

Platinum and Gold sponsorship packages

There is one video per session, so this is offered on a first come, first served basis. Your video must be sent to the College a month before the event to be approved and uploaded to the session. All content must be in accordance with College Guidance for Professional Practice and the College Clinical Management Guidelines. If your video references the College, it can only be used at this event.





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Sponsorship package add-ons

These are only available to companies who purchase a sponsorship package:

- **Advert in online delegate notebook £200 + VAT.**
- **Banner ad in reminder emails £200 + VAT per session** - every delegate will receive three reminder emails. The banner is only available to one company per session.
- **Banner ad in follow up email £150 + VAT** - every delegate will receive a follow up email after the event. The banner ad is only available to one company per session.





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