



# SPONSORSHIP & EXHIBITION OPPORTUNITIES

HARROGATE CONVENTION CENTRE  
14 – 15 JUNE 2026

learn. connect. grow.







JOIN US AT  
HARROGATE CONVENTION CENTRE





## Optometry Tomorrow 2026 is the College's flagship conference.

It's where over 1,000 optometrists and eye health care professionals from across the UK come together to **learn, connect, and grow.**

Across two dynamic days, the event delivers:

- Variety of practical clinical learning
- The highest standard of CPD from across the sector
- The latest sector insights, innovation and future-focused talks
- A vibrant exhibition and networking space
- Exciting partnership with ABDO, RCN and Royal College of Ophthalmologists.

Whether you're an optical supplier organisation looking to grow, a partner looking to engage your audience, or a large-scale employer looking for future colleagues, Optometry Tomorrow 2026 is the place to be.

**learn. connect. grow.**



I want to start with a note of thanks. Your support helps make this a standout event in the eye health care calendar.

We are making exciting changes to enhance the programme, welcoming even more delegates and delivering greater value for everyone involved. While CPD and cutting-edge insights are still at the core, there will be much more and I warmly invite you to be part of it.

The conference will be returning on the 14-15 June 2026 and is heading to the charming town of Harrogate. It connects the community and organisations working collaboratively across the eye health care sector. With the theme of learn, connect and grow, our focus is on supporting optometrists and eye health care professionals at every stage of their career to thrive.

I look forward to seeing you in 2026 for another inspiring, informative and much talked about event.

Best wishes,

**Gillian Rudduck**  
*President, The College of Optometrists*

“

Inspiring, practical, and really energising – we came away with fresh ideas and valuable new connections.

— 2024 Delegate

Incredibly relevant. Made me feel very motivated about optometry.

— 2024 Delegate

90%

felt the conference met their expectations

OVER

800

attendees in 2024 which is set to increase by 33% in 2026

85%

felt that attending conference was important for their career

Independent practice owner  
Employed in independent practice  
Employed in multiple/joint venture  
Locum - independent  
Hospital  
Academic/research  
Locum - multiple  
Franchise owner  
Training/education  
Student  
Industry  
Self employed  
Other

2024 Attendees \*

34.5%

24.1%

13.8%

10.3%

13.8%

10.3%

8.6%

3.5%

3.5%

5.1%

5.1%

7.9%

\*This reflects the 2024 attendees workplace setting, with some attendees having more than one.

# Why get involved?



**A unique opportunity to engage and network directly with optometrists and other eye health care professionals.**

## **Audience engagement**

- Build and develop your database and key contacts in the eye care sector, with a rare opportunity of face to face conversations with your target audience.
- This is increasing and set to be the largest audience of over 1,000, attracting a wider, more diverse audience from across the profession.

## **Educate and inspire**

- Opportunity to provide education as part of the core programme
- With a more focused, refreshed programme where your sessions stand out

## **Increase your profile**

- Raise awareness of your services, products and gain visibility
- With more opportunities for interaction – from new networking, exhibition and improved technology

## **Be part of the conversation**

- Involvement in sector leading event that explores challenges, showcases innovation and sets the agenda for the sector.

“

**It was a well organised conference with a good attendee to exhibitor ratio that made for a really successful event.**

*— 2024 Exhibitor*



# Sponsorship packages

	<b>GOLD</b> <b>£18,500 + VAT</b> <i>(LIMITED TO 4)</i>	<b>SILVER</b> <b>£12,200 + VAT</b>	<b>BRONZE</b> <b>£6,900 + VAT</b>
<b>Branding*</b>	<ul style="list-style-type: none"> <li>• Logo on signage such as virtual signs and banners</li> <li>• Logo on event presentations</li> <li>• Logo on event App for 5 secs</li> <li>• Acknowledgement in keynote</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on signage such as virtual signs and banners</li> <li>• Logo on event App for 3 secs</li> <li>• Acknowledgement in keynote</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on signage such as virtual signs and banners</li> <li>• Logo on event App for 2 secs</li> </ul>
<b>Comms and Promotion</b>	Pre and post event communications and promotion: <ul style="list-style-type: none"> <li>• Emails reaching almost 20,000 members</li> <li>• College and event website</li> <li>• Social media opportunities</li> <li>• Press release announcing sponsors</li> </ul>	Pre and post event communications and promotion: <ul style="list-style-type: none"> <li>• Emails reaching almost 20,000 members</li> <li>• College and event website</li> <li>• Social media opportunities</li> </ul>	Pre and post event communications and promotion: <ul style="list-style-type: none"> <li>• Emails reaching almost 20,000 members</li> <li>• College and event website</li> <li>• Social media opportunities</li> </ul>
<b>Event App</b> <i>New &amp; improved</i>	<ul style="list-style-type: none"> <li>• Enhanced profile page – including ability to add resources, videos and contacts; with analytics</li> <li>• Inclusion in scavenger hunt (popular with delegates)</li> <li>• Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced profile page – including ability to add resources, videos and contacts; with analytics</li> <li>• Inclusion in scavenger hunt (popular with delegates)</li> <li>• Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced profile page – including ability to add resources, videos and contacts; with analytics</li> <li>• Inclusion in scavenger hunt (popular with delegates)</li> <li>• Lead generation</li> </ul>
<b>Content and Programme **</b>	<ul style="list-style-type: none"> <li>• Deliver two CPD sessions as part of the core conference programme</li> <li>• Acknowledgement on programme</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver one CPD sessions as part of the core conference programme</li> <li>• Acknowledgement on programme</li> </ul>	
<b>Exhibition</b>	<ul style="list-style-type: none"> <li>• Exhibitor space up to 18 sqm</li> <li>• Four exhibitor passes</li> <li>• Table and 2x chairs if required</li> <li>• Internet if required</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor space up to 12 sqm</li> <li>• Three exhibitor passes</li> <li>• Table and 2x chairs if required</li> <li>• Internet if required</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor space up to 6 sqm</li> <li>• Two exhibitor passes</li> <li>• Table and 2x chairs if required</li> <li>• Internet if required</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Four delegate passes</li> <li>• Delegate contact details (opted in)</li> </ul>	<ul style="list-style-type: none"> <li>• Two delegate passes</li> <li>• Delegate contact details (opted in)</li> </ul>	One delegate pass

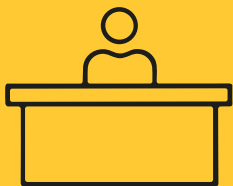
Sponsor opportunities are limited.

\* Additional branding opportunities available at extra cost.

\*\* Additional informal content opportunities are available as part of exhibition area at extra cost.

# Exhibition packages

## Standard Exhibition



£3,150 + VAT

### Features

- Exhibition space – Standard 3x2m (let us know if you want to discuss a smaller option)
- Two exhibitor passes
- Table and 2x chairs if required
- Internet if required
- Event app with basic profile page and scavenger hunt
- Branding on event website



## Additional opportunities

Add on and tailor your involvement to suit your needs:



Lead capture  
£300 + VAT per licence



Update to event App  
premium  
£2,000 + VAT



Learning theatre 15mins  
speaker presentation  
£1,000 + VAT



## Enhance your branding further



Co-create the  
Summer Party  
with us

Be part of the core  
social event happening  
on the conference  
evening (Sunday night)  
& open to all delegates

£20,000 + VAT  
(LIMITED TO 1)



Co-branded  
water bottles

Given to all delegates  
Use of water towers  
throughout offering a  
more sustainable event  
£5,000 + VAT



Lanyard

Given to all delegates  
£1,300 + VAT



Coffee breaks

More enhanced branding  
opportunities during the  
coffee & networking breaks  
£5,000 + VAT



# Exhibition floorplan

## Harrogate Convention Centre HALL Q





# How to get involved

Sponsorship bookings are now open. Complete our booking form today using the link below to secure your place

[Link to the form](#)



# About us

The College is the UK's professional and examining body for optometrists. We qualify the profession and deliver the guidance, development and training to ensure optometrists provide the best possible care.

We recognise excellence through the College's affixes, by building the evidence base for optometry, and by raising awareness of the profession with the public, commissioners and health care professionals.

## Our vision

Optometrists at the forefront of better eye health and vision for all.

## Our purpose

We inspire and support optometrists to excel in the provision of eye health care, always for the benefit of patients.



THE COLLEGE OF  
OPTOMETRISTS



**learn. connect. grow.**