

	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