

50<sup>TH</sup>  
**SALLY LETSON**  
SYMPOSIUM



**Neuro-Ophthalmology**

SEPTEMBER 13-15, 2018

**PREMIUM SPONSORSHIP OPPORTUNITIES**

## PREMIUM SPONSORSHIP OPPORTUNITIES

### About the Sally Letson Foundation

On May 5, 1967, Mrs. Sally Letson, her husband General Letson, her son the Honourable John Nichol, her brother Mr. Norman Lang, and Dr. Watson incorporated the Sally Letson Foundation.

Mrs. Letson was the driving force behind the organization, and provided an initial donation of \$250,000. Sally Letson was widely recognized in the area for her many generous philanthropic gifts to local charities and devoted many hours obtaining funding for such activities. Her husband, General Harry Letson, had a brilliant military career. He was the first PhD in engineering at the University of London, was a university professor at the University of British Columbia, and served as secretary to Viscount Alexander, Governor-General of Canada.

Both General and Mrs. Letson followed the progress of the Department of Ophthalmology at the University of Ottawa with deep interest, and were an inspiration to all ophthalmologists in Ottawa, as well as those who attended the annual Sally Letson Symposium.

Sally Letson's wish was to provide an annual symposium in Ophthalmology in Ottawa for all ophthalmologists. The Foundation would also support academic excellence in the department. Dr. A.G. Watson was the first Executive Director of the Foundation and, following his retirement in 1997, Dr. Brian Leonard was selected for the position, which he held for 20 years. In Fall 2017, Dr. Kashif Baig stepped into the role as Executive Director of the Foundation.

### Overview of the 2018 Sally Letson Symposium

2018 will mark the Sally Letson's 50th Symposium. This event will be held at the Westin Ottawa Hotel, September 13-15. The topic will be Neuro-Ophthalmology. A renowned international faculty has been recruited and record attendance is expected. The symposium will be chaired by Dr. Anthony C. Arnold, Professor and Chief, Neuro-Ophthalmology Division, Jules Stein Eye Institute, UCLA. Dr. Anthony C. Arnold is also the Residency Program Director, Jules Stein Eye Institute, UCLA, and the Director at UCLA, Optic Neuropathy Center. Over the years the Sally Letson Symposium has grown from a handful of registrants to more than 800 and the Symposium has become one of the two principle ophthalmic meetings in the country.

Sponsor benefits for this year's symposium are unparalleled. Whether you choose a Platinum, Gold, Silver or Bronze level package, your educational grant allows you to maximize your corporate visibility and build a personal connection with participants, key opinion leaders, and decision-makers. Your educational grant will provide you with invaluable exposure and prominence with current and potential clients and inspire customer loyalty. In addition, you will be demonstrating Corporate Social Responsibility (CSR) to your target group, by supporting a leading educational meeting for eye care professionals in Canada.



**Dr. Anthony C. Arnold**  
Professor and Chief,  
Neuro-Ophthalmology Division,  
Jules Stein Eye Institute, UCLA

## Audience

Ophthalmologists

Ophthalmology residents

Physicians

Medical students

International Guest Speakers

Optometrists

Opticians

Allied Health Professionals

University department Heads and Program Directors  
from several universities across the country

## Sponsor Networking Opportunities

*Networking Reception and all coffee and lunch breaks*

### Allied Societies and Special Interest Groups:

- Canadian Association of Pediatric Ophthalmology and Strabismus
- Canadian Cornea, External Disease & Refractive Surgery Society
- Canadian Glaucoma Society
- Canadian Neuro-ophthalmology Society
- Canadian Ophthalmic Pathology Society
- Canadian Retina Society
- Canadian Society for International and Public Health Ophthalmology
- Canadian Society of Oculoplastic & Reconstructive Surgery
- Comprehensive Ophthalmology
- Vision Rehabilitation

### Allied Health Societies:

- Canadian Orthoptic Society
- Canadian Society of Ophthalmic Medical Personnel
- Canadian Society of Ophthalmic Registered Nurses

## Benefits of Sponsorship

- Build your brand as a caring patient-centered organization attuned to the needs of specialty physicians;
- Increase your perceived value-add proposition to specialty physicians;
- Position your company as a strategic partner with the Sally Letson Foundation, the University of Ottawa and the Eye Institute in the management of eye and vision health.

## Sponsorship Levels

### Platinum (\$20,000)

Platinum level commitments to the Sally Letson Symposium will generate the following benefits:

- Company name, logo and corporate listing on all Sally Letson Symposium collaterals including print program, website and phone app
- On-site prominent display of corporate logo on video loops, signage
- Live on-stage verbal recognition and thank you
- Copies of delegate lists in advance of the meeting
- **New** – Opportunity to display printed material and pop-up banners (a 6ft table is provided with 2 chairs, please note displays must be no wider than 6 ft; and equipment is not permitted)
- Four complimentary registration passes

### Gold (\$15,000)

Gold level commitments to the Sally Letson Symposium will generate the following benefits:

- Company name, logo and corporate listing on all Sally Letson Symposium collaterals including print program, website and phone app
- On-site prominent display of corporate logo on video loops, signage
- Live on-stage verbal recognition and thank you
- Copies of delegate lists in advance of the meeting
- Four complimentary registration passes

### Silver (\$10,000)

Silver level commitments to the Sally Letson Symposium will generate the following benefits:

- Company name, logo and corporate listing on all Sally Letson Symposium collaterals including print program, website and phone app
- On-site display of corporate logo on video loops, signage
- Live on-stage verbal recognition and thank you
- Copies of delegate lists in advance of the meeting
- Three complimentary registration passes

### Bronze (\$7,500)

Bronze level commitments to the Sally Letson Symposium will generate the following benefits:

- Company name, logo and corporate listing on all Sally Letson Symposium collaterals including print program, website and phone app
- On-site display of corporate logo on video loops, signage
- Live on-stage verbal recognition and thank you
- Copies of delegate lists in advance of the meeting
- Two complimentary registration passes

### Friend/Non-Profit (\$5,000)

- Company name, logo and corporate listing on all Sally Letson Symposium collaterals including print program, website and phone app
- On-site display of corporate logo on video loops, signage
- Live on-stage verbal recognition and thank you
- One complimentary registration pass

## Registration Fees for Sponsors

Additional representative registrations passes may be purchased for \$425.00 each.

Registration will only be open to meeting sponsors and their representatives.

Note: Sponsor-led social events should not be scheduled on Friday evening due to the Sally Letson networking reception.

For more information, please contact:

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#### Dr. Brian Leonard

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Sally Letson Foundation  
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**SALLY LETSON**  
FOUNDATION

*Presented by the Sally Letson Foundation and  
the University of Ottawa, Faculty of Medicine*