

51ST
SALLY LETSON
SYMPOSIUM



Glaucoma

SEPTEMBER 12-14, 2019

PREMIUM SPONSORSHIP OPPORTUNITIES

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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 2019 Sally Letson Symposium

2019 will mark the Sally Letson's 51st Symposium. This event will be held at the Westin Ottawa Hotel, September 12-14. The topic will be Glaucoma. A renowned international faculty has been recruited and record attendance is expected. The symposium will be chaired by Dr. Iqbal Ike K. Ahmed. Dr. Ahmed is currently an Assistant Professor at the University of Toronto, and a Clinical Professor at the University of Utah. He is the Director of the Glaucoma and Advanced Anterior Segment Surgery (GAASS) fellowship at the University of Toronto, and Director of Research at the Kensington Eye Institute, University of Toronto. He has a large tertiary glaucoma/cataract practice at the Prism Eye Institute in the Greater Toronto Area, and primarily performs surgery at Trillium Health Partners, Mississauga, Ontario, the Kensington Eye Institute, University of Toronto, Toronto, Ontario, and TLC Mississauga.

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 Diamond, 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. Iqbal Ike K. Ahmed

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

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 Association for Public Health and Global 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

Sponsor Networking Opportunities

Networking Reception and all coffee and lunch breaks

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.

2019 SALLY LETSON SYMPOSIUM SUPPORTER LEVELS AND BENEFITS

Benefit Description	\$30,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
	Diamond*	Platinum	Gold	Silver	Bronze	Friend/Non-Profit
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 and signage	✓	✓	✓	✓	✓	✓
Live-on stage verbal recognition and thank you	✓	✓	✓	✓	✓	✓
Copies of delegate lists in advance of the meeting	✓	✓	✓	✓		
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)	✓	✓				
Complimentary registration passes	4	4	4	2	2	1
Preferred placement of 6-ft table	✓					
Invitation to faculty dinner on Thursday or Friday evening for 2 company representatives	✓					
Sponsor recognition in Board of Directors Annual Report	✓					

*Diamond sponsorship level available to two (2) industry partners based on a first-come first-serve basis.

ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

Increase your corporate visibility by purchasing one, or multiple of, the new opportunities listed below. Please note all opportunities are available to all sponsors and will be reserved on a first-come first-serve basis.

VIP Lunch Table (\$1,000 per table)

Reservation of one 10-person table at Thursday or Friday's Sally Letson Symposium delegate lunch. Company can brand table to include corporate table cloth, flowers, logos etc. A maximum of two tables may be purchased per company per lunch.

Wi-Fi (\$5,000)

Opportunity to sponsor delegate Wi-Fi. Promote your corporate name/logo as the Wi-Fi sponsor on the print program, slide loop and website.

Registration Fees for Sponsors

Additional representative registrations passes may be purchased for \$425 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:

Dr. Kashif Baig
Executive Director,
Sally Letson Foundation
baig247@gmail.com

SPONSORSHIP FORM

As a financial sponsor of the Symposium, the sponsor commits to the amount outlined below in support of furthering continuing education among Canadian ophthalmologists.

Sponsorship Level

(details outlined in Sponsorship Package)

- Diamond - \$30,000 Platinum - \$20,000 Gold - \$15,000
 Silver - \$10,000 Bronze - \$7,500 Friend/Non-Profit - \$5,000
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- VIP Lunch Table - \$1,000 per table Wi-Fi - \$5,000

- Sponsor has reviewed the [National Standard for Support of Accredited CPD Activities](#). The Standard applies to all situations where financial and in-kind support is accepted to contribute to the development, delivery, and/or evaluation of accredited CPD activities. Adherence to the Standard is required for the approval of all accredited CPD activities included within the Canadian national/provincial CME/CPD accreditation systems. Sponsor will also abide by established policies by Health Canada and Innovative Medicines Canada pertaining to permissible sponsorship.

Sponsor agrees that, consistent with ethical standards, it shall at no time have any involvement regarding the agenda or educational content of the program, and that the organizers and presenters shall at all times be afforded total independence.

Authorization

I am the authorized representative of the presenting organization with full power and authority to sign and deliver this agreement. The company agrees to comply with all policies and guidelines contained in the National Standard for Support of Accredited CPD activities.

Approved and authorized by Sponsor

Name: _____ Title: _____

Signature of Authorized Office: _____ Date: _____

Approved and authorized by Sally Letson Foundation

Name: Dr. Kashif Baig

Title: Trustee and Executive Director

Signature of Authorized Office:  Date: _____

Sally Letson Symposium

c/o Canadian Ophthalmological Society
110-2733 Lancaster Road, Ottawa, ON K1B 0A9
www.cos-sco.ca



SALLY LETSON
FOUNDATION