

**COS ANNUAL MEETING
& EXHIBITION**
20/20 BEYOND LIMITATIONS
JUNE 26-28, 2020

EXHIBITOR PROSPECTUS



Canadian Ophthalmological Society
Société canadienne d'ophtalmologie
EYE PHYSICIANS AND SURGEONS OF CANADA | MÉDECINS ET CHIRURGIENS OPHTHALMOLOGISTES DU CANADA

VIRTUAL 2020





Dear Partner,

The Canadian Ophthalmological Society's Annual Meeting and Exhibition is the premier event for Canada's ophthalmological community. In light of the COVID-19 pandemic, the COS has decided not to proceed with an in-person meeting in order to respect your well-being and comply with public health recommendations. However, we are pleased to offer an exciting and educational virtual meeting and exhibition for our members and supporters. While our Annual Meeting will look a bit different this year, we are confident that it will attract many ophthalmologists and will be conducted at the same level of professionalism that you have come to expect from a COS event.

COS brings together hundreds of ophthalmologists, residents and fellows in ophthalmology training programs, medical students, researchers, basic scientists, registered ophthalmic nurses, family physicians, and allied health professionals to share ideas and advance their knowledge to improve patient care. The COS Annual Meeting and Exhibition represents a unique opportunity for learning, academic excellence, innovative thinking, and new perspectives on cutting-edge surgical innovations and leadership. We are excited to carry-over these activities into the virtual meeting this year.

Exhibiting at the COS Virtual Annual Meeting and Exhibition alongside other industry partners will raise the visibility of your company and positively influence your brand amongst our participating members.

The COS is committed to developing global partnerships to improve eye and vision care. The COS is looking forward to working with you to deliver another world-class ophthalmology meeting.

Warm regards,

Elisabeth Fowler
Chief Executive Officer

EXHIBITION DETAILS

EXHIBITION HALL DATES

Friday, June 26 – Sunday, June 28, 2020

Similar to the in-person Annual Meeting & Exhibition, the exhibition hall will open in the morning and close in the late afternoon. Dedicated exhibition hall time will be allocated beginning Friday to Sunday. Specific times will be determined and communicated as we finalize the program.

LOCATION

The exhibition hall will be hosted online in a Virtual Event platform. A dedicated username and password will be provided to each attendee in advance of the meeting.

SPACE ASSIGNMENT

All previously selected booth locations and sizes will be honoured in the new virtual platform.

FEES

A 75% discount on all confirmed booth space will be extended. Each booth space will now be \$1,212.50 + HST. Refunds will be provided for the difference in any previous payments made.

STAFF REGISTRATION

Four (4) complimentary exhibitor virtual registrations per booth space are included in the booth rental fee; additional registration passes are available for \$120 + HST per person. All exhibition staff must register by completing the online registration form. COS will communicate the deadline with a link for registration in the coming weeks. A dedicated username and password will be provided in advance of the meeting for each exhibitor to access the scientific sessions and virtual exhibition hall.

EXHIBITOR REPRESENTATIVES

Each assigned booth is required to have at least one (1) representative present at any time during exhibition hall show hours.

IMPORTANT DEADLINES

May 15	Exhibitors to confirm participation
May 4 - May 15	Exhibitor Services Team to contact each confirmed exhibitor
May 11 - Jun 15	Confirm and upload booth content with Exhibitor Services Team
Jun 16 - Jun 22	Final Testing

CONTACT INFORMATION

EXHIBITION MANAGEMENT

Christine Bruce

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EXHIBITOR SERVICES

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BOOTH INFORMATION

VIRTUAL DELEGATE LOBBY

Upon signing in, attendees will first enter the virtual COS lobby. This will allow the user to easily navigate the site including the virtual auditorium, exhibition hall or the information booth.

Note: final visual of lobby may change

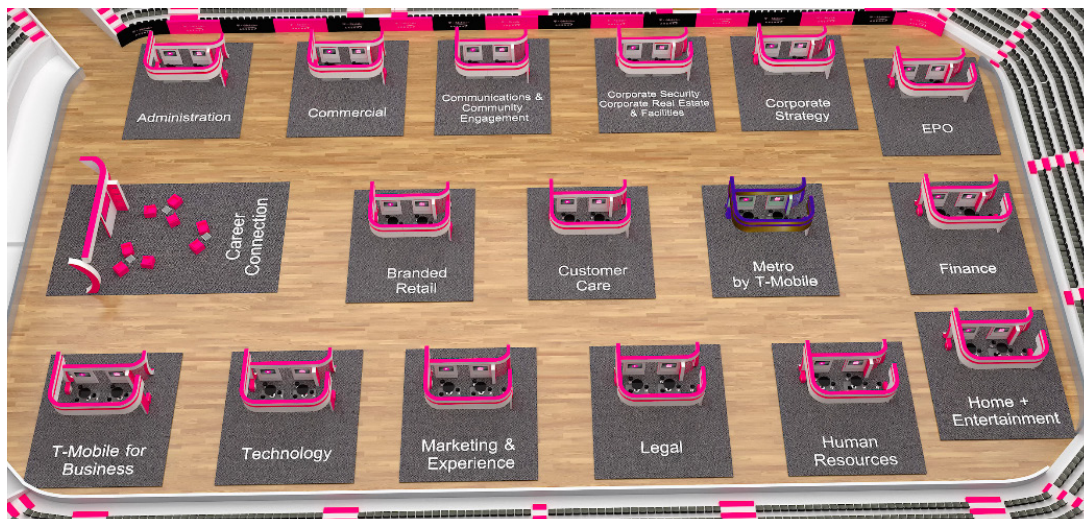


VIRTUAL EXHIBITION HALL

For the 2020 Virtual Annual Meeting & Exhibition, you will have the opportunity to build a fully functioning branded booth to participate in the Virtual Exhibition Hall.

The Bang Albino team will work with you pre-event to help you bring your booth to life including the ability to host images, share brochures, present data sheets, and play videos to organize and promote your company, products, or programs to attendees.

Here is an example overview of the key features that the event will offer all exhibitors:



EXHIBITOR BOOTH

Leverage your virtual exhibition space to optimize engagement with on-demand content and the ability to provide chat forums with your team.

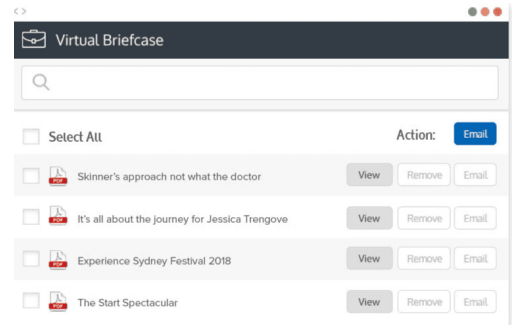


OTHER BOOTH FEATURES

VIRTUAL BRIEFCASE

Each attendee will have a virtual briefcase where they can gather any material that you have included in your booth.

The Virtual Briefcase helps users store anything they see in the virtual environment and allows them to download it once the event ends.



GAMIFICATION

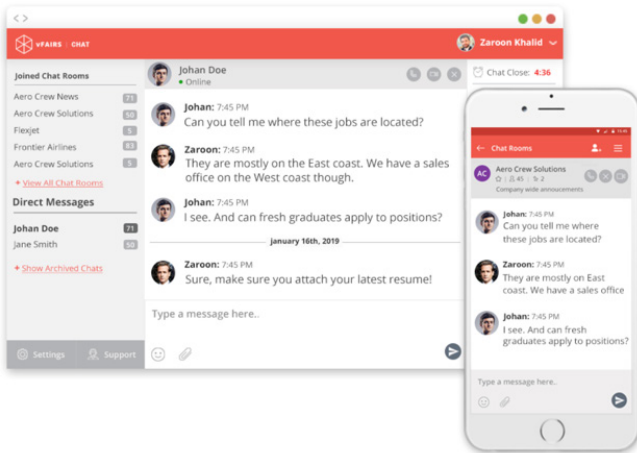
We endeavour to include additional gamification features to encourage users to explore all areas of the event, resulting in higher user engagement.

More details to follow.

INTERACTIVE CHAT

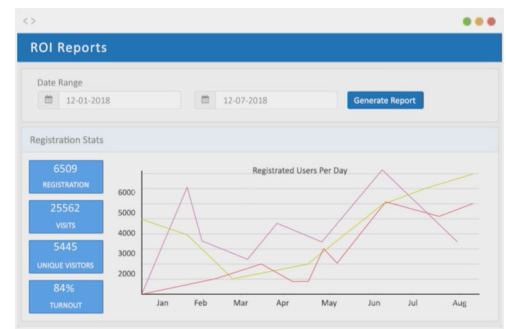
What makes this virtual event experience so special? Your team can engage with visitors via text/audio/video chat in real time. This interaction can happen via a group chat or through a 1:1 chat window if privacy is required.

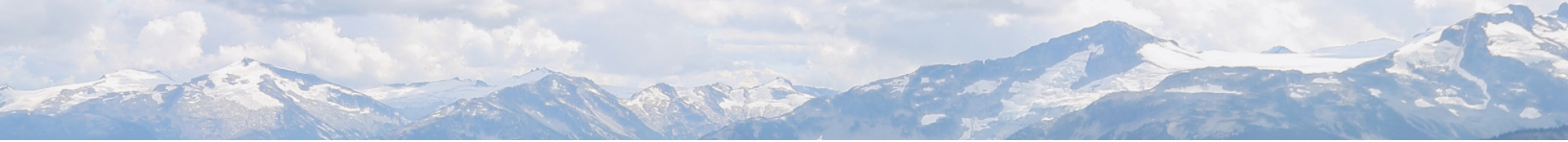
There is a scheduling chart if attendees would like to speak to a specific exhibitor, or it can be set up as an on-demand chat that is open at scheduled times.



REPORTING

How do you know that your customer engagement is a success? The answer is data. A post-event report will show you the metrics at a booth level showing you exactly who attended and what they were interested in, to support targeted follow-up.





RULES & REGULATIONS

USE OF COS NAME AND LOGO

The COS name or logo and the COS Annual Meeting & Exhibition insignia may not be used unless permission is given in advance by COS. The COS name or logo may not be used in any way that might imply endorsement of a company or product. Requests must be received in writing by June 1, 2020.

VIRTUAL ADVERTISEMENTS

Promotional displays must abide by all appropriate industry standards and regulations including the Code of Advertising Acceptance of the Pharmaceutical Advertising Advisory Board (PAAB) and Health Canada's Medical Devices Regulations.

VIRTUAL PRODUCT DISPLAY

Health Canada and the Government of Canada's Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling, or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures. Medical devices, products, and equipment which have not yet received authorization for sale in Canada may be operated, demonstrated and displayed on the virtual exhibition floor but need to be clearly marked that at the medical devices, products, and equipment are not authorized for sale in Canada.



[WWW.COS-SCO.CA](http://www.cos-sco.ca)