

COS ANNUAL MEETING & EXHIBITION

JUNE 26-28, 2020

20/20 BEYOND LIMITATIONS

VIRTUAL SPONSORSHIP BENEFITS



Canadian Ophthalmological Society
Société canadienne d'ophtalmologie
EYE PHYSICIANS AND SURGEONS OF CANADA | MÉDECINS ET CHIRURGIENS OPHTALMOLOGISTES 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 go forward with a physical meeting in order to respect public health recommendations. We are however 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 presents a unique opportunity for learning, academic excellence, innovative thinking, and new perspectives on cutting-edge surgical innovations and leadership. None of this will change with the virtual meeting this year.

Sponsoring 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. COS is looking forward to working with you to deliver another world-class ophthalmology meeting.

Warm regards,

Elisabeth Fowler

Chief Executive Officer

VIRTUAL 2020





2020 COS ANNUAL MEETING AND EXHIBITION SUPPORTER LEVELS AND BENEFITS

| BENEFIT DESCRIPTION | \$150,000 | \$50,000 | \$30,000 | \$20,000 | \$12,500 |
|---|--|-----------------|-----------------|-----------------|-----------------|
| | Diamond | Platinum | Gold | Silver | Bronze |
| Diamond sponsorship level is available to two industry partners based on a first-come, first-served basis. Includes: - Opportunity to co-develop one of two webinars (SOLD OUT) - Accreditation fee - Co-development fee - CME management - Webinar platform - Archive - Symposium promotion - Faculty honoraria | √ | | | | |
| Complimentary room drops will be honoured as an e-blast for co-developed symposias. Additional paid room drops will be refunded. | √ (complimentary e-blast promoting Co-developed Symposia) | | | | |
| Previously selected booth locations and size will be honoured virtually | 1 st | 2 nd | 3 rd | 4 th | 5 th |
| Verbal acknowledgement of support at the Women in Ophthalmology educational symposium and opportunity attend virtual session | √ | √ | √ | √ | |
| Company name, logo and sponsorship level on COS Practice Resource Centre Annual Meeting & Exhibition legacy posts | √ | √ | √ | √ | √ |
| Opportunity to meet with the COS physician leadership for a one-on-one virtual meeting to discuss feedback and opportunities for future collaboration | √ | √ | √ | √ | √ |
| Company name, logo and sponsorship level on all COS Annual Meeting collateral, website, one page thank you in Canadian Journal of Ophthalmology (CJO) in both the June and August edition. <i>Typically thank you ad is only in August CJO edition.</i> | √ | √ | √ | √ | √ |
| Corporate name and logo by sponsorship level in e-blast thanking sponsors for continued support | √ | √ | √ | √ | √ |
| Opportunity for representatives from sponsoring organizations to attend virtual scientific sessions | √ | √ | √ | √ | √ |
| Acknowledgement of support during President's opening remarks during AGM | √ | √ | √ | √ | √ |
| Corporate message in August CJO* | 1 page | 1 page | 1/2 page | 1/2 page | |
| Copies of delegate list in advance of the meeting (Delegate lists are comprised of only the names of attendees who have given their consent to have their name shared) | √ | √ | √ | √ | √ |



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|--|-----------|----------|----------|----------|----------|
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| Use of the COS logo with the phrase "2020 Canadian Ophthalmological Society Supporter" until December 31, 2020 | √ | √ | √ | √ | √ |
| Complimentary delegate registrations should you not be exhibiting (exhibiting companies are provided with 4 complimentary registrations per 10 x 10 booth). Additional delegate registrations may be purchased at a cost of \$120 each | 3 | 3 | 2 | 2 | 2 |
| Company name, logo and sponsorship level in Fall Eye to Eye | √ | √ | √ | √ | √ |
| Company name, logo and sponsorship level on the COS Annual Report | √ | √ | √ | √ | √ |

*The deadline for the August issue is Monday, June 22nd. Corporate message in CJO should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.)

| AD SIZE | NON BLEED | BLEED |
|---|------------------|-------------------|
| Full Page | 7-5/8" x 10-3/8" | 7-5/8" x 10-3/8" |
| 1/2 Page Horizontal | 7" x 5" | 8-3/8" x 5-11/16" |
| 1/2 Page Vertical | 3-1/2" x 10" | 4-5/16" x 11-1/8" |
| Trim: 8-1/8" x 10-7/8" Keep live matter 1/4" from all trim edges | | |