XIIIth International Orthoptic Congress

Rotterdam, June 27-30 2016

Sponsorship and Exhibition Brochure
Bridging worlds

The 2016 International Orthoptic Congress will be held from 27 – 30 June at location De Doelen Concert Hall and Congress Centre in Rotterdam. Located in the very heart of the dynamic city of Rotterdam, this stylish building is an ideal venue for the congress. Between 700 and 900 participants are expected to attend the conference. Participants are Orthoptists, Ophthalmologists and vision researchers from mostly European countries.

The theme of IOA 2016 is BRIDGING WORLDS. We mean to build bridges between the different fields related to orthoptics.

EDUCATORS & PROFESSIONALS Lecturers, professors and scientists play an important role in bringing new information into and sharing ideas with the professional work field.

SCHOOL CURRICULUM & WORK FIELD Orthoptic educational programmes should be developed in a manner that enables the work field to benefit optimally from the newly educated orthoptists. The work field should in turn be able to highlight the needs with regards to the professional domain of the orthoptists.

IDEAS & IMPLEMENTATION Many ideas have been put forward for new instruments, new guidelines and new treatments. All these ideas could contribute to improving orthoptic care. The implementation of scientifically-proven ideas often encounters difficulties due to resistance and a lack of publicity.

THEORY & PRACTICE Rare disorders are not always encountered as a part of daily orthoptic practice. It is consequently not always easy to recognise them. Sharing case reports and practical implementation of theory through international platforms such as journals and congresses can fill the knowledge gap.

AMBITION & EXPERIENCE Orthoptic students are not always involved in national and international associations and/or scientific congresses during the course of their education. Easy accessibility within Europe, a wide range of low budget accommodations and affordable congress fees will contribute to promote greater student involvement at the congress.

UPCOMING & ESTABLISHED The IOA has expanded since the very beginning of its existence. Emerging countries will be able to benefit from the structure of the IOA and have the opportunity to meet the world of international orthoptics.

LOCAL & INTERNATIONAL Rotterdam is well-known for its multicultural society. Its population represents a total of 173 different nationalities. The city consequently provides an open platform for people from all over the world to gather and share ideas and experiences.

STANDARDS & NEEDS OF INDIVIDUALS Protocols and guidelines are common in healthcare. They can be initiated by the professionals themselves or imposed by insurance companies or governments. They are helpful, but can also collide with the needs of individuals. Sharing experiences can help shift mindsets.
Congress organisation

BURIAN LECTURE
Anna Horwood, PhD (UK)

CONFERENCE CHAIRS
Scientific committee: Kyle Arnoldi-Jolley (USA)
ISA Symposium chair: Seyhan B. Özkan, MD (Turkey)
WSPOS Symposium chair: Paulo Nucci, MD (Italy)
IPOSC Symposium chair: Jan Tjeerd de Faber, MD (Netherlands)

ORGANIZING COMMITTEE

- Jan Roelof Polling
  Lecturer, University of Applied Sciences, Utrecht, Orthoptist, Erasmus MC, University Medical Center Rotterdam, IOA Council Representative of the Netherlands.

- Mari Gutter
  Lecturer, University of Applied Sciences, Utrecht, Orthoptist, Isala Klinieken, Zwolle

- Eline de Jongh
  Orthoptist, Rotterdam Eye Hospital, Rotterdam

- Jacqueline Krijnen
  Orthoptist, VU University Medical Center, Amsterdam

- Isa Vels
  Orthoptist, Erasmus MC, University Medical Center, Rotterdam

- Lia Brouwer
  Orthoptist, Bartiméus Institute for the Visually Impaired, Zeist

SCIENTIFIC PROGRAMME COMMITTEE

- Kyle Arnoldi – Jolley
  Chief Orthoptist, Program Director, Ross Eye Institute Orthoptic Fellowship

- Daisy Godts
  Chief Orthoptist, Antwerp University Hospital, IOA Council Representative of Belgium

- Hinke Marijke Jellema
  Orthoptist/ PhD candidate, Academic Medical Center, Amsterdam

- Connie Koklanis
  Chief Orthoptist, Royal Children’s Hospital, Melbourne, Lecturer and Head of Department, Clinical Vision Sciences, La Trobe University, IOA Council Representative of Australia, Vice President, Orthoptics Australia

- Carole Panton
  Senior Orthoptist, Program Supervisor/Professor, Centennial College, Toronto, Canada

Congress Secretariat – CIMGlobal – +31 (0) 20 50 40 200 – IOA2016@cimglobal.eu – http://ioacongress2016.org/
Congress Details

DATE
June 27 – 30, 2016

CITY / COUNTRY
Rotterdam
The Netherlands

CONGRESS VENUE
De Doelen Congress Centre, Rotterdam, The Netherlands

CONGRESS LANGUAGE
The official language of the congress is English.

PARTICIPANTS
700-900 expected (75% Orthoptists)

CONGRESS SECRETARIAT
CIMGlobal AMSTERDAM
tel. +31 20 5040200
fax. +31 20 5040225
Email. IOA2016@cimglobal.eu

REGISTRATION
The online registration form will be made available on the IOC 2016 website:
http://ioacongress2016.org/registration/

HOTEL ACCOMODATION
A number of hotels, in different price ranges, have been selected. The online hotel booking form will be made available on the IOC 2016 website: http://ioacongress2016.org/accommodation/

TRAVEL INFORMATION
The City of Rotterdam has excellent international travel and transport connections by plane, train and car. Schiphol Airport is within half an hour reach form Rotterdam either by taxi or public train.
Sponsoring

The organizers of the IOA Congress 2016 give entrepreneurs, institutions and organizations the opportunity to sponsor the congress. Therefore we offer various sponsorship packages.

**Platinum (exclusive) € 15.000**
As a Platinum (exclusive) sponsor you will receive the following:
- 18m² (3x6m) shell scheme stand space at the exhibition area
- Your company logo in large size (if provided on time) on:
  - The opening slide of each session
  - The congress website with a link to your company’s website, incl. company description (90 words)
  - The cover of the programme booklet
- Insert in conference bag given to all congress participants
- 2 full Conference registrations
- 2 Tickets for the conference dinner
- Advertisement on the congress website
- Special mention in the conference mobile app used during the days of the congress

**Gold € 10.000**
As a Gold sponsor you will receive the following:
- 9m² (3x3m) stand space at the exhibition area
- Your company logo in medium size (if provided on time) on:
  - The opening slide of each session
  - The congress website with a link to your company’s website, incl. company description (60 words)
  - The cover of the programme booklet
- Insert in conference bag given to all congress participants
- 2 Conference registrations
- 2 Tickets for the conference dinner

**Silver € 7.000**
As a Silver sponsor you will receive the following:
- 9m² (3x3m) stand space at the exhibition area
- Your company logo in small size (if provided on time) on:
  - The congress website with a link to your company’s website
  - The cover of the programme booklet
- Insert in conference bag given to all congress participants
- 1 Conference registration
- 1 Ticket for the conference dinner

**Bronze € 3.000**
As a Bronze sponsor you will receive the following:
- Your company logo in small size (if provided on time) on:
  - The congress website with a link to your company’s website
  - The cover of the programme booklet
- Insert in conference bag given to all congress participants
- 1 Conference registration

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Extra sponsorship opportunities

Use the extra sponsorship options to, create extra brand visibility, maximize ROI, showcase your products and meet potential clients

In case needed we can also tailor-make our packages according to your needs

CONFERENCE ITEMS

Conference Mobile App  € 6.000
Also includes your logo and link on the website and 1 full conference registration.
Of course your company will have a special mention in the mobile app used during the congress.

Lanyards with company logo  € 5.000
This option also includes your logo and link on the website. The lanyards will be produced by IOA, price includes production.

Delegate Bags  € 4.000
Also includes your logo and link on the website. The bags will be produced by IOA, price includes production and a bag insert.

Bag insert  € 800
All congress delegates will receive a delegate bag. Several companies can insert items.

SOCIAL PROGRAMME SPONSORSHIP

All of these options include your logo and link on the congress website.

Conference dinner (exclusive)  € 12.500
Including 2 conference registrations and 5 tickets for the conference dinner
Of course your company will be clearly noted as the sponsor in the congress program and at the dinner.

Conference dinner (joint)  € 5.000
Including 1 conference registration and 1 ticket for the conference dinner
Of course your company will be clearly noted as the co-sponsor in the congress program and at the dinner.

Welcome reception (exclusive)  € 6.000
Including 1 conference registration and 1 ticket for the conference dinner
Of course your company will be clearly noted as the sponsor in the congress program and at the reception.

Lunch Break  € 3.000
Including 1 conference registration
Of course your company will be clearly noted as the sponsor in the congress program and at the lunch break.

1 Coffee Break  € 2.000
Of course your company will be clearly noted as the sponsor in the congress program and at the coffee break.

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http://ioacongress2016.org/
Exhibition opportunities

The IOA Congress 2016 is a unique event. It is a platform where you will meet professionals within the field of Orthoptics. You can make contact with your target groups, gain knowledge and inspiration and exchange experiences. Below you will find the exhibition opportunities. Do not hesitate to contact us for more information or more opportunities.

**Shell Scheme Stand € 2.500**
The Shell Scheme Stand includes the following;
- 9m² (3x3m) stand space at the exhibition area
- Shell Scheme construction with your name on the fascia sign
- Light
- Electricity, 1 table, 2 chairs
- 1 Conference registration
- 1 Ticket for the conference dinner
- Company logo and link on website

**Floor Space only € 1.750**
In the Floor Space fee includes the following;
- 9m² (3x3m) floor space at the exhibition area
- Electricity, 1 table, 2 chairs
- 1 Conference registration
- 1 Ticket for the conference dinner
- Company logo and link on website
## Overview sponsoring and exhibition opportunities

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Price €</th>
<th>Exhibition</th>
<th>Conference Registration</th>
<th>Logo &amp; link on website</th>
<th>Conference Dinner Ticket</th>
<th>Insert in Conference Bag</th>
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<tbody>
<tr>
<td>Shell Scheme Stand</td>
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<td>Floor Space Only</td>
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<tr>
<td>Platinum (Exclusive)</td>
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<td>X</td>
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<tr>
<td>Gold</td>
<td>10.000</td>
<td>3x3m</td>
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<td>x</td>
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<tr>
<td>Silver</td>
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<td>3x3m</td>
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<tr>
<td>Bronze</td>
<td>3.000</td>
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<tr>
<td><strong>Conference Items</strong></td>
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<tr>
<td>Conference Mobile App</td>
<td>6.000</td>
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<tr>
<td>Lanyards</td>
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<tr>
<td>Delegate Bags</td>
<td>4.000</td>
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<tr>
<td>Bag insert</td>
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<tr>
<td><strong>Social Programme Sponsorship</strong></td>
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<td>Conference Dinner Exclusive</td>
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<td>x</td>
<td>5</td>
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<tr>
<td>Conference Dinner Joint</td>
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<td>1</td>
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<td>Welcome Reception</td>
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<tr>
<td>Lunch Break</td>
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<tr>
<td>Coffee Break</td>
<td>2.000</td>
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</tbody>
</table>
Booking Form

Please return this form to:
CIMGlobal, PO Box 302 – 1019HB Amsterdam – The Netherlands
Tel: +31205040200 – E-mail: ioa2016@cimglobal.eu

Company Details (please write clearly and in capitals)

Company Name (to appear in all publicity): ...........................................................................................................
Contact Name: ......................................................................................................................................................
Address: ...............................................................................................................................................................
Postal Code: ..........................................................................................................................................................
City: ......................................................................................................................................................................
Country: ................................................................................................................................................................
VAT Number: .........................................................................................................................................................
Telephone: ..............................................................................................................................................................
E-mail: ...................................................................................................................................................................

Booking

Please indicate below the package(s) you want to book.

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Price €</th>
<th>Order</th>
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</thead>
<tbody>
<tr>
<td>Shell Scheme Package – Standard</td>
<td>2.500</td>
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<tr>
<td>Floor Space Only – Standard</td>
<td>1.750</td>
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<tr>
<td>Sponsoring</td>
<td>Price €</td>
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<tr>
<td>Platinum Sponsorship</td>
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<tr>
<td>Gold Sponsorship</td>
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<tr>
<td>Silver Sponsorship</td>
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<tr>
<td>Bronze Sponsorship</td>
<td>3.000</td>
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<tr>
<td>Extra sponsorship opportunities</td>
<td>Price €</td>
<td></td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td>6.000</td>
<td></td>
</tr>
</tbody>
</table>
**Lanyards with company logo** | 5.000  
**Delegate Bags** | 4.000  
**Bag insert** | 800  
**Add-on Sponsoring – Social Items** | Price €  
  **Conference Dinner (Exclusive)** | 12.500  
  **Conference Dinner (joint)** | 5.000  
  **Welcome Reception (exclusive)** | 6.000  
  **Lunch Break** | 3.000  
  **1 Coffee Break** | 2.000  

**Contact**
Should you have any questions or would like to discuss any additional requirements, please contact the Congress Secretariat CIMGlobal at: IOA2016@cimglobal.eu.
Terms and Conditions of Sponsoring and Exhibition

Delivery of materials
Please note that any logo’s, descriptions, bag inserts etc. needs to be delivered by the sponsor/exhibitor to the secretariat by the requested dates and in the requested format. The organization cannot be held responsible for any missing items due to late or insufficient delivery.

Cancellation
All cancellations must be made in writing. The organizers shall retain: Cancellations made more than 4 months prior 10% of the contracted price will be charged. Cancellation made between 4 and 2 months prior to the congress 50% of the contract price will be charged. Cancellations made up to 2 months prior the congress 100% of the contract price will be charged.

Application to participate
Application to participate will be considered only if, the appropriate forms are used for submission, duly filled in and signed and accompanied by the necessary payment. Registration will be confirmed as far as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In the event of refusal all payments will be fully refunded. Obligations and rights of the exhibitor registration implies full acceptance by the exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid and without prejudice to the exhibitor. By submitting an application to participate, the exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition. The exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and rights of organizer
The organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of reception of application forms accompanied by payment. The organizer reserves the right to allocate exhibition space, with no obligation to provide compensation to exhibitors. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the morning of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

Liability insurance
The organizer provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by exhibitors are not insured by the organizer, and the organizers will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors. The exhibitor agrees to be responsible for his property and persons and for the property and persons of his employees and agents through full and comprehensive insurance, and the organizers will not be responsible for any damage claims arising from theft and those penalties usually covered by a fire and extended coverage policy.

Exhibition regulations
The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager. The organizer reserves the right to alter the general layout or limit the space allotted to each exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the organizers will not be held liable for expenses other than the cost of exhibit space rental fees. All exhibits are to be displayed such as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see through areas that will ensure clear views of surrounding exhibits. Exhibitors are responsible for the cost and execution of the design installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed by strict adherence to safety measures. Exhibitors may not photograph or examine any exhibitors equipment without permission. Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and it’s dismantling at the close of the exhibition. No display may be dismantled or packing started before the designated hour. It is the exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended otherwise the organizer will arrange for their removal at the exhibitor’s risk and expenses. Exhibitors are obliged to ensure that their stands are permanently manned during the exhibition opening hours. Payment is to be made in accordance with the conditions of payment on the exhibition application form. Should the exhibitor fail to make a payment on time, the exhibition manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfillment of contract. Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the organizer. Exhibitors badges will not be mailed in advance and may be collected from the registration desk. The organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands. The provision of refreshments to the participants by exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed. Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the exhibitor. Any special decoration or fittings must be submitted to the organizer for prior authorization. Advertising panels and display are not permitted outside the exhibition areas allotted to exhibitors nor is conversing or distributing any materials or product samples outside of the exhibitor’s own space. The organizers will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.