



IOA CONGRESS LIVERPOOL 2020



SPONSORSHIP AND EXHIBITION PROSPECTUS



ABOUT THE CONGRESS

The International Orthoptic Association Congress will take place in the ACC Liverpool on **20th – 23rd June 2020**.



The ACC Liverpool is an outstanding congress venue on Liverpool's iconic waterfront which has achieved world heritage status. The city of Liverpool has a lot to offer. It is a modern, vibrant city, proud of its rich heritage and world trade roots, famous for its friendly people and known worldwide for football and the famous foursome the Beatles.

The quadrennial International Orthoptic Association (IOA) Congress in 2020 is held in association with the British & Irish Orthoptic Society (BIOS). BIOS is the professional body for orthoptists in the UK and Ireland with affiliation to the Allied Health Professionals Federation, a group made up of 12 bodies representing more than 158,000 workers in the UK.

The aim of the IOA and its' member countries is to promote the science of orthoptics worldwide, to provide information and support to national bodies and individual orthoptists and to help maintain and improve standards of education, training and orthoptic practice. The IOA is proud to have approximately 12,000 orthoptist members worldwide.

The theme of the IOA Congress 2020 is '**Aligning the world in 2020**' and will focus on the following:

- Sharing and learning research and best practice from different countries
- Understanding different practice patterns across the world
- Awareness of advanced practice and extended roles
- Discovering new techniques
- Networking with colleagues to foster new research collaborations
- Awareness of different approaches and pedagogical research in orthoptic education
- Diversity of scope of practice

The congress will welcome 700-900 Orthoptic professionals and you will have the chance to meet and engage with people from all over the world. Attending will be both members and non-members of IOA as well as MD and PhD Ophthalmologists. We will also be welcoming a number of students to the conference to learn and engage with the professional world of Orthoptics.

ORGANISING & SCIENTIFIC COMMITTEE

LOCAL ORGANISING COMMITTEE

- **David Newsham**, Chair of the Local Organising Committee, Head of Orthoptics, University of Liverpool, UK & Ireland Representative for the International Orthoptic Association
- **Helen Davis**, Professor of Orthoptics, Head of the Academic Unit of Ophthalmology & Orthoptics, Chair of BIOS Education and Professional Development Committee and vice chair of the Local Organising Committee
- **Craig Murray**, Director of Studies and Lecturer in Orthoptics at the University of Liverpool
- **Nadia Northway**, Programme Leader for BSc Hons Orthoptics and the Learning, Teaching and Quality lead for the Department of Life Sciences at Glasgow Caledonian University
- **Jane Tapley**, Treasurer of the International Orthoptic Association

SCIENTIFIC COMMITTEE

- **Darren Oystreck**, Chair of Orthoptics at IWK Health Centre
- **Anna Horwood**, Professor of Orthoptics and Visual Development, University of Reading, UK, British and Irish Orthoptic Society Research and Innovation Director
- **Joanne Adeoye**, Lecturer in Orthoptics, Honorary Orthoptist Warrington & Halton Hospitals NHS Foundation Trust, Chair BIOS Neuro Orthoptics & Ophthalmology Clinical Advisory Group
- **Hinke Marijke Jellema**, Member of the CSPC, Amsterdam University Medical Centers, location AMC, department ophthalmology in the Netherlands
- **Jan-Roelof Polling**, Lecturer, University of Applied Sciences, Utrecht, Orthoptist, Erasmus MC, University Medical Center Rotterdam, IOA Council Representative of the Netherlands.

By partnering with the IOA Congress 2020 through one or more of a variety of opportunities available, your organisation will enjoy a range of benefits designed to highlight and bring your organisation to the attention of the Congress participants.

We would be delighted if you could take the time to review the opportunities within this prospectus. Should you/your organisation be interested in any of the varied options available, would like to discuss anything further about the packages on offer, please contact: jayne@happeningconferences.com or emily@happeningconferences.com of Happening Conferences and Events, the Professional Congress Organiser (PCO) responsible for managing this event.



THE BENEFITS THAT YOU WILL GAIN AS A SPONSOR

- Significant marketing advantages
- Direct access to an audience from private and public sectors including key decision makers and influencers
- Use of this event as a platform to grow your company / brand
- Showcasing of your services and / or product/s
- Enhancing your company profile to an international audience
- Increased business potential and development of new contacts and leads to generate sales and referrals
- Enhancing of your visibility and image – differentiating your company from competitors
- Development of closer and better relationships with customers, both existing and potential





SPONSORSHIP PACKAGE OPPORTUNITIES

Please note: All prices listed are exclusive of 20% VAT

	Platinum £25,000 (1 place available)	Gold £15,000 (2 places available)	Silver £10,000 (3 places available)	Bronze £5,000 (10 places available)
Oral Acknowledgement as a sponsor	X	X	X	X
Branding on Congress website and app	X	X	X	X
Company logo on the Congress Lanyard	X	-	-	-
Exhibition Booth (with power)	4m x 3m	3m x 3m	3m x 3m	3m x 2m
Complimentary Registration	4 x Registrations	4 x Registrations	2 x Registrations	2 x Registrations
Complimentary Exhibitor Passes	3 x Passes	2 x Passes	2 x Passes	1 x Pass
Advert in printed Congress brochure (provided by sponsor)	Full Page	Half Page	Quarter Page	-
Company Profile in printed Congress brochure	200 words	200 words	100 words	50 words
Insert in the Delegate Pack (provided by sponsor)	X	X	X	-
Coverage in Promotional Campaign	X	X	X	X

Platinum Sponsor Benefits

£25,000 + VAT (only 1 position is available at this level)

- Oral acknowledgement as a sponsor at the Congress
- Branded Congress Lanyard
- 6 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration
- One, 4m x 3m booth (premium location)
- 3 x complimentary exhibitor passes to include refreshment breaks on all days of the Congress (Extra exhibitor passes can be booked at a rate of £125.00 per pass)
- One, private meeting room in the CCD for the duration of the Congress
- Coverage in promotional campaign
- A full-page advertisement in the printed Congress brochure (must be provided by the sponsor as a pdf no later than **17th April 2020**)
- 200-word company profile in the Congress brochure
- A4 insert into the delegate pack (to be provided by sponsor)
- Company logo with link to your company website from the official Congress website
- Inclusion in the Congress app

Post Event

- Access to the IOA 2020 attendee database whereby permission has been granted by the delegates
- Circulation of company branded email to all attendees with company message

Gold Sponsor Benefits

£15,000 + VAT (Only 2 positions available at this level)

- Oral acknowledgement as a sponsor at the Congress
- 4 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration
- One, 3m x 3m booth (premium location)
- 2 x complimentary exhibitor passes to include refreshment breaks on all days of the Congress (Extra exhibitor passes can be booked at a rate of £125.00 per pass)
- Coverage in promotional campaign
- A half-page advertisement in the printed Congress brochure (must be provided by the sponsor as a pdf no later than **17th April 2020**)
- 200-word company profile in the printed Congress brochure
- A4 insert into the delegate pack (to be provided by sponsor)
- Company logo with link to your company website from the official Congress website
- Inclusion in the Congress app

Post Event

- Access to the IOA 2020 attendee database whereby permission has been granted by the delegates
- Circulation of company branded email to all attendees with company message

Silver Sponsor Benefits
£10,000 + VAT (Only 3 positions available at this level)

- Oral acknowledgement as a sponsor at the Congress
- 2 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration
- One, 3m x 3m booth (premium location)
- 2 x complimentary exhibitor passes to include refreshment breaks on all days of the Congress (Extra exhibitor passes can be booked at a rate of £125.00 per pass)
- Coverage in promotional campaign
- A quarter-page advertisement in the printed Congress brochure (must be provided by the sponsor as a pdf no later than **17th April 2020**)
- 100-word company profile in the printed Congress brochure
- A4 insert into the delegate pack (to be provided by sponsor)
- Company logo with link to your company website from the official Congress website
- Inclusion in the Congress app

Post Event

- Access to the IOA 2020 attendee database whereby permission has been granted by the delegates
- Circulation of company branded email to all attendees with company message

Bronze
£5,000 + VAT (Only 10 positions available at this level)

- 1 X full complimentary registration to include attendance at sessions
- One, 3m x 2m booth
- 1 x complimentary exhibitor pass to include refreshment breaks on all days of the Congress (Extra exhibitor passes can be booked at a rate of £125.00 per pass)
- Coverage in promotional campaign
- 50-word company profile in the printed Congress brochure
- Company logo with link to your company website from the official Congress website
- Inclusion in the Congress app

Post Event

- Access to the IOA 2020 attendee database whereby permission has been granted by the delegates
- Circulation of company branded email to all attendees with company message

Individual Opportunities Available at a Glance

Welcome Reception (20 June, ACC Liverpool)	£15,000 + VAT
Congress Lunch (per day)	£8,000 + VAT
Congress Tea / Coffee break (per day)	£4,000 + VAT
Congress Dinner (22 June, Maritime Museum Liverpool)	£20,000 + VAT
Congress Mobile App	£10,000 + VAT
Speaker Sponsorship	£ at cost
Congress Bag	£4,000 + VAT
Congress Flyer Insert	£750 + VAT

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Welcome Reception Sponsorship

£15,000 + VAT

The opening reception is an important networking event bringing together the leaders of the field, delegates and sponsors.

Benefits:

- Sponsorship of the Welcome Reception (on-site)
- Pre-branding on Congress promotional material
- On-site branding
- Inclusion in Congress printed Brochure
- Inclusion in the Congress App

Congress Lunch Sponsorship

£8,000 + VAT per lunch per day

Sponsorship of a lunch session:

Benefits:

- Sponsorship of a lunch (on-site)
- Pre-branding on Congress promotional material
- On-site branding
- Inclusion in Congress printed Brochure
- Inclusion in the Congress App

Tea / Coffee Break Sponsorship

£4,000 + VAT per break per day

Sponsorship of a tea/coffee break:

Benefits:

- Sponsorship of a coffee break (on-site)
- Pre-branding on Congress promotional material
- On-site branding
- Inclusion in Congress printed Brochure
- Inclusion in the Congress App

Congress Dinner Sponsorship

£20,000 + VAT

The Congress dinner is an important networking event bringing together the leaders of the field, delegates and sponsors.

Benefits:

- Sponsorship of the Congress Dinner(on-site)
- Pre-branding on Congress promotional material
- On-site branding
- Inclusion in Congress printed Brochure
- Inclusion in the Congress App

Congress Mobile App

£10,000 + VAT

Sponsorship of the Congress mobile App:

Benefits:

- Full branding of the App
- Inclusion in Congress printed Brochure
- Inclusion in the Congress App

Delegate Bag Sponsorship

£4,000 + VAT

Sponsorship of the Congress delegate bag:

Benefits:

- Prominent Logo Branding on Congress Bag

Delegate Bag Flyer Insert

£750 + VAT

- One (1) A4 or A5 Insert into the Congress Delegate Bag (flyer to be provided by sponsor)

ADVERTISEMENT AND EXHIBITOR OPPORTUNITIES

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN ADVERTISEMENT IN OUR OFFICIAL CONGRESS BROCHURE:

ADVERTISEMENT RATES

Sizes & Rates

Full Page Advert- €1,500.00 + VAT

Half Page (½) Advert - €1,000.00 + VAT

Quarter Page (¼) Advert – €700.00 + VAT

All adverts must be provided as a pdf no later than **17th April 2020**

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN EXHIBITION SPACE AT THE CONGRESS:

EXHIBITION RATES

6ft Table

€2,500 + VAT

Benefits:

- Pre-branding on Congress promotional material
- Inclusion of logo in Congress Brochure
- Inclusion in the Congress App
- 1x delegate pass to exhibition only

If you wish to book a sponsorship package, exhibit or advertise at the IOA Congress 2020, please contact: jayne@happeningconferences.com or telephone +44 (0) 151 558 0964.

For further details visit the congress website: www.ioacongress.org