



Québec

An Invitation to Support

COS Annual Meeting & Exhibition

June 13-16, 2019

Québec City Convention Centre



Canadian Société
Ophthalmological canadienne
Society d'ophtalmologie

EYE PHYSICIANS | MÉDECINS ET CHIRURGIENS
AND SURGEONS | OPHTHALMOLOGISTES
OF CANADA | DU CANADA

OVERVIEW OF THE 2019 COS ANNUAL MEETING

As the premier Canadian vision conference and exhibition of its kind, the COS Annual Meeting provides a prime opportunity for industry partners to meet and network with delegates in the ophthalmology health care profession.

Sponsor benefits for this year's conference are unparalleled. Whether you choose a Platinum, Gold, Silver or Bronze level package, your educational grant allows you to maximize your corporate visibility and build a personal connection with our members, key opinion leaders, and decision-makers. Your educational grant will provide you with invaluable exposure and strengthen your brand with your key stakeholder group.

CONTACT INFORMATION

SPONSORSHIP

For more information on Sponsorship, please contact Jennifer Brunet-Colvey, Executive Director/CEO, at jbcolvey@cos-sco.ca or 613.729.6779 x. 225 or Christine Friske, Coordinator, Meeting Logistics & Exhibits at events@cos-sco.ca or 613.729.6779 x. 226.

CO-DEVELOPED SYMPOSIA

For more information on Co-developed Symposia, please contact Cheryl Ripley, Manager, CPD, at education@cos-sco.ca or 613.729.6779 x. 223.

EXHIBITION

For more information on the exhibition, please contact Christine Friske, Coordinator, Meeting Logistics & Exhibits at events@cos-sco.ca or 613.729.6779 x. 226.

Please note that priority selection of booth location and booth size will be given to sponsors. Platinum level sponsors will be given first priority, followed by Gold, Silver, and Bronze level sponsors, then 2018 STC Contributors. The deadline to confirm a sponsorship is **October 5, 2018**.

SURGICAL SKILLS TRANSFER COURSES (STCs)

For more information on STCs, please contact Maxine Brown, Coordinator, CPD, at mbrown@cos-sco.ca or 613-729-6779 x. 235.

Dear Partner:

The Canadian Ophthalmological Society's Annual Meeting and Exhibition is the premier event for Canada's ophthalmological community. Attracting over 1,600 attendees annually, you will see a return on your investment by choosing to spend your advertising, marketing and exhibition dollars at this 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. Collaborating with more than 12 national affiliate societies, each representing a specific ophthalmological subspecialty, the COS Annual Meeting and Exhibition presents a unique opportunity for hands-on learning, academic excellence, innovative thinking, and new perspectives on cutting-edge surgical innovations and leadership.

Sponsoring the COS Annual Meeting and exhibiting alongside other industry partners will raise the visibility of your company and position you for success.

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.

Yours sincerely,



Jennifer Brunet-Colvey
Executive Director/CEO

BACKGROUND ON COS

Founded in 1937, the Canadian Ophthalmological Society (COS) is the national, recognized authority on eye and vision care in Canada. As eye physicians and surgeons, we are committed to assuring the provision of optimal medical and surgical eye care for all Canadians by promoting excellence in ophthalmology and by providing services to support our members in practice. Our membership includes over 900 ophthalmologists and 200 ophthalmology residents. We work collaboratively with government, other national and international specialty societies, our academic communities (ACUPO), our provincial partners and affiliates and other eye care professionals and patient groups to advocate for health policy in Canada in the area of eye and vision health. COS is an accredited, award-winning provider of Continuing Professional Development (CPD) through the Royal College of Physicians and Surgeons of Canada (RCPSC) and is an affiliate of the Canadian Medical Association (CMA).

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COS ANNUAL MEETING AND EXHIBITION

TARGET AUDIENCE

- Ophthalmologists
- Ophthalmology Residents and Fellows
- Medical Students
- Physicians
- Family and Emergency Room Physicians
- International Keynote Speakers
- Allied Health Professionals
- University Department Heads and Program Directors from University Departments across Canada
- Leadership from the American Academy of Ophthalmology (AAO), the Pan-American Association of Ophthalmology (PAAO) and the International Council of Ophthalmology (ICO)
- Key representatives from the Canadian Medical Association (CMA), the Royal College of Physicians and Surgeons of Canada (RCPSC) and the International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO)

SUBSPECIALTY 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 Society for International and Public Health Ophthalmology
- Canadian Society of Oculoplastic Surgeons
- Canadian Uveitis Society
- Cataract Surgery
- Comprehensive Vision Rehabilitation Society
- Council of Canadian Ophthalmology Residents
- Ocular Regenerative Medicine Society

ALLIED HEALTH SOCIETIES

- Canadian Orthoptic Society
- Canadian Society of Ophthalmic Medical Personnel
- Canadian Society of Ophthalmic Registered Nurses

OVERALL BENEFITS FOR ALL SUPPORTERS

- Build your brand as a caring patient-centered organization attuned to the needs of specialty physicians
- Increase your perceived value proposition to specialty physicians by showcasing your role in bringing life-changing medicines and equipment to patients in need
- Position your company as a strategic partner with COS in the management of eye and vision health
- Demonstrate Corporate Social Responsibility (CSR) by partnering with COS, the national specialty society representing ophthalmologists in Canada

COS STRIVES TO

- Provide core learning opportunities for ophthalmologists, researchers and health care providers
- Present high-quality research and evidence-based updates
- Introduce new perspectives on cutting-edge surgical innovations
- Publicize state-of-the-art advances in ophthalmic diagnostics
- Disseminate information derived from Canadian and international ophthalmological researchers
- Provide opportunities for collaboration on clinical outcomes, prevention and population health initiatives
- Improve the quality of patient care and health outcomes

2019 COS ANNUAL MEETING SUPPORTER LEVELS AND BENEFITS

BENEFIT DESCRIPTION	\$50,000	\$30,000	\$20,000	\$12,500
	Platinum	Gold	Silver	Bronze
Option to co-develop 1 of 2 breakfast symposia available on a first-come, first-served basis at \$37,500* (Partners must meet the October 5, 2018 deadline to qualify) Full details on benefits included in partnering on a co-developed symposium can be found on page 8.	√			
Opportunity to provide 1 room drop with corporate message at the host hotel, offered on first-come, first-served basis. Maximum of 2 room drops per night (all associated costs of producing the room drop must be covered by Supporter)	√	\$1,500	\$1,500	
Priority selection of booth location and booth space will be given to Platinum, followed by Gold, Silver, Bronze level sponsors and 2018 STC Contributors. The deadline to confirm a sponsorship is October 5, 2018	1 st	2 nd	3 rd	4 th
Verbal acknowledgement of support at the <i>Women in Ophthalmology</i> educational symposium and tickets to attend (additional tickets are not available for purchase)	√ (3 delegates)	√ (2 delegates)	√ (1 delegate)	
Complimentary tickets to the President's Luncheon (additional tickets are not available for purchase)	4	3	2	1
Color-coded sponsor recognition ribbons	5	4	3	2
Opportunity to meet with the COS physician leadership for a one-on-one meeting during the COS Annual Meeting to discuss feedback and opportunities for future collaboration	√	√	√	√
Company name, logo and sponsorship level on all COS Annual Meeting collateral, including print program, website, mobile app, and Canadian Journal of Ophthalmology (CJO)	√	√	√	√
Corporate name and logo placed on the COS Supporter recognition sign in a prominent location	√	√	√	√
Opportunity for representatives from sponsoring organizations to attend scientific sessions <i>*Note: Ticketed scientific add-on sessions and courses may not apply</i>	√	√	√	√
Acknowledgement of support during President's Welcome at the President's Luncheon	√	√	√	√
Corporate message in the print program	1 page	½ page	½ 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)	√	√	√	√
Use of the COS logo with the phrase "2019 Canadian Ophthalmological Society Supporter" until December 31, 2019	√	√	√	√
Opportunity to brand hotel key cards – all associated additional costs must be covered by the Supporter. Product specific branding is not permissible	\$3,000	\$3,000	\$3,000	
Complimentary delegate registrations should you not be exhibiting (exhibiting companies are provided with 4 complimentary registrations per 10x10 booth). Additional delegate registrations may be purchased at a cost of \$475.00 each	3	3	2	2

**Please note, industry partners must sponsor or exhibit in order to attend the COS Annual Meeting.
Registration is only open to sponsors and exhibitors.**

*Timeslots for Co-developed Symposia are based on availability at time of commitment; \$37,500 includes co-development fee; room rental and standard audio-visual (AV) equipment. Additional costs apply for faculty honoraria, food and beverage, enhanced AV, additional room set-up/staging and accreditation fee. Other expenses may apply as required. Supporters must meet the October 5, 2018 deadline to qualify.

SUPPORTER NETWORKING OPPORTUNITIES

- Opening Welcome Reception on Thursday, June 13, 2019
- All breaks and lunches served in the Exhibition Hall
- President's Luncheon, by invitation only (COS Board of Directors; Council and Committee Chairs; international keynote speakers; key opinion leaders and decision-makers)

ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

EXHIBITION HALL

Increase your corporate visibility by becoming a sponsor of the 2019 COS Annual Meeting. Priority selection of booth location and space will be given to Platinum, followed by Gold, Silver, and Bronze level sponsors then 2018 STC Contributors.

- Platinum \$50,000
- Silver \$20,000
- Gold \$30,000
- Bronze \$12,500

SURGICAL SKILLS TRANSFER COURSES (STCs) - \$5,000+

A full description of the benefits of STC contribution is available on page 7.

STCs are physician-developed and physician-led hands-on wet labs or interactive workshops that offer instruction, demonstration, discussion and simulation of surgical, diagnostic and management techniques. Contributions to the STCs allow your equipment and instruments to be seen, tested and tried by dozens of physician participants all while allowing you to be present to observe the STCs and assist delegates with your equipment.

WIFI (\$7,500)

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

LEAD RETRIEVAL (\$500)

This bar code reader system is user-friendly and enables the user to track booth traffic quickly and efficiently. At the end of the COS Annual Meeting, all your collected data will be downloaded, and the information will be sent to you electronically for further follow-up, and to support your ROI. Please allow 3-5 business days to receive this information as the COS will verify the data to adhere to privacy laws. Additional scanners may be rented at a cost of \$200 each (one scanner is included in the lead retrieval pricing).

HOTEL ROOM DROP (\$1,500)

The opportunity to provide one (1) room drop at the host hotels is complimentary for the Platinum Sponsors. The opportunity to provide one (1) hotel room drop at the host hotels is available to Gold and Silver level sponsors at a base fee of \$1,500 on a first-come, first-served basis. A maximum of two (2) room drops will be distributed per night. All associated costs of producing the room drop must be covered by the Supporter.

Hotel Room Drop Content and Size Procedures:

- Requests must be received in writing by April 26, 2019
- Room drops must be developed by the sponsors
- Room drops are subject to approval by the COS and a final draft must be submitted by May 10, 2019 prior to the room drop being printed
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting is permissible
- Content can be educational in nature
- Content may promote educational sessions and accredited and unaccredited events (granted the sessions are approved by the COS)
- Recommended sizing is no larger than 4.25 by 5.5 inches (half the size of a standard piece of paper)

SURGICAL SKILLS TRANSFER COURSES (STCs) - \$5,000+

STCs are physician-developed and physician-led hands-on wet labs or interactive workshops that offer instruction, demonstration, discussion and simulation of surgical, diagnostic and management techniques. The STCs provide an ideal venue for practicing ophthalmologists to hone surgical techniques, receive extensive one-on-one training with physician experts in their field, and ultimately integrate new treatments into their practice.

Now in their 10th year, COS is planning to host seven (7) STCs over the course of three (3) days. These award-winning courses host upwards of 150 participants and bring together nearly 100 physician faculty members to collaborate and share knowledge. STC topics are determined by insight from physician leaders, coupled with evaluations that highlight perceived and unperceived needs with the goal of identifying gaps in knowledge, skills, performance, clinical care or health outcomes. They are designed to be accredited for Section 3 MOC Simulation Credits.

Generous financial and in-kind contributions are crucial to the continued success of the STCs. All financial contributions will be used to off-set the high overhead cost associated with developing and delivering these world-class courses. By providing financial and in-kind support, STC contributors help to advance specialized ophthalmic education, improve patient care nationwide, and facilitate peer-to-peer discussion of upcoming surgical techniques and devices.



BENEFIT DESCRIPTION	Visionary <i>In-kind and financial (\$5,000+) contributor</i>	Innovator <i>In-kind contributor</i>	Advocate <i>Educational partner</i>
Complimentary ticket to the President's Luncheon	√ (1 delegate)		
Opportunity to have your equipment and instruments be seen, tested and tried by dozens of participants	√	√	
Opportunity to be present during STC courses to support participants with equipment and instruments	√	√	
Priority exhibit booth selection at the 2020 COS Annual Meeting in Vancouver (following Bronze level sponsors)	1st	2nd	
Color-coded supporter ribbons by level	4	2	1
STC delegate lists in advance of the meeting (Delegate lists are comprised of names of attendees only)	√	√	
Use of the COS logo with the phrase "2019 Canadian Ophthalmological Society STC Contributor" until December 31, 2019	√	√	
Company name, logo and sponsorship level on COS Annual Meeting collateral, including print program, video loops, website and phone app	√	√	√
Acknowledgement of STC support in the Canadian Journal of Ophthalmology (CJO)	√		
Corporate name and logo placed on the COS STC Contributor recognition sign in a prominent location and in front of the STC room	√	√	√
Opportunity for representatives from supporting organizations to attend the scientific sessions of the COS Annual Meeting (Some ticketed scientific add-on sessions and courses may not apply)	√	√	√
Acknowledgement of support during Opening Remarks of STCs	√	√	√

* STC contribution is considered separate from overall Annual Meeting sponsorship levels. All benefits and recognition are in addition to overall meeting sponsorship. Sponsors wishing to provide financial contributions only must consult page 5 for levels, benefits and amounts. For more information, please contact Maxine Brown at mbrown@cos-sco.ca.

CO-DEVELOPED SYMPOSIA

The opportunity to partner on a co-developed symposia is available to Platinum level sponsors only. Sponsors must meet the October 5, 2018 application deadline to qualify.

Co-developed Symposia are an essential part of the COS Annual Meeting, are integrated into the scientific program and enhance the delegates' educational experience. COS has a mandate to develop high quality and ethically responsible CPD opportunities for Canadian ophthalmologists. Working with industry partners to offer co-developed symposia, the COS creates opportunities based on the educational needs of its members across the country. Co-developed symposia are planned to ensure the evidence presented is valid, objective and balanced.

We look forward to partnering with you to continue fostering this exceptional delegate experience.

CO-DEVELOPED SYMPOSIUM INFORMATION

There are two breakfast time slots available, based on a first-come, first-served basis. Interested Platinum level sponsors will mark their first and second time slot preferences by completing the application on the following page. Co-developed symposia are available for \$37,500.

Friday, June 14, 2019 | 6:30 – 8:00 AM, breakfast served from 6:00 AM

Saturday, June 15, 2019 | 6:30 – 8:00 AM, breakfast served from 6:00 AM

Co-developed symposium at the COS Annual Meeting are designed to be accredited for Section 1 MOC credits and eligible for AMA PRA Category 1 credits. They have previously hosted more than 150 delegates over the breakfast time slot. Evaluation results show these sessions year over year are perceived by participants as one of the most valuable aspects of the COS Annual Meeting.

BENEFITS OF CO-DEVELOPING A SYMPOSIUM WITH THE COS

- Symposia promotion and partner recognition through co-development statement on website, print program, phone app, Twitter, and through email communication to delegates
- Promotional signage for symposia in prominent location
- One (1) room drop to host hotels dedicated to the promotion of the symposia with partner recognition through co-development statement
- Increased visibility among ophthalmologists
- Inform knowledge transfer from research to practice
- Inform best practices in patient decision-making
- Gain exposure with the ophthalmological community as a provider of high quality, accredited Continuing Professional Development opportunities
- Position your company as a strategic partner with COS in the management of eye and vision care

Please see the COS Guide for Co-Development for further details. For more information, please contact Cheryl Ripley at education@cos-sco.ca or 613.729.6779 x. 223.



2019 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR SPONSORSHIP AND CO-DEVELOPED SYMPOSIUM

Please complete the following application page to confirm your Platinum level sponsorship and interest in partnering on a co-developed symposia. Submission must be received by October 5, 2018 to qualify.

CO-DEVELOPED SYMPOSIUM

- ☐ 37,500* ☐ Platinum - \$50,000 ☐ Sponsor will adhere to the [National Standard for Support of Accredited CPD Activities](#)

*Includes co-development fee, room rental, and standard audio visual. The accreditation fee, faculty honoraria, food and beverage, enhanced AV and additional setup/staging are extra. Fees for a medical education company or agency are also extra. Other expenses may apply as required. Please see the COS Guide for Co-Development for further details.

We hereby apply for the following Co-Developed Symposia time slot:

- Friday, June 14, 2019 | 6:30 – 8:00 AM ☐ 1st choice ☐ 2nd choice
Saturday, June 15, 2019 | 6:30 – 8:00 AM ☐ 1st choice ☐ 2nd choice

Note: Timeslot allocation is based on the date and time the completed application and payment are received by COS. The flow of the scientific program and topics allocated may be a consideration in timeslot allocation by COS.

Topic suggestions: _____ Target audience: _____

Suggestions for Physician Chair: _____

Note: Topics will be reviewed and approved by the 2019 COS Annual Meeting Planning Committee to ensure content is based on the identified learning needs of the target audience, scientific balance and validity, and to avoid duplication with the scientific program.

AUTHORIZATION

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

Approved and authorized by Sponsor

Name: _____ Title: _____

Company Name: _____ Email: _____

Signature of Authorized Office: _____ Date: _____

Approved and authorized by Canadian Ophthalmological Society

Name: Cheryl Ripley _____ Title: Manager, Continuing Professional Development _____

Signature of Authorized Office:  _____ Date: _____

PLEASE RETURN APPLICATION AND PAYMENT TO:

Co-Developed Symposia Application
Attention: Cheryl Ripley & Christine Friske
Email: education@cos-sco.ca and events@cos-sco.ca

c/o Canadian Ophthalmological Society
110 - 2733 Lancaster Road, Ottawa ON K1B 0A9
Fax: 613.729.7209

2019 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR SPONSORSHIP

SPONSORSHIP LEVEL

- ☐ Platinum - \$50,000
- ☐ Gold - \$30,000
- ☐ Silver - \$20,000
- ☐ Bronze - \$12,500
- ☐ Sponsor will adhere to the [National Standard for Support of Accredited CPD Activities](#).

AUTHORIZATION

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

Approved and authorized by Sponsor

Name: _____ Title: _____

Company Name: _____ Email: _____

Signature of Authorized Office: _____ Date: _____

Approved and authorized by Canadian Ophthalmological Society

Name: Jennifer Brunet-Colvey Title: Executive Director/CEO

Signature of Authorized Office:  Date: _____

PLEASE RETURN APPLICATION AND PAYMENT TO:

Sponsorship Application
Attention: Christine Friske
Email: events@cos-sco.ca

c/o Canadian Ophthalmological Society
110 - 2733 Lancaster Road, Ottawa ON K1B 0A9
Fax: 613.729.7209