

# TORONTO

ANNUAL MEETING & EXHIBITION  
CONGRÈS ANNUEL ET EXPOSITION



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

## An Invitation to Support



MAY 31  
JUNE 3  
MAI 31  
JUIN 3  
2018  
METRO TORONTO CONVENTION CENTRE

[cos-sco.ca/toronto2018](http://cos-sco.ca/toronto2018)

ADVOCATING FOR EVIDENCE-BASED EYE HEALTH



## OVERVIEW OF THE 2018 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](mailto:jbcolvey@cos-sco.ca) or 613.729.6779 x. 225 or Christine Friske, Coordinator, Meeting Logistics & Exhibits at [events@cos-sco.ca](mailto: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](mailto:education@cos-sco.ca) or 613.729.6779 x. 223.

### EXHIBITION

For more information, please contact Christine Friske, Coordinator, Meeting Logistics & Exhibits at [events@cos-sco.ca](mailto: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, then Gold, then Silver, then Bronze level sponsors. The deadline to confirm a sponsorship is **October 6, 2017**.

### Dear Partner:

The Canadian Ophthalmological Society's Annual Meeting and Exhibition is the premier event for Canada's ophthalmological community. Attracting over 1,500 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 10 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

## 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 provided and health outcomes.

### TARGET AUDIENCE

- Ophthalmologists
- Ophthalmology Residents and Fellows
- Medical Students
- Physicians
- Family and ER
- International Guest Speakers
- Allied Health Professionals
- University Department Heads and Program Directors from University Departments across the country
- Leadership from the American Academy of Ophthalmology (AAO), the Pan-American Association of Ophthalmology (PAAO) and the International Federation of Ophthalmological Societies
- Key representatives from the Canadian Medical Association (CMA), the Royal College of Physicians and Surgeons of Canada (RCPSC) and the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO)

### 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
- Council of Canadian Ophthalmology Residents
- Ocular Regenerative Medicine
- Vision Rehabilitation

### ALLIED HEALTH SOCIETIES

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



## 2018 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 symposia available on a first-come, first-served basis at \$37,500 and first option of day and timeslots* (Supporters must meet the October 6, 2017 deadline to qualify)	√			
Co-developed Symposia promoted on the COS meeting website and through email communications to delegates	√			
Co-developed Symposia promoted on signage at the COS conference	√			
Co-developed Symposia listing and recognition in conference program	√			
Opportunity to provide 1 room drop at the host hotel, to a maximum of 2 per evening based on a first come, first served basis (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, then Silver and then Bronze level sponsors. The deadline to confirm a sponsorship is October 6, 2017.	1st	2nd	3rd	4th
Acknowledgment of support for the <i>Women in Ophthalmology</i> educational symposium – available only to Platinum, Gold and Silver level supporters (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 corporate listing on all COS Annual Meeting collateral, including print program, slide loops, website and mobile app	√	√	√	√
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	√	√	√	√
Acknowledgement of support during Opening Remarks and at the President’s Luncheon	√	√	√	√
Corporate message in program	1 page	½ page	½ page	
Copies of delegate list in advance of the meeting (Delegate lists are comprised of names of attendees only)	√	√	√	√
Use of the COS logo with the phrase “2018 Canadian Ophthalmological Society Supporter” until December 31, 2018	√	√	√	√
Branded key cards (\$3,000) – all associated costs must be covered by Supporter	1st	2nd	3rd	
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.**

\*Based on availability at time of commitment; 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 setup/staging and accreditation fee. Other expenses may apply as required. Supporters must meet the October 6, 2017 deadline to qualify.



## SUPPORTER NETWORKING OPPORTUNITIES

- Opening Welcome Reception on Thursday, May 31, 2018
- All health breaks served in the Exhibition Hall
- All lunches served in the Exhibition Hall
- President's Luncheon (COS Board of Directors; Council and Committee Chairs; international guest speakers; key opinion leaders and decision-makers)

## ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

### **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.

### **COS MOBILE APP (\$10,000)**

Put your corporate name/logo on the handy programmed mobile App, which will be referenced by delegates to navigate the meeting. Attendees refer to their event App for session details, speaker bios, what's happening now and much more. Includes:

- Banner ad
- Exclusive sponsor detail page
- Homepage corporate sponsor icon
- Ad/logo on exhibitor listing

### **WIFI (\$10,000)**

- Opportunity to brand your company at the Metro Toronto Convention Centre on all collateral including the website, slide loop, the mobile app and the print program.

### **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 in order for the COS to verify the information and adhere to privacy laws. Additional scanners may be rented at a cost of \$200 each (one scanner is included in the lead retrieval pricing).

**NOTE:** COS is recognized by the Royal College of Physicians and Surgeons of Canada as an Accredited Provider of Continuing Professional Development. As such, confirmed sponsors are required to agree to the COS Policy on Commercial Sponsorship.

## 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. Supervision from experienced instructors and a low participant-to-instructor ratio provides delegates with intensive instruction leading to new knowledge and skills.

COS first introduced the STCs during the 2010 Annual Meeting and was the recipient of a 2014 Royal College Accredited CPD Provider Innovation Award for the Surgical Skills Transfer Courses. These awards recognize innovative educational and administrative policies, processes, resources and tools implemented by an Accredited CPD Provider.

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. In 2018, the COS is planning to include STCs on the subjects of cataract, cornea, glaucoma, retina and oculoplastics. Please note that the 2018 schedule is considered preliminary and is subject to change. More details including title, content and focus of the course will be available at a later date.

STC contributors help to advance specialized ophthalmic education and provide better patient care, all while receiving the following benefits:



<b>BENEFIT DESCRIPTION</b>	<b>Visionary</b> <i>In-kind and financial (\$5,000+) contributor</i>	<b>Innovator</b> <i>In-kind contributor</i>	<b>Advocate</b> <i>Educational partner</i>
Complimentary ticket to the President's Luncheon	√ (1 delegate)		
Acknowledgement of STC support in the Canadian Journal of Ophthalmology (CJO)	√		
Opportunity to have your equipment and instruments be seen, tested and tried by dozens of participants	√	√	
Presence and participation in STC courses	√	√	
Color-coded supporter ribbons by level	<b>4</b>	<b>2</b>	<b>1</b>
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 "2018 Canadian Ophthalmological Society STC Contributor" until December 31, 2018	√	√	
Company name, logo and corporate listing on COS Annual Meeting collaterals, including print program, video loops, website and phone app	√	√	√
Corporate name and logo placed on the COS STC Contributor recognition sign in a prominent location	√	√	√
Opportunity for representatives from supporting organizations to attend the scientific sessions of the COS Annual Meeting	√	√	√
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 Colvey at [mcolvey@cos-sco.ca](mailto:mcolvey@cos-sco.ca).



## CO-DEVELOPED SYMPOSIA

This option is available to Platinum Level sponsors only. Sponsors must meet the **October 6, 2017** application deadline to qualify.

Co-developed Symposia are an essential part of the 2018 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 in building 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.

Non-physician organizations must enter into a relationship of co-development with the COS on accredited educational programming under Section 1 of the Maintenance of Certification (MOC) Program.

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

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

### **BENEFITS OF CO-DEVELOPING A SYMPOSIUM WITH THE COS**

- Tailored to the educational needs of the ophthalmological community
- Inform knowledge transfer from research to practice
- Inform best practices in patient decision-making
- Provide exposure to the ophthalmological community as a provider of CPD content and material
- Increased visibility among ophthalmological specialists
- Use of COS logo and name when promoting the program to the medical community
- Provide an opportunity for interaction and feedback
- Position your company as a strategic partner with COS in the management of eye and vision care

Please see the COS Guide for Co-Developing Continuing Professional Development Activities for further details. For more information, please contact Cheryl Ripley at [education@cos-sco.ca](mailto:education@cos-sco.ca) or 613.729.6779 x. 223.







# 2018 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR SPONSORSHIP AND/OR CO-DEVELOPED SYMPOSIA

*(Co-developed symposia are only available for Platinum Sponsors)*

Contact Name \_\_\_\_\_

Sponsor Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_

Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Communication Firm/Medical Education Company  Not Applicable

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_

Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Invoices should be addressed to:  Sponsor  Communication Firm

## 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

### Sponsorship Level:

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

### Co-developed Symposium:

37,500\*

*\*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 to Co-developing Continuing Professional Development activities for further details.*



## FOR COS USE ONLY

Record No

Date

Time

Payment Date

Confirmation Sent

Accepted by

Date

## SYMPOSIA CONTENT

*(Co-developed symposia are only available for Platinum Sponsors)*

### SYMPOSIUM INFORMATION

We hereby apply for the following Co-Developed Symposia timeslot:

Friday, June 1, 0630-0800     1st choice     2nd choice

Saturday, June 2, 0630-0800     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.

### SPONSOR INFORMATION

Topic suggestions: \_\_\_\_\_  
\_\_\_\_\_

Target audience: \_\_\_\_\_

Suggestions for Physician Chair: \_\_\_\_\_

**Note:** Topics will be reviewed and approved by the 2018 Annual Meeting Planning Committee to ensure content is based on learning need, 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 Guide to Co-Developing Continuing Professional Development Activities.

Signature of Authorized Officer: \_\_\_\_\_

Date: \_\_\_\_\_

**APPLICATION FOR A CO-DEVELOPED SYMPOSIUM MUST BE RECEIVED BY OCTOBER 6, 2017.**

Please keep a copy for your records. Applications submitted incorrectly or with incomplete mandatory requirements will be returned to the submitter. This may impact your preferred time and topic choice.

### PLEASE RETURN PAYMENT TO:

#### Sponsorship only:

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

#### Sponsorship & Co-developed Symposia:

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



Canadian Ophthalmological Society  
Société canadienne d'ophtalmologie

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

**Canadian Ophthalmological Society**  
110-2733 Lancaster Road  
Ottawa ON K1B 0A9  
T : 613.729.6779 | 800.729.7209  
cos@cos-sco.ca  
www.cos-sco.ca

## AFFILIATED 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  
Council of Canadian Ophthalmology Residents  
Ocular Regenerative Medicine  
Vision Rehabilitation

## ALLIED HEALTH

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

## SOCIÉTÉS AFFILIÉES ET GROUPES D'INTÉRÊT PARTICULIER

Association canadienne des ophtalmologistes pédiatriques et strabisme  
Chirurgie de la cataracte  
La société canadienne de chirurgie oculoplastique  
Le Conseil des résidents en ophtalmologie au Canada  
Médecine oculaire régénérative  
Société canadienne de la cornée, des maladies externes et de la chirurgie réfractive  
Société canadienne de la neuro-ophtalmologie  
Société canadienne de la pathologie oculaire  
Société canadienne de la rétine  
Société canadienne de l'ophtalmologie internationale et de la santé publique  
Société canadienne de l'uvéite  
Société canadienne du glaucome  
Réadaptation visuelle

## SOCIÉTÉS CONNEXES DE LA SANTÉ

Société canadienne du personnel médical en ophtalmologie  
Société canadienne des infirmières et infirmiers en ophtalmologie  
La société canadienne d'orthoptique