



orthoptics
australia

2020 partnership prospectus

Striving For Excellence In Eye Health Care

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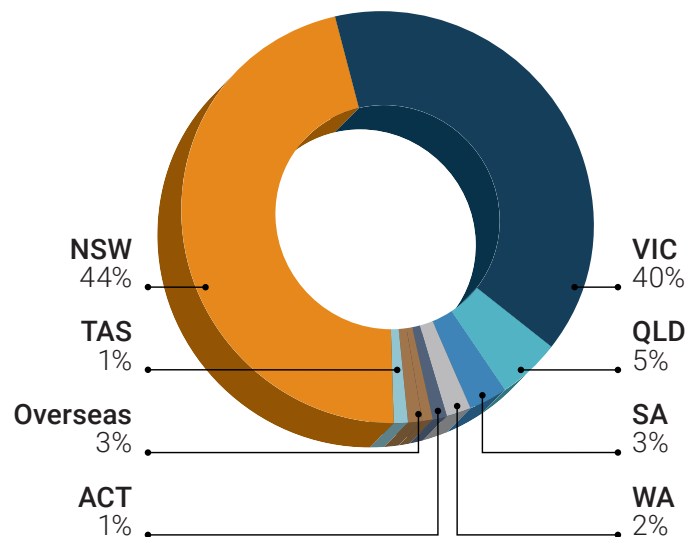
About Orthoptics Australia and Our Members

Orthoptics Australia is a national organisation with over 500 members from across Australia and overseas including New Zealand, United Kingdom, Singapore, Malaysia and Hong Kong.

Orthoptics Australia's vision is to strive for excellence in eye health care by:

- Promoting and advancing the discipline of orthoptics;
- Supporting its members by ensuring they receive quality service to further their work and career opportunities; and
- Improving eye health care for patients in public hospitals, ophthalmology practices, and the wider community.

Members by Location



Why Partner with Orthoptics Australia?

Top five reasons why organisations decide to partner with Orthoptics Australia:

- 1 Brand Exposure**
Expose your company's brand, products and messages to a targeted audience of orthoptists.
- 2 Business Development**
Research customer attitudes and needs and identify new business opportunities within the eye health sector.
- 3 Networking**
The opportunity to connect with key orthoptists from varied workplace settings.
- 4 Supporting orthoptic education**
Demonstrate your commitment to, and support of orthoptic education.
- 5 Tailored Partnership Opportunities**
Orthoptics Australia welcomes the opportunity to collaborate with you in order to create a partnership package that best meets your organisation's needs.

2020 Partnership Opportunities

2020 will see Orthoptics Australia continue to strengthen its existing industry partnerships while forging new relationships with organisations that support our vision to “**Strive for excellence in eye health care**”.

We acknowledge that any partnership needs to fulfil both organisation’s strategic and brand objectives.

Orthoptics Australia welcomes the opportunity to work with partners to create tailored packages or opportunities like the Premium Partner option, that includes a bespoke component.



Premium Partner

Limited to two (2) Companies

\$29,000 ex GST

Orthoptics Australia's flagship partner package offers a range of exposure, business development, networking and tailored entitlements in a value-based framework (**save \$2,800**).

The Premium Partner Package includes the following entitlements:

Corporate Banner Advertisement on the Orthoptics Australia Website Home Page

Your corporate banner advertisement to appear on the OA Website home page with a hyperlink to your website. Advertisement can be changed four (4) times per year.

Your Company Logo Acknowledgement on Orthoptics Australia Website Pages

Your company logo will appear on the bottom of the top five (5) most frequently opened pages.

Platinum Partner of the Orthoptics Australia Annual Conference

Entitlements include:

- Opportunity to address delegates for ten (10) minutes during a Conference session
- Tabletop display within exhibition area, inclusive of trestle table and two (2) chairs
- Four (4) Conference registrations inclusive of the Welcome Reception and Conference Dinner
- Verbal acknowledgement at opening and closing sessions of the Conference
- 250-word company profile on the Conference website
- Electronic delegate list, supplied one (1) week prior to the Conference. The delegate list must not be transferred in whole or part to any third party or used for purposes related to future conferences
- Logo acknowledgement on the Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program
- Coffee cart option (at your expense)
- Delegate catering option (at your expense)

Platinum Partner NSW Branch Scientific Meeting

This annual 1-day event is usually held in August and attracts more than 100 delegates. CPD Hours apply.

Entitlements include:

- Opportunity to address delegates for seven (7) minutes during a program session
- Large Tabletop display located within a prominent position
- Two (2) event registrations inclusive of all catering
- Verbal acknowledgement at opening and closing sessions of the event
- Logo acknowledgement on the OA website including a hyperlink to your company's website
- Logo acknowledgement on all printed material, social media and event holding slides

Platinum Partner VIC Branch July Scientific Meeting

Limited to One (1) Company

This annual 1-day event is usually held in July and attracts more than 100 delegates. CPD Hours apply.

Entitlements include:

- Opportunity to address delegates for seven (7) minutes during a program session
- Large Tabletop display located within a prominent position
- Two (2) Meeting registrations inclusive of all catering
- Verbal acknowledgement at opening and closing sessions of the Meeting
- Logo acknowledgement on the OA website including a hyperlink to your company's website
- Logo acknowledgement on all printed material, social media and event holding slides

On-Line Education Portal Partner

Be recognised as a leading supporter of on-line education within the Orthoptic community.

Entitlements include:

- Logo acknowledgement on the OA on-line education portal and in the OA eNewsletter
- The opportunity to add OA approved material, to the site

Bespoke Sponsorship Selection

Plus, your selection from the following entitlements listing. You must select items to a total value of **\$7,500** or greater:

Item/Description	Entitlements included	\$ Value
Platinum Partner NSW Branch Continuing Education Weekend This annual 2-day event is usually held in March/April and attracts more than 60 delegates. CPD Hours apply.	<ul style="list-style-type: none"> • Opportunity to address delegates for ten (10) minutes during the Meeting • Naming rights to multiple educational sessions (one (1) per day) • Large Tabletop display located in a prominent position • One (1) Meeting registration inclusive of all meeting catering and social functions • One (1) Day registration (includes meeting catering but, excludes social functions) • Verbal acknowledgement at opening and closing sessions of the Meeting • Logo acknowledgement on the OA website including a hyperlink to your company's website • Logo acknowledgement on all printed material, social media and event holding slides • One (1) satchel insert: Promotional item or brochure (maximum size one (1) double sided A4 page) 	\$2,500 ex GST
Partner Orthoptics Australia State Education Days Your selection of Three (3) State OA Continuing Education Days to sponsor. Select from Metropolitan or Rural events in VIC, NSW, QLD, SA and WA. CPD Hours apply.	<ul style="list-style-type: none"> • Tabletop display located within the exhibition area • Two (2) Meeting registrations inclusive of all meeting catering • Logo acknowledgement on the OA website including a hyperlink to your company's website • Verbal acknowledgement at opening and closing sessions of the Meeting • Logo acknowledgement on all printed material, social media and event holding slides 	\$3,000 ex GST
Platinum Partner Orthoptics Australia VIC Branch Orthoptic Continuing Education Seminars Partner with Orthoptics Australia, The Royal Victorian Eye and Ear Hospital, The Royal Children's Hospital, La Trobe University and The Alfred Hospital to present this series of Six (6) Continuing Education Seminars. CPD Hours apply.	<ul style="list-style-type: none"> • Five (5) minute sponsor presentation at three (3) seminars • Two (2) Meeting registrations inclusive of all meeting catering • Logo acknowledgement on the OA website including a hyperlink to your company's website • Logo acknowledgement on all printed material, social media and event holding slides • Logo acknowledgement on all seminar recordings on the OA website 	\$2,000 ex GST
Orthoptics Australia eNewsletter Advertisements	Place a total of Six (6) strip advertisements (750 x 350 Pixels), at a rate of One (1) advertisement per issue, over a 12-month period. eNewsletter is issued fortnightly to over 500 OA Members. The latest eNewsletter is available for review here	\$3,000 ex GST
Orthoptics Australia Annual Conference Name Badge and Lanyard Partner Limited to one (1) Company Lanyards and Name Badges are designed and supplied by OA.	<ul style="list-style-type: none"> • Your company logo will appear on both the delegate lanyard and name badge. Both items will be co-branded with the OA logo. • Logo acknowledgement on the OA Conference website including a hyperlink to your company's website • Logo acknowledgement in the delegate pocket program 	\$2,200 ex GST
Satchel Sponsor Limited to one (1) Company Satchels are designed and supplied by OA.	<ul style="list-style-type: none"> • Your company logo will appear on the satchel • Logo acknowledgement on the OA Conference website including a hyperlink to your company's website • Logo acknowledgement in the delegate pocket program 	\$2,200 ex GST

As a sign of Orthoptics Australia's appreciation of your support, we would like to offer our Premium Partners the following additional items, free of charge:

Orthoptics Australia eNewsletter Articles

OA will accept any Premium Partner orthoptic related article (approved by OA) for inclusion in our member only, fortnightly eNewsletter. This eNewsletter is issued to more than 500 OA members and is available for review **here**.

Event Advertising

OA Premium Partners are welcome to have their orthoptist related educational events listed on the OA Event Calendar. Every listing will have a hyperlink to your company's website.

Orthoptics Australia Annual Conference

The 77th Orthoptics Australia Annual Conference will be held at the Brisbane Convention and Exhibition Centre (BCEC) from 10 - 12 October 2020. BCEC is nestled in the heart of Brisbane's South Bank cultural precinct on the corner of Merivale and Glenelg Streets.

The Conference is expected to attract over 250 attendees.

Delegates include clinicians, academics and researchers. Their areas of specialty comprise diagnostic imaging, low vision, paediatrics, ocular motility/strabismus and ophthalmic assisting.

Held over 3 days, this major orthoptic educational event offers industry the opportunity to network with delegates and participate in both the exhibition and scientific program via session sponsorship, networking, promotional, educational and exhibitor opportunities.

More specific details regarding Orthoptics Australia Annual Conference sponsorship opportunities are outlined below:

	Platinum Two (2) Only	Gold	Silver	Bronze
	\$7,100 ex. GST	\$5,500 ex. GST	\$3,900 ex. GST	\$3,000 ex. GST
Opportunity to address delegates for ten (10) minutes during a Conference session	✓	–	–	–
Opportunity to address delegates for five (5) minutes during a Conference session	–	✓	–	–
Coffee cart option (at your expense)	✓	–	–	–
Delegate catering option (at your expense)	✓	✓	✓	–
Verbal acknowledgement at opening session	✓	✓	✓	✓
Verbal acknowledgement at closing session	✓	✓	–	–
Logo acknowledgement on the Conference website including a hyperlink to your company's website	✓	✓	✓	✓
Logo acknowledgement in the delegate pocket program	✓	✓	✓	✓
Tabletop display within exhibition area, inclusive of trestle table and two chairs	✓	✓	✓	✓
Conference registrations inclusive of the Welcome Reception (Excluding the Conference Dinner)	4	2	2	2
Conference Dinner tickets	4	2	–	–
Your company profile on the Conference website	250 words	200 words	150 words	100 words
Electronic delegate list, supplied one (1) week prior to the Conference. The delegate list must not be transferred in whole or part to any third party or used for purposes related to future conferences	✓	✓	✓	✓

Networking Exposure Opportunities

Conference Dinner Sponsor

Limited to one (1) Company

\$3,300 ex GST

The Orthoptics Australia Annual Conference Dinner is always a highly anticipated event during the Conference.

The dinner provides an opportunity for guests to network while enjoying a fabulous dinner, lots of dancing and plenty of fun.

Entitlements include:

- Opportunity to address attendees for five (5) minutes during the Conference dinner
- Two (2) complimentary tickets to the Conference Dinner
- Verbal acknowledgement at the Conference Dinner
- Opportunity to display a freestanding banner at the Conference Dinner (maximum size 2m high x 1m wide)
- Opportunity to distribute a promotional item or brochure to Conference Dinner attendees (item placed on tables)
- Logo acknowledgement on the Conference Dinner menus
- Logo acknowledgement on the Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program
- Your 100-word company profile on the Conference website

Welcome Reception Sponsor

Limited to one (1) Company

\$2,700 ex GST

A wonderful opportunity to promote your company name to delegates as they mix and mingle during the welcome reception.

Entitlements include:

- Two (2) complimentary tickets to the Welcome Reception
- Verbal acknowledgement at the Welcome Reception
- Opportunity to display a freestanding banner at the Welcome Reception (maximum size 2m high x 1m wide)
- Opportunity to distribute a promotional item or brochure to Welcome Reception attendees (item placed on tables)
- Logo acknowledgement on the Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program
- Your 50-word company profile on the Conference website

Breakfast Symposium Sponsor

Limited opportunities available

\$3,200 ex GST

The Orthoptics Australia Annual Conference Breakfast Symposium is always a highly anticipated event during the Conference.

The Breakfast Symposium provides an opportunity for guests to network while enjoying breakfast.

Entitlements include:

- Opportunity to host and naming rights of 1-hour Breakfast Symposium
- Sponsor to provide speaker and content, including title, speaker details and a brief synopsis of your proposed symposia (to be sent to the Committee for approval)
- Room hire and standard audio-visual equipment
- Continental breakfast for all attendees (based on 50, option for additional attendees to be charged at cost subject to room capacity)
- Opportunity to display a freestanding banner at the Breakfast Symposium (maximum size 2m high x 1m wide)
- Opportunity to distribute a promotional item or brochure to Breakfast Symposium attendees (item placed on tables)
- Logo acknowledgement on the Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program
- Your 50-word company profile on the Conference website



Additional Sponsorship Opportunities

Session Sponsor

\$1,100 ex GST

Entitlements include:

- Opportunity to address delegates for five (5) minutes during the sponsored session
- Opportunity to display a freestanding banner on stage during the sponsored session (maximum size 2m high x 1m wide)
- Logo acknowledgement on the session PowerPoint holding slide
- Logo acknowledgement on the Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program

Name Badge and Lanyard Sponsor

Limited to one (1) Company

\$2,200 ex GST

Lanyards and Name Badges are designed and supplied by OA.

Entitlements include:

- Your company logo will appear on both the delegate lanyard and name badge. Both items will be co-branded with the OA logo
- Logo acknowledgement on the OA Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program

Travel Grant Sponsor

\$1,050 ex GST

This grant has been designed to cover the cost of an abstract presenter's domestic economy airfares, accommodation and/or registration.

Entitlements include:

- Naming rights of sponsored travel grant
- Opportunity to select the recipient of sponsored travel grant
- Logo acknowledgement on the OA Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program
- Verbal acknowledgement during the presentation

Satchel Sponsor

Limited to one (1) Company

\$2,200 ex GST

Satchels are designed and supplied by OA.

Entitlements include:

- Your company logo will appear on the satchel.
- Logo acknowledgement on the OA Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program

Exhibition Table Display

\$600 ex GST

Entitlements include:

- Tabletop display within exhibition area, inclusive of trestle table and two (2) chairs
- Two (2) Conference registrations including the Welcome Reception (excluding the Conference Dinner)
- Logo acknowledgement on the OA Conference website including a hyperlink to your company's website
- Logo acknowledgement in the delegate pocket program



Orthoptics Australia Educational Sponsorship Opportunities

Orthoptics Australia NSW Branch Continuing Education Weekend

This annual 2-day event is usually held in March/April and attracts more than 60 delegates. CPD Hours apply. Entitlements include:

	Platinum One (1) Only	Gold Four (4) Only	Silver	Bronze
	\$2,500 ex. GST	\$1,500 ex. GST	\$1,000 ex. GST	\$700 ex. GST
Opportunity to address delegates during the Meeting	10 minutes	8 minutes	5 minutes	–
Large Tabletop display located within a prominent position	✓	–	–	–
Tabletop display located within the exhibition area	–	✓	✓	✓
Meeting registration inclusive of all Meeting catering and social functions	1	1	–	–
Day registration (inclusive of all Meeting catering but, excludes social functions)	1	–	1	1
Naming rights to multiple educational sessions (One (1) per day)	✓	–	–	–
Naming rights to a single educational session	–	✓	–	–
Verbal acknowledgement at opening and closing sessions of the Meeting	✓	✓	✓	✓
Logo acknowledgement on the OA website including a hyperlink to your company's website	✓ Platinum	✓ Gold	✓ Silver	✓ Bronze
Logo acknowledgement on all printed material, social media and event holding slides	✓ Platinum	✓ Gold	✓ Silver	✓ Bronze
One (1) satchel insert – Promotional item or brochure (maximum size one (1) double sided A4 page)	✓	✓	✓	✓

Orthoptics Australia NSW Branch Scientific Meeting

This annual 1-day event is usually held in August and attracts more than 100 delegates. CPD Hours apply. Entitlements include:

	Platinum One (1) only	Gold Three (3) only	Silver	Bronze
	\$2,500 ex. GST	\$1,500 ex. GST	\$800 ex. GST	\$400 ex. GST
Opportunity to address delegates during the Meeting	7 minutes	5 minutes	–	–
Large Tabletop display located within a prominent position	✓	–	–	–
Tabletop display located within the exhibition area	–	✓	✓	–
Meeting registration inclusive of all Meeting catering and social functions	2	1	1	–
Verbal acknowledgement at opening and closing sessions of the Meeting	✓	–	–	–
Logo acknowledgement on the OA website including a hyperlink to your company's website	✓	✓	–	–
Logo acknowledgement on the OA website	–	–	✓	✓
Logo acknowledgement on all printed material, social media and event holding slides	✓	✓	✓	✓
Logo acknowledgement on OA website of Meeting Event Recording (where available)	✓	–	–	–
One (1) satchel insert – Promotional item or brochure (maximum size one (1) double sided A4 page)	✓	✓	✓	✓

Orthoptics Australia VIC Branch July Scientific Meeting

This annual 1-day event is usually held in July and attracts more than 100 delegates. CPD Hours apply. Entitlements include:

	Platinum One (1) only	Gold Three (3) only	Silver	Bronze
	\$2,500 ex. GST	\$1,500 ex. GST	\$800 ex. GST	\$400 ex. GST
Opportunity to address delegates during the Meeting	7 minutes	5 minutes	–	–
Large Tabletop display located within a prominent position	✓	–	–	–
Tabletop display located within the exhibition area	–	✓	✓	–
Meeting registration inclusive of all Meeting catering	2	1	1	–
Verbal acknowledgement at opening and closing sessions of the Meeting	✓	–	–	–
Logo acknowledgement on the OA website including a hyperlink to your company's website	✓	✓	–	–
Logo acknowledgement on the OA website	–	–	✓	✓
Logo acknowledgement on all printed material, social media and event holding slides	✓	✓	✓	✓
Logo acknowledgement on OA website of Meeting Event Recording (where available)	✓	–	–	–
One (1) satchel insert – Promotional item or brochure (maximum size one (1) double sided A4 page)	✓	✓	✓	✓

Orthoptics Australia VIC Branch Orthoptic Continuing Education Seminars

Partner with Orthoptics Australia, The Royal Victorian Eye and Ear Hospital, The Royal Children's Hospital, La Trobe University and The Alfred Hospital to present this series of six (6) Continuing Education Seminars. CPD Hours apply. Entitlements include:

	Platinum One (1) only	Gold Three (3) only	Silver
	\$2,000 ex. GST	\$1,000 ex. GST	\$500 ex. GST
Opportunity to address delegates during the Seminar	5 minutes at 3 Seminars	5 minutes at 1 Seminar	–
Seminar registration(s) inclusive of all Seminar catering – all Seminars	2	1	–
Logo acknowledgement on the OA website including a hyperlink to your company's website	✓	✓	✓
Logo acknowledgement on all printed material, social media and event holding slides	✓	✓	✓
Logo acknowledgement on all seminar recordings on the OA Website	✓	✓	✓

Orthoptics Australia State Education Days

Six (6) Education Days

\$4,500 ex GST

Three (3) Education Days

\$3,000 ex GST

Your selection of **Six (6) or Three (3)** State OA Continuing Education Days to sponsor. Select from Metropolitan or Rural events in VIC, NSW, QLD, SA and WA. CPD Hours apply.

Entitlements include:

- Tabletop display located within the exhibition area
- Two (2) Meeting registrations inclusive of all meeting catering
- Logo acknowledgement on the OA website including a hyperlink to your company's website
- Verbal acknowledgement at opening and closing sessions of the Meeting
- Logo acknowledgement on all printed material, social media and event holding slides

Orthoptics Australia On-Line Education Portal Partner

\$5,000 ex GST

Be recognised as a leading supporter of on-line education within the Orthoptic community.

Entitlements include:

- Logo acknowledgement on the OA on-line education portal and in the OA eNewsletter
- The opportunity to add OA approved material to the site



Orthoptics Australia Other Promotional Opportunities

Orthoptics Australia eNewsletter Advertisements

Six (6) Strip Advertisements

\$3,000 ex GST

Three (3) Strip Advertisements

\$1,650 ex GST

Place a total of **six (6) OR three (3)** strip advertisements (750 x 350 pixels), at a rate of One (1) advertisement per issue, over a 12-month period.

eNewsletter is issued fortnightly to more than 500 OA Members.

The latest eNewsletter is available for review [here](#).

eNewsletter is
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Orthoptics Australia

Terms and Conditions

Orthoptics Australia will take all diligent care to fulfil the abovementioned partnership opportunities.

All monetary amounts are in Australian dollars and exclude the Goods and Services Tax (GST).

Partnership benefits will be allocated only on receipt of a signed agreement. A letter of confirmation will be emailed to confirm the agreement, together with a tax invoice for the required amount. The payment is due 30 days from the date of the tax invoice.

Orthoptics Australia agrees to use all the funds provided to support the organisation in its vision "Striving for excellence in eye health care." This includes planning and promotion of events, subsidising the cost of management, hospitality and communication. Partnership funds will not be expended on any entertainment that is incidental to the activities of Orthoptics Australia.

All materials supplied by the partner require content approval via Orthoptics Australia prior to release.

Orthoptics Australia agrees to take all appropriate measures to ensure that all activity complies with all applicable laws, regulations and policies. Orthoptics Australia agrees not to knowingly make any arrangements associated with educational activities that may place a partner in breach of Medicines Australia Code of Conduct Edition 18, or the Medical Technology Association of Australia Code of Practice.

Orthoptics Australia will not supply member email, telephone or postal details to partners, except for event attendance lists that may be required by partners for compliance reasons. Attendance lists must not be transferred in whole or part to any third party or used for purposes related to future Conferences.

No partner may assign, sublet or apportion whole or any part of their partnership. Partnerships are offered to sole entities, and cross promotion is not permitted. Partnership entitlements will be delivered only after receipt of the required payment.



Our Vision:
Striving for
excellence in eye
health care

Next Steps

All queries and requests for further information and/or meetings can be obtained/arranged by contacting:

Partnership Opportunities

Wendy Weston
Executive Officer
P +61 3 9586 6080
E execofficer@orthoptics.org.au

Conference Opportunities

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