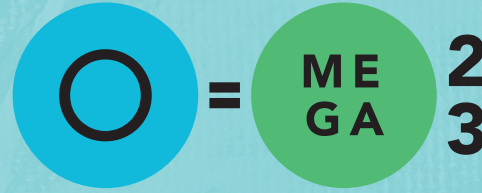




**4th WORLD
CONGRESS
OF OPTOMETRY**

MELBOURNE, AUSTRALIA SEPTEMBER 8-10, 2023



8-10 SEPTEMBER 2023
**MELBOURNE CONVENTION AND
EXHIBITION CENTRE AUSTRALIA**

SPONSORSHIP AND TRADE FAIR PROSPECTUS

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ABOUT O=MEGA23/WCO4



O=MEGA23 puts Australian optometry on the world stage through its partnership with WCO

Australia will showcase its leading edge in sustainable event delivery when it hosts international eye health professionals at the largest clinical conference and trade show for optometry in the Southern Hemisphere.

O=MEGA23 in partnership with the 4th World Congress of Optometry will be held in Melbourne from 8 – 10 September 2023, following a partnership between the Optical Distributors & Manufacturers Association of Australia (ODMA), Optometry Victoria South Australia (OV/SA) and the World Council of Optometry (WCO).

Joining forces for the first time, the two events are expected to attract over 2,000 global professionals including optometrists, optical dispensers, ophthalmologists, orthoptists, ophthalmic nurses, practice staff, optical retailers and service providers, technicians and students to Australia over the three days.

The theme for the event is **Optometry Unites, Down Under**. Program content for consideration includes:

- Indigenous Eye Health
- Professional Practice (ethics, communication skills and evidence into practice)
- Traumatic Brain Injury
- Public Health
- Systemic Disease
- Optometric Education
- Myopia Management
- Dry Eye
- Anterior Eye and Oral Medication – Anterior Eye Therapeutic
- Posterior Eye
- Glaucoma/ Neuro
- Contact Lenses
- Paediatric Binocular
- COVID & Eye Health
- Primary Care/Professional Practice/General Optometry/Other

This year's program will feature:

- dedicated Trade Fair-only time to maximise attendance
- up to 24 CPD hours accredited in Australia, USA (COPE) and the UK (CPD)
- a comprehensive educational program incorporating the 4th World Congress of Optometry
- an engaging format which includes lectures, sponsored sessions, workshops, Masterclasses, Knowledge Centre sessions and poster sessions
- welcome drinks on day one in the Trade Fair

THE BENEFITS OF PARTNERING WITH US



Partnership with O=MEGA23/WCO4 provides an excellent opportunity to:

- demonstrate your organisation's alignment with the needs of optometrists, ophthalmologists, optical dispensers and the broader eye health sector
- promote your organisation and your products to the entire optometric community
- maintain a high profile within the eyecare and eyewear sector in Australia
- network and build relationships with key industry figures in an environment of learning and information exchange

This is your chance to be an integral part of the largest eyecare and eyewear show in Australia.



O=MEGA23 /WCO4: DELIVERING THE FUTURE

In this post-COVID lockdown era we understand more than ever the importance of live events. O=MEGA23/WCO4 will be considered the cornerstone resource for the optometric industry – a not-to-be-missed gathering of the industry as a whole, where those who attend will gain a significant business advantage.

General Market Conditions

Survey measures of overall business conditions indicate that the optometric sector has fared better than most industries in recent times and is well-placed to succeed in the future. Whilst sales dropped in 2020 due to lockdowns, they recovered again in 2021 and should record moderate growth going forward.

Internet sales, while still a small component of eyewear turnover, will continue to increase and retailers must factor this purchasing channel into improving the sophistication of their own offerings in order to keep pace.

The ageing population means the number of optical retail outlets will continue to grow, however the profile of ownership is consolidating among some significant corporate groups.

Optometrists increasingly need to connect their professional training in optometry with clinically-driven business models. Building skills in business can help free private-practice optometrists to give patients the time and attention they need. As part of their management plan, many patients now expect their optometrists to talk them through a wide range of choices when looking at spectacle purchases, treatments, lenses and access to new technologies.

Optical dispensing is once again getting the recognition it deserves as a critical element in successful optometric practices, and O=MEGA23/ WCO4 will provide education and opportunity for this important sector.



A BIG EVENT NEEDS A BIG VENUE

O=MEGA23/WCO4 will bring together the international optometric industry, including optometrists, optical dispensers, ophthalmologists, orthoptists, ophthalmic nurses, practice staff, other optical retailers and service providers, technicians and students. O=MEGA23 is going global through our partnership with the 4th World Congress of Optometry.



LOCATION

Melbourne provides an ideal location for O=MEGA23/WCO4, being known for its leadership in fashion, design, innovation and the arts. It has consistently been voted in the top ten of the world's most liveable cities, and took the top honours for seven years in a row between 2011 and 2017*. Its vibrant combination of rich cultural diversity, eclectic architecture, world-class cuisine and a progressive, creative "can-do" attitude makes it the perfect backdrop for this exciting event.

The Melbourne Convention and Exhibition Centre (MCEC) – arguably the best venue of its kind in Australia and offering international-standard facilities - will host O=MEGA23/WCO4. Its many benefits include:

- it is a 30-minute SKYBUS transport link from the airport
- it is located just minutes away from the Melbourne CBD
- top-class food and beverage
- an exciting new floorplan allowing better visitor flow and stand layout
- integrated custom-built event facility to maximise exhibitor and visitor experiences

TRADE FAIR HOURS**

Melbourne Convention and Exhibition Centre

1 Convention Centre Place,
South Wharf

Friday, 8 September 2023:
9:00am – 7:00pm

Saturday, 9 September 2023:
8:00am – 7:00pm

Sunday, 10 September 2023:
8:00am – post the afternoon tea break

**Please note that these hours are subject to change.

Sustainability in all we do

The MCEC is committed to furthering its standing as a truly sustainable event destination. Its Sustainability Strategy is shaped by the United Nations' 17 Sustainable Development Goals (SDGs), and currently addresses 14 of these 17 SDGs. The MCEC is also committed to be powered 100% by renewable electricity by 2028, and to reduce its net carbon emissions to zero by 2030.

The MCEC is also a proud partner of the Melbourne Skyfarm initiative, in which a nearby 2,000 square-metre rooftop carpark has been converted into an urban farm and environmental oasis in the heart of Melbourne.

The Skyfarm's main purpose is to cultivate food in a sustainable way for donation to charities such as OzHarvest, and it will also provide produce for use at the MCEC.

AT A GLANCE: PREMIUM SPONSORSHIP PACKAGES

Benefits:	Platinum Sponsor	Diamond Sponsor	Gold Sponsor
Number of opportunities available:	Exclusive*	Exclusive*	Limited*
O=MEGA23/WCO4 Knowledge Centre naming rights	✓	-	-
Program involvement:			
Plenary education session sponsorship	✓	✓	-
Concurrent session: one 60-minute timeslot	-	-	✓
Acknowledgement at event opening	✓	-	-
Acknowledgment at daily opening	✓	-	-
Conference registration:			
Conference registration passes included	6	4	4
Branding and visibility:			
Sponsor's logo on conference welcome slides	✓	✓	✓
Full-page advertisement in event guide	✓	✓	✓
Full-page advertisement in <i>Eyetailk</i> magazine	✓	-	-
Banner ad in <i>Scope</i> – OV/SA online publication	✓	-	-
Sponsor brand recognition in plenary theatre	✓	✓	-
Pull-up banners in all conference session rooms	✓	-	-
30-sec video: Knowledge Centre screen	✓	-	-
5-minute intro (incl. video) to plenary session	✓	✓	-
Marketing material (including pull-up banner) in sponsored concurrent session	-	-	✓
Polo tops with logo for registration staff	✓	-	-
1m x 1m carpet tiles with sponsor logo	10	6	3
Once-daily push notification on event app	✓	✓	✓
Acknowledgement/logo on event website homepage	✓	✓	✓
Acknowledgement/logo on visitor marketing collateral	✓	✓	✓
Acknowledgement/logo in event guide	✓	✓	✓
Acknowledgement/logo at event entrance	✓	✓	✓
Acknowledgement/logo in official event EDMs	✓	✓	✓
Dedicated official EDM to carry sponsor's content	✓	✓	✓
A4-sized promotional insert for the event satchel	1	1	1

*Please note: all sponsorship applications must be approved by the Organising Committee

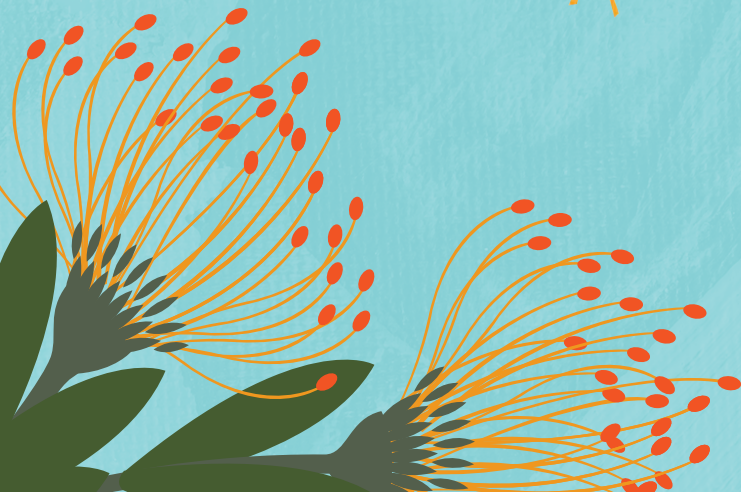
AT A GLANCE: PREMIUM SPONSORSHIP PACKAGES

Benefits:	Platinum Sponsor	Diamond Sponsor	Gold Sponsor
Exhibition:			
Floorspace included	27m ²	18m ²	18m ²
Market intelligence:			
Ability to provide a question for delegate feedback survey	✓	✓	✓
Pre-event and post-event:			
Access to attendee contact list before event (per conditions)	✓	✓	✓
Access to Trade Fair visitor attendee list post-event	✓	✓	✓
Results of delegate survey findings	✓	✓	✓
Use of event logo until December 2023	✓	✓	✓
Investment (excluding GST):	\$100,000	\$60,000	\$40,000



**Please note: all sponsorship applications must be approved by the Organising Committee*

PREMIUM SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

Principal Event Partner: exclusive opportunity

SOLD

Investment \$100,000 excl GST*

The Platinum Sponsor is our principal partner in the successful execution of O=MEGA23/WCO4, and we will work closely with you to provide opportunities to promote your organisation prior to and throughout the event. Your participation at this level will provide your organisation with unparalleled commercial rewards and exposure to the key decision-makers in our industry.

O=MEGA23 Knowledge Centre naming rights

- O=MEGA23/WCO4 Knowledge Centre naming rights and branded signage within the stage area. All marketing and collateral will refer to the location using the branded title. Additionally:
 - > the sponsor will own the prime slot on the Knowledge Centre stage for each of Thursday, Friday, and Saturday of O=MEGA23/WCO4 (outside of clinical lecture times to maximise attendance)

Program involvement:

- opportunity to sponsor one of the plenary education sessions. This will be a keynote presentation developed within the CPD points framework offered to the full conference audience and not scheduled against any other presentation.

The sponsor will be offered the opportunity either (a) to introduce a keynote session which the O=MEGA23/WCO4 Program Committee organises on a topic relevant to the sponsor; or (b) for the sponsor to put forward options for its own session topic and/or proposed speakers. The first option allows for an introduction of up to 5 minutes, and if desired a video can be shown within this time. The latter option will require the sponsor to submit details of qualified speaker options to present on a clinical topic that the sponsor would like considered by the Program Committee.

- verbal acknowledgement at the official opening of the event
- acknowledgement in the daily opening PA announcements as the O=MEGA23/WCO4 Platinum Sponsor

Further benefits on following page...



Conference registration:

- six conference registration passes

Branding and visibility:

- sponsor logo on the conference welcome slides, holding slides and on screens in MCEC foyer
- one full-page advertisement in the O=MEGA23/WCO4 event guide
- one full-page advertisement in *Eyetalk* magazine, September 2023 issue (*Eyetalk* reaches the majority of independent practitioners in Australia)
- banner ad in *Scope* – the OV/SA online publication
- plenary room recognition of sponsor via signage/AV assets as appropriate to the room (at all times other than when Diamond Sponsor presents its sponsored plenary education session)
- sponsor pull-up banners (to be provided by the sponsor) placed at the front of all other rooms used for conference sessions (except where a session is dedicated to another sponsor)
- opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated keynote introductory slot
- 30-second video (to be supplied by the sponsor) to be utilised on the Knowledge Centre screen between presentations
- polo tops with the sponsor logo to be worn by all registration staff onsite (polo tops to be provided by the sponsor and must be approved by the Conference Management Committee)
- ten 1m x 1m carpet tiles to be printed with the sponsor's logo and acknowledgement as the Platinum Sponsor. Tiles to be distributed across the Trade Fair floor by the event organiser including at the entrance
- one push notification per day within the O=MEGA23/WCO4 event app (three in total)

- acknowledgment on home page of the O=MEGA23/WCO4 website, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement on O=MEGA23/WCO4 visitor marketing collateral as the Platinum Sponsor, including sponsor's logo
- acknowledgement in the O=MEGA23/WCO4 catalogue as the Platinum Sponsor, including sponsor's logo
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as the Platinum Sponsor, including sponsor's logo
- acknowledgement in all official O=MEGA23/WCO4 promotional EDMs (Electronic Direct Mail) as the Platinum Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- opportunity to provide content (to be approved by the Conference Management Committee) for inclusion in an EDM dedicated to the sponsor, to be sent by O=MEGA23/WCO4 to registered attendees prior to the event
- opportunity to provide one A4-sized promotional material insert for the O=MEGA23/WCO4 event satchel

Exhibition:

- up to 27m² of prominent free floorspace on the Trade Fair floor are included for the Platinum Sponsor to build its own stand

Market intelligence:

- opportunity to provide one question to be included in the delegate feedback survey post event

Pre-event and post-event:

- attendee list promotional opportunity provided to sponsor prior to the event (subject to privacy laws and consent)
- Trade Fair visitor attendee list promotional opportunity provided post-event (subject to privacy laws and consent)
- results of delegate survey question feedback
- use of O=MEGA23/WCO4 event logo until end of December 2023

* (50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)



PREMIUM SPONSORSHIP OPPORTUNITIES



DIAMOND SPONSOR

Event Partner: exclusive opportunity

Investment \$60,000 excl GST*

The Diamond Sponsor package is a unique opportunity for just one organisation to claim a premium sponsorship position at O=MEGA23/WCO4 and thereby to raise the profile of its business to new heights, prior to and throughout the event.

SOLD

Program involvement:

- opportunity to sponsor one of the plenary education sessions. This will be a keynote presentation developed within the CPD points framework offered to the full conference audience and not scheduled against any other presentation. The sponsor will be offered the opportunity either (a) to introduce a keynote session which the O=MEGA23/WCO4 Program Committee organises on a topic relevant to the sponsor; or (b) for the sponsor to put forward options for its own session topic and/or proposed speakers. The first option allows for an introduction of up to five minutes, and if desired a video can be shown within this time. The latter option will require the sponsor to submit details of qualified speaker options to present on a clinical topic that the sponsor would like considered by the Program Committee.

Conference registration:

- four conference registration passes

Branding and visibility:

- sponsor logo on the conference welcome slides, holding slides and on screens in MCEC foyer
- one full-page advertisement in the O=MEGA23/WCO4 event guide

- opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated keynote introductory slot
- plenary room recognition of sponsor via signage/AV assets as appropriate to the room when Diamond Sponsor presents its sponsored plenary education session
- six 1m x 1m carpet tiles to be printed with the sponsor's logo and acknowledgement as the Diamond Sponsor. Tiles to be distributed across the Trade Fair floor by the event organiser including at the entrance
- one push notification per day within the O=MEGA23/WCO4 event app (three in total)
- acknowledgment on home page of the O=MEGA23/WCO4 website as the Diamond Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement on O=MEGA23/WCO4 visitor marketing collateral as the Diamond Sponsor, including sponsor's logo
- acknowledgement in the O=MEGA23/WCO4 event guide as the Diamond Sponsor, including sponsor's logo
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as the Diamond Sponsor, including sponsor's logo
- acknowledgement in all official O=MEGA23/WCO4 promotional EDMs (Electronic Direct Mail) as the Diamond Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc

Further benefits on following page...

- opportunity to provide content (to be approved by the Conference Management Committee) for inclusion in an EDM dedicated to the sponsor, to be sent by O=MEGA23/WCO4 to registered attendees prior to the event
- opportunity to provide one A4-sized promotional material insert for the O=MEGA23/WCO4 event satchel

Exhibition:

- one 6m x 3m = 18m² unit of free floorspace on the Trade Fair floor is included for the Diamond Sponsor to build its own stand

Market intelligence:

- opportunity to provide one question to be included in the delegate feedback survey post event

Pre-event and post-event:

- attendee list promotional opportunity provided to sponsor prior to the event (subject to privacy laws and consent)
- Trade Fair visitor attendee list promotional opportunity provided post-event (subject to privacy laws and consent)
- results of delegate survey question feedback
- use of O=MEGA23/WCO4 event logo until end of December 2023



PREMIUM SPONSORSHIP OPPORTUNITIES

GOLD SPONSORS

Event Partner: limited opportunities

Investment \$40,000 excl GST*

The Gold Sponsorship package provides a limited number of organisations with the chance to occupy a premium sponsorship standing at O=MEGA23/WCO4, and to enjoy a range of benefits which encompass high-profile program involvement along with stand-out brand awareness and Trade Fair presence.

Program involvement:

- opportunity to sponsor one 60-minute concurrent session. Note: sessions are running concurrently to the main conference program and thus attendance numbers will depend on the appeal of the session topic.

Conference registration:

- four conference registration passes

Branding and visibility:

- sponsor logo on the conference welcome slides, holding slides and on screens in MCEC foyer
- one full-page advertisement in the O=MEGA23/WCO4 event guide
- verbal acknowledgement as the concurrent session sponsor at the commencement of the session
- opportunity to display marketing material inside the concurrent session space during the sponsored session
- placement of one pull-up banner at the front of the concurrent session space during the sponsored session
- three 1m x 1m carpet tiles to be printed with

SOLD

- sponsor's logo and acknowledgement as Gold Sponsor. Tiles to be distributed across the Trade Fair floor by the event organiser including at the entrance
- one push notification per day within the O=MEGA23/WCO4 event app (three in total)
- acknowledgment on home page of the O=MEGA23/WCO4 website as a Gold Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement on O=MEGA23/WCO4 visitor marketing collateral as a Gold Sponsor, including sponsor's logo
- acknowledgement in the O=MEGA23/WCO4 event guide as a Gold Sponsor, including sponsor's logo
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as a Gold Sponsor, including sponsor's logo
- acknowledgement in all official O=MEGA23/WCO4 promotional EDMs (Electronic Direct Mail) as a Gold Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- opportunity to provide content (to be approved by the Conference Management Committee) for inclusion in an EDM dedicated to the sponsor, to be sent by O=MEGA23/WCO4 to registered attendees prior to the event
- opportunity to provide one A4-sized promotional material insert for the O=MEGA23/WCO4 event satchel

Further benefits on following page...

Exhibition:

- one 6m x 3m = 18m² unit of free floorspace on the Trade Fair floor is included for each Gold Sponsor to build its own stand

Market intelligence:

- opportunity to provide one question to be included in the delegate feedback survey post-event

Pre-event and post-event:

- attendee list promotional opportunity provided to sponsor prior to the event (subject to privacy laws and consent)
- Trade Fair visitor attendee list promotional opportunity provided post event (subject to privacy laws and consent)
- results of delegate survey question feedback
- use of O=MEGA23/WCO4 event logo until end of December 2023



* (50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

AT A GLANCE: BRAND POSITIONING SPONSORSHIP PACKAGES

Benefits:	Concurrent Session Sponsor	Satchel Sponsor	Lanyard Sponsor	Event App Sponsor
Number of opportunities available:	Limited*	Exclusive*	Exclusive*	Exclusive*
Program involvement:				
Concurrent sessions: one 60-minute timeslot	✓	-	-	-
Conference registration:				
Conference registration passes included	1	2	-	-
Branding and visibility:				
Marketing material able to be made available during the concurrent session	✓	-	-	-
Sponsor's logo included on one side of the satchel	-	✓	-	-
Sponsor's logo (one colour) on event lanyards	-	-	✓	-
Pull-up banners in the relevant room/space	1	-	-	-
A4 satchel inserts	-	1	-	-
Logo placement on event app homepage	-	-	-	✓
Logo, web link and 50 word profile on event app	-	-	-	✓
One push notification in the event app	-	-	-	✓
Acknowledgement/logo on event website	✓	✓	✓	✓
Acknowledgement/logo in event guide	✓	✓	✓	✓
Acknowledgement/logo at event entrance	✓	✓	-	-
Investment (excluding GST):	\$8,000/\$12,500	\$20,000	\$7,500	\$12,000

*Please note: all sponsorship applications must be approved by the Organising Committee

BRAND POSITIONING SPONSORSHIP OPPORTUNITIES

CONCURRENT SESSION SPONSOR

Limited opportunities available

Investment \$8,000 (option 1) or \$12,500 (option 2) excl GST*

Due to the popularity of these sessions amongst O=MEGA23/WCO4 delegates, each of these sponsorships is a chance to align your brand alongside your choice of speaker or topic in order to gain a premium and concentrated level of exposure.

Program involvement:

- option 1: opportunity to present one 60-minute concurrent session on a topic of your choosing (topic must come from the list of program content items, and needs to be approved by the Program Committee along with your choice of speaker).

Note: sessions are running concurrently to the main conference program and thus attendance numbers will depend on the appeal of the session topic

- option 2: opportunity to align your organisation with one 60-minute concurrent CPD session on a topic which will come from the list of program content items.

Note: sessions are running concurrently to the main conference program and thus attendance numbers will depend on the appeal of the session topic

Conference registration:

- one conference registration pass

Branding and visibility:

- verbal acknowledgement as the Concurrent Session Sponsor at the commencement of the session
- opportunity to display marketing material during the sponsored session
- placement of one pull-up banner at the front of the room during the sponsored session
- acknowledgment on the O=MEGA23/WCO4 website as a Concurrent Session Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement in the O=MEGA23/WCO4 event guide as a Concurrent Session Sponsor, including sponsor's logo
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as a Concurrent Session Sponsor, including sponsor's logo

*50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)



BRAND POSITIONING SPONSORSHIP OPPORTUNITIES



SACHEL SPONSOR

Exclusive opportunity

Investment \$20,000 excl GST*

The Satchel Sponsorship provides your organisation with high brand visibility throughout the event, with the sponsor's logo appearing on each and every one of the satchels distributed to delegates.

Conference registration:

- two conference registration passes

Branding and visibility:

- sponsor's logo included on one side of the delegate satchel, along with the event logos**
- one satchel insert (A4 size) to be provided by the sponsor
- acknowledgement on the O=MEGA23/WCO4 website as the Satchel Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement on O=MEGA23/WCO4 visitor marketing collateral as the Satchel Sponsor, including sponsor's logo
- acknowledgement in the O=MEGA23/WCO4 event guide as the Satchel Sponsor
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as the Satchel Sponsor



**(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)*

***Both O=MEGA23 and WCO4 logos will be featured. Arrangement of all logos to be approved by the Organising Committee.*

BRAND POSITIONING SPONSORSHIP OPPORTUNITIES

LANYARD SPONSOR

Exclusive opportunity

SOLD

Investment \$7,500 incl GST*

All delegates to O=MEGA23/WCO4 are required to wear the official name badge, which is attached via an event-branded lanyard. This is an opportunity for just one organisation to have its logo included on all delegate lanyards in addition to logos of the lanyard provider and O=MEGA23/WCO4. A great way to gain considerable exposure throughout the event over the three days.

Branding and visibility:

- one colour version of the sponsor's logo to be printed on each lanyard, to appear beside the event logos** and the lanyard manufacturer's logo
- acknowledgement on the O=MEGA23/WCO4 website as the Lanyard Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement in the O=MEGA23/WCO4 event guide as the Lanyard Sponsor



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

**Both O=MEGA23 and WCO4 logos will be featured. Arrangement of all logos to be approved by the Organising Committee.

BRAND POSITIONING SPONSORSHIP OPPORTUNITIES

EVENT APP SPONSOR

Exclusive opportunity

Investment \$12,000 excl GST*

The O=MEGA23/WCO4 app will be an invaluable asset to all attendees of the event over the three days, as it will provide a handy guide to all proceedings as well as being able to issue reminders and alerts of particular sessions and more. As the Event App Sponsor, one organisation will enjoy a range of benefits associated with this indispensable tool.

Branding and visibility:

- acknowledgement on the O=MEGA23/WCO4 website as the Event App Sponsor, including sponsor's logo with hyperlink to the organisation's website homepage/latest product releases page/news releases page etc
- acknowledgement in the O=MEGA23/WCO4 event guide as the Event App Sponsor
- logo placement in a prominent position on the homepage of the app
- link to the Event App Sponsor's website within the app
- logo and 50-word organisation profile in the event app
- one push notification within the event app



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

AT A GLANCE: NETWORKING OPPORTUNITY SPONSORSHIP PACKAGES

Benefits:	O=MEGA23/ WCO4 Welcome Drinks Co-Sponsor	O=MEGA23/ WCO4 Meet and Greet Down Under Sponsor	Lunch Sponsors	Tea Break Sponsors	Coffee Cart Sponsor
Number of opportunities available:	Exclusive*	Exclusive*	3*	3*	Exclusive*
Branding and visibility:					
Complimentary tickets to Gala Dinner	-	5	-	-	-
3-minute speaking/activation opportunity	✓	✓	-	-	-
Opportunity to invite key contacts	✓	✓	-	-	-
Sponsor logo to be displayed on the cart	-	-	-	-	✓
Ability to theme the networking space	✓	✓	-	-	-
Marketing material able to be made available in the relevant room/space	✓	✓	✓	✓	-
Opportunity to provide branded items such as napkins	-	-	✓	✓	✓
Sponsor's logo on tables	-	✓	-	-	-
Sponsor's logo on table signs at meal station	-	-	✓	✓	-
Opportunity to provide entertainment	✓	✓	-	-	-
Pull-up banners in the relevant room/space	✓	2	2	1	1
Provision of "meet & greet" personnel	✓	✓	✓	✓	-
Opportunity to provide branded photo booth	-	✓	-	-	-
Opportunity to provide branded shirt/apron	-	-	-	-	✓
Opportunity to provide a branded gift	-	✓	-	-	-
Acknowledgement/logo on event website	✓	✓	✓	✓	✓
Acknowledgement/logo on visitor marketing collateral	-	✓	✓	✓	✓
Acknowledgement/logo in event guide	-	✓	✓	✓	✓
Acknowledgement/logo at event entrance	-	✓	✓	✓	✓
Investment (excluding GST):	\$15,000	\$25,000	\$4,000	\$2,500	\$5,000

*Please note: all sponsorship applications must be approved by the Organising Committee

NETWORKING OPPORTUNITIES



O=MEGA23/WCO4 WELCOME DRINKS CO-SPONSOR

Exclusive opportunity

Investment \$15,000 excl GST*

The Friday night party is one of the most eagerly-anticipated networking opportunities of the entire O=MEGA23/WCO4 event. This is an unparalleled chance for you to take your brand to event attendees in a relaxed and informal environment. Please note that you will be positioned as the co-sponsor along with O=MEGA23 and the WCO given that the cost to host this event exceeds the sponsorship investment.

Branding and visibility:

- a three-minute speaking opportunity/ activation at the party
- opportunity to invite key contacts to the networking event
- the welcome drinks area can be themed to suit the sponsor's marketing needs (in consultation with the Management Committee and at the sponsor's cost)
- the opportunity to distribute promotional material within the networking space
- the opportunity to provide entertainment during the party (to be approved by the Management Committee and at the sponsor's cost)
- the sponsor can provide "meet & greet" personnel to welcome delegates (at the sponsor's cost)

- the opportunity to display the sponsor's brand via pull-up banners (to be supplied by the sponsor) in and around the networking space
- acknowledgement on the O=MEGA23/WCO4 website as the Welcome Drinks Co-Sponsor

Please note that Trade Fair exhibitors retain the right to host drinks on their own stands during this time.



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

NETWORKING OPPORTUNITIES



O=MEGA23/WCO4 MEET AND GREET DOWN UNDER SPONSOR

Exclusive opportunity

Investment \$25,000 excl GST*

The Meet and Greet Down Under Sponsorship gives your organisation high brand visibility by having your logo on all materials associated with the event as well as at the event itself. A fun night of networking and celebration, the Meet and Greet Down Under will make your brand known in a fresh setting free from competing messages. The Meet and Greet Down Under is open to all O=MEGA23/WCO4 delegates to attend, and is expected to attract approximately 250 to 300 guests. Details are currently being finalised and will be shared with the prospective sponsor.

Conference registration:

- three conference registration passes

Dinner registration:

- five dinner tickets

Branding and visibility:

- a three-minute speaking opportunity/ activation at the sponsored event
- the Meet and Greet Down Under area can be themed to suit the sponsor's marketing needs (in consultation with the Management Committee and at the sponsor's cost)
- the opportunity to distribute promotional material within the networking space
- the opportunity to provide entertainment during the sponsored event (to be approved by the Management Committee and at the sponsor's cost)
- the sponsor can provide "meet & greet" personnel to welcome guests (at the sponsor's cost)

- the sponsor can provide a branded photo booth for attendees (at the sponsor's cost)
- the opportunity to display the sponsor's brand via two pull-up banners (to be supplied by the sponsor) at the CBD dinner venue
- the option to provide a branded gift to all dinner attendees (at the sponsor's cost)
- acknowledgement on the O=MEGA23/WCO4 website as the Meet and Greet Down Under Sponsor, including sponsor logo with hyperlink to the organisation's website
- acknowledgement on O=MEGA23/WCO4 visitor marketing collateral as the Meet and Greet Down Under Sponsor, including sponsor's logo
- acknowledgement in the O=MEGA23/WCO4 event guide as the Meet and Greet Down Under Sponsor
- acknowledgement on the O=MEGA23/WCO4 static entrance feature as the Meet and Greet Down Under Sponsor
- acknowledgement on the event holding slide as the Meet and Greet Down Under Sponsor on the night



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

NETWORKING OPPORTUNITIES

LUNCH SPONSORS

Three opportunities available

Investment \$4,000 excl GST*

The Lunch Sponsorship is a chance for just three organisations (one per day) to deliver their brand messaging to event attendees in a relaxed and social context, as they enjoy a break from the formal proceedings of the day.

Please note that at the time of writing it is intended that the lunch will be lunchboxes served to delegates within the Trade Fair space.

Branding and visibility:

- small table signs featuring the organisation's name/logo will be displayed at the lunch stations
- opportunity to display flyers & products at the lunch as well as two free-standing banners in the lunch distribution areas (max 2m high x 1m wide)
- opportunity to provide branded items such as napkins (at the sponsor's cost)
- sponsor can provide "meet & greet" personnel to welcome delegates (at the sponsor's cost)
- acknowledgement on the O=MEGA23/WCO4 website as a Lunch Sponsor
- acknowledgement on the O=MEGA23/WCO4 visitor marketing collateral as a Lunch Sponsor
- acknowledgement in the O=MEGA23/WCO4 event guide as a Lunch Sponsor
- acknowledgement on the O=MEGA23/WCO4 entrance feature as a Lunch Sponsor



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

NETWORKING OPPORTUNITIES

TEA BREAK SPONSORS

Three opportunities available

Investment \$2,500 excl GST* per tea-break

The Tea Break Sponsorship is a chance for just three organisations to deliver their brand messaging to event attendees in a relaxed and social context, as they enjoy a morning or afternoon break from the formal proceedings of the day. There are three sponsored tea breaks available: two morning teas and one afternoon tea.

Branding and visibility:

- small table signs featuring the sponsor's name/logo will be displayed at the tea break stations
- opportunity to display flyers & products at the tea break stations as well as one free-standing banner in the refreshment area (max 2m high x 1m wide)
- opportunity to provide branded items such as napkins (at the sponsor's cost)
- sponsor can provide "meet & greet" personnel to welcome delegates (at the sponsor's cost)
- acknowledgement on the O=MEGA23/WCO4 website as a Tea Break Sponsor
- acknowledgement on the O=MEGA23/WCO4 visitor marketing collateral as a Tea Break Sponsor
- acknowledgement in the O=MEGA23/WCO4 event guide as a Tea Break Sponsor
- acknowledgement on the O=MEGA23/WCO4 entrance feature as a Tea Break Sponsor



*(50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023)

NETWORKING OPPORTUNITIES

COFFEE CART SPONSOR

Exclusive opportunity

Investment \$5,000 excl GST*

Melbourne is the coffee capital of Australia – perhaps even the world – and so we have created this fabulous opportunity for one organisation to sponsor our dedicated O=MEGA23/WCO4 coffee cart.

The Coffee Cart Sponsorship will enable an organisation to deliver its brand messaging to event attendees in a relaxed and social context, as they enjoy a barista-made coffee from the cart positioned in a prominent location within the Trade Fair.

Branding and visibility:

- opportunity to provide branded take-away cups and/or serviettes (at sponsor's cost)
- small signs featuring the sponsor's name/logo will be displayed on the coffee cart
- opportunity to display one free-standing banner adjacent to the cart (max 2m high x 1m wide)
- opportunity to provide branded shirt and/or apron for the barista to wear (at the sponsor's cost)
- acknowledgement on the O=MEGA23/WCO4 website as the Coffee Cart Sponsor
- acknowledgement on the O=MEGA23/WCO4 visitor marketing collateral as the Coffee Cart Sponsor
- acknowledgement in the O=MEGA23/WCO4 event guide as the Coffee Cart Sponsor
- acknowledgement on the O=MEGA23/WCO4 entrance feature as the Coffee Cart Sponsor

Please note: the cost of consumables (coffee, tea, milk etc) is additional to the sponsorship cost and will be at the Coffee Cart Sponsor's cost.



*50% excl GST is to be paid upon signing sponsorship and the remaining 50% excl GST to be paid by June 2023

TRADE FAIR



O=MEGA23/WCO4 will deliver the premier Trade Fair event for optometry and the ophthalmic optics community in the Southern Hemisphere. There is no better way to showcase your brand and its products and/or services than to be an O=MEGA23/WCO4 Trade Fair exhibitor, with unparalleled reach to the many delegates representing the entire optical community.

2023 base rates for Trade Fair floorspace:

- ODMA Members: \$315 per square metre (excl GST)
- Non-members: \$420 per square metre (excl GST)

Exhibitors may purchase space-only and build their own custom stand per the floorspace rates above. Alternatively, you may order a Shell Scheme display package through the official stand builder. The cost per 3m x 3m booth (including floorspace and Shell Scheme display package) is \$3,375 (excl GST) for ODMA Members and \$4,320 (excl GST) for non-members. Each Shell Scheme booth includes:

- White melamine panels 2.4m high
- Organisation name on the fascia board
- Two x 150-watt spotlights
- One x 4-amp power point
- Carpet

Trade Fair exhibitors will receive the O=MEGA23/WCO4 attendee contact list for a once-off promotional opportunity following the conclusion of the event (subject to request, privacy laws and consent).

Tea breaks and lunches will be hosted in the Trade Fair area throughout the duration of the event, providing ample networking opportunities between delegates and Trade Fair exhibitors. The O=MEGA23/WCO4 Welcome Drinks will also occur in this space, promoting interaction between exhibitors and attendees in an informal and relaxed atmosphere.



**Image shown for illustration purposes only*



A comprehensive information manual regarding Trade Fair bump-in and bump-out, deliveries, accommodation and registration will be forwarded to confirmed Trade Fair exhibitors at a later date.

Trade Fair exhibitors will be provided with a number of "Trade Fair Only" passes, which entitle those staffing a Trade Fair stand to exhibition entry. Attendance at conference education and concurrent sessions is not included in the Trade Fair pass.

Please note that the cost for Trade Fair space-only does not include power. You will need to organise power through the official stand builder (all details will be provided).

For all Trade Fair floorspace enquiries please contact Virginia Loyola at Arinex, the appointed Professional Conference Organiser (PCO), via email vloyola@arinex.com.au or phone +61-2-9265 0712