



**4<sup>th</sup> COECSA ANNUAL SCIENTIFIC CONGRESS  
 NGURDOTO MOUNTAIN LODGE - ARUSHA, TANZANIA  
 25<sup>th</sup> – 26<sup>th</sup> AUGUST, 2016**

**SPONSORSHIP AND EXHIBITORS PACKAGE GUIDE**

**MAJOR SPONSORSHIP CATEGORIES**

	<b>SPONSORSHIP PACKAGE</b>	<b>AMOUNT (USD)</b>
1	Platinum	20,000
2	Gold	15,000
3	Silver	10,000
4	Bronze	5,000
5	Symposium	5,000
6	Ruby	2,500
7	Ivory	1,000

**A) PLATINUM SPONSORSHIP – USD 20,000**

**1. Advertising**

- Three power-point slide advertisements. A slide show will be displayed during breaks on the main screen in the plenary venue.
- One exclusive post-conference direct mailer to all registered attendees (printing and postage is at sponsor’s expense)
- Two A4 advertisements in Final Programme may be included at no charge.

**2. Exhibit Space**

- Complimentary exhibition space in prominent location at the Exhibition Area
- Virtual Exhibition Space on the Congress Website: Paragraph of max 500 words + PDF / JPG downloadable document + link to Sponsor’s company website

**3. Gala Dinner**

- Premier reserved table at the Gala dinner and Awards
- Recognition as Platinum Sponsor at 4<sup>th</sup> COECSA 2016 Annual Congress Awards
- Sponsor's stand-alone banner may be placed at the dinner venue entrance or inside the venue. The exact position of the banner will be assigned / approved by the banqueting manager on duty.

#### **4. Inserts in delegate bags**

- Up to four pre-approved marketing leaflets / flyers (maximum A4 size, 15 grams) in all attendee conference bags.

#### **5. Lead a Symposium/Session**

- The opportunity to lead a session or a symposium.

#### **6. Opportunity to be the sole sponsor of a congress reception of your choice**

- A platinum sponsor will have the opportunity to address the attendees during the event, if appropriate and at the discretion of the Organizing Chairman.
- Menus are preselected and any changes must be discussed with the Organizer.
- No menu changes will be allowed after 10<sup>th</sup> August 2016.
- A platinum sponsor will have the opportunity to distribute items of the company's literature and gifts/giveaways at a display table.
- The sponsor's lightweight pop-up banner may be placed at the entrance to or inside the venue. The exact position of the banner will be assigned / approved by the banqueting manager on duty.

#### **7. Recognition & Company Logo**

- Logo will be printed on the official 2016 COECSA Annual conference bag.
- Logo placement on all promotional electronic mailings.
- Logo placement and Platinum Sponsor recognition on back cover of event program
- Logo displayed on the 2016 COECSA conference website with a hyperlink to the company website
- Recognition as a Platinum Sponsor including company logo on event materials
- Recognition as Platinum Sponsor in all 2016 COECSA congress press releases

#### **8. Registration**

- **Six** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration.)

## **B) GOLD SPONSORSHIP – USD 15,000**

### **1. Advertising**

- Two slide advertisements. A slide show will be displayed during breaks on the main screen in the plenary venue.
- One exclusive post-conference direct mailer to all registered attendees (printing and postage is at sponsor's expense)
- One A4 Advertisements in the final programme.

### **2. Exhibit Space**

- Complimentary exhibition space in prominent location at the Exhibition Area
- Virtual Exhibition Space on the Congress Website: paragraph of max 400 words + PDF / JPG downloadable document + link to Sponsor's company website

### **3. Gala Dinner**

- Recognition as Gold Sponsor at the Gala awards event.
- Reserved table at the event.

### **4. Inserts in delegate bags**

- Up to three pre-approved marketing leaflets / flyers (maximum A4 size, 15 grams) in all attendee conference bags.

### **5. Lead a Symposium/Session**

- The opportunity to lead a session or a symposium.

### **6. Opportunity to be the sole sponsor of a reception of your choice.**

- A gold sponsor will have the opportunity to address the attendees during the event, if appropriate and at the discretion of the Organizing Chairman.
- Menus are preselected and any changes must be discussed with the Organizer.
- A sole sponsor will have the opportunity to distribute items of the company's literature and gifts/giveaways at a display table.
- Sponsor's lightweight pop-up banner may be placed at the entrance to or inside the venue. The exact position of the banner will be assigned / approved by the banqueting manager on duty.

### **8. Recognition & Company Logo**

- Logo placement on all promotional electronic mailings
- Logo placement and Gold Sponsor recognition on back cover of event program

- Logo displayed on the 2016 COECSA conference website with a hyperlink to the company website
- Recognition as Gold Sponsor in all 2016 COECSA conference press releases and event materials

## 9. Registration

- **Four** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration.)

## C) SILVER SPONSORSHIP – USD 10,000

### 1. Advertising

- One slide advertisement. A slide show will be displayed during breaks on the main screen in the plenary venue.

### 2. Exhibit Space

- Complimentary exhibition space at the Exhibition Area
- Virtual Exhibition Space on the Congress Website: paragraph of max 300 words + PDF / JPG downloadable document + link to Sponsor's company website

### 3. Inserts in delegate bags

- Up to two pre-approved marketing leaflets / flyers (maximum A4 size, 15 grams) in all attendee conference bags.

### 4. Opportunity to sponsor Congress meal / refreshment break of your choice, which will include:

- Recognition from podium (if applicable)
- Recognition on signage at the event

### 6. Recognition & Company Logo

- Logo placement on promotional electronic mailings.
- Logo placement and Silver Sponsor recognition on inside back cover of event program
- Logo displayed on the 2016 COECSA conference website with a hyperlink to the company website
- Recognition as Silver Sponsor in all 2016 COECSA congress press releases

### 7. Registration

- **Three** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration.)

## **D) BRONZE SPONSORSHIP- USD 5,000**

### **1. Advertising**

- One slide advertisement. A slide show will be displayed during breaks on the main screen in the plenary session.

### **2. Exhibit Space**

- Complimentary exhibition space at the Exhibition Area
- Virtual Exhibition Space on the Congress Website: paragraph of max 100 words + PDF / JPG downloadable document + link to Sponsor's company website

### **3. Insert in delegate bags**

- One pre-approved marketing leaflet / flyer (maximum A4 size, 15 grams) in all attendee conference bags.

### **4. Opportunity to sponsor Congress meal / refreshment break of your choice:**

- Recognition and thanks from podium (if applicable)
- Recognition on signage at the event

### **5. Recognition & Company Logo**

- Logo placement on promotional electronic mailings.
- Logo placement and Bronze Sponsor recognition on inside back cover of event program
- Company logo displayed on the 2016 COECSA congress website with a hyperlink to the company website
- Recognition as Bronze Sponsor in all 2016 COECSA congress press releases

### **6. Registration**

- **Two** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration.)

## **E) SYMPOSIUM PACKAGE – USD 5,000**

### **1. Exhibit Space**

- Exhibition table at the Exhibition Area
- Five minute presentation at Symposium of choice
- Sponsor's lightweight pop-up banner may be placed at the entrance to or inside the venue. The exact position of the banner will be assigned / approved by the banqueting manager on duty.

- Virtual Exhibition Space on the Congress Website: paragraph of max 50 words + PDF / JPG downloadable document + link to Sponsor's company website

## **2. Insert in delegate bags**

- One pre-approved marketing leaflet / flyer (maximum A4 size, 15 grams) in all attendee conference bags.

## **3. Recognition & Company Logo**

- Logo placement on promotional electronic mailings.
- Logo placement inside event program
- Company logo displayed on the 2016 COECSA congress website with a hyperlink to the company website

## **4. Registration**

- **Two** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration).

## **F) RUBY PACKAGE – USD 2,500**

### **1. Exhibit Space**

- Exhibition space at the Exhibition Area
- Virtual Exhibition Space on the Congress Website: paragraph of max 50 words + PDF / JPG downloadable document + link to Sponsor's company website

### **2. Insert in delegate bags**

- One pre-approved marketing leaflet / flyer (maximum A4 size, 15 grams) in all attendee conference bags.

### **3. Recognition & Company Logo**

- Logo placement on promotional electronic mailings.
- Logo placement inside event program
- Company logo displayed on the 2016 COECSA congress website with a hyperlink to the company website

### **4. Registration**

- **One** complimentary exhibitor delegate registrations. (Each registration will have the same entitlements as a normal exhibitor registration.)

## **G) IVORY PACKAGE – USD 1,000**

### **1. Exhibit Space**

- Exhibition table at the Exhibition Area

### **2. Insert in delegate bags**

- One pre-approved marketing leaflet / flyer (maximum A4 size, 15 grams) in all attendee conference bags.

### **3. Recognition & Company Logo**

- Logo placement on promotional electronic mailings.
- Logo placement inside event program
- Company logo displayed on the 2016 COECSA congress website with a hyperlink to the company website.

## **OTHER SPONSORSHIP OPPORTUNITIES**

### **A) OPHTHALMIC PREMIER LEAGUE (OPL) – USD 2,500 PER ENTRY**

- The 2016 Congress will feature an Ophthalmic Premier League Symposium, a team video competition open to all sponsors.
- This will provide an opportunity for participating companies to present educative videos to 2016 COECSA congress attendee for 10 minutes each; Moderators will direct questions to the contestants; match referees will flag errors and ensure teams stay within their allotted timeframe; and the chairmen and judges will make the final determination as to the winning team.
- The winning team of the Ophthalmic Premier League Symposium will be awarded the first COECSA-Ophthalmic Premier League Trophy.
- To get registered in the OPL send your videos and intention to participate to [TOS2016@gmail.com](mailto:TOS2016@gmail.com) before 30<sup>th</sup> June 2016.

### **B) REGISTRAR AWARDS – USD 1,500 PER AWARD**

This is a cash award given to registrars with the best oral and poster presentation at the congress. Two winners are selected and awarded at USD 1,500 each. The sponsor of each award is given the opportunity to present the award at the Gala Awards Dinner and give a brief speech.

### **C) CONGRESS WEBSITE SUPPORT**

This support goes towards updating and maintaining the congress website. Website sponsor(s) will be acknowledged on the website throughout the sponsorship period. Please liaise with the COECSA Secretariat at [info@coecsa.org](mailto:info@coecsa.org) for more details.

#### **D) BRANDING OPPORTUNITIES**

This support will go towards the production of various branding materials for the congress such as banners, lanyards and conference bags among others. Other branding opportunities such as distributions of Pens, writing pads etc are also welcome. Please contact [TOS2016@gmail.com](mailto:TOS2016@gmail.com) directly with proposals and to negotiate the fee for branding purposes.

#### **HOW TO APPLY**

To sponsor COECSA 2016 Congress:

- Please complete the “Intention to Sponsor” form attached separately.
- Return the filled form by email to [TOS2016@gmail.com](mailto:TOS2016@gmail.com) and copy [info@coecsa.org](mailto:info@coecsa.org).
- An invoice and payment details will be sent to you upon receipt of the filled “Intention to Sponsor” form.
- The exhibition floor plan will also be made available to interested companies upon receipt of the ‘Intention to Sponsor’ Form. However, exhibitor stand allocation will only be confirmed upon receipt of full payment.

#### **CONGRESS ACCOUNT BANK DETAILS**

Bank name:	<b>CFCSTANBIC BANK</b>
Account name:	<b>COECSA SPECIAL PROJECTS</b>
Account number:	<b>0100003757093</b>
Branch:	<b>UPPERHILL MEDICAL CENTRE</b>
Swift code:	<b>SBICKENX</b>
Currency:	<b>USD</b>