

**AN INVITATION  
TO SUPPORT**

**COS Annual Meeting  
and Exhibition**

# **HALIFAX**

## 2022

**Halifax Convention Centre  
Halifax, Nova Scotia**

**June 9 – 12 juin 2022**



## OVERVIEW OF THE 2022 COS ANNUAL MEETING & EXHIBITION

The COS is excited to announce that the Annual Meeting will be taking place in-person again! As the premier Canadian vision conference and exhibition of its kind, the COS Annual Meeting provides a prime opportunity for industry partners to meet one-on-one and face-to-face to network with delegates in the ophthalmology health care profession.

Sponsor benefits for this year's conference are unparalleled. Whether you choose a Diamond, 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 invaluable exposure and strengthen your brand with your key stakeholder group.

### Dear Partner:

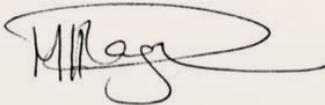
The Canadian Ophthalmological Society's Annual Meeting and Exhibition is thrilled to be back to an in-person meeting in beautiful Halifax, Nova Scotia. It is the premier event for Canada's ophthalmological community and we are excited to bring everyone back together for four days of education, engagement and networking.

COS brings together hundreds of ophthalmologists, residents and fellows in ophthalmology training programs, medical students, researchers, basic scientists, registered ophthalmic nurses, family physicians, and allied health professionals to share ideas and advance their knowledge to improve patient care. Collaborating with more than 12 national affiliate societies, each representing a specific ophthalmological subspecialty, the COS Annual Meeting and Exhibition presents a unique opportunity for innovative thinking, academic excellence, hands-on learning, 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 provide you with unparalleled networking opportunities with members of the ophthalmological community.

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,



**Mona Harissi-Dagher, MD, FRCSC**  
Chair, COS Annual Meeting and Exhibition



## CONTACT INFORMATION SPONSORSHIP

For more information on Sponsorship, please contact **Elisabeth Fowler, Executive Director and CEO**, at [efowler@cos-sco.ca](mailto:efowler@cos-sco.ca) or **613.729.6779 x. 225**.

## CO-DEVELOPED SYMPOSIA

For more information on Co-developed Symposia, please contact **Cheryl Ripley, Director, Continuing Professional Development**, at [education@cos-sco.ca](mailto:education@cos-sco.ca) or **613.729.6779 x. 223**.

## EXHIBITION

For more information on the Exhibition, please contact **Christine Bruce, Project Lead, Meeting Logistics & Exhibits** at [events@cos-sco.ca](mailto:events@cos-sco.ca) or **613.729.6779 x. 226**.

Priority selection of booth location and booth size will be given to sponsors. Diamond level sponsors will be given first priority, followed by Platinum, Gold, Silver, and Bronze level sponsors. **The deadline to confirm sponsorship is October 15, 2021.**

## SURGICAL SKILLS TRANSFER COURSES (STCs)

For more information on STCs, please contact **Cheryl Ripley, Director, Continuing Professional Development** at [education@cos-sco.ca](mailto:education@cos-sco.ca) or **613-729-6779 x 223**.

## BACKGROUND ON COS

Founded in 1937, the Canadian Ophthalmological Society (COS) is the national, recognized authority on eye and vision care in Canada. The mission of the COS is to strive toward the provision of optimal medical and surgical eye care for all Canadians by promoting excellence in ophthalmology and providing services to support our members in practice. Our membership includes over 800 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 affiliate of the Canadian Medical Association (CMA) and is an accredited, award winning provider of Continuing Professional Development through the Royal College of Physicians and Surgeons of Canada (RCPS).



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# COS Annual Meeting and Exhibition

# HALIFAX

# 2022



## TARGET AUDIENCE

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

## ALLIED HEALTH SOCIETIES

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

## COS STRIVES TO

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

## SUBSPECIALTY SOCIETIES AND SPECIAL INTEREST GROUPS

- Canadian Association for Public Health and Global Ophthalmology
- Canadian Association of Paediatric Ophthalmology and Strabismus
- Canadian Cornea, External Disease & Refractive Surgery Society
- Canadian Glaucoma Society
- Canadian Neuro-ophthalmology Society
- Canadian Ocular Regenerative Medicine Society
- Canadian Ophthalmic Pathology Society
- Canadian Retina Society
- Canadian Society of Oculoplastic Surgery
- Canadian Uveitis Society
- Canadian Vision Rehabilitation Society
- Cataract Surgery
- Council of Canadian Ophthalmology Residents

## OVERALL BENEFITS FOR ALL SUPPORTERS

- Build your brand as a caring patient-centered organization attuned to the needs of specialty physicians
- Increase your 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
- Have the opportunity to network, build relationships, and discuss new products and equipment face-to-face with the end-user

## 2022 COS ANNUAL MEETING AND EXHIBITION SUPPORTER LEVELS AND BENEFITS

BENEFIT DESCRIPTION	DIAMOND \$150,000	PLATINUM \$50,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$12,500
<p><b>Diamond sponsorship level is available to two industry partners based on a first-come, first served basis.</b></p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Opportunity to co-develop one of two breakfast symposia (Partners must meet the application deadline of October 15, 2021 to qualify)</li> <li>• Meeting sponsorship</li> <li>• Co-development fee</li> <li>• CME management</li> <li>• Faculty honorarium, travel, accommodation, etc.</li> <li>• Food &amp; Beverage</li> <li>• Audio Visual</li> <li>• Staging</li> <li>• Accreditation submission</li> </ul> <p>Full detailed benefits included in the Diamond level sponsorship can be found on page 10</p>	✓				
Opportunity to provide one room drop with corporate message at the host hotels, offered on first-come, first-served basis. Maximum of two room drops per night (all associated costs of producing the room drop must be covered by Supporter)	✓ Complimentary room drop promoting Co-developed Symposia Additional Room Drop \$2,500	\$2,500	\$2,500	\$2,500	
Corporate message in the print and PDF Program. Product specific branding is not permissible. Message must be approved by the COS	1 page + prominent promotion of the Co-developed Symposia	1 page	½ page	½ page	
Verbal acknowledgement of support at the Women in Ophthalmology educational symposium and tickets to attend (additional tickets are not available for purchase)	✓ (3 delegates)	✓ (3 delegates)	✓ (2 delegates)	✓ (1 delegate)	
Opportunity to brand hotel key cards – all associated additional costs must be covered by the Supporter. Product specific branding is not permissible. “COS Annual Meeting & Exhibition” must be written on key card	\$3000	\$3000	\$3000	\$3000	
Priority selection of booth location and booth size will be given to Diamond, followed by Platinum, Gold, Silver, and Bronze level sponsors. The deadline to confirm a sponsorship is October 15, 2021	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Color-coded sponsor recognition ribbons	5	5	4	3	2

<b>BENEFIT DESCRIPTION</b>	<b>DIAMOND</b> \$150,000	<b>PLATINUM</b> \$50,000	<b>GOLD</b> \$30,000	<b>SILVER</b> \$20,000	<b>BRONZE</b> \$12,500
Complimentary tickets to the President's Luncheon (additional tickets are not available for purchase)	4	4	3	2	1
Complimentary delegate registrations should you not be exhibiting (exhibiting companies are provided with 4 complimentary registrations per 10 x 10 booth). Additional delegate registrations may be purchased	3	3	3	2	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 logo by sponsorship level on all COS Annual Meeting collateral, including print program, PDF program, website, mobile app, and in the Canadian Journal of Ophthalmology (CJO)	✓	✓	✓	✓	✓
Corporate logo placed on the COS supporter recognition sign in a prominent location on-site	✓	✓	✓	✓	✓
Opportunity for representatives from sponsoring organizations to attend scientific sessions *Note: Ticketed scientific add-on sessions and courses do not apply	✓	✓	✓	✓	✓
Acknowledgement of support during President's opening remarks and during the President's Luncheon	✓	✓	✓	✓	✓
Copies of delegate list in advance of the meeting (delegate lists are comprised of only the names of attendees who have given their consent to have their name shared)	✓	✓	✓	✓	✓
Use of the COS logo with the phrase "2022 Canadian Ophthalmological Society Annual Meeting & Exhibition Supporter" until December 31, 2022. Logo use must be in conjunction with Annual Meeting & Exhibition, be accompanied by the above phrase, and receive prior approval from COS	✓	✓	✓	✓	✓

**Please note, industry partners must sponsor or exhibit to attend the COS Annual Meeting & Exhibition.**

**Registration is only open to sponsors and exhibitors.**

## SUPPORTER NETWORKING OPPORTUNITIES

- Opening Welcome Reception on Thursday, June 9, 2022
- Opportunity to attend scientific sessions (ticketed scientific add-on sessions and courses do not apply)
- All breaks and lunches served in the Exhibition Hall
- President's Luncheon, by invitation only (attendees include COS Board of Directors; Council and Committee Chairs; international keynote speakers; key opinion leaders and decision-makers)
- One-on-One meetings with COS physician leadership

## ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

### Hotel Room Drop (\$2,500)

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

Hotel Room Drop content and size procedures:

- Requests must be received in writing by April 15, 2022
- Room drops must be developed and printed by the sponsors
- Room drops are subject to approval by the COS and a final draft must be submitted by May 2, 2022 (prior to the room drop being printed by the sponsor)
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting is permissible
- Content can be educational in nature
- Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- Recommended sizing is no larger than 8.5 by 5.5 inches (half the size of a standard piece of paper)

### Branded Hotel Key Cards (\$3,000)

This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors. There is one opportunity available. All associated additional costs of producing the key card must be covered by the Supporter. Product specific branding is not permissible. "COS Annual Meeting & Exhibition" must be written on key card. Requests are to be received in writing by April 1, 2022.



## SKILLS TRANSFER COURSES (STCs)



Skills Transfer Courses are physician-developed and physician-led small group, interactive workshops. Topics are determined by insight from physician leaders, coupled with evaluations that highlight perceived and unperceived needs with the goals of identifying gaps in knowledge, skills, performance, clinical care or health outcomes. These courses are unique and are customized to meet the needs of our audience. They are designed to be accredited for Section 3 MOC credits. The COS has been offering Skills Transfer Courses since 2010 and won an award from the Royal College of Physicians and Surgeons of Canada for their innovative delivery. Sponsorship of the STCs is an invaluable contribution to educational excellence. There are two types of STC support: Exclusive Sponsorship at \$10,000 and in-kind support.

The 2022 STC program will be confirmed with the scientific program in the Fall of 2021. We anticipate that the STC program will include a mix of wet lab (simulation) courses and self-assessment programs. We are planning for the courses to be delivered in-person during the 2022 COS Annual Meeting in Halifax, Nova Scotia.

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

The self-assessment programs enable ophthalmologists to assess aspects of their knowledge or practice and identify opportunities to enhance their competence with additional learning. The self-assessment STCs include pre- and post-testing, in addition to a live workshop component. They are an ideal venue for practicing ophthalmologists to review their knowledge or practice, receive individualised feedback from physician experts in their field and ultimately make improvements to their practice.

Generous financial and in-kind contributions are crucial to the continued success of the STCs. A financial sponsorship of the STC program will be used to offset the high overhead cost associated with developing and delivering these world-class wet lab courses and design and delivery of the self-assessment programs. By providing financial and/or in-kind support, STC contributors help to advance specialized ophthalmic education, improve patient care nationwide, and facilitate peer-to-peer discussion of upcoming surgical techniques and devices.

For more information on STCs, please contact **Cheryl Ripley, Director, Continuing Professional Development** at [education@cos-sco.ca](mailto:education@cos-sco.ca) or **613-729-6779 x 223**.



# STC SPONSORSHIP BENEFIT DESCRIPTION:



BENEFIT DESCRIPTION	Visionary Exclusive Sponsorship* (\$10,000)	Innovator In-kind contributor	Advocate Educational partner
Complimentary ticket to the President's Luncheon	✓  (2 delegates)		
Opportunity to have your equipment and instruments be seen, tested, and tried by dozens of participants in wet lab STC		✓	
Opportunity to be present during STC sessions to support participants with equipment and instruments		✓	
Opportunity for two representatives to attend the Skills Transfer Courses as observers (wet labs and self-assessment programs)	✓		
Priority exhibit booth selection at the 2023 COS Annual Meeting in Montreal (following Bronze level sponsors)	1 <sup>st</sup>	2 <sup>nd</sup>	
Color-coded supporter ribbons by level	4	2	1
STC delegate lists in advance of the meeting (Delegate lists are comprised of names of attendees only)	✓	✓	
Use of the COS logo with the phrase "2022 Canadian Ophthalmological Society STC Contributor" until December 31, 2022. Logo use must be in conjunction with Annual Meeting & Exhibition, be accompanied by the above phrase, and receive prior approval from COS	✓	✓	
Company logo by sponsorship level on all COS Annual Meeting collateral, including print program, PDF program, website, mobile app, and in the Canadian Journal of Ophthalmology (CJO)	✓	✓	✓
Acknowledgement of STC support in the Canadian Journal of Ophthalmology (CJO)	✓	✓	
Corporate logo placed on the COS STC Contributor recognition sign in a prominent location and in front of the STC room	✓	✓	✓
Opportunity for representatives from supporting organizations to attend the scientific sessions of the COS Annual Meeting (Some ticketed scientific add-on sessions and courses may not apply)	✓	✓	✓

**\* Visionary is limited to one company based on a first-come, first-served basis**

STC contributions are considered separate from overall COS 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 5-6 for levels, benefits and amounts. For more information, please contact **Cheryl Ripley** at [education@cos-sco.ca](mailto:education@cos-sco.ca).

## CO-DEVELOPED SYMPOSIA

The opportunity to partner on a co-developed symposia is available to Diamond level sponsors only. Sponsors must meet the October 15, 2021 application deadline to qualify.

Co-developed symposia are integrated into the scientific program and enhance the delegates' educational experience. They are designed to be accredited for Section 1 MOC credits. They have previously hosted more than 150 delegates over the breakfast timeslot. Evaluation results show these sessions year over year to be perceived by participants as one of the most valuable aspects of the COS Annual Meeting.

Working with our partners to offer co-developed symposia, the COS creates opportunities based on the educational needs of its members across the country, delivering relevant scientific content in an engaging way. Co-developed symposia are planned to ensure the evidence presented is valid, objective, and balanced.

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

## SYMPOSIUM INFORMATION

There are two breakfast symposium time slots available, based on a first-come, first-served basis. Interested Diamond level sponsors will mark their first and second timeslot preferences by completing the application on the following page.

**Friday, June 10, 2022 | 6:30 – 8:00 AM**

Breakfast served from 6:00 AM

**Saturday, June 11, 2022 | 6:30 – 8:00 AM**

Breakfast served from 6:00 AM

## BENEFITS OF DIAMOND LEVEL SPONSORSHIP

The Diamond level sponsorship includes the following:

- Highest level of sponsorship recognition at the 2022 COS Annual Meeting
- Priority booth selection in the Exhibition Hall
- Opportunity to co-develop one of two accredited symposium with the COS:
  - ◆ Meeting sponsorship at \$50,000
  - ◆ Co-development fee at \$37,500
  - ◆ CME management at \$34,500
  - ◆ Faculty expenses, travel, accommodation, honorarium at \$10,000
  - ◆ Food & Beverage at \$5,000
  - ◆ Audio Visual at \$5,000
  - ◆ Staging at \$3,000
  - ◆ Accreditation submission at \$5,000
  - ◆ Partner recognition through co-development statement on all meeting and program materials online and in print, and promotional signage for symposia in prominent location
  - ◆ Symposia promotion in an email blast to all registered delegates
  - ◆ One room drop to host hotels dedicated to the promotion of the symposia
- Increased visibility among ophthalmologists as a partner in high quality, accredited Continuing Professional Development
- Position your company as a top strategic partner with COS in the management of eye and vision care

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





# 2022 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR SPONSORSHIP

## SPONSORSHIP LEVEL

Platinum - \$50,000

Gold - \$30,000

Silver - \$20,000

Bronze - \$12,500

Sponsor will adhere to the [National Standard for Support of Accredited CPD Activities](#)

\*In the unlikely event that the meeting should be moved to a virtual format, the COS will provide virtual benefits of the equivalent value and recognition

## AUTHORIZATION

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

Approved and authorized by Sponsor

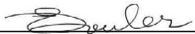
Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_ Email: \_\_\_\_\_

Signature of Authorized Office: \_\_\_\_\_ Date: \_\_\_\_\_

### Approved and authorized by Canadian Ophthalmological Society

Name: Elisabeth Fowler Title: Executive Director/CEO

Signature of Authorized Office:  Date: \_\_\_\_\_

### PLEASE RETURN APPLICATION AND PAYMENT TO:

**Sponsorship Application**  
Attention: Christine Bruce  
Email: [events@cos-sco.ca](mailto:events@cos-sco.ca)  
c/o Canadian Ophthalmological Society  
110 - 2733 Lancaster Road, Ottawa ON K1B 0A9  
Fax: 613.729.7209



## COS Annual Meeting and Exhibition

June 9 - 12 juin 2022