



NS

DOCTORS OF OPTOMETRY

## NSAO AGM & CE: Virtual Sponsorship

This year the 2020 Nova Scotia Association of Optometrists Annual General Meeting and Continuing Education will take place the weekend of November 14 & 15, 2020.

We are pleased to announce that we will be providing a hybrid option for our Optometrists to meet live, one day only, on Saturday, November 14 at the Halifax Convention Centre; with a virtual CE option on Sunday, November 15. We're committed to creating an amazing, memorable experience every step of the way. We've been working hard to ensure that everyone is safe with new enhanced policies in place.

Optometric personnel will be participating in 2 day of Virtual Continuing Education on the same weekend.

### Sponsorship Features:

Fee: \$2500

**1. Logo Placement on Website and ZOOM**

Company or product logo on website in sponsor banner; on slide during presentations (virtual and live event). This increases brand awareness.

**2. Sponsored Sessions**

There is prime real estate available during sessions. Contribute content or choose a session to be associated with. You can include your logo at the bottom of the screen, introduce the speaker, run an advertisement or promotional video at the start of the session.

**3. Agenda Highlight/Event Programme**

The online agenda is the hub of our event at [www.nsaconference.ca](http://www.nsaconference.ca). your logo will be placed in the agenda for high visibility. Provide us with a ½ page advertisement that we can insert into the virtual event programme distributed to all delegates and posted on the website

**4. Email Marketing to Push Out Content**

Take advantage of our email marketing to not only the NSAO membership but those from across Canada that have attended this event in the past. Provide us with newsletter content share content or a message about your company/product. Email marketing provides a direct link to attendees and could be a vehicle to set up appointments or information about a promotion. Consider incorporating a Sponsor Spotlight video that you created!

**5. Pop-Up Ad Space on Our Website & Zoom Presentation**

Pop-up ads are a great way to incorporate additional branding opportunities for sponsors. Ads at intervals during Zoom presentation and will also air to the in-person audience

**6. Brand Transitions between sessions and Speakers Introductions**

When transitioning between slides, speakers, or even sessions, will include sponsored branding. During presentations, you could add branded slides with logos and do the introduction (pre-recorded) of the speaker.