

# SPONSORSHIP AND ADDITIONAL OPPORTUNITIES

## Celebrating



We are creating a special area at the GA to celebrate and highlight the successes of the Vision 2020 period. We will be celebrating the Vision 2020 Heroes - organisations and individuals who have made a significant impact during the period.

## Individual recognition:

To celebrate and recognise an individual Vision 2020 Hero - £500 per person

## Organisational recognition:

To celebrate and recognise a group, team, organisation or Vision 2020 body as Vision 2020 Heroes - £2,900

# SPONSORSHIP AND ADDITIONAL OPPORTUNITIES

<b>Knowledge Pavilion programme partner - lead a 15-minute session for participants promoted in the programme</b>	<b>£2,000</b> (total of 15 sessions available)
<b>Brand listing in the event app</b>	<b>£1,000</b>
<b>Pop up ads in the event app</b>	<b>£2,000</b>
<b>Advert on the GA webpages</b>	<b>£1,000</b>
<b>Side meetings in the programme and at the venue</b>	<b>£160</b> (per 90 mins up to 20 people)
<b>Programme map sponsor (exclusive)</b>	<b>£6,500</b>
<b>Sponsor the Chinese translation service(exclusive)</b>	<b>£10,000</b>
<b>Sponsorship of a reusable water bottle for each delegate (exclusive)</b>	<b>£15,000</b>
<b>Sponsorship of the water stations</b>	<b>£2,900</b>
<b>Tea/Coffee sponsors</b>	<b>£3,500</b>
<b>VIP passes including access to the VIP lounge and reception with IAPB President, CEO and key opinion leader</b>	<b>£2,500</b>

# EXHIBITION OPPORTUNITIES

## EXHIBITION A £5,000

- 3m x 3m shell scheme with facial panel, 2 x folding chair and 24-hour security in an agreed neighbourhood area
- 2 x complimentary delegate pass, including a complimentary invitation to the gala welcome event on the first evening
- Use of GA2020 logo on organisational communication
- Member details on the GA2020 website

## EXHIBITION B £4,000 (MEMBERS ONLY)

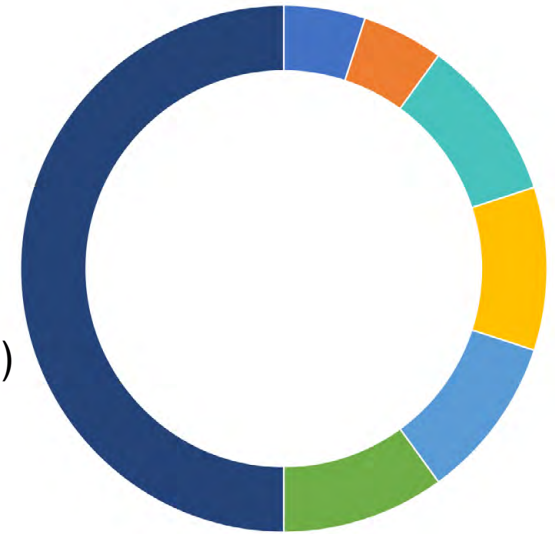
- 1m x 1m shell scheme with facial panel, 1 x folding chair and 24-hour security
- 1 x complimentary delegate pass, including a complimentary invitation to the gala welcome event on the first evening
- Use of GA2020 logo on organisational communication
- Brand listing in the event app
- Advert on the GA webpages

# GA2020 AUDIENCES

We will be utilising IAPB's extensive network and global reputation, to bring over 1500 delegates to GA2020 from the following key audiences:

- National and Regional Government Agencies and Ministry of Health representatives
- Key opinion leaders in the global eye health sector
- The World Health Organisation and Regional offices
- Local and international NGOs in eye health and the wider health sector (NTDs etc.)
- International Council of Ophthalmology (ICO)
- World Council of Optometry (WCO)
- National VISION 2020 committees and organisations
- Universities, research centres and centres of excellence
- Pharmaceutical and manufacturing industries
- Ophthalmologists and Optometrists from western pacific region
- Allied healthcare groups such as Diabetes and Ageing
- Key corporates and companies with a role to play in eye health
- National and trade/ specialist media
- 180+ other IAPB members

## Expected Audience



● Africa	5%
● East Mediterrane	5%
● South East Asia	10%
● Europe	10%
● North America	10%
● Latin America	10%
● Western Pacific	50%