Re: Invitation to the Sponsors of the 2nd Optometry Conference of Central and South-Eastern Europe – OCCSEE 2014

Dear Sponsors,

University of Applied Sciences Velika Gorica is organizing the 2nd Optometry Conference of Central and South-Eastern Europe. The Conference will take place in Rovinj, Croatia, from May 29 to June 1, 2014 at the Hotel Lone.

The 1st Optometry Conference of Central and South-Eastern Europe was held in 2012, gathering 424 participants from 19 countries of Europe. For the first time in Europe experts in the field of eye optics, optometry and ophthalmology were gathered at one place.

OCCSEE 2014 will continue with the good practice learned at the previous Conference in order to strengthen further the cooperation of all the stakeholders from the profession of optometry in Croatia and Central and South-Eastern Europe region.

The Hotel Lone was selected in order to provide accommodation for 400 to 600 participants who are expected to take part in the next OCCSEE 2014. The Hotel Lone will provide premises for organizing lectures from six fields of topics of eye optics, optometry and ophthalmology and the organization of over ten different workshops that will take place during four days of the Conference with at least double repetition of each of the workshops.

The OCCSEE Project has great importance for further development of the profession of optics and optometry in the region of Central and South-Eastern Europe. By organizing the international scientific Conference OCCSEE 2012 University of Applied Sciences Velika Gorica has been recognised as young and very perspective institution ranked very high along with the European eminent institutions thus enabling continuous transfer of knowledge from the most developed European countries. Those who had the largest benefits from this knowledge transfer are the Conference participants – ophthalmologists, optometrists, opticians, students as future optometrists and the entrepreneurs and companies as important role as logistic supporters of the optometry and eye optics professions.

The 2nd Optometry Conference of Central and South-Eastern Europe will provide support to a large number of foreign partners by networking interested parties for the OCCSEE 2014 programme.

OCCSEE 2014 will gather lecturers and participants from more than twenty countries of Central and South-Eastern Europe.

University of Applied Sciences Velika Gorica is investing a lot of effort in order to succeed in strengthening further this important Conference. Therefore, you are invited to help through your support and Sponsorship of the 2nd Optometry Conference of Central and South-Eastern Europe in the realization of this goal which will be to the benefit of us all.
Topics of the Conference:
1. Eyeglass optics;
2. Refraction Errors and Eyesight Testing;
3. Contact Lenses;
4. Eye Health;
5. Eye and Systemic Diseases;
6. Refractive Surgery Up To Date.

Workshops:
Over 10 workshops will be held. Some of the workshops will be performed by sponsors if sponsorship package includes workshops organization.
In order to support the Conference with the intention of strengthening the profession of optometry in the region, you are invited to join and participate in the 2nd Optometry Conference of Central and South-Eastern Europe in some of the following ways:

**PLATINUM SPONSOR**

- exhibition area in front of the main hall covering 30 m²;
- acknowledgment at the beginning of the promotional film about the Conference that will be distributed to all the Conference participants six months after the Conference;
- Platinum Sponsor will be highlighted during the press conference announcing the Conference;
- Sponsor presentation in the duration of 30 minutes in the main Hall;
- two different sponsored workshops that can be repeated depending on the number of interested groups of participants;
- highlighting in the press release which will be sent to the major media in Croatia;
- keynote speech at the Conference opening ceremony in the duration of 4 minutes;
- display of the logo on the website of the University of Applied Sciences Velika Gorica, Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
- text of 160 characters about the Sponsor on the Conference website;
- display of the Platinum Sponsor’s logo on the Conference poster,
- display of the Platinum Sponsor’s logo in the official materials for the Conference participants;
- display of the Platinum Sponsor’s logo on invitations and Conference programme;
- advertisement in the printed Conference programme (back cover and full page inside);
- possibility of including the promotional material in the Conference packet for the participants,
- advertisement billboard (penguin) in the Conference Hall next to the projection screen (penguin provided by the Sponsor);
- advertisement billboard (penguin) in the exhibition area (penguin provided by the Sponsor);
- banner on the website of the University of Applied Sciences Velika Gorica;
- banner on Conference website;
- entitled to 20 free Conference registrations.

**AMOUNT: €15,000**

*Platinum Sponsorship will be awarded exclusively to one bidder only.*

**GOLD SPONSOR**

- exhibition area in front of the main hall covering 20 m²;
- acknowledgment at the beginning of the promotional film about the Conference distributed to all the Conference participants six months after the Conference;
- the Gold Sponsor will be highlighted during the press conference announcing the Conference;
- Sponsor presentation in the duration of 20 minutes in the main Hall;
• one sponsored workshop which can be repeated depending on the number of interested groups of participants;
• highlighting in the press release that will be sent to the major media in Croatia;
• keynote speech at the Conference opening ceremony in the duration of 2 minutes;
• display of the logo on the website of the University of Applied Sciences VG, Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
• text of 80 characters about the Sponsor on the Conference website;
• display of the Gold Sponsor’s logo on the Conference poster;
• display of the Gold Sponsor’s logo in official materials for the Conference participants;
• display of the Gold Sponsor’s logo on invitations and Conference programme;
• advertisement in the printed Conference programme (full page inside);
• possibility of including the promotional material in the Conference packet for the participants;
• advertisement billboard (penguin) in the Conference Hall next to the projection screen (penguin provided by the Sponsor);
• advertisement billboard (penguin) in the exhibition area (penguin provided by the Sponsor);
• banner on the website of the University of Applied Sciences VG;
• banner on the Conference website;
• entitled to 15 free Conference registrations.

AMOUNT: €12.000
Gold Sponsorship will be provided exclusively to two bidders who are not in competitive relationship.

SILVER SPONSOR

• moderator’s acknowledgment during the Conference opening ceremony;
• exhibition area in front of the main hall covering 10 m²;
• Sponsor presentation in the duration of 10 minutes in the main Hall;
• one sponsored workshop which may be repeated depending on the number of interested groups of participants;
• acknowledgement at the end of the promotional film about the Conference distributed to all the Conference participants six months after the Conference;
• display of the logo on the Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
• display of the Silver Sponsor’s logo on the Conference poster;
• display of the Silver Sponsor’s logo in the official materials for the Conference participants;
• display of the Silver Sponsor’s logo on the invitations and Conference programme;
• advertisement in the printed Conference programme (full page inside);
• possibility of including the promotional material in the Conference packet for the participants;
• advertisement billboard (penguin) in the Conference Hall along the side of the hall (penguin provided by the Sponsor);
• advertisement billboard (penguin) in the exhibition area (penguin provided by the Sponsor);
• banner on the Conference website;
• entitled to 10 free Conference registrations.

**AMOUNT: €8,000**

*Silver Sponsorship will be awarded exclusively to three bidders who are not in competitive relationship.*

**BRONZE SPONSOR**

• exhibition area in front of the main hall covering 6 m²;
• acknowledgement at the end of the promotional film about the Conference distributed to all the Conference participants six months after the Conference;
• display of logo on the Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
• display of the Bronze Sponsor’s logo on the Conference poster;
• display of the Bronze Sponsor's logo in the official materials for Conference participants;
• display of the Bronze Sponsor’s logo in the Conference programme;
• advertisement in the printed Conference programme (half page inside);
• possibility of including promotional materials in the Conference packet for the participants;
• entitled to 5 free Conference registrations.

**AMOUNT: €4,000**

**NOTE:** Categories of Platinum, Gold, Silver and Bronze Sponsors have the option of arranging additional Sponsor workshop. Price for one 60 minutes workshop is € 1,500.00. Any further repetition of the same workshop is € 500.00.

**SPONSOR**

• acknowledgment at the end of the promotional film about the Conference which is distributed to all the Conference participants six months after the Conference;
• display of logo on the Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
• display of the Sponsor’s logo on the Conference poster;
• display of the Sponsor’s logo in the Conference programme;
• display of logo of the Conference Sponsor in official materials for Conference participants;
• logo in the Conference printed programme (logo inside);
• entitled to 2 free Conference registrations.

**AMOUNT: €1,500**
OTHER FORMS OF SPONSORSHIPS

CONFERENCE PARTNER

The Conference Partner sponsors the organization of the Conference through target activities as Conference invitations distribution, publishing PR materials in own publication, web pages and in media or providing equipment necessary for the Conference workshops etc. The types of Conference Partners are: Media Sponsor, Business Conference Partner.

All the Conference Partners will be highlighted in the following manner:

- acknowledgement at the end of the promotional film about the Conference distributed to all the Conference participants six months after the Conference;
- display of logo on the Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
- display of the Conference Partner's logo on the Conference poster;
- display of the Conference Partner's logo in official materials for Conference participants;
- entitled to 1 free Conference registration.

AMOUNT: equipment and target activities equivalent to the amount of €1,000

COFFEE BREAK SPONSOR

Coffee Break Sponsor will be featured during the coffee break they are sponsoring. During the Conference there will be four coffee breaks where the Sponsor’s logo will be displayed along with the announcement during the Conference:

- moderator’s acknowledgment when announcing the sponsored coffee break;
- one final slide at the lecture preceding the coffee break being sponsored;
- display of logo of the Coffee Break Sponsor in the Conference Programme;
- advertisement billboard (penguin) in the exhibition area during the sponsored coffee break (penguin provided by the Sponsor);
- promotional material on the tables where coffee is served;
- entitled to 1 free Conference registration.

AMOUNT: €800

SUPPORTER

- display of logo on the Conference website and Facebook profile of University of Applied Sciences Velika Gorica;
- display of the Sponsor’s logo in the Conference programme.

AMOUNT: €300
**EXHIBITOR**

Exhibitor will be able to present its products, services etc. at separated exhibition area outside the main hall. Size of the exhibition booth is 4 m². Price includes 2 free Conference registrations.

**AMOUNT:** €1.500

*Price listed in sponsorship packages does not include VAT.*

**PAYMENT OF SPONSORSHIPS**


**Should you be interested in one of the forms of sponsorship, please send an e-mail to:**
[optometry@vvg.hr](mailto:optometry@vvg.hr) **or fax +385 1 6251 301 with the filled in Certificate of Sponsorship not later than 15th December 2013.**

**For any further questions or proposals please contact us without hesitation via e-mail:**
[optometry@vvg.hr](mailto:optometry@vvg.hr), phone: +385 1 7897 646, Fax +385 1 6251 301 or mobile phone: +385 98 161 30 58.
CERTIFICATE OF SPONSORSHIP

Please, fill in all the data in the form:

Name: ___________________________________________ (exact name of the organization)
Name of contact person: _____________________________________________________________
Title of contact person: ___________________________________________________________
Address: _________________________________________________________________________
City/Country: _____________________________________________________________________
Phone/Fax: ______________________________________________________________________
E-mail: _________________________________________________________________________
Website: _________________________________________________________________________

Sponsor Packages

Please, tick the level of sponsorship:

☐ Platinum Sponsor ☐ Gold Sponsor ☐ Silver Sponsor
☐ Bronze Sponsor ☐ Sponsor ☐ Conference Partner
☐ Coffee Break Sponsor ☐ Supporter

Exhibition area

☐ Exhibitor

Please send the filled certificate of sponsorship form to e-mail: optometry@vg.hr
or Fax: +385 1 6251 301 not later than 15th December 2013 15th January 2014
(extended deadline).