



European Academy  
of Optometry and Optics



PTOO

## **SPONSOR THE EUROPEAN ACADEMY OF OPTOMETRY AND OPTICS**

Opportunities to become an annual sponsor of the European Academy of Optometry and Optics are now available.

We invite corporate partners who would support the pillars of our strategic plan for 2022-2024:

- Education & Clinical practice
- Research
- Membership
- Leadership & Legacy
- Partnerships

### **Why sponsor us?**

By partnering with the European Academy you will have access to diverse audiences in new environments as well as difficult-to-reach, niche audiences including students, and institutions in Eastern Europe.

You will also have the opportunity to position your brand as a leading and forward-thinking industry player while building brand awareness and enhancing your profile. As a sponsor, you will receive acknowledgement in all the Academy annual conference marketing materials as well as introductions at important meetings and events.

Partnership with the Academy will give you access to an enthusiastic and influential audience from across Europe and members in the US, Asia and Australia.

### **Annual sponsor benefits include:**

#### **Exposure**

PR and promotion

- Opportunity to host branded educational training material for our online learning platform.
- Verbal acknowledgement in Academy President speeches at Academy events.
- Option to provide a quote for inclusion on an Academy press release announcing sponsorship.
- Logo and link included in our monthly e-news.

#### **Lead Generation**

Access to our members

- One-year complimentary annual associate organisation membership of the Academy.
- Opportunities to network with delegates at Academy events.
- Two complimentary conference delegate places.
- Two complimentary tickets for the Academy conference dinner.

## **Brand Positioning**

### Branding and Acknowledgement

- Logo and link on the Academy's new website home page. Logo and link on the Academy website sponsor acknowledgement page.
- Positioning your brand alongside a forward-thinking, respected organisation.

The Academy hosts an annual joint conference with the European Council of Optometry and Optics (ECOO).

## **Conference benefits**

We work with leading figures from the fields of optometry and optics across Europe to deliver our conference which is highly regarded by the optometric community.

You will have the following privileges:

- Logo and link included in all our annual conference communications.
- Opportunity to distribute promotional literature at the conference.
- Opportunity to distribute pens and notepads to delegates.
- Insert into delegate pack (subject to sponsorship level/type?).
- Logo and link on the Academy's annual conference website.
- Acknowledgement in the Academy's conference delegate brochure (est. 400 copies).

## **Reach**

The Academy's database has over 1000 contacts that include:

- Universities and schools teaching courses in optometry, optics, vision science and ophthalmology.
- Professional bodies representing the professions of optometry, optics, and vision science.
- ECOO members.
- Attendees at the Academy's inaugural conference since the first in Lausanne, May 2009 and up to 2022.
- European press.
- Individual contacts interested in the work of the Academy worldwide.

## **What is the European Academy?**

The European Academy provides a much-needed voice to help advance optometry and optics, develop the scientific knowledge base and support and promote lifelong learning for optometrists, opticians, and vision scientists.

Our Vision is to be the leading European eye care professional networking organisation that harmonises and raises standards and practice in optometry and optics.

## **Cost**

Sponsorship packages are available now for the next conference in Poznan'23, Poland

## **Contact us**

For further information on the Academy and to talk about potential sponsorship opportunities please contact Polish Optometric Association: [info@eaoo2023.com](mailto:info@eaoo2023.com) or [ptoo@ptoo.pl](mailto:ptoo@ptoo.pl)