

SEMO 2020



MEDICAL AND
HEALTH SCIENCES
SCHOOL OF OPTOMETRY
AND VISION SCIENCE

SPONSORSHIP PROSPECTUS

The 16th Scientific and 10th Educators' Meeting in Optometry 2020

SEMO 2020
16-18 April 2020
University of Auckland

Introduction

SEMO 2020 is a conference for researchers, educators, clinicians and students from all the optometry schools in Australia and New Zealand. SEMO 2020 will be held at the School of Optometry and Vision Science at the University of Auckland.

The conference organisers acknowledge the vital role played by our industry partners, whose technological advances allow us to maintain excellence in eye health.

Our aim is to create an excellent scientific and educational programme, delivered by nationally and internationally recognised researchers and clinicians, with engaging social events for networking with colleagues and industry partners. The conference will provide practising clinicians, educators, vision scientists and students with opportunities to attend workshops and demonstrations of the latest technologies as well as short presentations by scientists, educators and clinicians.

We are offering opportunities to sponsor the conference.

Key reasons to sponsor SEMO 2020

- Australasia-wide representation: a unique opportunity to speak with senior academic staff and other representatives from all seven Optometry schools in Australia and New Zealand in one location
- Internationally recognised presenters from the scientific, clinical and educational communities
- Delegates seeking exposure to the very latest technology and ideas in optometric research and education
- Opportunities for demonstrating new technology to an audience of clinical educators

Enquiries

For enquiries about the sponsorship and advertising opportunities outlined in this prospectus, or any queries regarding the conference, please contact Ke-Han Chen, phone +64 9 923 7128 or by email: ke-han.chen@auckland.ac.nz.



Sponsorship Opportunities Overview

The SEMO Conference has a range of sponsorship opportunities to suit a variety of budgets and marketing. Opportunities are booked on a first come, first served basis, so book early!

There are opportunities to sponsor both specific items/activities and to provide general support for the conference; details are listed below. All prices are in NZD and include 15% GST.

General sponsorship	
<i>Provide general support to the conference.</i>	
Gold sponsorship (general support):	\$7,000
Silver sponsorship (general support):	\$4,500
Bronze sponsor (general support):	\$2,000
Nominate your own sponsorship proposal	

Specific sponsorship	
<i>Sponsor a specific conference activity.</i>	
Conference dinner:	\$5,000
Workshop session:	\$3,000 (3 workshops available)
Fuel SEMO delegates with coffee:	\$1,500
Poster presentation session:	\$1,200
Nominate your own sponsorship proposal	
<i>Sponsor postgraduate students to attend the conference.</i>	
Postgraduate student travel grants:	\$9,000 sought (12 students x \$750) Contributions towards this total accepted
Postgraduate student registrations:	\$2,000 sought (10 students x \$200) Contributions towards this total accepted
<i>Take out an ad or sponsor a material item associated with the conference.</i>	
Delegate bags:	\$1,000
Lanyards:	\$1,000
Notepads / pencils / pens:	\$500
Conference bag insert:	\$350
Large ad in conference printed material:	\$500
Medium ad in conference printed material:	\$250
<i>General sponsors are eligible for a discount on these items as follows:</i> Gold 50% discount Silver 25% discount Bronze 10% discount	

All packages are negotiable; please contact Ke-Han Chen at ke-han.chen@auckland.ac.nz to discuss any of these opportunities.



General Sponsorship Opportunities and Benefits

	Gold \$7,000	Silver \$4,500	Bronze \$2,000
Logo on conference website	Hyperlink on homepage & sponsor page	Hyperlink on sponsor page	Wordmark on sponsor page
Logo in conference printed materials (sponsor to supply artwork)	Inside cover & sponsor page	Sponsor page	Sponsor page
Colour advert in conference printed materials (sponsor to supply artwork)	Full page / large	Half page / medium	-
Logo on programme	√	√	√
Organisational banners in conference venue (sponsor to supply banners)	2	1	-
Opportunity to distribute materials in delegate bag	√		
Discount on ad or material items listed (lanyards, delegate bags etc) in the Sponsorship Opportunities schedule	50%	25%	10%
Multimedia recognition at the conference (logo on holding slides etc)	√	√	√
Complimentary conference registrations	2	1	-
Complimentary conference dinner tickets	2	1	-
Delegate list (in accordance with the NZ Privacy Act 1993)	√	√	-
Acknowledgement of offsetting carbon costs (flights and energy use for conference)	√	-	-

All packages are negotiable; please contact Ke-Han Chen at ke-han.chen@auckland.ac.nz to discuss any of these opportunities.



Specific Sponsorship Opportunities and Benefits

All sponsors of specific opportunities will receive the following benefits:

- The delegate list (in accordance with the NZ Privacy Act 1993)
- Logo published on the conference website with a link to your own website
- Logo placed on the sponsor page of the conference printed materials
- Multimedia recognition at the conference

Conference activities

Conference dinner

Exclusive opportunity

\$5,000

The Conference dinner will be held on 17 April at a vibrant restaurant in the city. Have your company's name exclusively associated with this event as attendees connect with friends and colleagues at the dinner.

Receive acknowledgement in the conference programme, and 2x complimentary conference dinner invitations giving you the opportunity to network with dinner attendees.

Workshop/demonstration session

3 available

\$3,000 each

SEMO will have 3x workshop/demonstrations sessions available to be sponsored. Have the exclusive opportunity to develop and run your own 50-55 minute workshop / demonstration with your company's name exclusively associated with it. Depending on capacity and scheduling, workshops may run twice to ensure all delegates are able to attend.

Showcase your brand and technology to representatives of all optometry schools throughout Australasia in one place. You will be acknowledged in the conference programme as a workshop /demonstration provider, and your logo will be on the holding slides for the plenary and workshop sessions.

Fuel SEMO: free coffee for delegates

Exclusive opportunity

\$1,500

Keep the delegates who need a 'pick me up' going at Semo 2020! Sponsor two free coffees for each delegate from the Superfino café by providing your own branded voucher.

Make your brand highly visible at the conference. Be as imaginative as you like! (Branding ideas must be approved by the committee).

Poster presentation session

Exclusive opportunity

\$1,200

The poster session is a key component of the conference. Have your company's name exclusively associated with this session. Maximise engagement with the conference attendees as they move through the poster display.



Postgraduate student support

The following sponsorship opportunities are designed to support postgraduate students who would benefit from attending the conference. Student registrations and travel grants will be awarded during or shortly after the conference and paid as reimbursements to the selected students. You are invited to sponsor either the total sought or a contribution towards the total. The number and value of awards distributed will depend on the actual sponsorship received.

Postgraduate Student Travel Grants

Exclusive opportunity \$9,000

OR Contribute to total

SEMO encourages research students to participate in this meeting. Sponsorship of Travel Grants allows you to support postgraduate students travelling from outside New Zealand. Sponsorship of \$9,000 will allow the conference to award \$750 each to 12 students travelling from outside New Zealand as a contribution to airfares and/or accommodation.

You will be acknowledged as the sponsor or a contributor when the award is made to students and in publicity materials before or after the conference as appropriate opportunity arises.

Postgraduate Student Sponsorship

Exclusive opportunity \$2,000

OR Contribute to total

SEMO encourages research students to participate in the meeting. This sponsorship opportunity allows you to directly support postgraduate students by covering their registration fees. Sponsoring a student includes the cost of registration and conference dinner (\$200 each); sponsorship of \$2,000 will cover 10 students.

You will be acknowledged as the sponsor or a contributor when the award is made to students and in publicity materials before or after the conference as appropriate opportunity arises.

Ads and material items

You may choose to sponsor one or more of these as a standalone commitment at full price as shown below, or receive a discount on these items if you undertake a General (Gold, Silver, or Bronze) sponsorship.

Lanyards

Exclusive opportunity

\$1,000

All conference attendees will receive a name badge with a lanyard that functions as their ticket into all sessions and functions. This badge must be worn at all times throughout the conference. We are giving you the opportunity to provide these lanyards (150 minimum) to all attendees for guaranteed visibility of your name and logo throughout the conference and beyond! You will supply and make all arrangements for the lanyards.

Have your name / logo front and centre for all delegates for the duration of the conference.

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Conference Tote Bags

Exclusive opportunity

\$1,000

Here is a great opportunity that has a lasting benefit! Provide the official SEMO 2020 conference bags with your logo printed on each bag (approximately 150). These keepsake bags will be used long after the conference ends. SEMO branding must be included on all tote bags and design approved in advance of printing. You will supply and make all arrangements for the tote bags. Please note, this sponsorship opportunity must be booked no later than 180 days in advance of the conference and bags must be received by The University of Auckland Event Services team 60 days in advance of the conference.

Have your name / logo front and centre for all delegates for the duration of the conference.

Notepads/Pencils/Pens

Exclusive opportunity

\$500

Supply notepads and pens or pencils with your company's logo and we will distribute them to all conference attendees when they arrive on-site. Minimum number of items required for all conference items required for all conference items: 150. Please note all provided collateral must be received by The University of Auckland Event Services 60 days in advance of the conference.

Guarantee each attendee receives your company advertisements! Your branding will be seen throughout the conference.

Nominate your own sponsorship

Do you have an idea that is not listed here? Let us know your thoughts! We will work with you to create a unique sponsorship opportunity that meets the needs of your company.

All packages are negotiable; please contact Ke-Han Chen at ke-han.chen@auckland.ac.nz to discuss any of these opportunities.

Terms and Conditions

The following terms and conditions apply to Your application to sponsor and/or exhibit:

You/Your – Sponsoring / Exhibition company/organisation.

We/Us/Our – Event Services, The University of Auckland (acting as agent for the event local organising committee (the "**Principal**")).

By returning the completed and signed Application to Sponsor or Exhibit form (the "**Application Form**") you agree to be a sponsor of **The 16th Scientific and 10th Educators' Meeting in Optometry (SEMO) 2020** hosted by **University of Auckland Ltd** and being held at the **University of Auckland, Auckland** from **16-18 April 2020** on the terms and conditions set out below, from the date that the Application Form is signed by You until the end of the Event Period.

We reserve the right to refuse or deny any application. When Your application has been received and is accepted by Us, We will send You email confirmation and attach an invoice for the total payment amount (as recorded on the Application Form). Our confirmation email amounts to an acceptance by Us of Your offer to sponsor. Once We confirm acceptance of Your application, there is a binding agreement between You and Us unless cancelled in accordance with these terms and conditions.

Your requested category of sponsorship may be limited to a certain number of sponsors and preference will be determined in order of receipt of the signed Application Form and payment. The event secretariat will notify You if You are unable to participate in Your requested category.

The Principal shall have control over selecting the invitees to the event and the selection of any speakers, presenters or authors.

Details of the event may change without notice. Please refer to the event website for the latest information.

General

You will be informed of all deadlines for the provision of information or materials by way of email updates and updates to the event website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork required from You are not received by Us by the designated due date, their use for their intended purpose cannot be guaranteed.

The value of these entitlements will not be refunded in this circumstance.

Due to privacy legislation, We cannot guarantee the inclusion of all event participants' details on any delegate list.

Sponsors and exhibitors are not entitled to entry into the event sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. Sponsors and exhibitors who do not hold tickets as part of their sponsorship package and who wish to attend the event as a delegate must complete the appropriate registration form online and pay the applicable registration fee.

Finance

All prices include GST and are quoted in New Zealand Dollars.

The total payment must be made in full within thirty (30) working days of the date of our invoice.

Sponsorship entitlements as set out in the relevant sponsorship prospectus will not commence until the total payment has been received in full.

If the total payment is not received within thirty (30) working days of the date of our invoice, We reserve the right to cancel the application and the designated sponsorship/exhibition space may be reassigned.

If You pay by electronic funds transfer or an international cheque You agree to pay any bank charges and must include these in the amount You transfer.

Cancellation

You may only cancel the sponsorship arrangement within the period of five (5) days of receiving confirmation from Us. Cancellations may only be made in writing and must be forwarded to Event Services, The University of Auckland. In the event of cancellation by You, You agree to pay an administration fee of \$250. For the avoidance of doubt, if You cancel the sponsorship arrangement, We will not be obliged to provide any of the sponsorship entitlements to You, and no refunds of sponsorship will be made by Us for cancellations received by Us outside of the above permitted cancellation period.

We have the right to postpone or cancel the event and cancel this sponsorship agreement and shall not in any circumstances be liable for costs or losses resulting from such delay or cancellation.

Liability

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation, removal, maintenance, occupancy or use of the event venue or a part thereof, except to the extent that such liability is caused by the negligence of the event venue, its employees and agents.

Without limiting the above provision, You are responsible for any reasonable costs of repairing Your designated exhibition space or the event venue should You paint, mark or damage any fixtures or fabric.

You are also solely responsible for any physical loss or damage to Your own property while that is located at the event.

We will not be liable for and make no guarantee of the number of visitors to the event.

We will not be accountable for the level of commercial activity generated for You or any other person.

You acknowledge that the University of Auckland is acting as agent for the Principal and that these terms and conditions are for the benefit of and enforceable by the University of Auckland and the Principal.

Exhibitors

You must only exhibit products sold or supplied, or services rendered by You. You may not assign, share, sub-let, or grant licences for the whole or part of Your designated exhibition space without prior approval from Us.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required.

The general exhibition space will have a surface that allows for velcro fastenings. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted.

We reserve the right to ask You to remove any display items We deem as unacceptable,

and if We do so You agree to promptly comply with Our request.

During the event hours, a representative from Your company/organisation must staff Your exhibit at all times.

You must conduct business only from within the confines of Your designated exhibition space and must ensure that Your representatives and employees do not tout, or place any material, outside of Your designated exhibition space in a manner that obstructs the aisles. You must ensure that You and Your representatives comply with all relevant laws and with all policies relating to the event.

All material used in the event venue and/or exhibitor's space must conform to all appropriate regulations that We notify to You.

You shall not commence dismantling or packing product before the end of the final coffee break on the last day of the event. We will not be held responsible for any items left behind, including where remaining items are discarded by Us or any other person.

You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

Print entitlements

Your logos and/or company/organisation name will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

No print or web recognition will be given unless payment terms have been met.

No animals

No animals are permitted within University of Auckland buildings. Guide dogs for the visually impaired are the only exception.

Privacy statement

Your name and contact information, including electronic address, may be used by parties directly related to the event (such as the Principal, other organisers, and approved stakeholders) for related purposes such as promotion, networking, and administration related to this event and future events of this type. You may decide the extent of any personal information disclosed to Us but Our ability to provide the sponsorship entitlements may be limited if You withhold requested information.

Offer to sponsor or exhibit

Company/Organisation	
Contact Name	
Address	
City	Country
Phone	Fax
Email	

I/We accept the terms and conditions of undertaking a sponsorship and or exhibition package.

I/We understand that the sponsorship level or exhibition will be distributed according to interest and strictly in order of application and payment.

Signed
Date

Package preference requested

I/we would like to take up the following:

<input checked="" type="checkbox"/>	Level	Investment
<input type="checkbox"/>	Gold Sponsorship	\$7,000.00
<input type="checkbox"/>	Silver Sponsorship	\$4,500.00
<input type="checkbox"/>	Bronze Sponsorship	\$2,000.00
<input type="checkbox"/>	Workshop Session	\$3,000.00
<input type="checkbox"/>	Poster Presentation Session	\$1,200.00
<input type="checkbox"/>	Conference Dinner	\$5,000.00
<input type="checkbox"/>	Graduate student Sponsorship	\$2,000.00

All prices include GST.

Other (please state)

Payment Details

Total to pay \$

- Please send me a tax invoice for direct credit payment
- I wish to pay with credit card please send me an invoice and contact me at the listed phone number

Please return completed forms to:

Ke-Han Chen
Event Services – The University of Auckland
Email: ke-han.chen@auckland.ac.nz

Post:
Event Services
University of Auckland
Private Bag 92019
Auckland 1142

