

 OPTOMETRY
 TOMORROW
 2024 | Now incorporating
BCLA FOCUS

Exhibition
& sponsorship
opportunities

The Telford International Centre
28-29 April 2024



BCLA

What to expect

The College of Optometrists and BCLA (British Contact Lens Association) are working together to bring you an exciting event in 2024.

Optometry Tomorrow returns in 2024 to celebrate its 20th year, and this time collaborating with the BCLA to incorporate BCLA Focus.

Packed with two days of cutting-edge topics delivered through lectures, skills and discussion workshops, as well as peer reviews and informal networking opportunities, Optometry Tomorrow and BCLA Focus will offer UK optometrists and other eye health care professionals the highest standard of CPD from across the sector. Delivering an impressive trade exhibition with over 30 stands alongside the outstanding learning opportunities, Optometry Tomorrow now incorporating BCLA Focus is a crucial event for your diary!

It's getting harder in today's competitive market to get your brand in front of the right audience, or to speak to key decision-makers who are vital for building valuable business relationships.

Sponsor or exhibit at Optometry Tomorrow incorporating BCLA Focus and reap the rewards of meeting with delegates face-to-face as we bring you the perfect audience of UK optometrists and other eye health care professionals, all keen, engaged and ready to speak to you about innovative products and services for 2024 and beyond.

Don't forget that 2024 is the final year of the current CPD cycle. Delegates will be able to tick off all four CPD domains plus contact lens optician and therapeutics specialty points and collect an average of 15 CPD points over the weekend.



“It was a great experience with good quality delegates with real interest.”

Optometry Tomorrow 2022 exhibitor

We're expecting 500-600 paying delegates – read on for the breakdown of previous attendees across both Optometry Tomorrow and BCLA Focus.

About The College of Optometrists



The College is the UK's professional and examining body for optometrists and organises Optometry Tomorrow.

We qualify the profession and deliver the guidance, development and training to ensure optometrists provide the best possible care.

We recognise excellence through the College's affixes, by building the evidence base for optometry, and by raising awareness of the profession with the public, commissioners and health care professionals.

- **Our vision**

Optometrists at the forefront of better eye health and vision for all.

- **Our purpose**

We inspire and support optometrists to excel in the provision of eye health care, always for the benefit of patients.

- **Our values**

- We act with integrity and transparency.
- We listen and learn.
- We demonstrate respect and professionalism.
- We achieve high quality.
- We champion diversity and inclusion.



“Met expectation and well organised with clear communication from the start”

Optometry Tomorrow 2022 exhibitor

About the BCLA?



The BCLA is a membership association providing a wide range of benefits to help members at all stages of their educational and professional career access a range of high-quality resources. We provide our members with a continual stream of the latest relevant contact lenses and anterior eye information to ensure they are kept up to date.

The BCLA is proud to deliver a wide range of free and discounted events throughout the year – both for members and non-members. We continually strive to make our events accessible to everyone, no matter where they are in the world. From online courses in dry eye and myopia management and specialist webinars featuring global experts to live-streamed conferences and scientific meetings, we deliver the very latest learning at a time and location to suit our members.

- **Our vision**

Bringing the global contact lens and anterior eye health community together.

- **Our mission**

To be recognised as the world’s leading contact lens and anterior eye community. Through the process of knowledge sharing, education, and networking, BCLA brings expertise from the world of academia and research into the world of the Eye Health Professionals, for the benefit of their patients.

- **The values of the BCLA**

Best practice – striving to improve standards of professional and clinical excellence.

Community – bringing together the world of academic research with eye health professionals.

Learning – supporting education and professional development to drive progress.

Accessible – BCLA is for everyone - if you are passionate about eye care you can join our community.



“Excellent conference with inspirational speakers and topics relevant to practice”

BCLA Focus attendee

New for 2024

- **Collaboration with BCLA**

There are a significant number of CPD conferences on offer in the UK for optometrists to attend and for industry to support. Both the BCLA and the College of Optometrists agree there is a need to develop closer partnerships within the sector (specifically between professional bodies). Offering a collaborative event creates a strong, attractive programme of learning for eye care professionals in the UK (although BCLA has a global presence which will also attract some international attendance). It will provide a more sustainable model for all stakeholders by channelling both attendance and sponsorship to one event.

- **Quiet space**
(open for sponsorship – see page 16)
- **Re-introducing the 5k run**

By working together the BCLA and the College will provide a coordinated and engaging message to attendees and build on the strengths of both organisations. By supporting the event, you are aligning your brand with both professional bodies.

BCLA Focus sessions will run alongside the Optometry Tomorrow sessions. There will be a standard ticket price for both College and BCLA members with open access to all sessions excluding workshops and peer reviews where there will be some limitations.

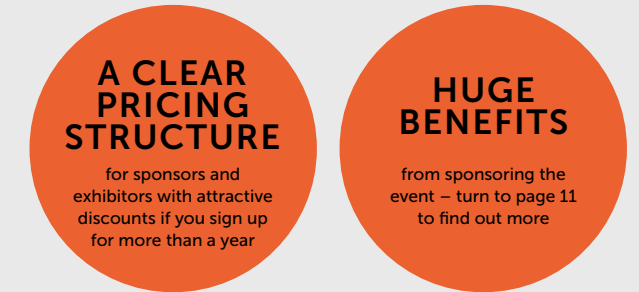
The exhibition and catering will be open to all attendees.

- **More activities and engagement during OptomFest!**

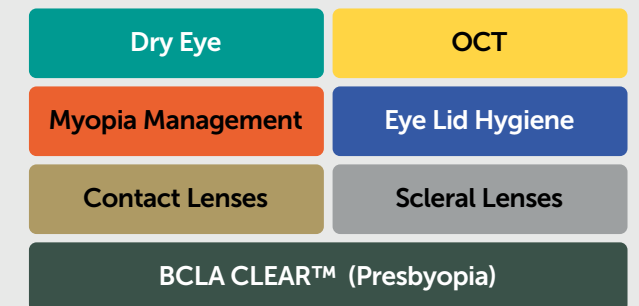


“Exhibitors are close and on hand, it is a great opportunity to meet and discuss”

BCLA Focus exhibitor



The products and services that BCLA and Optometry Tomorrow delegates consistently tell us they are most interested in:



What can I get other than exhibition space?

- **Sponsorship**

A whole host of benefits, including running your own education and discovering ways to increase your brand awareness, helping you engage with delegates and learning more about the market, as well as increasing your contact database and profile in optometry. Turn to page 11 to find out more.

- **Inclusion in the conference guide and app**

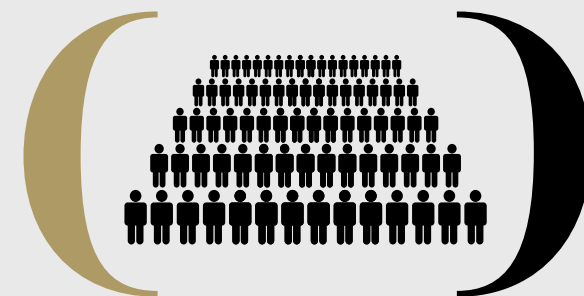
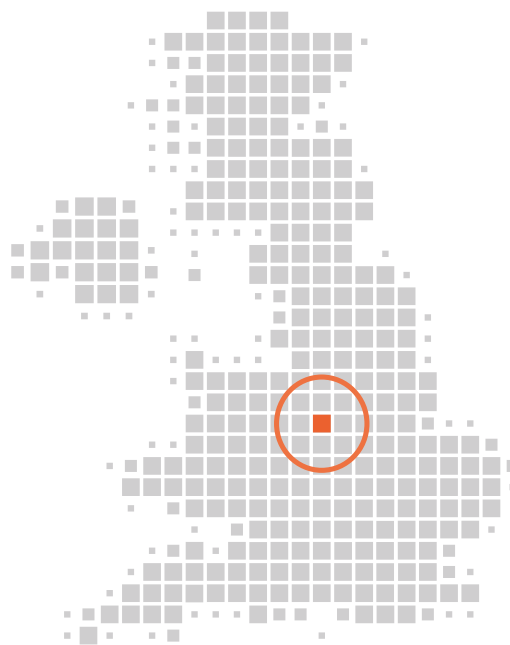
Your profile and contact details will be included within the conference brochure, app and in the popular scavenger hunt game!

- **Support the profession**

And align your brand with the professional bodies for optometry and contact lens professionals.

- **Lead capture**

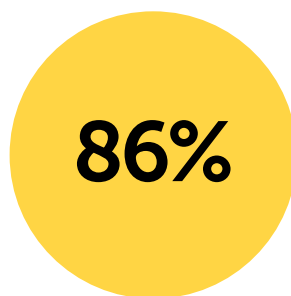
A quick and easy way to capture valuable delegate data and access immediately – using your own device. See more on page 22.



In 2022, Optometry Tomorrow attracted nearly 390 UK optometrists both in person and online, keen and enthusiastic to learn and engage



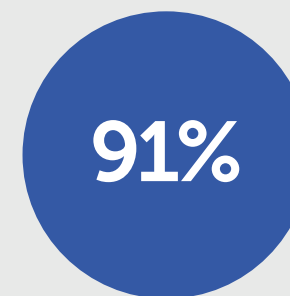
1 in 4 delegates in 2022 were independent practice owners



86% of 2022 exhibitors rated the level and quality of information provided prior to the event, and support during the conference as 5 or 4 on a scale of 1-5, with 1 being poor and 5 being excellent



Across four years of the Optometry Tomorrow conference (2018-2022), 1,489 unique delegates have attended



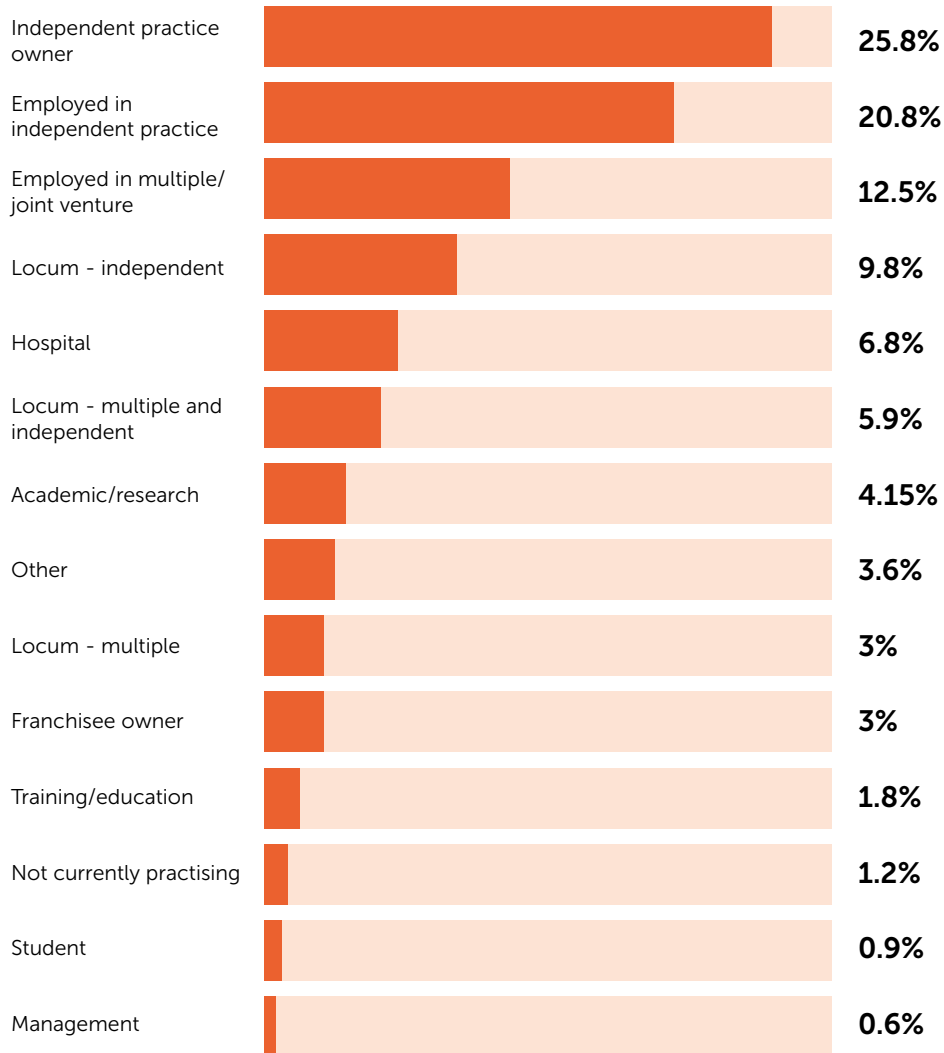
91% of delegates surveyed in 2022 said the conference was "Excellent" or "Good" in meeting expectations



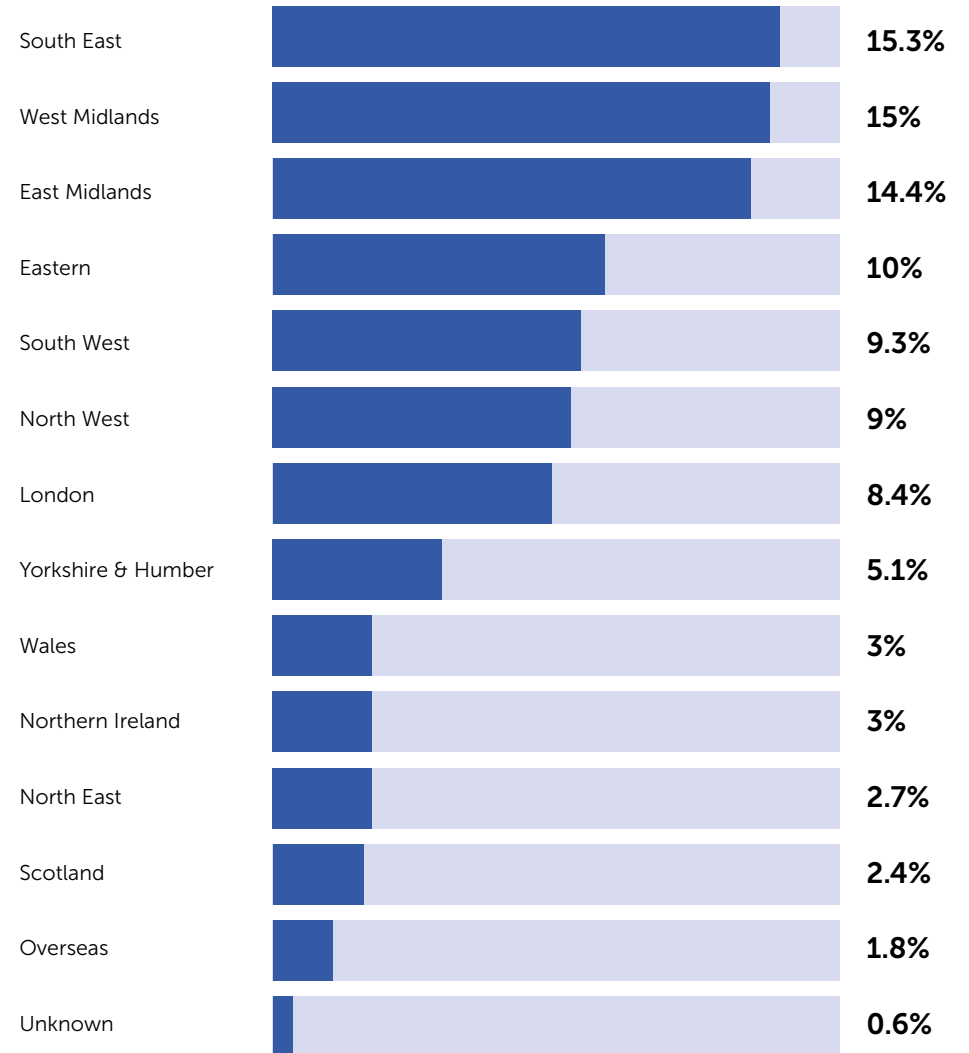
92% of delegates surveyed in 2022 said they would consider attending Optometry Tomorrow in the future

Who attends?

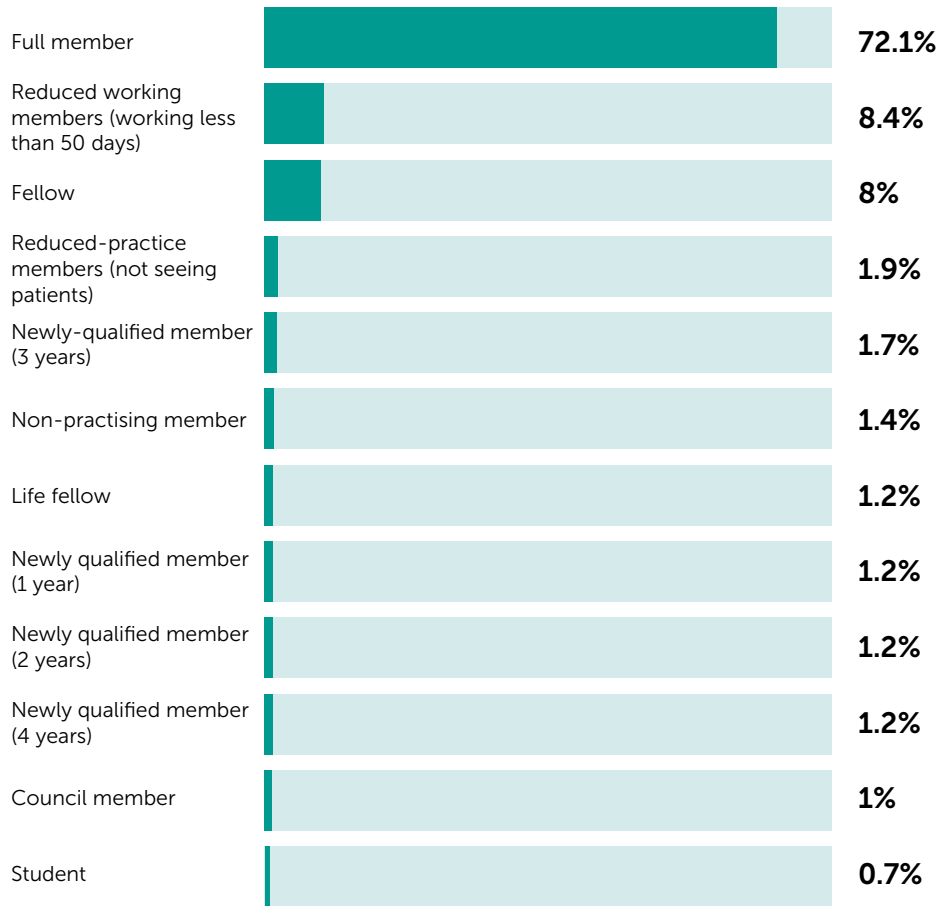
Optometry Tomorrow 2022 - delegate work settings



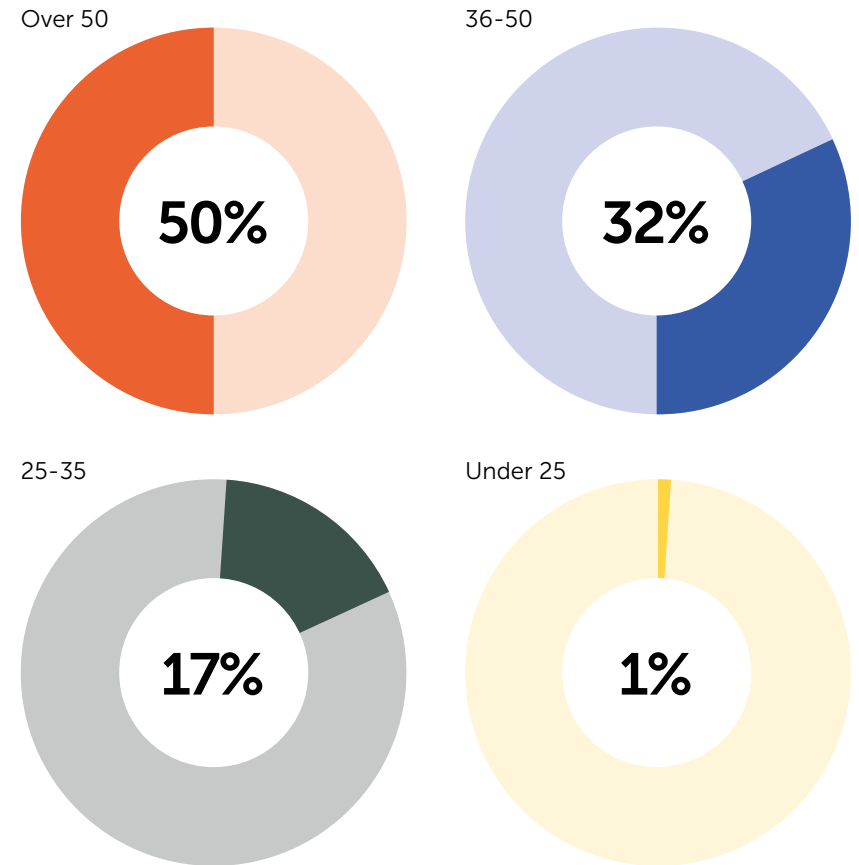
Where did members travel from for Optometry Tomorrow 2022?



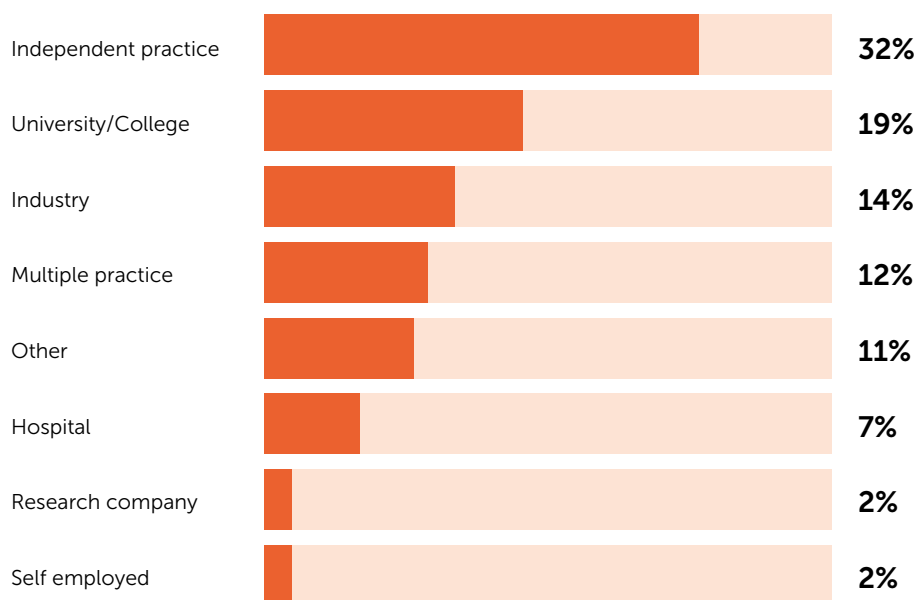
What type of College members attended Optometry Tomorrow 2022?



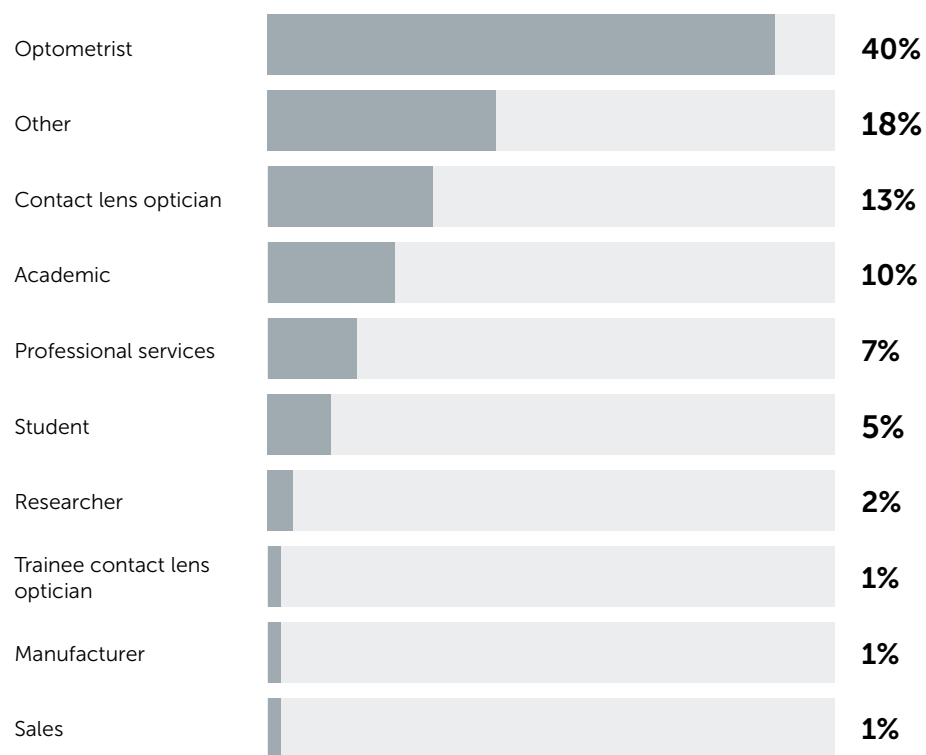
Age range of those who attended Optometry Tomorrow 2022



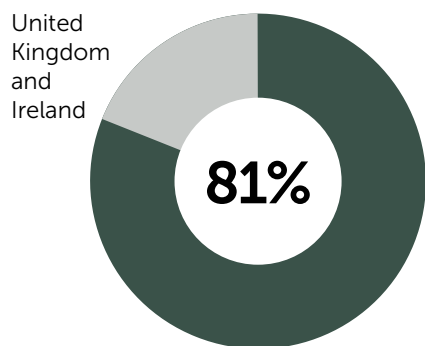
BCLA Focus 2022 – Delegate workplace



BCLA Focus 2022 – Delegate job type

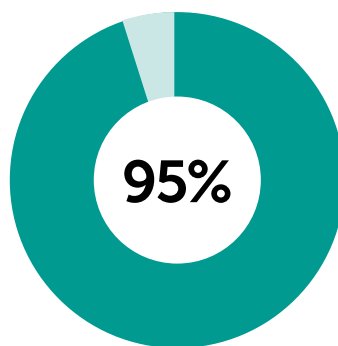


BCLA Focus 2022 Top country represented



BCLA Focus 2022 feedback

95% of BCLA Focus delegates surveyed in 2022 found the overall conference experience "Excellent" or "Good"



"Great conference and good to be back"

BCLA Focus exhibitor

Our sponsors at Optometry Tomorrow 2022

Platinum sponsors



CooperVision®

Johnson & Johnson VISION

Gold sponsors

SpaMedica

positive-impact

Silver sponsors

BAUSCH + LOMB
See better. Live better.

TOPCON Healthcare

SCOPE

Théa
let's open our eyes

Lumenis
Energy to Healthcare

EssilorLuxottica

Bronze sponsors

docet

Alcon
SEE BRILLIANTLY

optos

No7 Contact Lenses



“...the whole feeling of the event was one of being pleased to be there and of shared learning and collaboration. It really placed BCLA as a group from which to gain learning and true support no matter level of skill and experience.”

BCLA Focus Attendee

Sponsorship packages

● PLATINUM
£18,700+VAT
20% DISCOUNT*
£14,960 +VAT

● GOLD
£16,000+VAT
20% DISCOUNT*
£12,800 +VAT

● SILVER
£12,000+VAT
15% DISCOUNT*
£10,200 +VAT

● BRONZE
£8,000+VAT
10% DISCOUNT*
£7,200 +VAT



“Exceeded expectations, positive experience, will return.”

Optometry Tomorrow 2022 exhibitor

*Discount available if you sign up to a two-year package. More details overleaf.

	PLATINUM	GOLD	SILVER	BRONZE
Your choice of exhibition space*	● up to 20m ²	● ^A up to 18m ²	● ^A up to 12m ²	● ^A up to 6m ²
Five-minute speech before Optometry Tomorrow keynote lecture /BCLA Focus lecture (choice of Sunday or Monday)	●			
CPD sessions in the Optometry Tomorrow programme led by your organisation over the two days	● up to 4	● up to 3	● up to 2	
Additional reps to staff exhibition stand	● 12 in total	● 10 in total		
Updated delegate lists sent in February, March, and April – containing name, job title, organisation and town of work for those delegates, both in-person and online, who opt-in to sharing their information at the point of booking	●			
Your logo on lecture holding slides	●	●		
One interactive session at your exhibition stand as part of the Optometry Tomorrow programme	●	●		
Stand-alone email promoting your presence to all registered delegates (both programmes), both in-person and online – dates of emails to be supplied	●	●		
A 'thank you' message from the College & the BCLA across our social media platforms in advance of the event, acknowledging your support.	●	●		
One push notification within the app directing users to your company profile and/or outlining special offers. Notifications to be scheduled and content pre-approved by the College and the BCLA	●	●		
Delegate contact details, including email addresses, passed to you four weeks before the event (for those delegates who opt in to share their details)	●	●	●	
Banner adverts in the footer of three pages within the printed and digital copies of the A5 conference guide***	●	●	●	●
Lead capture app to use for the duration of the event on one device to capture delegate contact details, take notes, ask follow-up questions, and access leads in real-time	●	●	●	●
Your logo on signage (hard copy and electronic) at the event	●	●	●	●
An advert in the printed and digital copies of the A5 conference guide***	● x2 full page	● x1 full page	● x1 half page	● x1 half page
App presence: you will have a company profile page, under the 'Sponsors' sub-category. See pg 15 for further information about the app	●	●	●	●
Pre-event & at-event scavenger hunt – supply us with a question which will direct delegates to your website/company profile and encourage delegates to visit your stand, so delegates can start building their points	●	●	●	●
Your logo in all promo emails, reaching over 13,000 College & BCLA members in advance of the event	●	●	●	●
Your logo on the cover (front or back) of the printed and digital copies of the A5 conference guide, distributed to all delegates at both events	● ^F	● ^F	● ^B	● ^B
Your logo on the homepage of the conference website www.optometrytomorrow.org, linked to your website	●	●	●	●
Your logo on the stage backdrop in the plenary rooms of the Optometry Tomorrow and BCLA Focus programmes	●	●	●	●
Your logo included on a number of pop-up banners placed throughout the venue – prominence given to Platinum and Gold sponsor logos	●	●	●	●
Acknowledgement from the College/BCLA President during opening and closing addresses	●	●	●	●
Two-day delegate passes (either in-person or online), free of charge. Passes are available for you to offer to College/BCLA members. Passes include attendance at the lecture stream only (note if the delegate selects an online pass then access to the live-streamed sessions will be given) .	● x4 tickets	● x3 tickets	● x2 tickets	● x1 ticket
Use of 'Optometry Tomorrow 2024 now incorporating BCLA Focus' sponsor banner and official wording on your company website	●	●	●	●
Your company logo listed on all relevant BCLA and Optometry Tomorrow marketing materials	●	●	●	●

(A) = SUBJECT TO AVAILABILITY
 (F) = FRONT COVER
 (B) = BACK COVER

*Discount available if you sign up to a two-year package. More details overleaf.
 **You will have the option to purchase additional space.
 ***The A5 conference guide will be produced both hard copy and electronically.

Upgrade your package

If you've already made the decision to join us at **Optometry Tomorrow 2024** now incorporating **BCLA Focus**, don't miss out on the additional opportunities available - see pages 14-19.

ADD-ONS (Add-Ons 1-5 available only for sponsors to book at all times, Add-Ons 6-18 available for sponsors to book at all times & for exhibitors to book from 2 October 2023)

If there is something you'd like to suggest or amend in addition to the packages outlined above, we would be happy to work on a bespoke package with you.

Please contact
sponsorship@college-optometrists.org

or call Maya Sapir on
+44 (0)20 7766 4397

SIGN UP FOR A TWO-YEAR DEAL AND SAVE!*

- Receive up to a 20% discount on your sponsor package
- Lock in this year's prices
- Get your first choice of exhibition stand at the next event

Sign up as a Platinum, Gold, Silver or Bronze sponsor at *Optometry Tomorrow 2024* and the next event to take advantage of this special rate.

*Please note only the Platinum, Gold, Silver or Bronze sponsor packages are available at the two-year discount rate. Add-ons are charged at the full rate.

1 Interactive session at your exhibition stand

£600 +VAT

Our popular interactive sessions will give you the opportunity to reach up to 24 optometrists at your stand in a one-hour session. Described by delegates as “informative, well presented and very worthwhile,” groups of 12 delegates will visit your stand for 25 minutes at a time and will be guided through an educational activity with your company representative (delegates will visit two exhibitors in each session so you will repeat your 25-minute session twice to 12 delegates at a time). You will have the chance to showcase your products and services to a keen and engaged audience. We will request CPD information from you making it highly attractive to delegates. This session will be promoted on the event website, the programme and on the app as delegates will select to join the session – please confirm if you want to be involved along with the topic of your session by 1 November 2023.

2 OptomFest sponsor

£2,600 +VAT

OptomFest, taking place on Sunday 28 April from 5.30-7pm in Hall 3 of The Telford International Centre, is an excellent opportunity for all attendees to network and engage after the first day of the conference. Drinks and nibbles will be provided for attendees, and exhibitors are encouraged to staff their stand during the reception. You will be able to mix with delegates, presenters, College/BCLA Council members and staff in a relaxed and informal environment.

As OptomFest sponsor, you will get:

- Company name/logo featured on every mention of OptomFest
- A seat for a company representative at a topic table of your choice (please see add-on 11 for details of topic tables)
- The opportunity to display a pop-up banner in the Hall 3 foyer during OptomFest
- Your logo on the OptomFest area of the conference website and app including links to your website.



“Lovely to have some face-to-face interaction with our learners”

Optometry Tomorrow 2022 exhibitor

3 Conference app

£7,000 +VAT (Sole sponsorship available to one sponsor)

The app is what delegates will be using to access information about the conference onsite and pre/post-event. The app will feature the sponsor's logo with a 'With thanks to our app sponsor' message as a header on all icon pages within the app.

- 'With thanks to our sponsor' and logo in prominent place on home screen linked to your company profile (no other sponsor logos will be visible)
- Short welcome video as own menu button on the home screen for the duration of its use (content to be approved by the College/BCLA)
- Three rolling banners at bottom of menu (each displays for five seconds) linked to your company profile – not available to anyone else
- A 'thank you' message on our social media platforms leading up to the conference to encourage delegates to make the most of the app ahead of the event
- Pop-up alert (in addition to any included in your sponsor package; one alert per day, Saturday, Sunday and Monday) – instant communication with delegates which can include a logo/image and link/s
- Logo on all app-related communications to delegates.

If you are interested in sponsorship of the app, we would recommend arranging a demo with us so we can show you the full features and benefits.

App benefits to in-person delegates:

- View handouts and speaker information
- View personalised programme
- View the timetable and floor plans
- Look up, chat and connect with attendees, sponsors, speakers and exhibitors
- Share photos and favourite moments in the activity feed
- Take part in polls during lectures and ask questions via the Q&A
- Provide feedback
- Take part in the scavenger hunt to win a range of fantastic prizes.

App benefits to sponsors & exhibitors:

- Network and engage with delegates through the app
- Chat with attendees once connected
- Create a company profile which includes an 'About' section, embedded video/s*, downloads*, staff and contact details (*Content of videos and downloads to be approved by the College & BCLA)
- Gain analytics on number of page views of your company profile and clicks on downloads
- Use it to encourage attendees to visit your stand
- Brand visibility pre- and post-event.

4 Advert in conference guide

£550 +VAT for half page ad

The opportunity for sponsors to purchase an additional advert within the printed and digital copies of the A5 conference guide. Available online and handed out to all delegates. All ad content subject to approval. Deadlines and specs for artwork to be supplied.

5 Meeting room hire

£POA

Telford International Centre and the Holiday Inn have several additional meeting rooms which could be hired to sponsors for their own use for example, for contact lens fittings; 1:1 meetings; invite-only dinners.

6 Quiet space

£2,000 +VAT

Support the event's dedicated area for some screen-free peace and quiet allowing time to reflect, unwind and promote positive mental health and wellbeing. If sponsored, we will provide a variety of wellbeing sessions over the two days. The sponsor can place a roller banner outside the room, and will be acknowledged as sponsor in all mentions of the quiet space.

7 Headshot photographer

£4,500 +VAT

Sponsor the provision of a dedicated photographer located within the exhibition hall to take headshot photos of delegates free of charge – for use on their practice website; LinkedIn or other profile page. The sponsor can place a roller banner or plasma screen showing a video (content to be approved) next to the photography area, and will be acknowledged as sponsor in all mentions of the headshot photography. When the delegates input their email to be sent the photos, you can ask for consent to join your mailing lists.

8 Co-branded re-useable water bottle

£5,000 +VAT

Given out at registration upon arrival, delegates will be encouraged to refill their free co-branded water bottle which they can take home and continue to use at home or at work. If sponsored, the bottle will feature the sponsor's logo, the event logo plus the date and location of the event.

9 OCT demo

£600 +VAT

We will have a session of approximately 60 minutes during OptomFest, whereby delegates rotate between the different participating suppliers in the exhibition hall who will provide a 15-minute OCT demo of their equipment.

The 15-minute demo will enable optometrists to consider the practical aspects of different OCT instruments. The demo will cover how long it took to perform image acquisition, what types of scans are available and the style and format of the output report. The demonstration shouldn't be about the clinical application or differential diagnosis. We will provide a patient with a retinal pathology and the same patient can be used by each exhibitor hosting a demo, which will enable optometrists to see the output report in action where there is a pathology to be seen. Deadline for booking is 1 November 2023.

If you would like to open your demo up to online delegates, we request that you supply a pre-recorded video for our online audience to watch and we can forward any questions they have.

10 Session sponsor on Optometry Tomorrow or BCLA Focus programme

£600 +VAT per session

As Platinum, Gold, Silver or Bronze sponsor you will get first sight of the conference programmes, giving you the opportunity to choose which session/s you would like to sponsor.

You may like to sponsor a single session or series of sessions that are relevant to your organisation, subject to availability.

As a session sponsor, you will get:

- Your logo in the final conference programme next to the sponsored session
- Your logo on screen ahead of the sponsored lecture or in relevant workshop rooms
- The opportunity to distribute promotional literature before the lecture/workshop (content subject to College approval).

If you would like to supply equipment for use during your sponsored session, please let us know. We cannot guarantee use of only your company's equipment during these sessions.

11 Topic tables

£300 +VAT

During OptomFest on Sunday we will be reserving 'topic tables' in the lobby of Hall 3. Designed to bring together delegates who have an interest in a certain topic (such as dry eye, OCT, eye lid hygiene or contact lenses), sponsors can purchase a seat for a representative to join the discussion and engage with delegates who they may not otherwise interact with. There will be one sponsor seat per table, and the discussions will last 30 minutes each.

The discussion will be informal, and facilitated by a College/BCLA representative. Company products must not be advertised during the discussion.



12 Delegate lanyard sponsor

£1,300 +VAT

Worn by everyone at the conference – from delegates and speakers to College/BCLA Council members and fellow exhibitors – the lanyards are an excellent way of increasing your brand's visibility. The event logo and sponsor logo will be alternated along the lanyard.



13 Sponsor of reminder email

£800 +VAT

There is the option for you to include a banner advert (spec to be provided) and link to your website on the reminder email, sent a week before the event, which all delegates will receive.

14 Branding opportunities throughout the venue

Price on application

You will be sent a separate document listing the branding opportunities that are available along with example images. Increase your visibility even further by including your logo on signage.

15 Wi-Fi sponsorship

£750 +VAT (Sole sponsorship available to one sponsor)

Provide the Wi-Fi password for delegates to use throughout the event. Signage around the venue stating the network name and password and including your logo (no other sponsors) and thanking you for your support.

16 Enhanced social media content

£1,000 +VAT (1 sponsor only)

Fantastic opportunity to communicate your key messages in the lead-up to the event, for example it could tie in with a product launch or stand activity.

Submit a maximum of five posts within five weeks prior to the start of the Optometry Tomorrow now incorporating BCLA Focus conference.

These specific messages of your choice, which can link to your own website or be tagged to your social media channels, will be posted on the BCLA's Facebook, X (formerly Twitter), and LinkedIn pages at pre-agreed times.

17 Photobooth

£3,000 +VAT

Sponsor a branded photobooth providing a fun opportunity for delegates to take home a memento of the weekend!

18 Tea/coffee station

£2,000 +VAT

Brand a tea/coffee station located close to your exhibition stand to encourage more conversations with delegates.

Exhibition opportunities

Exhibitors at Optometry Tomorrow are given the perfect setting to promote their brand name and introduce their products or services via face-to-face interaction with hundreds of UK optometric and other eye health care professionals who are keen to learn about the latest industry developments.

During the conference, catering and refreshments will be served for delegates and exhibitors three times each day in the exhibition hall to ensure maximum exposure. There will be plenty of catering points and seating to spread attendees out.

Exhibitors are encouraged to invite local contacts along to the exhibition free of charge (if they're not attending the event already). All they have to do is register online when bookings open at optometrytomorrow.org.













Exhibition stands are sold as space-only: there is no shell-scheme, but companies are welcome to build their own stands if desired. Exhibition spaces are limited and sold on a first-come, first-served basis. We advise you to book your space early to avoid disappointment.

As well as your physical stand presence, you will have a company profile on the app and we encourage you to include as much information as possible to help engage with attendees. See page 15 to read more about the app.

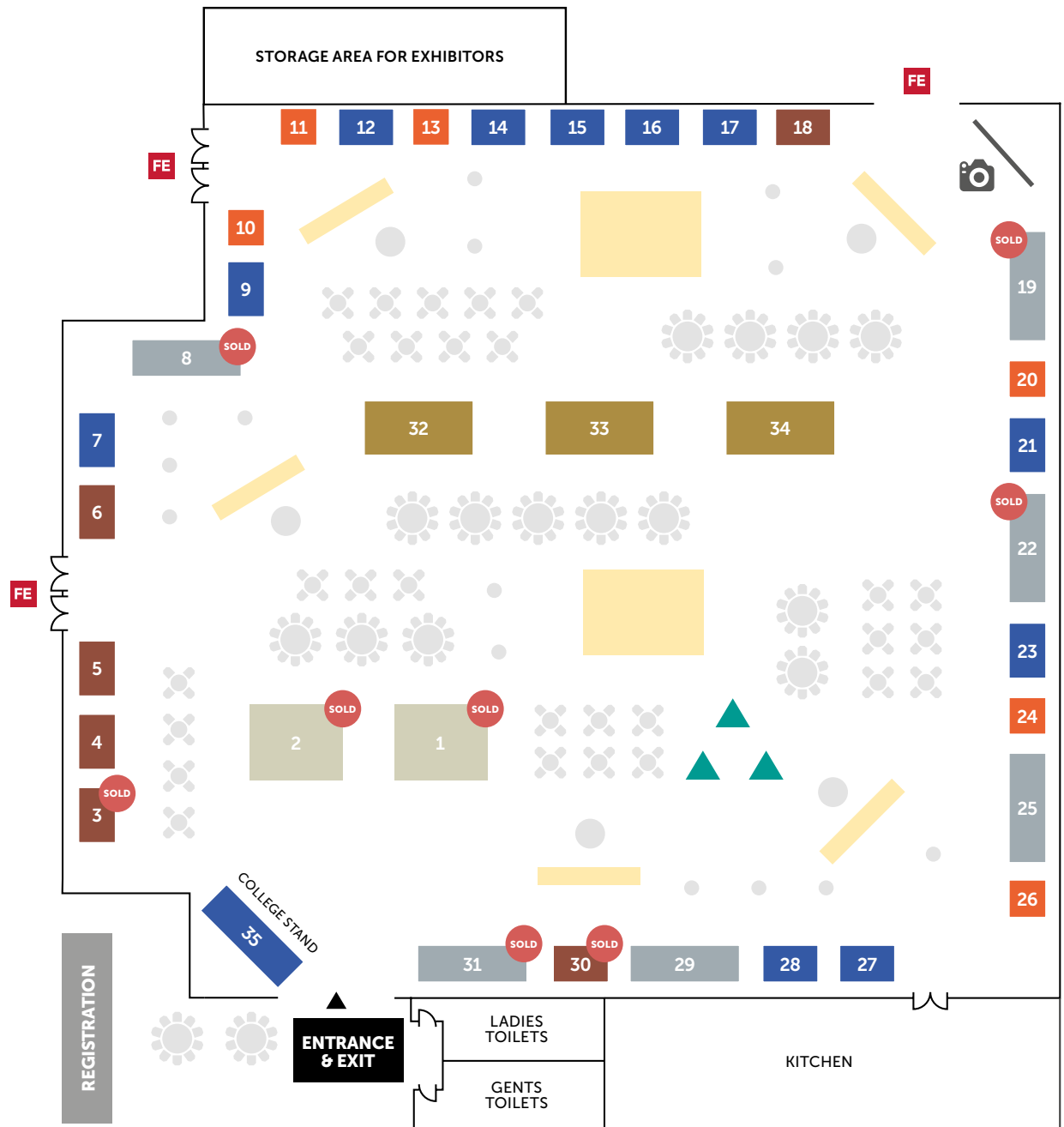


Hall 3 Floor Plan

Key

- | | |
|---|---|
|  EXHIBITOR 2m x 2m |  PHOTO BACKDROP |
|  EXHIBITOR 3m x 2m |  POSTER BOARDS |
|  BRONZE SPONSOR |  CATERING POINTS |
|  SILVER SPONSOR |  FIRE EXIT |
|  GOLD SPONSOR |  POSEUR TABLES |
|  PLATINUM SPONSOR |  SEATING FOR DELEGATES |

NOT TO SCALE



Stand prices

	2m x 2m £2,000 +VAT
	3m x 2m £2,450 +VAT
	3m x 2m Reserved for Bronze sponsors £8,000 +VAT
	6m x 2m Reserved for Silver sponsors £12,000 +VAT
	6m x 3m Reserved for Gold sponsors £16,000 +VAT
	20m² Reserved for Platinum sponsors £18,700 +VAT

A 20% discount is available for registered charities.

Lead capture

£290 + VAT

Capture delegates' contact details including name, job title, organisation, work setting, town of work, email address and phone number, quickly and easily when they visit your stand, on your own device. The app on your device will allow you to scan delegates' name badges, take notes, ask follow up questions, and access the leads in real-time.

Exhibition times

Sunday

8am-7:15pm including two 25-minute coffee breaks, an hour lunch and 90-minute networking reception

Monday

8am-5.50pm including two 25-minute coffee breaks and an hour lunch, plus delegates will visit the exhibition whilst the AGM takes place

Exhibition set-up

Saturday 27 April from **12noon-7pm**

We will open the registration desk **5.30-7pm** on Saturday to allow delegates the chance to beat the Sunday morning queues.

It won't be a formal exhibition slot but you may wish to man your stand during that time.

Exhibition space – what you need to know

The exhibition, Optometry Tomorrow workshops, sponsor sessions, and BCLA programme will be located on the ground floor, while the Optometry Tomorrow programme, IP and peer review sessions will take place on the first floor of The Telford International Centre. All rooms are easily walkable and located close to one another. The exhibition will take place in Hall 3 on the ground floor and is 2,000m² in size. The hall provides plenty of room for both delegates and exhibitors as well as plenty of easily-accessible storage space. We have designed the floor plan in conjunction with venue staff and our sponsors, and have included plenty of seating, poster presentation areas and multiple catering points to encourage good foot flow through the hall.

Stand space includes:

- Clothed table and chairs (on request)
- Your logo and 200 word company profile on the conference app
- Your company name and logo listed alongside the exhibition floor plan with your stand number indicating the location of your stand
- A 90-minute networking reception after the first day of the conference, where you can meet and network with delegates at your stand
- Participation in the scavenger hunt which encourages delegates to visit your stand and interact with exhibitors in order to win a prize
- Lunch and refreshments for your staff*.
- Stands must not be built higher than 2.5m.

Basic electrical power to your stand is included but any additional requirements will be chargeable and you will be informed of the cost.

*Up to four of your company representatives can attend for those occupying spaces up to 8m²; or a maximum of eight representatives for spaces up to 12m². Higher-level sponsors are entitled to bring additional representatives based on their level of sponsorship.

Exhibiting at the event will allow your organisation to:

- Align your brand with and support both the College of Optometrists and the BCLA
- Promote products and services to a highly-engaged group of optometrists and other eye health care professionals
- Reach decision-makers and budget holders
- Meet key audiences under one roof including the profession's influencers
- Increase brand awareness
- Network with existing and new contacts
- Discover new business opportunities
- Demonstrate new products and equipment
- Receive feedback on products, services and ideas
- Support eye health care professionals with their continuing professional development.

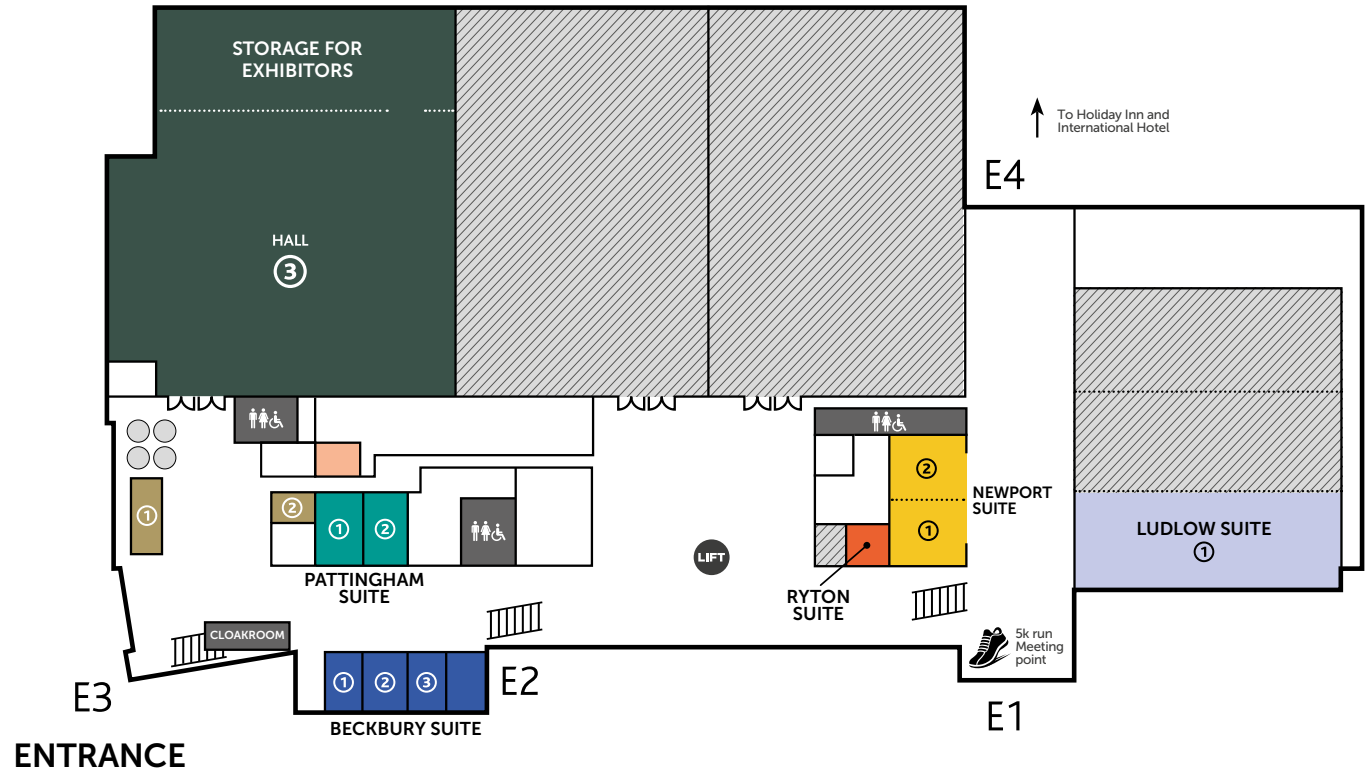
We can provide all exhibitors with an email signature to promote their presence at the conference: "Come and see us at Optometry Tomorrow 2024 on stand number 35". Let us know if you would like to take this up!

Venue

The Telford International Centre

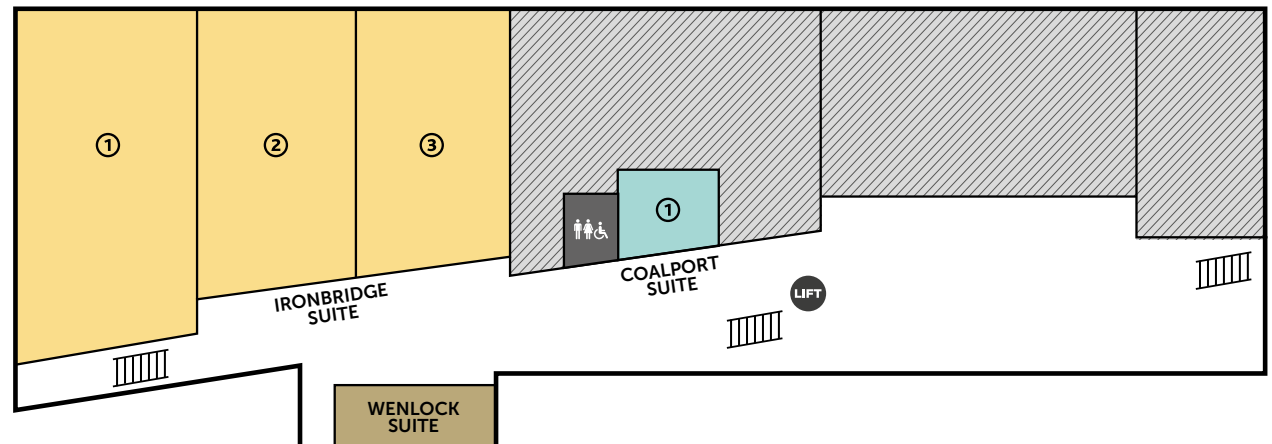
Ground floor

- HALL 3**
Catering, exhibition, poster presentations and networking reception
- BECKBURY SUITE**
1 Sponsor stream 1
2 Sponsor stream 2
3 Sponsor stream 3
- NEWPORT**
1 Workshop stream 3
2 BCLA Workshop stream
- LUDLOW SUITE**
1 BCLA stream 1
- TOPIC TABLES**
Topic tables for networking reception
Sunday 6-7.15pm
- HALL 3 OFFICE**
Prayer room
- PATTINGHAM SUITE**
1 Workshop stream 1
2 Workshop stream 2
- RYTON SUITE**
Patient waiting area
- DESKS**
1 Registration & enquiry desk
2 Session allocation desk



First floor

- IRONBRIDGE SUITE**
1&2 Lectures
3 IP stream/peer reviews
- COALPORT 1**
Speaker preview room
- WENLOCK SUITE**
Quiet space



NOT TO SCALE

Travelling to Telford

The Telford International Centre is a hugely accessible event destination in the heart of the UK.

By road:

From M6 Southbound

Leave M6 at junction 12. Take A5 west for 1 mile to Gailey Island. Take first left on to A449. Travel 3 miles to M54 / J2. Travel west on M54 to J4. Take the second exit and follow signs to The Telford International Centre.

From M6 Northbound

Join M54 at M6 / J10A. Travel west to M54 / J4. Take the second exit and follow signs to The Telford International Centre. The venue is situated just over 2 miles from Junction 4.

From M6 'Toll' Northbound

Leave M6 Toll at junction T8. This equates to M6 / J11. Go straight ahead into A460 (Wolverhampton Road) towards Wolverhampton. After 2.4 miles access M54 / J1. Take the third exit off the roundabout onto M54 direction Telford. Travel west on M54 to J4. Take the second exit and follow signs to The Telford International Centre. The venue is situated just over 2 miles from Junction 4.

The Telford International Centre has over 1,500 complimentary car parking spaces onsite, all within easy walking distance of the venue. There are also multiple car parks within Telford Town Centre which are chargeable.

By rail:

Telford Central Station is located less than a mile from The Telford International Centre and is walkable in around 15 minutes. There is also a regular bus service from the train station to The Telford International Centre.

Accommodation:

- [The International Hotel](#)
- [Holiday Inn Telford](#)
- [Ramada by Whyndham Telford](#)
- [Premier Inn Telford Central Hotel](#)
- [Premier Inn Telford International Centre Hotel](#)

The Telford International Centre

St Quentin Gate,
Telford,
Shropshire TF3 4JH

tictelford.com



To book your package and exhibition stand,
for further information or to discuss any of the
opportunities listed in this brochure, please visit:

www.college-optometrists.org/exhibit

or email us at

sponsorship@college-optometrists.org

We're keen to help you maximise engagement with delegates! Please share any new ideas with us so we can consider them for future years.

Terms and conditions

- Exhibition stands are sold as space-only: there is no shell-scheme, but companies are welcome to build their own stands if desired.
- Exhibition spaces are limited and sold on a first-come, first-served basis.
- Full payment due within 30 days of invoice. Exhibitors and/or sponsors must make full payment before the beginning of the conference build-up, in order to have the right to participate.
- Notice of cancellation must be received in writing to College Events team at Sponsorship@college-optometrists.org:
 - Before 29 February 2024, 50% of the total booking fee will be refunded.
 - On or after 29 February, no refunds will be given.
- All information and leaflets to be distributed will be subject to approval.
- All exhibition stands are to be staffed during exhibition opening hours.
- Exhibitors will not be allowed to display exhibits in such a manner as to obstruct gangways or affect the displays of neighbouring exhibitors. Gangways must at all times be left clear and free for passage.
- Stands located in the centre of the room (platinum and gold sponsors) must not build higher than 2.5m
- If stands either side or in front of/behind you do not sell, the College reserves the right to adjust the layout of the stands accordingly or amend sponsorship levels and sell to interested parties - you will be consulted. This may also mean that there may be more 'open sides' to your stand than expected.
- The conference venue and College cannot accept liability for any loss or damage sustained, occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their agents or contractors or employees, and will indemnify the organisers against all claims and expenses arising therefrom.
- Insurance: exhibitors and sponsors are reminded of the need to consult their insurance company or brokers to cover themselves fully against all risks at the exhibition and in workshops.
- Details of conference deadlines will be issued to all confirmed exhibitors and sponsors.
- All fees quoted exclude VAT unless otherwise stated.
- Exhibitors must provide a risk assessment to the event organiser before the conference.
- When you book your stand, if requested we will let you know which organisations have booked spaces next to you, and similarly, you should let us know if there are competitors you would prefer not to be positioned near.
- There is a limited number of exhibitor passes for certain size stands – no more than four representatives can attend for those occupying stands up to 8m², eight representatives for stands at 12m², ten representatives for 18m² and 12 representatives for 20m².
- Only the Platinum, Gold, Silver and Bronze sponsor two year packages are available at the discounted rate. If you are signing up to the two-year discounted package, please note that the package benefits only apply for the first year you sign. The College reserves the right to alter the package benefits in the second year. Additional benefit costs will be charged at full price and the full price of these may change annually. If you purchase add-on sponsor packages in addition to the Platinum, Gold, Silver or Bronze package then these add-ons will be charged at the full price each year. The price of add-on packages may increase from year to year.
- If a Platinum, Gold, Silver or Bronze sponsor purchases a two-year deal, a new booking form will need to be completed for the second year, and the terms and conditions may change.
- As a Platinum, Gold, Silver or Bronze sponsor, your organisation must sign a College data agreement with regards to delegate data that you receive before, during and after the conference.

The College of Optometrists
42 Craven Street, London, WC2N 5NG

The College of Optometrists is a registered charity no: 1060431

BCLA c/o ABDO College
Godmersham Park, Godmersham, Canterbury, CT4 7DT

The BCLA is a registered charity no: 803544