



OPHTHALMOLOGICAL SOCIETY OF THE WEST INDIES

REGIONAL VOICE FOR OPHTHALMOLOGY IN THE WEST INDIES



Sponsorship Prospectus 2023

34TH OSWI CONGRESS
BASCOM PALMER EYE INSTITUTE, MIAMI.
13th-16th JULY, 2023



CONGRESS HIGHLIGHTS

4 Days



15 + Exhibitors



140 + Attendees



12 Networking Events



President's Dinner



PRESIDENT MESSAGE



Dr. Rajrishi Sharma
President of OSWI

Dear Partners and Sponsors,

As OSWI embarks on hosting its 34th Congress, we pause a moment to thank all our partners and sponsors. Without your continued support, we would not have been able to achieve some of our significant milestones and for this, we are eternally grateful. Especially after the restrictions of the pandemic, it was very pleasing to see so many of you at the 33rd Annual Conference in Antigua this year. OSWI would like to take this opportunity to invite you once again to become a partner or sponsor for OSWI's 34th Congress. This will be hosted at the Bascom Palmer Eye Institute (BPEI), Miami, Florida from the 13th to the 16th of July 2023.

This year, in a bold move we have embarked on holding our annual conference in Miami, Florida. Various reasons have contributed to this decision including travel restrictions from the pandemic and other logistical reasons. However, the major reason for this move was in consideration of our growing membership of young Ophthalmologists and industry partners. Our relationship with the Bascom Palmer Eye Institute has strengthened over the years and holding our conference at their facility allows us to offer our members, both new and old, training facilities and opportunities unparalleled to anything we have available elsewhere. This is the first time the conference will be held in the USA mainland, and I am very excited to be leading this charge with my colleagues on the OSWI executive.

This year we expect our Congress to be packed and to be even bigger and more exciting! In our program, we have slated some renowned international speakers such as Prof. Eduardo Alfonso, Chair of BPEI, and Prof. Julio Frenk, President of the University of Miami. You cannot afford to miss the exciting BPEI symposium packed with interactive discussions and presentations. We will also have a session on Research in Ophthalmology in the Caribbean" to encourage our young Ophthalmologists to expand into this area locally. As we have done through the years, we are working feverishly in ensuring that your products and services are highlighted during the Conference. So we have kept the Sponsor Night, the Raffle, Introduction of Sponsors, and much more. You will be able to interact even more with our members as we are having a Lime as well as the customary President's Dinner. At the same time, we invite you to take up our free offers of highlighting your products and services pre and during the Conference. We have an even wider database and a stronger presence on social media, therefore, this will result in more brand visibility. We are also offering all sponsors a sponsored email blast dedicated for you to highlighting one offer you may have with the ability for pre-orders.

We urge you to continue to liaise closely with our lay secretariat to ensure your products and services are up to date on our website and that you are getting ample opportunity to take advantage of all of our platforms.

This year as OSWI has made some inroads in our international footprints, we have already been receiving requests from international partners. So please make sure your application is received prior to the deadline because once the slots are all sold out, there is not much we can do due to limited space.

I look forward to welcoming each and every one of you as we work together in becoming the regional voice for Ophthalmology in the West Indies.

Yours in Service

Dr. Rajrishi Sharma

President



BE A CONGRESS EXHIBITOR TODAY!

OSWI Mission and Role:

The mission of the Ophthalmological Society of the West Indies (OSWI) is to prevent and eradicate blindness in the region by fostering lifelong ophthalmic education and research with the use of cutting edge technology and cultural exchange amongst ophthalmologists in the Caribbean.

OSWI plays a pivotal role in vision health for all Caribbean citizens by improving eye care standards through the work of its Executives , Committees, and Partners, as well as working alongside national and international ophthalmological and eye care organizations.



OSWI AIMS:

- 1) Promote and improve the ethics and practice of Ophthalmology in the West Indies.
- 2) Circulate information on eye care to its members and members of the medical profession and the public.
- 3) Arrange medical meetings, discussions, etc. to improve the knowledge of its members.
- 4) Act as an umbrella organization for Ophthalmological Societies in the region.
- 5) Collaborate with Governmental and Non-governmental organizations working to improve Ophthalmologic care in the region.
- 6) Develop ties with extra regional Ophthalmologic Societies and Associations in the furtherance of its cause and to their mutual benefit.



CONGRESS PROFILE

The 34th Annual OSWI Congress will recognize the Society's aims to improve the knowledge of its members, and circulate information on eye care to its members, members of the medical profession, and the public.

KEY DATES AND DEADLINES

- Congress Dates Thursday July 13th - Sunday July 16, 2023
- Exhibit Dates Thursday July 13th - Sunday July 16, 2023
- Submission of Contract Tuesday 24th January, 2023
- Submission of Logo Artwork Tuesday 24th January, 2023
- Submission of Staff Registration Friday 24th March, 2023
- Delivery of Conference bag inserts Tuesday 11th July, 2023
- Delivery of Stand-alone signage Tuesday 11th July, 2023
- Exhibit booth Load-in Wednesday 12th July, 2023
- Exhibit booth Load-out Sunday 16th July, 2023



PARTNERSHIP RECOGNITION LEVELS

Platinum Level Partners will receive:

- Preferential exhibit space (20' x 10').
- Exhibit Registration for six (6) staff members.
- Four (4) complimentary tickets to the President's Dinner.
- Full page Advert in the front pages of the OSWI Times Magazine.
- Company's Logo on Partnership page on OSWI Times Magazine.
- Company's Logo projected during the Congress breaks; Opportunity to show a short video or commercial in the breaks.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Placement of stand-alone signage in Congress pre-function and common areas.
- Two (2) stand-alone signs (not exceeding 6' x 2') in main meeting room.
- Complimentary space on OSWI Congress website for one year (wide skyscraper advertisement, 160px X 660px) in the "Platinum Partners" Recognition area on the OSWI Congress website.
- Acknowledgement of Platinum Level support in the Congress Magazine with Company's Logo.
- Oral acknowledgement of support to be made during the President's Dinner.
- Opportunity to have one representative attend any pre- and post-Congress press briefings.
- Opportunity to place promotional material inside the media kit (One (1) 8.5" x 11" sheet).
- Opportunity to place promotional material inside the Congress bags (Maximum three (3) 8.5" x 11" sheets).
- Opportunity to provide official branded conference bags, pens, notepads and lanyards.
- Three (3) exclusive email blasts to OSWI Members and 2023 Congress registered attendees (Sent through the OSWI Congress Secretariat) to promote Partner's presence at the Congress.
- Acknowledgement of Platinum Level support in Congress public relations and social media activity.

Platinum:
USD\$15,000 +

Gold Level Partners will receive:

- Preferential exhibit space (10' x 10').
- Exhibit Registration for five (5) staff members.
- Three (3) complimentary tickets to the President's Dinner
- Half Page Advert in the OSWI Times Magazine.
- Company's Logo on the Partnership page in the OSWI Times Magazine.
- Company's Logo projected during the Congress breaks; Opportunity to show a short video or commercial in the breaks.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Placement of stand-alone signage in pre-function and Congress common areas.
- One (1) stand-alone sign (not exceeding 6' x 2') in main meeting room.
- Complimentary logo space on OSWI Congress website for one year (large rectangle advertisement, 336px X 280px) in the "Gold Partners" Recognition area on the OSWI Congress website.
- Acknowledgement of Gold Level support in the Congress Magazine with Company's Logo.
- Oral acknowledgement of support to be made during the President's Dinner.
- Two (2) exclusive email blasts to OSWI Members and 2023 Congress registered attendees (Sent through the OSWI Congress Secretariat) to promote Partner's presence at the Congress.
- Acknowledgement of Gold Level support in Congress public relations and social media activity.

Gold:
USD\$12,000.00

Silver Level Partners will receive:

- Preferential exhibit space (10' x 10').
- Exhibit Registration for four (4) staff members.
- Two (2) complimentary tickets to the President's Dinner.
- Quarter page advertisement in the OSWI Times Magazine.
- Company's Logo on the Partnership page in the OSWI Times Magazine.
- Company's Logo projected during the Congress breaks; Opportunity to show a short video or commercial in the breaks.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Complimentary logo space on OSWI Congress website for one year (small square advertisement, 200px X 200px).

Silver:
USD\$8,000.00

- Acknowledgement of support in the "Silver Partners" Recognition area on the OSWI Congress website.
- Acknowledgement of Silver Level support in the Congress Magazine with Company's Logo.
- Oral acknowledgement of support to be made during the President's Dinner.
- One (1) exclusive email blasts to OSWI Members and 2023 Congress registered attendees (Sent through the OSWI Congress Secretariat) to promote Partner's presence at the Congress.
- Acknowledgement of Silver Level support in Congress public relations and social media activity.

Bronze Level Partners will receive:

- One exhibit space (10' x 10') .
- Exhibit Registration for three (3) staff members.
- One (1) complimentary ticket to the President's Dinner.
- Company's Logo on the Partnership page in the OSWI Times Magazine.
- Company's Logo projected during the Congress break⁵.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Complimentary logo space on OSWI Congress website for one year (small square 200px X 200px).
- Acknowledgement of support in the "Bronze Partners" Recognition area on the OSWI Congress website.
- Acknowledgement of Bronze Level support in the Congress Magazine with Company's Logo.
- Oral acknowledgement of support to be made during the President's Dinner.
- Acknowledgement of Bronze Level support in Congress public relations and social media activity.

Bronze:
USD\$4,000.00

Virtual Partners will receive:

- A three-minute slot for an introductory video or a print advert to be shared on all OSWI platforms.
- An ad in Mailchimp to OSWI members.
- Half-page advertisement in the OSWI Times Magazine, Congress Edition. (Please note that this offer cannot be switched or exchanged for any other edition of OSWI Times Magazine.)
- Announcements on OSWI's website and all its social media. (Company's logo and details)
- Publicity on OSWI's Facebook, Instagram, Twitter, LinkedIn, and Whatsapp.

Virtual:
USD\$3,500.00

Gift Partners will receive:

- Acknowledgement of support in the Congress Magazine.
- Company's Logo projected during the Congress breaks.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Complimentary logo space on OSWI Congress website for one year (small square advertisement, 100px X 100px).
- Acknowledgement of support in the "Gift Partners" Recognition area on the OSWI Congress website.
- Oral acknowledgement of support to be made during the President's Dinner.
- Acknowledgement of Special Mention support in Congress public relations and social media activity.

**Gift Partner
(No Booth)**
- USD\$3,000.00

OTHER SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Partners will receive:

- One exhibit space (10' x 10').
- Exhibit Registration for two (2) staff members.
- Company's Logo projected during the Congress breaks.
- Company's Logo printed on the "OSWI 2023 Partners" banner.
- Complimentary logo space on OSWI Congress website for one year (small square advertisement, 100px X 100px).
- Acknowledgement of support in the Congress Magazine.
- Acknowledgement of support in the on all social media on the OSWI Congress website.
- Oral acknowledgement of support to be made during the President's Dinner.
- Acknowledgement of Special Mention support in Congress public relations and social media activity.

**Booth Space
Rental**
- USD\$2,500.00

Conference Bag Inserts - USD\$3,000*

All OSWI Congress participants will receive an official Congress Bag on-site. Partners who select this option have the opportunity to connect with all attendees by placing literature inside the Congress bag (Three (3) 8.5" x 11" sheets). In order to ensure maximum value, this opportunity will be extended to a maximum of three (3) sponsoring companies. Inserts are to be received on-site by Friday 26th May 2023.

EXHIBIT AND SPONSORSHIP POLICIES

Sponsorship Contract

All Partners should complete the Sponsorship/ Exhibit Contract and submit it to the OSWI Congress Secretariat with payment by Friday March 31, 2023. Signing the Sponsorship/Exhibit Contract represents agreement that all policies, costs and benefits outlined in this Prospectus constitute an integral and binding part of the Sponsorship/Exhibit Contract. It is the responsibility of the sponsoring company to ensure that all individuals staffing its booth is aware of the rules and regulations governing their participation in the OSWI 2023 Conference.

LOGO: High-resolution print-ready logo artwork in JPEG format should be submitted by Friday March 31st, 2023. To ensure the best possible representation of your brand, please contact the OSWI Congress Secretariat if you have any questions about logo format, orientation, or resolution.

SIGNAGE: Placement of signage in the Exhibit area is only allowed within a Partner's designated exhibit space. There may be restrictions placed on the methods used to hang banners, and the Congress Venue may charge a fee for hanging these. Platinum Partners must deliver their stand-alone signs for placement in the Congress Meeting Room to the OSWI Congress Secretariat, on-site at the Venue by 12 noon on Tuesday 11th July, 2023.

Registration

Participating companies must complete an Exhibit Staff Registration Summary Form indicating the person(s) who will be utilizing the registration passes entitled to the sponsoring company. This form should be signed by an authorized representative of the sponsoring company and submitted by Tuesday 24th April 2023. Registration Badges will only be issued to exhibiting company representatives named on the Exhibit Staff Registration Summary Form. Exhibiting companies will be asked to pay registration fees for additional staff members (maximum of 2 additional registrations), beyond those allocated to their level of sponsorship. Exhibitor registration includes access to the Exhibit Area, Coffee Breaks.

Complimentary Congress Function tickets are available to Platinum, Gold, Silver, and Bronze Partners. Additional function tickets will be available for purchase at the OSWI Congress Secretariat. Sharing of single staff registrations among multiple staff members will not be allowed. If a participating company wishes to have more staff attend than those covered by the selected Partnership level, the additional staff members must be registered at the applicable Congress Registration Rate for Industry Representatives. Exhibit registration is designed to optimize the ratio of industry representatives to medical professionals and allow for quality interactions between attendees and industry. As such a maximum of two (2) additional registrations will be allowed.

EXHIBITOR DISPLAY

It has become necessary to set out some guidelines for the building of booths and displays in the allocated exhibitor space in the exhibitor hall. As most of you would remember the exhibitor hall is usually small and just big enough to fit all the exhibitors. This means that you are at close quarters to each other. It is because of this that we must provide these guidelines.

The size of the booth space is 10 feet by 10 feet square by the height of the ceiling in that hall. On each area will be placed a single 10 x 2-foot dressed table and two chairs. In the recent past some construction has been done that was not to OSWI specifications.

We would appreciate if the exhibitors would comply with the following:

Keep all construction within the 10-foot x 10-foot area.

No side walls higher than the height of the table provided. Do not request additional tables from the hotel staff

The backdrop is limited by the ceiling height

No construction that can deface or damage hotel property.

The allocation of the booth spaces is solely the responsibility of the OSWI administration, and you would be informed of the process in due course.

CANCELLATION POLICY

Exhibit Fees are non-refundable. In the event of cancellation, the organizers are not liable for any airfare, hotel, shipping, or other costs incurred by exhibiting companies. Exhibiting companies are encouraged to take out event cancellation insurance which would cover them in the unlikely event that the meeting is cancelled or disrupted.

