

# SEEING

## SPONSORSHIP PROSPECTUS

Available Sponsorship Packages at ODMA17  
Incorporating Vision Summit Conference

**OD  
MA  
17**

**FRI 7 – SUN 9  
JULY 2017**

**INTERNATIONAL  
CONVENTION  
CENTRE SYDNEY**



[ODMA17.COM.AU](http://ODMA17.COM.AU)

# BELIEVING

# OD MA 17

The nation's most comprehensive exhibition of optical equipment, frames, sunglasses and lenses, ODMA2017 is Australia's key buying fair and the only one owned by the Australian optical industry. The sponsorship prospectus will provide you with some available sponsorship opportunities that are available at the **Vision Summit Conference**, as well as the **ODMA Fair**. In addition to the packages available in this document, don't hesitate to contact our team at IEC Group on 03 9596 9205 to discuss tailored sponsorship package that meets your objectives.



# ODMA Exhibition 17

Friday 7 - Sunday 9 July 2017

## MAJOR CORPORATE SPONSOR

**Investment - \$22,000 (inc GST)**

For your investment, Major Corporate Sponsorship will provide you with the following:

- One (1) 6x3 – 18sqm pre-built stand – walls, carpet, 4 120w spotlights, power and exhibitor name is provided. Any additional space over 18sqm required by the exhibitor will be an additional cost to the sponsorship at a per square metre rate
- One (1) full page advertisement in the ODMA17 onsite catalogue
- Polo tops with your company brand to be worn by all registration staff onsite (Polo Tops to be provided by the Major Corporate Sponsor and must be approved by the Event Organiser)
- Ten (10) 1m x 1m carpet tiles to be printed with the Major Corporate Sponsor's logo and acknowledge as Major Corporate Sponsor. Four tiles will be placed on the perimeter of your stand, the remaining tiles to be positioned in selected areas of the exhibition (areas to be selected by the Event Organiser).
- If sponsorship is rolled over to the following event, any amendments to carpet printing are at the sponsors cost
- Two (2) presentation slots in the Free Knowledge Centre (subject to topic approval and availability)
- Acknowledgement with our daily opening and closing PA announcements as Major Corporate Sponsor
- Acknowledgement on the ODMA17 website as the Major Corporate Sponsor
- Sponsor logo to be included on visitor marketing collateral as the Major Corporate Sponsor
- Sponsor logo to be included in the ODMA17 catalogue as the Major Corporate Sponsor
- Sponsor logo to be included on the entrance feature as the Major Corporate Sponsor

**EMAIL ENQUIRY**



# ODMA Exhibition

Friday 7 - Sunday 9 July 2017

## KNOWLEDGE CENTRE SPONSOR

**Investment - \$10,000 (inc GST)**

For your investment, Knowledge Centre Sponsorship will provide you with the following:

- Naming rights to the Knowledge Centre, with promotion in all material and on the website as the “xyz” sponsored
- The opportunity to introduce & chair the sessions through the 3 days
- Acknowledgement on ODMA17 website as the Knowledge Centre Sponsor
- Sponsor logo to be included on visitor marketing collateral as the Knowledge Centre Sponsor
- Sponsor logo to be included in the ODMA17 Fair catalogue as Knowledge Centre Sponsor
- Sponsor logo to be included on the entrance feature as the as Knowledge Centre Sponsor
- Sponsor logo on the welcome slides of the Knowledge Centre sessions
- The sponsor is also entitled to display fliers, products and free standing banners in the Knowledge Centre (max 2m high x 1m wide)

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## CHAMPAGNE BAR & LOUNGE SPONSOR

**Investment - \$7,150 (inc GST)**

For your investment, Champagne Bar & Lounge Sponsorship will provide you with the following:

- Sign to be provided at the Champagne Bar & Lounge, acknowledging your company as the Champagne Bar & Lounge Sponsor. Your company logo will be placed on this sign
- Five (5) printed carpet tiles with your logo to be placed inside the Champagne Bar & Lounge – areas to be selected by the Event Organiser
- An A4 zig zag brochure rack will be provided allowing you to place brochures at the Champagne Bar & Lounge
- The Champagne Bar & Lounge Sponsor will be permitted to place their brochures on the lounge tables
- Acknowledgement on the ODMA17 website as the Champagne Bar & Lounge Sponsor
- Sponsor logo to be included on visitor marketing collateral as the Champagne Bar & Lounge Sponsor
- Sponsor logo to be included in the ODMA17 catalogue as the Champagne Bar & Lounge Sponsor
- Sponsor logo to be included on the entrance feature as the Champagne Bar & Lounge Sponsor

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## DOOR PRIZE SPONSOR

**Investment - \$6,600 (inc GST)**

For your investment, Door Prize Sponsorship will provide you with the following:

- Opportunity to promote a daily competition/prize give away. Your staff will be permitted to hand out flyers at the show entrance, to promote your competition. This is an excellent way to get visitors to your stand to enter a draw.
- The Door Prize Sponsor needs to ensure they have a gaming permit in place before commencement of their competition.
- Daily PA announcement (1 hour before close) acknowledging your company as the Door Prize Sponsor and announcing your daily winner.
- Pull up banner to be displayed outside the front entrance promoting your company as the Door Prize Sponsor – pull up banner to be provided by the sponsor and design approved by the Event Organiser
- Acknowledgement on the ODMA17 website as the Door Prize Sponsor
- Sponsor logo to be included on visitor marketing collateral as the official Door Prize Sponsor
- Sponsor logo to be included in the ODMA17 catalogue as the official Door Prize Sponsor
- Sponsor logo to be included on the entrance feature as the official Door Prize Sponsor

**EMAIL ENQUIRY**

## SHOW BAG SPONSOR

**Investment - \$7,150 (inc GST)**

For your investment, Show Bag Sponsorship will provide you with the following:

- Exclusive show bags at the front entrance with your company logo
- Show Bag Sponsor is to provide the show bags – 2000
- Logo to go on the show bag must be approved by the Event Organiser
- Show bag rack will be provided and continuously stacked by the Event Organiser
- The Show Bag Sponsor is permitted to have their brochures inserted into the show bags, contents and weight must be permitted by the Event Organiser – the show bag sponsor will be responsible for any inserts
- Acknowledgement on the ODMA17 website as the Show Bag Sponsor
- Sponsor logo to be included on visitor marketing collateral as the official Show Bag Sponsor
- Sponsor logo to be included in the ODMA17 catalogue as the official Show Bag Sponsor
- Sponsor logo to be included on the entrance feature as the official Show Bag Sponsor

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# ODMA Exhibition

Friday 7 - Sunday 9 July 2017

## REGISTRATION PEN SPONSOR

**Investment - \$2,200 (inc GST)**

For your investment, Registration Pen Sponsorship will provide you with the following:

- Exclusive pens with your company logo at the registration desks and customer service counters
- Exhibitor is to provide the pens – 2000
- Logo to go on the pens must be approved by the Event Organiser
- Pens will continuously be stacked by the Event Organiser
- Acknowledgement on the ODMA17 website as the official Registration Pen Sponsor
- Sponsor logo to be included on the entrance feature as the official Registration Pen Sponsor

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## AISLE SPONSOR

**Investment - \$2,000 (inc GST)**

For your investment, Show Bag Sponsorship will provide you with the following:

- Naming rights to one fair aisle with sponsor working on the aisle street sign
- Acknowledgement on the ODMA17 website as the Aisle Sponsor
- Sponsor logo to be included on visitor marketing collateral as the official Aisle Sponsor
- Sponsor logo to be included in the ODMA17 catalogue as the official Aisle Sponsor
- Sponsor logo to be included on the entrance feature as the official Aisle Sponsor

*\*Aisle sponsors must be exhibiting.*

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# VISIONSUMMIT

Friday 7 July 2017

## LUNCH SPONSOR

**Investment - \$4,000 (inc GST)**

**For your investment, Lunch Sponsorship will provide you with the following:**

- Naming rights to the lunch break, with the break promoted in all conference material and on the website as the “xyz” sponsored lunch
- Acknowledgement on ODMA17 website as the Vision Summit Lunch Sponsor
- Sponsor logo to be included on Vision Summit visitor marketing collateral as the Vision Summit Lunch Sponsor
- Sponsor logo to be included in the ODMA17 Fair catalogue as Vision Summit Lunch Sponsor
- Sponsor logo to be included on the entrance feature as the as Vision Summit Lunch Sponsor
- One (1) full conference registration that includes attendance at the conference sessions, lunch, morning and afternoon teas
- Small table signs featuring the organisations name/logo will be displayed at the lunch stations
- Opportunity for a two (2) minute product placement at the end of the morning plenary session. The sponsor is also entitled to display fliers, products at the lunch station as well as two (2) x free standing banners in the refreshment area (max 2m high x 1m wide).

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# VISIONSUMMIT

Friday 7 July 2017

## MORNING TEA SPONSOR

**Investment - \$2,000 (inc GST)**

**For your investment, Morning Tea Sponsorship will provide you with the following:**

- Naming rights to the morning tea, with the break promoted in all conference material and on the website as the “xyz” sponsored morning tea
- Acknowledgement on ODMA17 website as the Vision Summit Morning Tea Sponsor
- Sponsor logo to be included on Vision Summit visitor marketing collateral as the Vision Summit Morning Tea Sponsor
- Sponsor logo to be included in the ODMA17 Fair catalogue as Vision Summit Morning Tea Sponsor
- Sponsor logo to be included on the entrance feature as the as Vision Summit Morning Tea Sponsor
- One (1) full conference registration that includes attendance at the conference sessions, lunch, morning and afternoon teas
- Small table signs featuring the organisations name/logo will be displayed at the morning tea stations
- Opportunity to display fliers, products at the morning tea station as well as two (2) x free standing banners in the refreshment area (max 2m high x 1m wide).

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## AFTERNOON TEA SPONSOR

**Investment - \$2,000 (inc GST)**

**For your investment, Afternoon Tea Sponsorship will provide you with the following:**

- Naming rights to the afternoon tea, with the break promoted in all conference material and on the website as the “xyz” sponsored afternoon tea
- Acknowledgement on ODMA17 website as the Vision Summit Afternoon Tea Sponsor
- Sponsor logo to be included on Vision Summit visitor marketing collateral as the Vision Summit Afternoon Tea Sponsor
- Sponsor logo to be included in the ODMA17 Fair catalogue as Vision Summit Afternoon Tea Sponsor
- Sponsor logo to be included on the entrance feature as the as Vision Summit Afternoon Tea Sponsor
- One (1) full conference registration that includes attendance at the conference sessions, lunch, morning and afternoon teas
- Small table signs featuring the organisations name/logo will be displayed at the afternoon tea stations
- Opportunity to display fliers, products at the afternoon tea station as well as two (2) x free standing banners in the refreshment area (max 2m high x 1m wide).

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## SPONSORSHIP ENQUIRIES

International Exhibition &  
Conference Group Pty Ltd

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E: [odmasales@iecgroup.com.au](mailto:odmasales@iecgroup.com.au)

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