



ONTARIO  
ASSOCIATION of  
OPTOMETRISTS

**SYMPOSIUM  
& InfoMart**

# OAO Partnership Program 2025

Symposium: March 28-30, 2025

InfoMart: Friday, March 28<sup>th</sup>

[www.oaosymposium.com](http://www.oaosymposium.com)



# About OAO

- The leading professional organization for optometrists in Ontario for over 100 years, representing 75% of Ontario optometrists with over 2,100 members
- Helping members provide the highest standard of vision care for Ontarians through continuing education, tools and resources
- Driving the profession of optometry forward at government, regulatory and public levels through active advocacy efforts







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# 2025 InfoMart Details

- Date: **March 28, 2025**
- Time: **12:00 noon – 3:00 p.m.**
- Where: **Westin Harbour Castle Hotel,**  
Toronto, Ontario

- Show Website:  
[www.oaosymposium.com](http://www.oaosymposium.com)
- Exhibitor Registration:  
[Exhibitor Registration](#)



## What's in it for **Exhibitors?**

- 400 ODs and OAs in one location
- 60% of attending delegates are practice owners
- 3 hours dedicated trade show time
- Build new, or strengthen existing client relationships

# Exhibit Space Opportunities

To book your exhibit space please visit [Exhibitor Registration](#)

## EXHIBITOR BOOTHS

**\$2,400 + HST**  
For 1 - 3 Booths  
**\$1,800 + HST**  
For 4+ Booths

## TABLE TOP

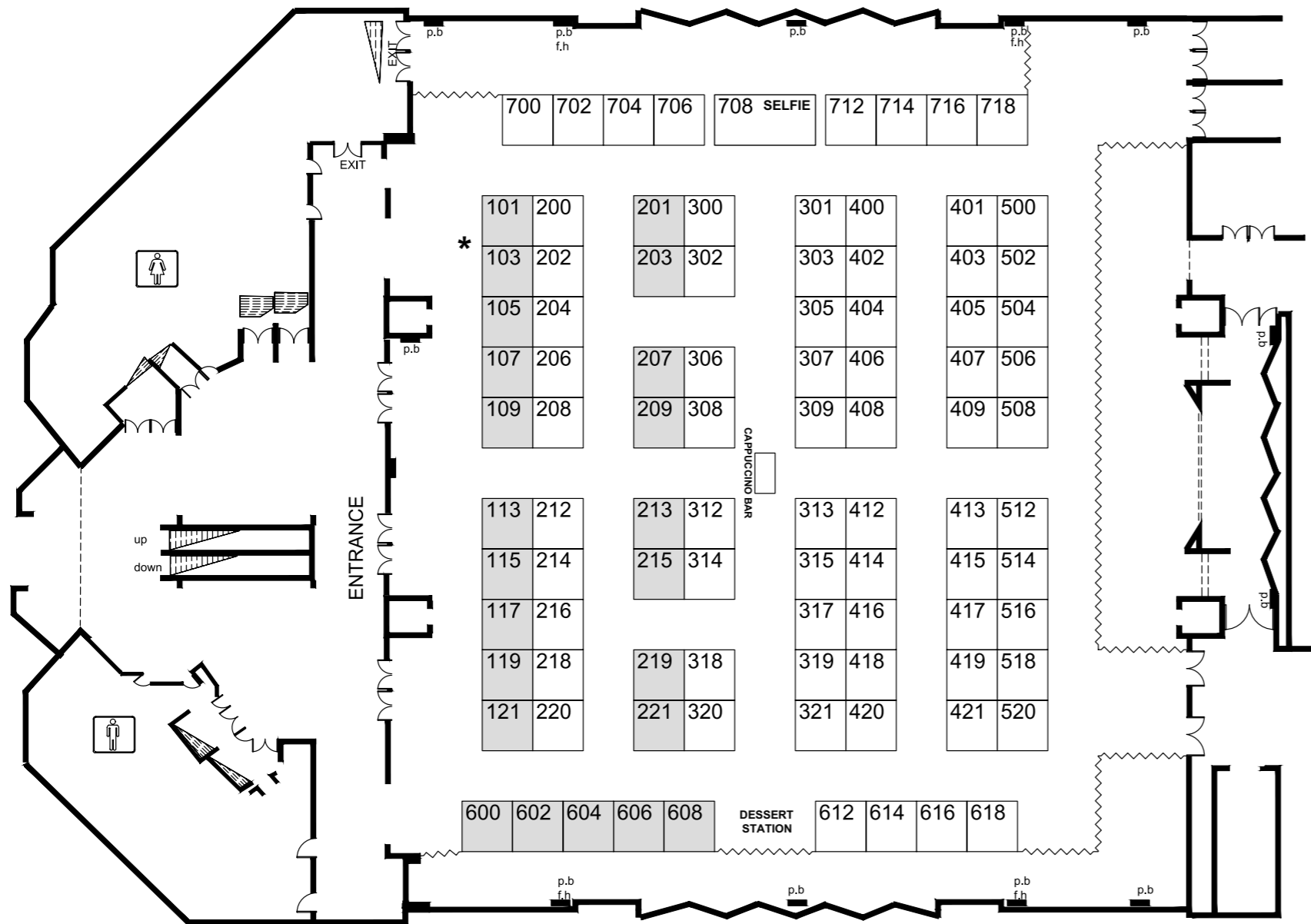
**\$300 + HST**  
**REGISTERED**  
**Not-for-profit**  
**Organizations.**

**NOTE:** Power/Electrical services, internet, and booth furnishing may be purchased separately.

### Booths include:

- Up to four (4) complimentary passes for company representatives
- Complimentary listing of your company name and booth number on the InfoMart floor plan
- Each booth is 10' wide x 10' deep
- The hall is carpeted
- Black pipe and drape with 8' high back wall and 3' side rails  
(Note: Island booths do not include pipe and drape, and multiple booths do not include side rails.)
- One table (6' long x 2' wide) and two chairs
- A digital list of delegates after the event





\*Grey booths reserved for 2025 Major Partners

# OAO 2025

March 28, 2025

Westin Harbour Castle  
Metropolitan Ballroom  
Second Floor

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ASSOCIATION OF  
OPTOMETRISTS

**SYMPOSIUM  
& InfoMart**





# Terms and Conditions for Exhibitors

Complete OAO Symposium and InfoMart terms, conditions and policies are included in the Exhibitor Logistics Manual that will be available at the Exhibitor Registration site and OAO InfoMart & Symposium.

## 1 OAO Exhibitor Policy:

OAO will not partner, engage or do business with any company or entity that sells prescription eye wear or contact lenses without the requirement of a valid prescription, including that company's parent company and its wholly owned subsidiaries.

## 2 Cancellation Policy:

Cancellations must be received in writing to the Ontario Association of Optometrists before 5:00 PM ET on February 28, 2025 and will be refunded at **fifty percent (50%) of the total value** of the exhibit fee. Exhibits cancelled after 5:00 PM EST on February 28, 2025 are non-refundable.

## 3 Acceptance:

OAO reserves the right to accept or reject any application for exhibit space, sponsorship, or partnership. Exhibitors may not sublet exhibit space nor assign exhibit space to another person or entity. Exhibit space cannot be used to display any items for which the exhibitor is not a representative. Management reserves the final decision on acceptability of display materials and exhibit content. Notwithstanding any other policies, OAO, in its sole discretion, reserves the right to choose exhibitors, partners and sponsors to ensure alignment with its goals and objectives.

## 4 Booth Assignment:

Booth space will only be assigned upon receipt of a signed Exhibit Contract (as defined in #11 Entire Agreement) and payment in full to OAO for space and services as specified in this OAO Partnership Program 2025 and contract. Sponsoring companies will be given priority assignment. No postdated cheques, please. OAO reserves the right to withdraw any booth or booths from sale and adjust the floor plan without notice. Every effort will be made to contact vendors should their booth or location be impacted by a change.

- Move-in time for exhibitors with 4+ booths only is from 4:00-9:00 PM on Thursday, March 27, 2025.
- Move-in time for all exhibitors is 6:00-9:00 PM on Thursday, March 27, 2025 and Friday, March 28, 2025 from 7:00 AM-11:00 AM.
- All exhibitors **MUST** be set up by 11:00 AM with no exceptions.
- Move-out time is 3:00-6:00 PM on Friday, March 28, 2025.
- Buffet lunch is provided from 10:30 AM-11:30 AM. All Exhibitors must be in their booths by 11:30 AM.

## 5 Registration for Badges:

Only employees or contracted individuals of exhibiting firms will be permitted to work in your exhibit booth area. Access to functions of the Symposium is restricted to members of the Association, their staff members, or guests of the Association. Representatives working at your booth must register as a representative via the exhibitor registration site before March 14, 2025 or via the link emailed as part of your exhibit registration confirmation. Representative registrations are restricted to four (4) per booth. No substitutions are permitted after the show has opened. All exhibit staff members must wear their OAO name badges at all times when in the exhibit hall.

## 6 Exhibit booth details:

- Each standard booth space is 10' wide x 10' deep.
- Each booth includes traditional black pipe and drape with 8' high back wall and 36" high rail dividers. Island booths will not include pipe and drape, and multiple booth blocks will not include side rails unless requested.
- Each booth includes one table (6' long x 2' wide) and two chairs.
- Complimentary listing of company name and booth number on the InfoMart floor plan.
- Up to four (4) complimentary passes for company representatives per booth. No exceptions (maximum 4 persons to comply with fire code regulations).

## 7 Insurance:

All exhibitors must provide proof of insurance (general liability) in the amount of \$3,000,000 to the OAO by email (registration@astonevents.com) no later than March 14, 2025, or have a copy of the insurance available onsite at the event upon request:

Ontario Association of Optometrists (Host)  
20 Adelaide St. East, Suite 801  
Toronto, Ontario M5C 2T6  
Email: registration@astonevents.com

Westin Harbour Castle Hotel  
1 Harbour Square (Venue)  
Toronto, Ontario M5J 1A6

If an exhibitor is unsure of what to provide, it is encouraged to contact its finance department or its company's insurance broker. Both the Host and Venue should be 'named' (listed) in the general liability policy

as shown. Ontario Association of Optometrists (Host) Westin Harbour Castle Hotel, Toronto (Venue).

## 8 Nuisance:

Show management of OAO reserves the right to restrict exhibits which, because of noise or any other reason become, in show management's sole discretion, objectionable, and to close, without any liability whatsoever, any exhibit which refuses to conform to the terms and conditions hereto. For greater certainty, no amplified sound, except when directly related to product demonstration, is permitted and only at levels that do not exceed normal conversation levels as adjudged by show management in its sole discretion.

## 9 Indemnity Clause:

It is agreed that any exhibitor making application for exhibit space has read and agreed to all rules, provisions and stipulations set out in the exhibitor manual and OAO Partnership Program 2025 and further, that each exhibitor assumes all responsibility for any and all damage to the exhibit material and exhibit area and that each exhibitor shall defend, indemnify, save and hold harmless, Westin Harbour Castle, Toronto Ontario, Ontario Association of Optometrists, and each of its directors, officers, employees, agents and contractors from and against all liability which may arise from any cause whatsoever.

## 10 Liability and Damages Cap:

Notwithstanding anything to the contrary herein, the aggregate liability of the Ontario Association of Optometrists to an exhibitor for any loss or damage arising under or in relation to an Exhibit Contract or any agreement between the Ontario Association of Optometrists and an exhibitor in relation to exhibit space at the Ontario Association of Optometrists' Symposium & InfoMart, regardless of the basis of such liability (whether based upon an action or claim in contract, warranty, equity, negligence, intended conduct or otherwise) shall not exceed the fees or amounts paid by the exhibitor to the Ontario Association of Optometrists for the rental of the booth(s) under the Exhibit Contract or a related contract.

## 11 Entire Agreement:

The foregoing terms and conditions and the completed registration form shall constitute the entire agreement as between the exhibitor and OAO (the "Exhibit Contract").





# Symposium Partnership Packages

	Premier Partner	Friday Event Partner	Saturday Xperience Partners	Saturday Xperience Partners	Breakfast Lecture Partner
	\$40,000	\$30,000	\$13,000-\$25,000	\$7,000-\$12,000	\$8,000
<b>Benefits:</b>	<b>1 available</b>	<b>1 available</b>	<b>5 available</b>	<b>5 available</b>	<b>4 available</b>
• Logo on symposium website	•	•	•	•	•
• Signage at event venue	•	•	•	•	•
• Pre-event eBlast	•	•	•	•	•
• Pre-event social media post	•	•	•	•	•
• Pre-event announcement in newsletter	•	•	•	•	•
• Post-event list of all delegates	•	•	•	•	•
• Two passes to continuing education lectures	•	•	•	•*	•*
• Two passes to the Saturday event	•	•	•	•	•*
• Two additional passes to the Saturday event for a total of 4	•	•	•		
• Post event eBlast	•	•	•		
• Post-event article in newsletter	•	•	•		
• Post event live evening webinar	•	•	•		
• One 15- to 30-second recorded video to be shown at symposium venue during meal times	•	•			
• One 30- to 60-second recorded video to be shown at symposium venue during meal times	•				
• 2nd post-event live evening webinar	•				
• Complimentary booth at InfoMart	•				
• Branded signature drink at Saturday event	•				
• Two additional passes to the Saturday event for a total of 6	•				

\* One pass to continuing education lectures and Saturday event.







## New in the OAO Partnership Package for 2025:

### OAO Continuing Education Lectures:

OAO has added seating for industry reps to participate in continuing education lectures throughout the symposium. Designated spots are included in most partnerships. There are additional seats available for industry reps that have not purchased a partnership. There is a limited number of these remaining seats, available on a first-come first-served basis at member OD delegate pricing.\*

### OAO Friday Evening Event:

This is an Exclusive Networking and Social Event for One Industry Partner to Host OD delegates in their first 10 years after graduation. For all other Industry Reps and Delegates, OAO will share information on the symposium website of Toronto tourism venues and activities that might be of interest to pursue independently.

### OAO Saturday Evening Event is a CO-EVENT for OAO and Industry together:

We have created 10 unique experiences for industry to select from and join OAO for this amazing night at The Rec Room. Each of these experiences include passes for your team to participate.

So, if you purchase a partnership for Saturday, in addition to your partnership benefits and event experience opportunities, you and your team are invited to share in ALL the activities and specialty foods and beverages throughout the night. ***That means you can connect and have fun with OAO member ODs throughout the entire evening.***

**Additional passes will be available for Industry Reps to purchase at \$250 per person\*. (A minimum \$400 value)**

\*Continuing education passes and Saturday evening passes will be available for purchase in January 2025 once delegate registration is open. Please watch for an email announcing these opportunities.





# Premier Partner

1 Available | \$40,000

The ultimate way to show your support of the Association and Optometrists! Enjoy high visibility of your brand and special benefits only available to your organization\*

## Benefits:

- Complimentary booth at the entrance to the InfoMart trade show\*
- Branded signature drink at the Saturday event\*
- Six complimentary passes for your team to attend the Saturday night event\*
- One 15- to 30-second recorded video to be shown at symposium venue during meal times
- One 30- to 60-second recorded video to be shown at symposium venue during meal times\*
- Top placement of your logo on the symposium website\*
- Prominent signage at all event venues and on digital communications\*
- Two complimentary passes for your team to attend continuing education lectures
- Pre-event eBlast
- Pre-event social media post
- Pre-event announcement in newsletter
- Digital list of delegates after event
- Two post-event live evening webinars\*
- Post-event article in newsletter
- Post-event eBlast





## 2025 Friday Event Partner

**One Available | Amsterdam Brewhouse | \$30,000**

This networking event is exclusively for your team to connect with optometry students and OAO members who graduated from 2015-2025 inclusive. The OAO Board and staff team will also be joining you and your team for this fun evening. This is your team's night to make connections with these optometry business professionals. They are optometry's future leaders and could be YOUR future clients too!

The venue for this exciting evening is the **Amsterdam Brewhouse**. Toronto's largest waterfront craft brewery, restaurant and retail store with landscape views of the Toronto Islands. The event includes delicious food, tours of the brewery, and a great atmosphere in which to connect with optometrists.

### **Benefits:**

- Prominent booth placement near the entrance of the InfoMart trade show
- Prominent placement of your logo on the symposium website
- Four complimentary passes for your team to attend the Saturday night event
- Two complimentary passes for your team to attend continuing education lectures
- One 15- to 30-second recorded video to be shown at symposium venue during meal times
- Prominent signage at the event venue
- Pre-event eblast
- Pre-event announcement in newsletter
- Post-event live evening webinar
- Post-event eBlast
- Pre-event social media post
- Digital list of delegates after event
- Post-event article in newsletter







# Saturday Experience Partnerships

Co-partner for this casual fun-filled evening and share a special evening filled with laughter and light-hearted competition with OAO member ODs alongside of your industry colleagues.

Create a contest, mix and mingle, network and engage socially.

All industry participating through Partnerships with OAO at this event are eligible to participate with OAO member ODs sharing in ALL activities and specialty foods and beverages.

**The opportunities to connect and have fun with OAO member ODs are endless throughout the entire evening!**

Pricing and benefits are listed here, followed by a brief description of each Experience.



## \$13,000-\$25,000

### Lounge Partner **\$25,000**

Includes benefits listed plus 6 Industry Rep passes to the event

### Gaming Partner **\$20,000** (2 available)

### Pool Partner **\$15,000**

### Photo Booth Partner **\$13,000**

Includes benefits listed plus 4 Industry Rep passes to the event

- Prominent placement of your logo on the symposium website
- Prominent signage at the event venue
- Pre-event eBlast
- Pre-event social media post
- Pre-event announcement in newsletter
- Digital list of all delegates after event
- Passes for your team to attend the event as noted
- Post-event live evening webinar
- Post-event eBlast
- Post-event article in newsletter
- Two complimentary passes to continuing education lectures

## Lounge Partner

Your team of six will be at the hub of the Saturday night event! Yes, you'll be centre stage for the place "***where good friends meet!***". Premier opportunities to network and mingle with Optometrists. Opportunities for high visibility on the large stage screen. The lounge will be a hub of activities all night long, the place where all ODs end up and stay for decadent eats, sharable platters, burgers, bowls, desserts, specialty drinks and dancing to the DJ tunes till midnight.

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## Gaming Partner (2 available)

***Let the games begin!*** You and your team are the reason that attendees can "get their game on" in the arcade with staples like Pac Man and Mario Cart, and all the carnival classics. Attendees will be wearing your brand on a logoed wrist band with a TAG pre-loaded with lots of credits to play. Bring your four team reps in to the arcade centre and invite attendees to meet you on the games floor and set new high scores! Participants can even cash in remaining credits and points for prizes from the Trophy Case. Bring home more than just bragging rights and redeem your points for some serious swag!

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## Pool Partner

There are three game tables for you and your team in the Lounge area. Whether you've never played before or are a certified "pool shark", nothing beats a good old-fashioned game of pool. Try a game of doubles, or singles, either way "rack-em up" mix and mingle and enjoy some quality time together with OAO member ODs.

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## Photo Booth Partner

Step in to the Photo Studio Deluxe and capture a memory with OAO member ODs! This exclusive opportunity will afford you and your team one-on-one and group photo experiences. Bring your funky eye wear props and print out strip photos branded with your logo, a nice memento of your event experience!





## \$7,000-\$12,000

VRX Car Simulators Partner	\$12,000
Barista Brian Specialty Drinks Partner	\$12,000
Decadent Dessert Bar Partner	\$10,000
Ping Pong Partner	\$8,000
Oyster Bar Partner	\$7,000

*Includes benefits listed plus 2 Industry Rep passes to the event.*

### Benefits:

- Prominent placement of your logo on the symposium website
- Prominent signage at the event venue
- Pre-event eBlast
- Pre-event social media post
- Pre-event announcement in newsletter
- Digital list of all delegates after event
- Two passes for your team to attend the Saturday event
- One complimentary pass to continuing education lectures



### VRX Car Simulators Partner

Challenge OAO member ODs to the ultimate racing simulation! Create a contest, stack it up and ignite excitement on the tracks, redefine the boundaries leaving you and your team and OAO member doctors captivated and eager for more. Any closer to the real thing and you just might find yourself soaked in champagne! (Two cars)



### Barista Brian Specialty Drinks Partner

Brian Leonard (Barista Brian) is a Canadian artist, internationally renowned for his latte art. Born in New Brunswick, Brian studied Opera, Health Science in University and completed a year in Audio Engineering. Moving to Toronto, he found himself in front of an espresso machine and began creating latte art where it was not long before he was named **Toronto's Best Latte Artist in 2015.**

You and your team will host the specialty beverages bar featuring Brian's fine latte art with OAO member ODs, create personalized beverages with these specialty edible scenes and portraits, whether it's your logo, or your picture, or a special moment in time, Brian can capture it in his amazing latte art.



## Decadent Dessert Bar Partner

You and your team will host the “**Decadent Dessert Bar**” featuring a double chocolate fountain with two types of Belgian chocolate (dark and milk) and a unique light arrangement and station décor to complement the fountain surround. This show-stopping Double Chocolate Fountain station will elevate the elegance of desserts and include taste sensations like fruit, sweet treats and even savoury snacks!

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## Ping Pong Partner

You and your team can mix and mingle with OAO member ODs in the Lounge area at the Ping Pong table. The ball may be small, but the stakes are high! Serve it up and challenge OAO member ODs to an epic singles or doubles rally. ***Ping Pong game ON!***

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## Oyster Bar Partner

Back by popular demand, this unique “food station” is the place to hang out with OAO member ODs. Mix, mingle and network while enjoying fresh-shucked oysters, served on a half shell with all the condiments.





## 2025 Breakfast Lecture Partner

**Four Available | \$8,000**

Be the breakfast host and provide delegates with continuing education. Work with OAO to secure your choice of speaker for 50 minutes of non-COPE education for OD delegates. Welcome delegates at the door and have your team join delegates for breakfast.

### **Benefits:**

- Prominent placement of your logo on the symposium website
- Prominent signage at the event venue
- Pre-event eblast
- Pre-event social media post
- Pre-event announcement in newsletter
- Welcome table at entrance to meeting room
- You may provide resources to delegates
- Digital list of delegates after event
- One complimentary pass to continuing education lectures
- One complimentary pass to the Saturday event







# Other Symposium Partnerships

<b>InfoMart Delegate Bag Partner</b> <ul style="list-style-type: none"> <li>Your company brand in the hands of all delegates</li> </ul>	<b>\$7,500</b>
<b>InfoMart Cappuccino Bar Partner</b> <ul style="list-style-type: none"> <li>Interact with delegates over a hot specialty beverage</li> </ul>	<b>\$7,000</b>
<b>InfoMart Selfie Booth Partner</b> <ul style="list-style-type: none"> <li>Co-branded with the OAO logo and your logo</li> <li>Delegates who post could win a 2026 registration</li> </ul>	<b>\$7,000</b>
<b>Name Badge Lanyard Partner</b> <ul style="list-style-type: none"> <li>Hang around every delegate every day of the symposium</li> </ul>	<b>\$6,500</b>
<b>Hotel Key Card Partner</b> <ul style="list-style-type: none"> <li>Be the brand that opens doors for delegates</li> </ul>	<b>\$5,000</b>
<b>15- to 30-Second Video Partner</b> <ul style="list-style-type: none"> <li>To be aired during meal times</li> </ul>	<b>\$1,000</b>
<b>InfoMart Eye Spy Game Partner</b> <ul style="list-style-type: none"> <li>Your logo on a game card to entice delegates to visit your booth</li> </ul>	<b>\$1,000</b>
<b>Coffee Break Partner (6 available)</b> <ul style="list-style-type: none"> <li>Your logo on meeting room slides and around coffee/tea stations</li> </ul>	<b>\$800/break</b>
<b>Logo Placement on Website and Meeting Room Slides</b>	<b>\$500</b>
<b>Pass to continuing education lectures. Delegate pricing.</b> (Limited availability - some passes already included in partnerships)	
<b>Pass to Saturday night event outside of partnership offerings</b>	<b>\$250</b>



These partnerships include logo recognition on the symposium website and on meeting room slides.



# Post-Symposium Opportunities

## Education Partner | \$20,000

Partner with OAO to co-host a full day of in-person education for optometrists. Your organization will provide up to two hours of education with a speaker of your choice, and OAO will fill the rest of the day with lectures of interest to our members. Lend your brand to help optometrists be the best they can be.

### Benefits:

- OAO will support your sessions and secure additional speakers to create a full day of learning for optometrists
- OAO will secure a venue and catering for 80-100 optometrists
- OAO will market the event and register delegates
- OAO will provide CE Certificates for delegates
- Your organization will receive a list of attendees

## Live Webinar Partner \$3,500

- Partner with OAO to develop a one-hour (non-COPE) evening webinar for OAO members
- Attendance varies based on topic but uptake is generally 80-150+ ODs
- You provide the speaker and the course content
- OAO will market the webinar and register attendees
- OAO will provide CE Certificates for learners
- OAO will record the course and host it on our member-only site for information purposes
- OAO will send you a list of attendees

## eLearning Partner \$4,500

- Partner with OAO to develop a one-hour (non-COPE) course that may be purchased by the optometrists and watched on demand
- You provide the speaker and the course content
- OAO will record the course and host it on our public site for all optometrists
- OAO will provide CE Certificates for learners





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# Post-Symposium Opportunities

## Newsletter and eBlast

Get your message out quickly and directly to over 2,100 Ontario optometrists. With an average open rate in the last 12 months of over 80%, advertising provides a guaranteed return on your investment.

## Industry eBlast

- Includes your logo and a message

**\$2,200**

## Industry News Article

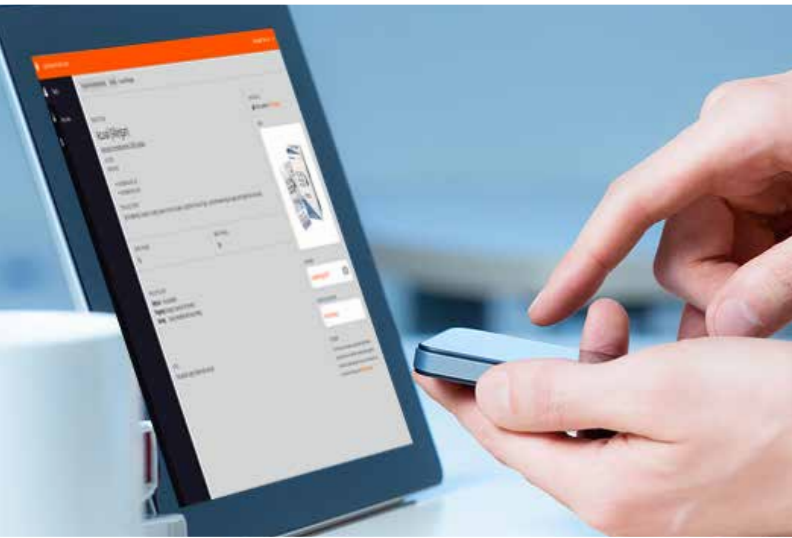
- Includes your logo and a short, 1- or 2-line introduction with a link to your article

**\$1,500**

## Industry Announcement

- Includes your logo and a brief 6- to 8-line message

**\$500**





20 Adelaide Street East, Box 16, Suite 801, Toronto, ON M5C 2T6  
Tel: 905-826-3522 | Toll Free: 800-540-3837 | Fax: 905-826-0625  
General inquiries: OAOeducation@optom.on.ca

# Terms and Conditions for Partners

OAO Policy: OAO will not partner, engage or do business with any company or entity that sells prescription eye wear or contact lenses without the requirement of a valid prescription, including that company's parent company and its wholly owned subsidiaries.

- OAO reserves the right to approve or decline any partnership application.
- All partnerships are for 2025 OAO events.
- Applicants will be advised within ten business days whether the application has been approved.
- OAO reserves the right at any time to change offerings available or negotiate partnerships beyond this package.
- Where the partnership involves any educational programs or workshops as noted herein, the company must supply presentation and course outlines in advance, and speaker information for prior approval.
- OAO and its officers, directors, agents, members and employees shall not be responsible for any loss, damage, theft or injury to invitees, attendees, employees or agents of the partner/company during all 2025 OAO events, and the partner/company waives, releases and indemnifies the OAO in respect of any such loss, damage, theft or injury, howsoever caused.
- The partner/company grants to OAO a worldwide, non-exclusive, royalty-free, sub-licensable license to use the company's/partner's logos and trademarks provided to OAO in accordance with the partnership.
- In the event that a partner or company changes its logos or trade-marks at any time, the partner/company agrees that OAO shall not make any changes to the materials that include the logos or trade-marks provided to us in connection with the partnership.
- All intellectual property rights (including, but not limited to, copyright, design rights, and to any rights accruing in OAO's trade-marks in, or arising out of, or in connection with, the partnership shall be solely and exclusively owned by OAO, together with any goodwill therein, and the partner/company shall not acquire any rights to the intellectual property.
- The partner/company shall not do, or permit anything to be done, which may prejudice or harm the reputation of OAO's trade-marks, and shall not use OAO's trade-marks in any way, other than in the manner set out herein, or otherwise agreed upon in writing.

- Prerecorded MP4 Videos must be received by February 24, 2025.
- Notwithstanding any other policies, OAO, in its sole discretion, reserves the right to choose its partners and sponsors to ensure alignment with its goals and objectives.

Notwithstanding anything to the contrary herein, the aggregate liability of the Ontario Association of Optometrists to a Partner for any loss or damage arising under or in relation to an Exhibit Contract or any agreement between the Ontario Association of Optometrists and a Partner in relation to exhibit space at the Ontario Association of Optometrists' Symposium & InfoMart, regardless of the basis of liability (whether based upon an action or claim in contract, warranty, equity, negligence, intended conduct or otherwise) shall not exceed the fees or amounts paid by the Partner to the Ontario Association of Optometrists for the rental of the booth(s) under the Exhibit Contract or a related contract.

## Payments:

- All partnerships are to be paid in full **before** the sponsorship activity commences.
- If payment is not received, OAO reserves the right to remove your company as a partner unless special arrangements have been made and accepted and agreed to, by both parties.
- Payments can be made by cheque, credit card or other approved electronic transfer.
- Symposium and InfoMart payments are due on or before February 14, 2025.
- Pledges received after February 14, 2025 will be invoiced requesting immediate payment.
- Cancellation:

Once a partnership pledge form has been completed and submitted, your company has 5 days to withdraw unless it is submitted within 30 days of the actual event/activity at which time the partnership is considered final and will be invoiced in full.

For more  
information,  
please contact

**Liberté Reilly**  
Manager Member Services  
905-826-3522 | 800-540-3837 ext. 223  
lreilly@optom.on.ca





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OPTOMETRISTS**

Company: \_\_\_\_\_

Contact : \_\_\_\_\_

Phone : \_\_\_\_\_ Email : \_\_\_\_\_

### 2025 Symposium and InfoMart Opportunities

- \$40,000 Premier Partner
- \$30,000 Friday Event Partner

#### Saturday Experience Partners (10 available)

- \$25,000 Lounge Partner
- \$20,000 Gaming Partner (2 available)
- \$15,000 Pool Partner
- \$13,000 Photo Booth Partner
- \$12,000 VRX Car Simulators Partner
- \$12,000 Barista Brian Specialty Drinks Partner
- \$10,000 Decadent Dessert Bar Partner
- \$8,000 Ping Pong Partner
- \$7,000 Oyster Bar Partner
- \$8,000 Breakfast Lecture Partner (4 available)

#### Other Symposium Partnerships

- \$7,500 InfoMart Delegate Bag Partner
- \$7,000 InfoMart Selfie Booth Partner
- \$7,000 InfoMart Cappuccino Bar Partner
- \$6,500 Name Badge Lanyard Partner
- \$5,000 Hotel Key Card Partner
- \$1,000\* 15-to 30-second Video Partner
- \$1,000 InfoMart Eye Spy Game Partner
- \$800 Coffee Break Partner (6 available)
- \$500\* Logo Recognition on Website

\* HST Applicable

### 2025 Post-Symposium Partnership Opportunities

- \$20,000 Education Partner (2 hours CE, Part of themed full day education event)
- \$4,500 eLearning Partner (1 hour CE, on-demand learning)
- \$3,500 Live Webinar Partner (1 hour CE, evening session, OAO members)
- \$2,200\* Industry eBlast
- \$1,500\* Industry News Article
- \$ 500\* Industry Announcement

\$ \_\_\_\_\_ **SUB-TOTAL SYMPOSIUM & INFOMART**

\$ \_\_\_\_\_ **SUB-TOTAL POST-SYMPOSIUM**

\$ \_\_\_\_\_ **TOTAL COMPANY PLEDGE for 2025 Partnership Opportunities with OAO**  
(ADD Symposium & InfoMart + In-Year for total company pledge.)

For additional information or questions about the 2025 partnership opportunities please contact:

**Liberté Reilly**, Manager Member Services  
905-826-3522 | 800-540-3837 ext. 223  
lreilly@optom.on.ca

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

By signing this agreement I confirm, I represent and warrant that I am duly authorized to sign on behalf of my company named above in the amount pledged; and that I have legal capacity to execute and deliver the Agreement, and, that I have read and agree to the terms and conditions as outlined in the 2025 Partnership Opportunities Package as part of my, and my company's participation.

Following receipt of this signed Agreement and approval of the opportunity pledged, OAO will issue an invoice with payment terms. For the OAO Symposium & InfoMart Opportunities on March 28-30, 2025, payment in full is required by February 14, 2025. For all other opportunities, payment in full is due prior to the partnership activity.



ONTARIO  
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OPTOMETRISTS

**SYMPOSIUM  
& InfoMart**

## **The host hotel is the Westin Harbour Castle Hotel.**

We encourage all exhibitors to take advantage of the OAO guest room block reserved until 5:00 p.m. on February 27, 2025. The room block will give you and your colleagues a preferred rate. It will also support OAO in meeting its contract commitment with the hotel.

**Book your accommodation at the preferred rate  
by 5:00 p.m. on February 27, 2025.**

To book accommodation at the group rate [click here](#).



# Thank you to our 2024 Partners



## VISION ELITE ASSOCIATES | VEA







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OPTOMETRISTS

## **SYMPOSIUM & InfoMart**

### **InfoMart Sales**

**Caroline Aston**

416-521-9148

[Infomart@optom.on.ca](mailto:Infomart@optom.on.ca) OR  
[caroline@astonevents.com](mailto:caroline@astonevents.com)

### **InfoMart Exhibitor Logistics**

**Rita Plaskett**

[Infomart@optom.on.ca](mailto:Infomart@optom.on.ca) OR  
[rplaskett@agendum.ca](mailto:rplaskett@agendum.ca)

### **Symposium Registration Support**

**Kim Giles**

905-826-3522 Ext. 231

[kgiles@optom.on.ca](mailto:kgiles@optom.on.ca)

### **Opportunities**

**Liberté Reilly**

905-826-3522 ext. 223

[lreilly@optom.on.ca](mailto:lreilly@optom.on.ca)

### **Education Program**

**Cheryl Neave**

905-826-3522 ext. 243

[cneave@optom.on.ca](mailto:cneave@optom.on.ca)

## **Key Contact Information**

Conference management services for the OAO Symposium & InfoMart are provided by Aston Events & Communications.

**General information about OAO**

**[oaoinfo@optom.on.ca](mailto:oaoinfo@optom.on.ca)**

**Symposium & InfoMart information**

**[www.oaosymposium.com](http://www.oaosymposium.com)**