



**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



**Re: Invitation to Sponsors of the 1<sup>st</sup> Optometry Conference of Central and South-Eastern Europe**

**Dear sponsors,**

The University of Applied Sciences Velika Gorica (Veleučilište Velika Gorica) is organising the **1<sup>st</sup> Optometry Conference of Central and South-Eastern Europe**.

The Conference will be held in Opatija, Croatia, from 1<sup>st</sup> to 3<sup>rd</sup> June, 2012, and its aim is to enable scientific and professional enhancement in the field of optometry of all the interested opticians, optometrists, ophthalmologists and other legal and physical persons.

What is special about this Conference is that it is being organised for the first time in this part of Europe and, apart from the scientific and professional topics, the participants will deal also with the problems of legal regulations in this field of activities and with the novelties related to the optometric profession.

The 1<sup>st</sup> Optometry Conference of Central and South-Eastern Europe will gather presenters and participants from the countries of Central and South-Eastern Europe – Germany, Austria, Switzerland, Slovenia, Hungary, the Czech Republic, Slovakia, Poland, Croatia, Serbia, Bosnia and Herzegovina, Macedonia, Montenegro, Kosovo, Rumania, Bulgaria, and other related countries as England, Ireland etc.

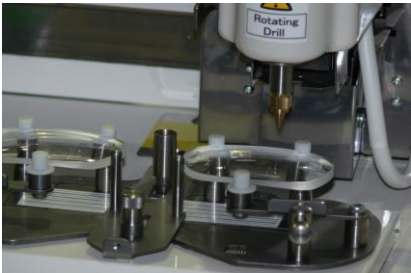




**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



The Optometry Conference of Central and South-Eastern Europe should provide an opportunity for the arrival of a large number of opticians, optometrists, ophthalmologists and all the other interested parties that are all interconnected by the optometric profession, at affordable participation costs at the Conference. We hope that you, as a sponsor, will be able to help us in our intention.



**1st Optometry Conference of Central and South-Eastern Europe, Hotel Ambassador, Opatija, Croatia  
From 1<sup>st</sup> to 3<sup>rd</sup> June, 2012**

**The Conference topics include:**

1. Optical technology,
2. Refractive errors and testing of visual functions,
3. Contact lenses,
4. Eye health,
5. Systemic conditions and the eye,
6. Refractive surgery up to date.

**Workshops:**

1. Centring of spectacle lenses,
2. Anisometropia – challenge of correction,
3. Keratography.

**Discussion:**

Education and competences in the countries of Central and South-Eastern Europe





**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



In order to support us in our intention of strengthening the optometric profession in the region, we are inviting you to join the 1<sup>st</sup> Optometry Conference of Central and South-Eastern Europe in one of the following ways:

### **GOLDEN SPONSOR**

- golden sponsor will be displayed during the press conference announcing the Conference,
- publication in the *press release* that will be sent to major media in Croatia,
- *keynote* speech at the Conference opening,
- publication of logo on the VVG website, Conference web pages and VVG Facebook profile,
- short text (80 characters) about the sponsorship on the Conference website,
- publication of the golden sponsor's logo on the Conference poster,
- publication of the golden sponsor's logo in the official materials for Conference attendants,
- publication of the golden sponsor's logo on invitations and Conference Programme,
- advertisement in the printed Conference Programme (cover pages – last page and 1/1 page of advertisement on the inner side),
- possibility of including the promotional materials in the Conference Package of the attendants,
- advertising panel in the Conference Hall (panel provided by the sponsor),
- advertising panel (panel) in the exhibition area (panel provided by the sponsor),
- sponsor's booth at the Conference (provided by the sponsor),
- banner on VVG web pages,
- banner on Conference web pages,
- right to 15 free Conference fees.

**AMOUNT: € 12,000**



**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



### **SILVER SPONSOR**

- acknowledgment by the moderator during the Conference opening,
- publication of logo on the Conference website and Facebook profile,
- publication of the silver sponsor's logo on the Conference Poster,
- publication of the silver sponsor's logo in the official materials for the Conference attendants,
- publication of the silver sponsor's logo on the invitations and the Conference Programme,
- advertisement in the printed Conference Programme (1/1 page advertisement on the inner side),
- possibility of including the promotion materials in the Conference Package for the attendants,
- advertising panel in the exhibition area (panel provided by the sponsor),
- sponsor's booth at the Conference (provided by the sponsor),
- banner on the Conference web pages,
- right to 10 free Conference fees.

**AMOUNT: € 8,000**

### **BRONZE SPONSOR**

- publication of the logo on the Conference website and Facebook profile,
- publication of the bronze sponsor's logo on the Conference poster,
- publication of the bronze sponsor's logo in the official materials for the Conference attendants,
- publication of the bronze sponsor's logo in the Conference Programme,
- advertisement in the printed Conference Programme (1/2 page advertisement on the inner side),
- possibility of including the promotional materials in the Conference Package for the attendants,
- right to 5 free Conference fees.

**AMOUNT: € 4,000**

### **SPONSOR**

- publication of the logo on the Conference website and Facebook profile,
- publication of the sponsor's logo on the Conference poster,
- publication of the sponsor's logo in the Conference Programme,
- publication of the Conference sponsor's logo in the official materials for the Conference attendants,
- logo in the printed Conference Programme (logo inside),
- right to 2 free Conference fees.

**AMOUNT: € 1,500**



**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



## **OTHER FORMS OF SPONSORSHIP**

### **CONFERENCE PARTNER**

The Conference partner sponsors the organisation of the Conference through targeted activities or equipment required for the Conference. The types of Conference partners include: Media supporting partner, Conference Business Partner.

All Conference partners will be displayed in the following manner:

- publication of logo on the Conference website and Facebook profile,
- publication of the Conference partner's logo on the Conference poster,
- publication of the Conference partner's logo in the official materials for the Conference attendants,
- right to 1 free Conference fee.

**AMOUNT: equipment and targeted activities in the value of € 1,000**

### **COFFEE BREAK SPONSOR**

Coffee break sponsor will be displayed during the sponsored coffee break. Four coffee breaks are planned during the Conference and during the respective break the sponsor's logo will be displayed with the announcement during the Conference:

- acknowledgment by the moderator during the announcement of the coffee break,
- one final slide at the lecture preceding the sponsored coffee break,
- publication of coffee break sponsor's logo in the Conference Programme,
- advertising panel in the exhibition area during the sponsored coffee break,
- advertising material on the tables where coffee is being served,
- right to 1 free Conference fee.

**AMOUNT: € 800**

### **LITTLE SPONSOR**

- publication of logo on the Conference website and Facebook profile
- publication of the sponsor's logo in the Conference Programme.

**AMOUNT: € 300**



**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



**SPONSORSHIP PAYMENT**

Sponsorship from abroad is payable to: Veleučilište Velika Gorica, address: Zagrebačka cesta 5, 10410 Velika Gorica, OIB: 09032023114, Bank: Privredna banka Zagreb, Address: Ilica 5, 10000 Zagreb, Croatia, IBAN: HR92 23400091110122348, SWIFT address: PBZGHR2X, Reference to: Sponsorship VVG Optometry Conference 2012.

For payments made from Croatia: Veleučilište Velika Gorica, Address: Zagrebačka cesta 5, 10410 Velika Gorica, Bank: Privredna banka Zagreb, Address: Ilica 5, 10000 Zagreb Account No. 234 0009 – 111 0122348, Reference to: Sponsorship VVG Optometry Conference 2012.

**Please if you are interested in some form of Sponsorship, please let us know by sending an e-mail to: [optometry@vvg.hr](mailto:optometry@vvg.hr) with filled form of Sponsorship confirmation not later than 18<sup>th</sup> of November 2011.**

**If you have any additional questions or suggestions please do not hesitate to contact us by e-mail: [optometry@vvg.hr](mailto:optometry@vvg.hr), phone: +385 1 6224 653 or mobile: +385 98 161 30 58.**





**Optometry Conference  
of Central and  
South-Eastern Europe  
Croatia 2012**



## SPONSORSHIP CONFIRMATION

Please fill in all the necessary information in the following form:

Name: \_\_\_\_\_ (exact title of the organisation)

Name of contact person: \_\_\_\_\_

Title of contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/Country: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

### Sponsorship Packages

Please select your level of sponsorship:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Golden sponsor | <input type="checkbox"/> Silver sponsor     | <input type="checkbox"/> Bronze sponsor       |
| <input type="checkbox"/> Sponsor        | <input type="checkbox"/> Conference partner | <input type="checkbox"/> Coffee break sponsor |
| <input type="checkbox"/> Little sponsor |   |   |

**NOTE: Filled Sponsorship confirmation send by email: [optometry@vvg.hr](mailto:optometry@vvg.hr) or fax: +385 1 6251 301 not later than 18th of November 2011.**