



# **OPTOMETRY CLINICAL CONFERENCE**

## **Sponsorship Prospectus**

**Sunday 17 & Monday 18 August 2025  
CENTREPIECE at Melbourne Park**

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# About Optometry Australia

Optometry Australia is the leading organisation representing 85% of all registered optometrists nationwide.

Since 1918, we have unified the optometry sector, positioning Australia as a global leader in vision and eye health services and patient care.

With over 100 years of experience supporting the profession, we are uniquely positioned to champion the needs of optometrists and shape the future of eye health.

We are a federated, not-for-profit organisation, which means that all of our profits are reinvested into services for our members.

We're comprised of a national organisation which collaborates with five state divisions through the delivery of member services and optometry advancement.

Our members benefit from our strong sector leadership, expert clinical and practice management advice, and member-only comprehensive professional development and networking opportunities.

Our mission is to lead, engage, unite and promote optometry and optometrists to ensure the sustainability and continuous evolution of this important sector for improved community eye health.

Optometry Australia acknowledges the Traditional Custodians across the lands and waterways where we work, learn and live. We pay our respects to Elders past, present and emerging and express our gratitude for their continuing custodianship. We honour the unique cultural and spiritual relationships that Aboriginal and Torres Strait Islander peoples have with knowledge, education and the land.



# A Message from the CEO

As Australia's peak body for optometrists, representing over 85% of Australian optometrists, Optometry Australia is proud to deliver an exciting new calendar of integrated events for 2025. This conference program spans multiple states and offers our sponsors direct access to a valuable and diverse audience—optometrists who are shaping the future of eye health across the country.

This exciting new event calendar is a product of our operational integration with Optometry Victoria South Australia, Optometry Tasmania and Optometry Queensland Northern Territory, unifying efforts to deliver a dynamic and cohesive experience for members, sponsors and exhibitors.

Collaborating with us provides more than just visibility, it offers a unique opportunity to connect meaningfully with optometrists at every stage of their careers. From early-career optometrists eager to engage with industry innovations, to established practice owners seeking cutting-edge solutions, our membership includes a diverse range of professionals driving growth and change within the profession.

As a sponsor, you'll benefit from:

**Direct Access to Key Decision Makers:** Engage with optometrists who make purchasing decisions and are committed to staying at the forefront of clinical and industry developments.

**Streamlined Sponsorship and Trade Opportunities:** Our dedicated sponsorship team works closely with you to fully understand your business and objectives. This enables us to create tailored engagement opportunities that align with your goals, ensuring seamless sponsorship and trade solutions that maximise your return on investment.



**High-Quality Events:** Our events are hosted at exceptional venues and hotels, carefully selected to provide memorable and impactful experiences for both delegates and sponsors. This is more than just exposure—it's a chance to be part of an immersive, high-value environment where your brand is seen and remembered.

**National Reach with Local Impact:** Our events offer the chance to reach optometrists from across the country while providing targeted engagement in key regions.

This is your opportunity to position your brand as a leader within the optometry profession, to foster relationships with practitioners who are shaping the future of eye health and to ensure your message reaches the right people in the right places.

We're excited about the opportunity to work together and create memorable, impactful events that not only serve our members but also deliver tangible value for our sponsors.

Thank you for considering a collaboration with Optometry Australia.

Best regards,

**Skye Cappuccio**  
Chief Executive Officer, Optometry Australia

# The Optometry Clinical Conference: A New Era in Learning and Networking

The Optometry Clinical Conference (OCC) is a proud collaboration between OV/SA, OQNT and OTas, and the main event in the Optometry Australia conference calendar, offering an unparalleled experience for optometrists nationwide. Combining interactive sessions, traditional lectures, and innovative hands-on workshops, OCC is designed to be the premier platform for professional development and industry connection.

In 2025, we're excited to introduce hands-on skills workshops, providing practical, immersive learning opportunities that allow participants to explore key areas of practice in depth. These workshops go beyond the conventional lecture format, equipping optometrists with tangible skills they can apply immediately in their work.

Delegates will have the opportunity to hear from esteemed keynote speakers, leading voices in both optometry and the broader health sector. OCC also features the largest trade exhibition of all the Optometry Australia events, where attendees can engage directly with exhibitors and thought leaders, fostering meaningful connections and gaining cutting-edge insights.

With a dynamic mix of expert-led presentations, interactive elements, and focused themes, OCC offers a comprehensive approach to staying ahead in the evolving field of optometry. It's an event not to be missed for those serious about enhancing their practice and staying at the forefront of the profession.





# Benefits of Sponsorship

## Direct Access to a Targeted Audience

Sponsorship allows your brand to directly reach a niche demographic of highly engaged professionals within the optometry industry, creating high-quality connections with the people who matter most to your business.

## Build Brand Visibility and Awareness

Sponsors are prominently featured across event marketing, digital platforms, and onsite signage. This visibility provides valuable exposure to attendees and ensures that your brand is front-of-mind both before, during, and after the event. It's an opportunity to reinforce your position as a leader in the optometry sector.

## Tailored Sponsorship Packages

Our sponsorship packages can be customised to meet your specific business goals. Whether you're looking to drive product awareness, generate leads, or strengthen partnerships, we offer flexible options to ensure you achieve a high return on your investment.

## Networking and Relationship Building

Sponsorship gives you access to exclusive networking sessions and receptions where you can connect one-on-one with potential clients and partners, deepening your relationships within the industry.

## Enhanced Engagement with Attendees

Sponsorship opens up channels for interactive engagement. You can introduce hands-on demos, branded experiences, or creative activations that allow attendees to interact directly with your products or services. This leaves a lasting impression on your target audience.

## Position Yourself as an Industry Leader

Sponsoring key events allows you to position your company as a thought leader and expert. You can showcase new products, share insights, or even participate in speaking opportunities or panel discussions to demonstrate your knowledge and solutions in real-time.

# Sponsorship at a Glance

Sponsorship Packages	Quantity Available	Investment (AUD)
Event Partner <b>SOLD!</b>	Exclusive	\$50,000
Platinum (Breakfast Plenary Session) Sponsor	Exclusive	\$30,000
Gold (Concurrent Session) Sponsor	4 Available	\$20,000
Silver (Workshop Session) Sponsor	Multiple	\$10,000
Bronze (Supporting) Sponsor	Multiple	\$7,500
Trade Exhibition Only	Multiple	\$5,000
Sponsorship Add-Ons	Quantity Available	Investment (AUD)
Barista Cart	Exclusive	\$15,000
Nourishment & Networking	Exclusive	\$10,000
Keynote Speaker	Exclusive	\$10,000
Media Wall	Exclusive	\$10,000
Charge Bar	3 Available	\$1,500
Bespoke Inclusions	Multiple	POA

## Major Sponsorship

# EVENT PARTNER \$50,000

## Exclusive Opportunity

**This exclusive opportunity positions your company as a driving force behind the conference, ensuring that attendees associate your brand with the highest level of industry leadership and innovation. This partnership elevates your reputation within the sector, offering both prominent exposure and meaningful engagement with industry leaders.**

## Exclusive Benefits

- Host a 60-minute CPD Plenary Session on day one of the event.
  - 30-sec Video Advertisement played prior to session.
  - Banners placed prominently in session (sponsor to provide).
- Opportunity to provide item or brochure for a seat drop on day one.
- Naming Rights to the Trade Hall.
- Logo inclusion on lanyards.

## Branding and Acknowledgment

- Event Partner acknowledgement and thanks in conference welcome.
- Most prominent logo placement with website link on conference website and EDMs.
- Most prominent logo on holding slide with other sponsors.

## Promotion

- One (1) full-page advertisement in conference program.
- Featured sponsor profile in conference program.
- One (1) feature article in one conference EDM
- Logo inclusion on satchel bag.
- One (1) insert in satchel bag (sponsor to provide).

## Exhibition

- 24sqm exhibition booth (6m x 4m) package.
- Priority exhibition space selection.
- Exhibitor listing in conference guidebook.
- Exhibitor listing on conference website.

## Registration

- Eight (8) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

**Total value  
\$85,752**



## Major Sponsorship

# PLATINUM SPONSOR \$30,000

## Exclusive Opportunity

**Positioned at the heart of the event, this sponsorship ensures your company has an exclusive opportunity to engage with a highly targeted audience at one of the most anticipated sessions. Your brand will be recognised as a thought leader, fostering deeper connections with key stakeholders and reinforcing your company's role as an integral part of the industry's future.**

## Exclusive Benefits

- Host a 60-minute CPD Plenary Breakfast Session on day two of the event.
  - 30-sec Video Advertisement played prior to session.
  - Banners placed prominently in session (sponsor to provide).
- Opportunity to provide item or brochure for a seat drop on day two.

## Branding and Acknowledgment

- Platinum Sponsor acknowledgement and thanks in conference welcome.
- Prominent logo placement with website link on conference website and EDMs.
- Prominent logo on holding slide with other sponsors.

## Promotion

- One (1) full-page advertisement in conference program.
- Featured sponsor profile in conference program.
- Logo inclusion on satchel bag.
- One (1) insert in satchel bag (sponsor to provide).

## Exhibition

- 18sqm exhibition booth (9m x 2m) package.
- Priority exhibition space selection.
- Exhibitor listing in conference guidebook.
- Exhibitor listing on conference website.

## Registration

- Six (6) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

**Total value  
\$60,864**

## Session Sponsorship

# GOLD SPONSOR \$20,000

## Four Opportunities

**As a Gold Sponsor, your brand will be highlighted during a key concurrent session, allowing you to stand out among industry peers and connect with professionals who are eager to learn and engage. This sponsorship level offers a unique platform for brand exposure while enabling your company to build strong associations with thought leadership and innovation.**

### Concurrent Session

- Host a 60-min CPD Concurrent Session during the event program.\*
  - 30-sec Video Advertisement played prior to session.
  - Banners placed prominently in session (sponsor to provide).

*\*Preferences are given in order of application.*

### Branding and Acknowledgment

- General acknowledgement and thanks in conference welcome.
- Logo with website link on conference website.
- Logo on holding slide with other sponsors.
- Logo inclusion in conference EDMs.

### Promotion

- One (1) half-page advertisement in conference program.
- Featured sponsor profile in conference program.
- Logo inclusion on satchel bag.
- One (1) insert in satchel bag (sponsor to provide).

### Exhibition

- 12sqm exhibition booth (6m x 2m) package.
- Exhibitor listing in conference guidebook.
- Exhibitor listing on conference website.

### Registration

- Four (4) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

**Total value  
\$39,076**

## Workshop Sponsorship

# SILVER SPONSOR \$10,000

## Multiple Opportunities

**By hosting an intimate (30pax), interactive workshop, your brand can foster deeper engagement and dialogue with participants. This is a perfect opportunity to position your company as a hands-on leader in the industry, creating lasting impressions through targeted exposure and direct involvement with a select audience.**

### Interactive Workshop

- Host a 60-min CPD Concurrent Interactive Workshop during the event program.\*
  - Banners placed prominently in session (sponsor to provide).

*\*Preferences are given in order of application.*

### Branding and Acknowledgment

- General acknowledgement and thanks in conference welcome.
- Logo with website link on conference website.
- Logo on holding slide with other sponsors.
- Logo inclusion in conference EDMs.

### Promotion

- One (1) half-page advertisement in conference program.
- Sponsor profile in conference program.

### Exhibition

- 6sqm exhibition booth (3m x 2m) package.
- Exhibitor listing in conference guidebook.
- Exhibitor listing on conference website.

### Registration

- Three (3) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

**Total value  
\$15,257**

## Supporting Sponsorship

# BRONZE SPONSOR \$7,500

## Multiple Opportunities

**With a mix of exhibition space and promotional visibility, your company will be positioned to connect with attendees, offering ample opportunities for networking, lead generation, and brand recognition. It's an ideal entry-level sponsorship for businesses looking to expand their reach and strengthen their industry foothold.**

### Branding and Acknowledgment

- General acknowledgement and thanks in conference welcome.
- Logo with website link on conference website.
- Logo on holding slide with other sponsors.
- Logo inclusion in conference EDMs.

### Promotion

- Sponsor profile in the conference program.

### Exhibition

- 6sqm exhibition booth (3m x 2m) package.
- Exhibitor listing in conference program.
- Exhibitor listing on conference website.

### Registration

- Two (2) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

**Total value  
\$10,338**



## Sponsorship Add-Ons

# BARISTA CART \$15,000

### Exclusive Opportunity

#### Promotion

- Coffee cart positioned prominently by your exhibition booth.
- Opportunity to supply branded disposable coffee cups or keep cups (sponsor to provide).
- Opportunity to brand the coffee cart (at additional cost to the sponsor).
- Opportunity to display one pull up banner at the sponsored Coffee Cart (sponsor to provide).
- Opportunity to provide branded napkins at the Coffee Cart (sponsor to provide).
- One (1) half-page advertisement in conference program.

#### Branding and Acknowledgment

- Brand acknowledgement and thanks in conference welcome.
- Prominent logo placement with website link in conference EDMs
- Logo on holding slide with other sponsors.
- Sponsor profile in the conference program.

# NOURISHMENT & NETWORKING \$10,000

### Exclusive Opportunity

#### Promotion

- Provide a 5-minute announcement to delegates during the welcome reception.
- Two (2) banners placed prominently during welcome reception (sponsor to provide).
- Branded table cards acknowledging sponsorship prominently displayed during all breaks.
- One (1) half-page advertisement in conference program.

#### Branding and Acknowledgment

- Brand acknowledgement and thanks in conference welcome.
- Prominent logo placement with website link in conference EDMs
- Logo on holding slide with other sponsors.
- Sponsor profile in the conference program.

## Sponsorship Add-Ons

# KEYNOTE SPEAKER \$10,000

### Exclusive Opportunity

#### Promotion

- Provide a 2-minute company announcement during conference welcome, followed by the introduction of our Keynote Speaker.
- Exclusive logo display on holding slide during company announcement and Keynote introduction.
- One (1) half-page advertisement in conference program.

#### Branding and Acknowledgment

- Brand acknowledgement and thanks in conference welcome.
- Prominent logo placement with website link in conference EDMs
- Logo on holding slide with other sponsors.
- Sponsor profile in the conference program.

# MEDIA WALL \$10,000

### Exclusive Opportunity

#### Promotion

- Prominent logo inclusion on the event media wall in the trade hall.
- Logo overlay included on all media wall portraits available for delegate download.
- Opportunity to provide branded photo props and accessories (sponsor to provide).
- One (1) half-page advertisement in conference program.

#### Branding and Acknowledgment

- Brand acknowledgement and thanks in conference welcome.
- Prominent logo placement with website link in conference EDMs
- Logo on holding slide with other sponsors.
- Sponsor profile in the conference program.

# CHARGE BAR \$1,500

### Three Opportunities

#### Promotion, Branding and Acknowledgment

- Opportunity to customise branding for the Charge Bar (sponsor to provide).
- Opportunity to provide branded item or brochure at the sponsored Charge Bar.
- Opportunity to display one pull-up banner at the sponsored Charge Bar (sponsor to provide)
- General acknowledgement and thanks in conference welcome.
- Logo on holding slide with other sponsors.

## Trade Exhibition Only

# EXHIBITION PACKAGE \$5,000

## Multiple Opportunities

Exhibiting at the Optometry Clinical Conference places your brand at the centre of the action, allowing for face-to-face engagement with key decision-makers and optometry professionals. This is a prime opportunity to showcase your products or services, build relationships, and enhance your visibility in a highly targeted setting. Your booth will serve as a hub for conversation, helping you forge new connections and strengthen existing ones.

### Exhibition

- 6sqm exhibition booth (3m x 2m) package.
- Exhibitor listing in conference program.
- Exhibitor listing on conference website.

### Registration

- Two (2) full conference delegate registrations including breakfast session and welcome reception.
- Additional conference registrations available to purchase at a discounted rate.

## Exhibition Booth Package Inclusions

### Nero Wall System

The Nero exhibition booth combines a modern flush finish with a feature black-profile frame encompassing the stand space. Standard booth size is 6sqm (3m x 2m).

### Stand Signage

All open aisle frontages will have a printed suspended fascia sign with stand number and company name.

### Lighting

One (1) energy efficient spotlight is included with each standard package. For booths over 9sqm, two (2) spotlights will be provided.

### Power

One (1) single 4amp power point per stand, regardless of size.



## Bespoke Sponsorship Inclusions

At Optometry Australia, we understand that each sponsor has unique goals and requirements. That's why we offer bespoke sponsorship inclusions tailored to align with your specific objectives. Whether you're looking to enhance brand exposure, introduce a new product, or engage directly with attendees, we can create customised packages that provide optimal visibility and interaction. From exclusive event activations to tailored networking opportunities, our flexible approach ensures that your brand stands out in a way that resonates with the optometry community and delivers a high return on investment.

## Multiple Event Sponsorships

Optometry Australia offers sponsors the opportunity to stack multiple event sponsorships into a comprehensive yearly package. By selecting sponsorships across various events, you can create a tailored approach that maximises brand exposure throughout the year. In addition to reaching diverse audiences at different events, sponsors who bundle their commitments gain access to financial incentives and discounts. This flexible approach allows you to align your sponsorship strategy with your business goals while benefiting from cost savings and heightened visibility across multiple key touchpoints in the optometry calendar.

## Contact Us

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*All information within this prospectus is subject to change. All sponsorship investments and values have been quoted ex GST and will be invoiced inclusive of GST.*