Dear Partner,

The Canadian Ophthalmological Society (COS) is incredibly thankful for the continued support of our industry partners during the 2020 COS Annual Meeting & Exhibition. Due to the COVID-19 pandemic, the 2021 COS Annual Meeting & Exhibition will again be delivered in a virtual format. **The 2020 COS Virtual Annual Meeting & Exhibition attracted over 1200 delegates, and the highest number of ophthalmologists we have ever had at the Annual Meeting & Exhibition.** The COS Annual Meeting and Exhibition will continue to be the premier event for Canada's ophthalmological community and offer an exciting and educational virtual meeting and exhibition for our members and supporters.

COS brings together hundreds of ophthalmologists, residents and fellows in ophthalmology training programs, medical students, researchers, basic scientists, registered ophthalmic nurses, family physicians, and allied health professionals to share ideas and advance their knowledge to improve patient care. The COS Annual Meeting and Exhibition represents a unique opportunity for learning, academic excellence, innovative thinking, and new perspectives on cutting-edge surgical innovations and leadership. We will continue to carry-over these activities into the virtual meeting this year.

Exhibiting at the COS Virtual Annual Meeting and Exhibition alongside other industry partners will raise the visibility of your company and positively influence your brand amongst our participating members. Exhibiting will also allow you to interact and engage directly with our members, with the ability to initiate one-on-one conversations in your booth.

The COS is committed to developing partnerships to improve eye and vision care and we are looking forward to working with you to deliver another world-class ophthalmology meeting.

Warm regards,

Elisabeth Fowler  
Chief Executive Officer
2020 COS VIRTUAL ANNUAL MEETING & EXHIBITION STATISTICS

- **1,272** Total number of registrants
- **646** Total number of ophthalmologists registered
- **13,439** Total number of Booth Visits
- **6,563** Total Number of Booth Visits on Friday
- **4,854** Total Number of Booth Visits on Saturday
- **2,022** Total Number of Booth Visits on Sunday

2020 COS VIRTUAL ANNUAL MEETING & EXHIBITION REGISTRATION BREAKDOWN

- **1,272** Total
- **627** Ophthalmologists
- **100** Canadian Medical Student
- **100** Allied Health Professionals
- **109** Residents/Fellows
- **92** Other
- **11** Basic Scientist Vision Researcher
- **30** Family Physician
- **284** Exhibitor and Sponsor Representatives
- **19** Keynote Speakers

**16** Scientific Sessions

**Average of 338 attendees per session**
EXHIBITION HALL DATES
Thursday, June 24 – Sunday, June 27, 2021
The exhibition hall will open in the morning and close in the late afternoon. Dedicated exhibition hall time will be allocated and communicated as we finalize the program. The program and schedule can be found online. After the Annual Meeting & Exhibition concludes on Sunday, June 27th the exhibition hall will remain active for delegates to visit until approximately July 31, 2021. Chat functions will be disabled after June 27th, however delegates can continue to explore all booth assets.

MAIN BENEFITS INCLUDE
• Ability to initiate and engage in one-on-one or group video or text chats with delegates
• Unlimited booth assets (videos, documents, pdfs, etc.)
• Instant access to booth analytics throughout the event
• Corporate listing on the COS Annual Meeting and Exhibition website

LOCATION
The exhibition hall will be hosted online in a virtual event platform called One World (YourConference.Live). A dedicated username and password will be provided to each attendee in advance of the meeting.

SPACE ASSIGNMENT
COS Annual Meeting & Exhibition sponsors will have the first opportunity to select space on the virtual exhibition hall floorplan. This will be done by sponsorship level and date of confirmation. After all sponsors have confirmed their booth(s), along with 2019 STC contributors, booth space and location will be available on a first come, first-served basis. While every effort will be made to accommodate exhibitor preferences, COS reserves the right to determine the final allocation of booth space on the virtual floorplan.

FEES
Each virtual booth space is $2,000+ HST. Exhibitors will have the opportunity to purchase multiple virtual booths which will result in a larger footprint on the virtual exhibition hall floorplan.

STAFF REGISTRATION
Four (4) complimentary exhibitor virtual registrations per booth space are included in the booth rental fee; additional registration passes are available for $350 + HST per person. All exhibition staff must register by completing the online registration form. COS will communicate the deadline with a link for registration. A dedicated username and password will be provided in advance of the meeting for each exhibitor to access the scientific sessions and staff their virtual exhibition hall booth.

EXHIBITOR REPRESENTATIVES
Exhibiting companies are encouraged to have at least one (1) representative present at their booth space at any time during the exhibition hall show hours.

ACCESS
Exhibitors will be prevented from entering other exhibitors’ booths. Exhibitors will have unlimited access to attend scientific sessions. Ticketed scientific add-on sessions in addition to invitation-only events do not apply.

IMPORTANT DATES AND DEADLINES
April 26 Final day for exhibitors to confirm participation.
Ongoing Confirm and upload booth content with Exhibitor Services Team
May 31 Content due in One World platform
June 3 – June 17 Final Testing by One World
June 17 Demo on how to man exhibition booth for exhibition representatives
BOOTH INFORMATION

VIRTUAL DELEGATE LOBBY
Upon signing in, attendees will first enter the virtual COS meeting lobby. This will allow the user to easily navigate the site including the virtual auditorium and exhibition hall.

Note: Final visual of lobby is subject to change.

VIRTUAL EXHIBITION BOOTH
You will have the opportunity to build a fully functioning branded booth to participate in the virtual exhibition hall. The One World team will work with you pre-event to help you bring your booth to life including the ability to host images, brochures, present data sheets, and play videos to organize and promote your company, products, or programs to attendees.

EXHIBITOR BOOTH
Leverage your virtual exhibition space to optimize engagement with on-demand content and the ability to connect in real time with attendees. Exhibitors will have the option to select from one of the many layout options below.
INTERACTIVE CHAT
Within each booth delegates and exhibitors can initiate and receive live, spontaneous one-on-one or group video or text chats with del-
egates.

Exhibitors can view who is currently in their booth in real time, so they can approach visitors to their booths much the same as they would do in a in-person exhibition hall. Connecting in high quality, no latency video is easy. An exhibitor representative simply selects the name of who they wish to connect to from the booth’s current visitors display and then click on the “Connect” button. This pops open a window on the attendee’s desktop notifying them of the call. The delegate can then accept or decline the call. An exhibitor representative can also initiate a text chat welcoming a delegate to their booth. Similarly, a delegate can initiate video or text chat with an exhibitor.

Exhibitors with multiple booth staff can make their names visible to visitors to the booth during their specific hours for visitors wishing to initiate communications either by test chat or video. Exhibitors can indicate their availability in a calendar that allows attendees to choose a time to schedule a video or text chat with your booth. Users are able to select by individual, if applicable.

Prior to the 2021 Annual Meeting & Exhibition, One World will be conducting a live demonstration to teach all exhibition representative how to use the different functionalities of the booth, mainly the chat function. Technical support from One World will also be available throughout the event.

VIRTUAL BRIEFCASE
Each attendee will have a virtual briefcase where they can gather any material that you have included in your booth. The Virtual Briefcase helps users store anything they see in the virtual environment and allows them to download it once the event ends.

GAMIFICATION
Similar to the 2020 COS Annual Meeting & Exhibition, a virtual scavenger hunt will be created for the exhibition hall to encourage users to explore all areas of the event, resulting in higher user engagement. Scavenger hunt items will be placed in all booths of companies that are also sponsors of the COS 2021 Annual Meeting & Exhibition. The 2020 scavenger hunt had over 150 participants.

BOOTH ANALYTICS
All activity within the booth is tracked, recorded and readily available to booth administrators in real time. Analytics show:
• Number of unique visitors to the booth
• Number of returning visitors to the booth
• How long each delegate is in the booth
• Number of downloads, handouts or brochures taken place, and by whom
• First name, last name and city of visitors

Booth administrators will have the ability to download these analytics for their records.
WEBINARS
Webinars during dedicated exhibition hall hours are limited to Diamond, Platinum and Gold level sponsors. Other exhibitors are allowed to hold webinars that do not conflict with scheduled COS programming, dedicated exhibition hall hours, social or award events or sessions. Suggested timing could be before the program begins on each day or after it closes each evening. Please confirm with Christine Bruce (events@cos-sco.ca) if you wish to hold a webinar so that we are able to confirm the timing is permitted.

USE OF COS NAME AND LOGO
The COS name or logo and the COS Annual Meeting & Exhibition insignia may not be used unless permission is given in advance by COS. The COS name or logo may not be used in any way that might imply endorsement of a company or product. Requests must be received in writing by June 4, 2021.

SUB-RENTAL
Sub-renting exhibit space is strictly prohibited.

VIRTUAL ADVERTISEMENTS
Promotional displays must abide by all appropriate industry standards and regulations including the Code of Advertising Acceptance of the Pharmaceutical Advertising Advisory Board (PAAB) and Health Canada’s Medical Devices Regulations.

VIRTUAL PRODUCT DISPLAY
Health Canada and the Government of Canada’s Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling, or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures. Medical devices, products, and equipment which have not yet received authorization for sale in Canada may be operated, demonstrated, and displayed on the virtual exhibition floor but need to be clearly marked that at the medical devices, products, and equipment are not authorized for sale in Canada.

CANCELLATION
Notification of cancellation of assigned exhibit space must be submitted in writing to COS prior to April 26, 2021 otherwise the rental fee is due in full payment. Deposits are non-refundable.