

EOS Topical Meeting 5th European Meeting on Visual and Physiological Optics (EMVPO)

22 - 24 August 2010, Royal Institute of Technology, KTH, Stockholm, Sweden

Sponsor guide



EOS Topical Meeting on Visual and Physiological Optics (EMVPO)

The EMVPO conferences gather world leading scientists in visual and physiological optics. The focus is on how the optics of the eye affects vision and on how it may be corrected and improved. The meetings are much appreciated due to the high scientific quality and the informal and intimate atmosphere, which encourages the exchange of new ideas and networking. It is a three-day meeting without parallel sessions and it attracts participants from all over the world.

The conferences are hosted by different European laboratories involved in visual and physiological optics. The first conference was held in Wroclaw, Poland, in 1999 and it is now a biannual conference: Granada, Spain, in 2004, London, UK, in 2006, Heraklion, Greece, in 2008 and now the Visual Optics group at the Royal Institute of Technology - KTH in collaboration with EOS is pleased to welcome you to the 5th meeting in Stockholm, SE.

TOPICS

- Adaptive optics in the eye
- Cornea
- Crystalline lens and accommodation
- Eye-modeling
- Low vision
- Myopia
- Peripheral eye
- Refraction and ocular aberrations
- Retinal image quality
- Scattering in the eye
- Spectacle, contact, and intraocular lens design

CHAIRS

- **Peter Unsbo**, Royal Institute of Technology, KTH (SE),
- **Linda Lundström**, Royal Institute of Technology, KTH (SE)

SCIENTIFIC COMMITTEE

Pablo Artal, Universidad de Murcia (ES), **David A. Atchison**, Queensland University of Technology (AU), **Neil Charman**, University of Manchester (UK), **Chris Dainty**, National University of Ireland, Galway (IE), **Luis Diaz-Santana**, City University London (UK), **Harilaos Ginis**, University of Crete (GR), **Jörgen Gustafsson**, University of Kalmar (SE), **José Ramón Jiménez Cuesta**, Universidad de Granada (ES), **Henryk Kasprzak**, Wroclaw University of Technology (PL), **Susana Marcos**, C.S.I.C. Madrid (ES), **Larry Thibos**, Indiana University (US), **David Williams**, University of Rochester (US), **Geunyoung Yoon**, University of Rochester (US)

Sponsoring Opportunities

Item	Regular rate*	Details see page
Meeting bags	2,750 €	3
Bag inserts	550 €	3
Meeting lanyards	1,950 €	4
Back of the delegate badges	1,350 €	4
Table Top	800 €	5
Advertising in the meeting programme	260-1,375 €	5
Banner advertising on the event website	485-1,450 €	6
Reception sponsoring	2,500 €	6
Coffee break sponsoring 1 day all days	900 € 1,750 €	7
Booking form		8
* EOS Corporate Members get 10% discount		

Sponsoring Opportunities

EMVPO BAGS

This exclusive advertising opportunity guarantees high visibility of your logo, not only during the event, but also a long time after it! All attendees of EMVPO 2010 will be provided with these bags. Your logo will be printed on the front-site of the bag.

Only 1 available

EMVPO bag advertising includes further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

2,750 €

(10% discount for EOS corporate members)



Example of an EOS delegate bag

BAG INSERTS

Insert your company brochures, pens, writing pads or other advertising material in the EMVPO bags and make sure that our attendees receive your advertising material!

Bag inserts include further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

550 €

(10% discount for EOS corporate members)

Sponsoring Opportunities

EMVPO LANYARDS

This exclusive sponsorship offer guarantees high visibility of your company logo, as every attendee will be provided with the EMVPO lanyards! Your logo will be printed on the lanyard (alternating with the name of the event).

Only 1 available

EMVPO lanyards include further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

1,950 €

(10% discount for EOS corporate members)



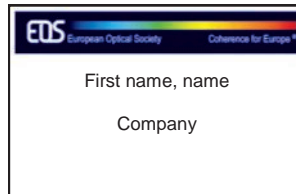
BACK OF THE DELEGATE BADGES

Your advertising will be printed in full colours on the back of the delegate badges. This is a very exclusive advertising that is reserved to one company only!

Only 1 available



Back side of the meeting badge. Here could be your company logo and description.



Front-side of the meeting badge.

Delegate badges sponsoring includes further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

1,350 €

(10% discount for EOS corporate members)

Sponsoring Opportunities

TABLE TOP

Present your company with a table top and benefit from the opportunity of face-to-face contacts with our attendees!

Table tops include further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

800 €

(10% discount for EOS corporate members)

PROGRAMME ADVERTISING

Programme advertising guarantees high visibility of your company among our audience long time before and during the event. The programme will be available as electronic version on the web and as print version on-site.

Different types of programme advertising:

- on the backcover: 1/1 page, 210 x 297 mm, 4/4 colours (only 1 available) **1,250 €**
- on the inside cover: 1/1 page, 210 x 297 mm, 4/4 colours (only 1 available) **1,375 €**
- in the programme: 1/1 page, 210 x 297 mm, b/w **500 €**
- In the programme: 1/2 page, 210 x 140 mm, b/w **260 €**

(10% discount for EOS corporate members)

Programme sponsoring includes further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

1/2 page ad b/w



Sponsoring Opportunities

ELECTRONIC ADVERTISING AT EVENT WEBSITE

The EMVPO website is highly frequented, thus offering your company the most cost-effective advertising opportunity among your target audience long-time before the event.

Different types of electronic advertising:

- fixed electronic advertising (180 px x 600 px) (only 1 available) **1,450 €**
- fixed electronic advertising (180 px x 400 px) **1,000 €**
- fixed electronic advertising (180 px x 200 px) **485 €**

(10% discount for EOS corporate members)

Electronic advertising includes further benefits:

- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

EMVPO RECEPTION SPONSORING

This sponsorship offer gives you an excellent opportunity to be present at our official reception and to benefit from face-to-face contacts in a nice atmosphere.

Reception sponsoring includes further benefits:

- Your company logo will be prominently displayed in the reception area
- Your company will be announced as an official reception sponsor in the programme
- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

2,500 €

(10% discount for EOS corporate members)

Sponsoring Opportunities

EMVPO COFFEE BREAK SPONSORING

This sponsorship offer gives you an excellent opportunity to present your company to our attendees during our coffee breaks.

Coffee break sponsoring includes further benefits:

- your company logo will be prominently displayed in the coffee break areas
- your logo on the EMVPO website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site in the meeting room)

coffee breaks for 1 day **900 €**

coffee breaks for all days **1,750 €**

(10% discount for EOS corporate members)

For more information, please contact:

European Optical Society (EOS)

Judith Herzog (M.A.)

Event and Account Manager

Phone: +49-511-2788 159

Fax: +49-511-2788 119

E-Mail: sales@myeos.org

SPONSORSHIP RESERVATION FORM

EOS Topical Meeting on Visual and Physiological Optics (EMVPO)

22 - 24 August 2010

Royal Institute of Technology, KTH, SE

www.myeos.org/events/stockholm

Contact:

European Optical Society

Judith Herzog

Senior Communications Manager

Hollerithallee 8

D - 30419 Hannover

Tel.: +49 (0) 511-2788-159

Fax: +49 (0) 511-2788-119

E-Mail: sales@myeos.org

<http://www.myeos.org>

COMPANY CONTACT DATA

Company	Department
First name	Name
Street	City
Country	Postal Code
Telephone	Fax
Email	URL

SPONSORSHIP/ADVERTISING OPPORTUNITIES

Please select your preferred sponsorship:

EMVPO bags***	2,750 € □
Bag inserts*	550 € □
Programme advertising**	
on the backcover	1,250 € □
on the inside backcover	1,375 € □
1/1 page in the programme	500 € □
1/2 page in the programme	260 € □
Table Top*	800 € □

EMVPO coffee break sponsoring*

1 coffee break	900 € □
2 coffee breaks	1,750 € □

Electronic advertising EMVPO website**

180 px x 600 px	1,450 € □
180 px x 400 px	1,000 € □
180 px x 200 px	485 € □

EMVPO reception sponsoring*

2,500 € □

EMVPO lanyards***

1,950 € □

Back of the delegate badges*

1,350 € □

POLICY

Cancellations: Requests for cancellations must be made in writing to the EOS Office (address see at the top of this page). Refunds are subject to a processing fee of 10% of the total amount.

*Cancellations received by 19 July 2010: full refund minus processing/after 19 July 2010: no refund

**Cancellations received before publication: full refund minus processing fee/after publication of the advertising: no refund

*** Cancellations received by 14 June 2010: full refund minus processing/after 14 June 2010: no refund

PAYMENT METHOD

Payment can either be made by bank transfer or credit card. An invoice will be sent to you after receipt of this registration form. Please select: Payment will be made by bank transfer Payment will be made by credit card

AGREEMENT

The signee hereby agrees to the policies of this sponsorship agreement and authorises the European Optical Society to reserve the above chosen sponsorship opportunity during EMVPO 2009, 22 - 24 August 2010, Stockholm, SE.

Signature

Date

PLEASE RETURN THIS FORM BY EMAIL TO: sales@myeos.org OR BY FAX TO: +49-511-2788-119