

COS Annual Meeting
and Exhibition

#COS2025

VANCOUVER CONVENTION CENTRE
VANCOUVER, BC JUNE 19-22

Advancing eye care
through **innovation**,
education, and **advocacy**



SPONSORSHIP OPPORTUNITIES

The COS Annual Meeting and Exhibition is the largest gathering of ophthalmic professionals in Canada. Exhibiting at this COS signature event provides a unique opportunity for you to maximize corporate visibility, showcase your products and services, and build a personal connection with our members.

Your benefits include:

- Attendance at the opening Welcome Reception on Thursday, June 19, 2025
- Opportunity to attend scientific sessions (ticketed scientific add-on sessions and courses do not apply)
- All breaks and lunches served in the Exhibit Hall
- Corporate listing on the COS Annual Meeting and Exhibition website

Increase your corporate visibility by becoming a sponsor of the 2025 COS Annual Meeting and Exhibition. Priority selection of booth location and size will be given to Diamond, followed by Platinum, Gold, Silver, and Bronze level sponsors followed by 2024 STC supporters.

- **Diamond \$155,000**
- **Platinum \$57,000**
- **Gold \$34,000**
- **Silver \$23,000**
- **Bronze \$13,500**

A full description of sponsorship opportunities can be found in the sponsorship package cos-sco.ca/COS2025

ADDITIONAL SUPPORT OPPORTUNITIES FOR SPONSORS

HOTEL ROOM DROP (\$4,000)

The opportunity to provide one (1) room drop at the host hotels is complimentary for Diamond Sponsors to promote the co-developed symposia. The opportunity to provide one (1) hotel room drop at the host hotels is available to Diamond, Platinum, Gold, and Silver level sponsors at a base fee of \$4,000 on a first-come, first-served basis. A maximum of two (2) room drops will be distributed per night. All associated costs of producing and delivering the room drop must be covered by the Supporter.

Hotel Room Drop content and size procedures:

- Requests must be received in writing by April 15, 2025
- Room drops must be developed and printed by the sponsors
- Room drops are subject to approval by the COS and a final draft must be submitted by April 22, 2025 (prior to the room drop being printed by the sponsor)
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting and Exhibition is permissible
- Content can be educational in nature
- Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- Recommended sizing is no larger than 8.5 by 5.5 inches (half the size of a standard piece of paper)

BRANDED HOTEL KEY CARDS (\$6,000)

This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors. There is one opportunity available. All associated additional costs of producing the key card must be covered by the Supporter. Product specific branding is not permissible. "COS Annual Meeting and Exhibition" must be written on key card. Requests are to be received in writing by April 15, 2025.



COLUMN WRAP – EAST CONCOURSE ENTRANCE PILLAR - \$6,000

- This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors
- There is **one** opportunity available to brand the East Concourse Entrance Pillar
- The column is strategically placed between registration and plenary and exhibition hall
- 4 sided, each side is 34.5" x 149"
- Front side must have "COS Annual Meeting and Exhibition"
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting and Exhibition is permissible
- Content can be educational in nature
- Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- Graphics are subject to approval by the COS and a final draft must be submitted by April 22, 2025
- All associated additional costs of producing the column wrap must be covered by the Supporter including design, production, printing and labour to install the column wrap. The sponsor will work with GES on the production of the column wrap.
- Requests are to be received in writing by April 8, 2025

COLUMN WRAP – EXHIBITION HALL FOYER PILLAR - \$4,000

- This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors
- There is **one** opportunity available to brand the Exhibition Hall Foyer Pillar
- The column is 2 sided, each side is 34.5" x 150.5"
- Column is placed strategically outside the Exhibition Hall
- One side must have "COS Annual Meeting and Exhibition"
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting and Exhibition is permissible
- Content can be educational in nature
- Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- Graphics are subject to approval by the COS and a final draft must be submitted by April 22, 2025
- All associated additional costs of producing the column wrap must be covered by the Supporter including design, production, printing and labour to install the column wrap. The sponsor will work with GES on the production of the column wrap.
- Requests are to be received in writing by April 8, 2025

SKILLS TRANSFER COURSES (STCs)

A full description of the benefits of STC contribution is available on page 11 of the [sponsorship package](#).

STCs are physician-developed and physician-led hands-on wet labs or self-assessment programs that offer instruction, demonstration and simulation of surgical, diagnostic and management techniques and challenge participants knowledge and skills to improve patient care. Contributions to a wetlab STC allows your equipment and instruments to be seen, tested and tried by dozens of physician participants, all while allowing you to be present to observe the course and assist delegates with your equipment.

STC contribution is considered separate from overall Annual Meeting sponsorship levels. All benefits and recognition are in addition to overall meeting sponsorship and exhibition fees.

For more information on STCs, please contact Jill Garner, Project Lead, Continuing Professional Development at jgarner@cos-sco.ca or 613.729.6779 ext 223.

FAST FACTS

ANNUAL MEETING AND EXHIBITION DATES

Thursday, June 19 – Sunday, June 22, 2025

LOCATION

Vancouver Convention Centre (VCC), East Building
1055 Canada Pl.
East Exhibit Hall B
Vancouver, British Columbia V6C 0C3
Tel: (604) 689-8232

EXHIBIT MOVE-IN AND MOVE-OUT

Per WorkSafeBC regulations, High Visibility Vests (also referred to as “Hi-Vis Vests” and “Safety Vests”) are mandatory for all personnel on the exhibit floor during exhibit move-ins and move-outs, when mobile equipment will be in use and/or vehicles will enter the exhibit area for loading/unloading. Booths setting up Wednesday 08h00 – 20h00 or anytime Thursday until 16h00 will be required to wear a High Visibility Vest. Vests will also be required as of 16h00 on Sunday during tear-down.

We highly recommend exhibitors bring their own safety vest – however a limited number of vests can be ordered online or purchased in advance for \$10. Please consult our Information for Exhibitors page at cos-sco.ca/COS2025 to place a vest order.

10'x10' Booths

Booth move-in and setup	Thursday, June 19, 08h00 – 16h00
Teardown and load-out (after 16h00, a safety vest will be required)	Sunday, June 22, 14h00 – 16h00

Booths exceeding 10'x10'

Load-in and booth setup	Wednesday, June 18, 08h00 – 16h00
Booth setup and move-in	Thursday, June 19, 08h00 – 16h00
Teardown and load-out (crates will not begin being returned until 16h00, please schedule labour accordingly)	Sunday, June 22, 14h00 – 20h00

GES Service Desk

Wednesday, June 18, 14h00 – 20h00
Thursday, June 19, 08h00 – 20h00

Please note direct to site shipping is not recommended

CONTACT INFORMATION

EXHIBIT MANAGEMENT

Christine Bruce

Manager, Event Operations, Sponsorship and Exhibits
Canadian Ophthalmological Society
Tel: (613) 729-6779 ext. 226
cbruce@cos-sco.ca

EXHIBITS & FREIGHT SERVICES

GES

serviceinfo@ges.com

CUSTOMS BROKER

Consult Expo

Heather James

Operations Manager
Tel: 514.482.8886 Ext. 3
Fax: 888.629.9008
Mobile: 416.561.7779
heatherj@consultexpoinc.com
www.consultexpoinc.com

EXHIBIT HOURS

Friday, June 20 09h30 – 18h00

Saturday, June 21 09h30 – 18h00

Sunday, June 22 09h30 – 14h00

Delegate breaks and lunches will be served in the Exhibit Hall; lunches for exhibitor representatives will be served in the Exhibit Hall from 12h15-12h45

Morning break 10h30 – 11h15

Lunch 12h45 – 14h00

Afternoon break 15h30 – 16h15



FEES

\$5,700 + HST = \$6,384 per 10' x 10' space.

Payment for booth selection is due within 30 days of invoicing to reserve a location.

TABLETOP DISPLAY FOR PUBLISHERS

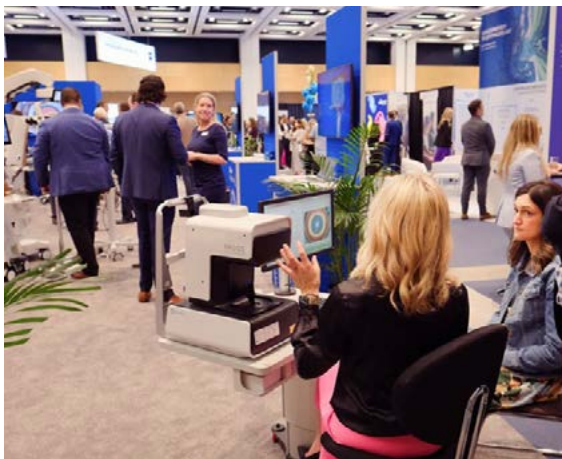
\$1,800 + HST = \$2,016. Representatives must register at the exhibit rate of \$575 + GST = \$603.75 per person.

Cancellations after March 14, 2025, will not be provided with a refund.

TABLETOP DISPLAY FOR NON-PROFIT ORGANIZATIONS

\$305 + HST = \$341.60. Representatives must register at the non-profit exhibit rate of \$575 + GST = \$603.75 per person.

Cancellations after March 14, 2025, will not be provided with a refund.



2025 DEADLINES

March 14, 2025

- Cancellation of reserved booth space or tabletop

April 8, 2025

- Final payment on booth rental
- Submission of plan or "sketch" for island/peninsula display for approval
- Request for column wrap
- Request to host a spin-off/auxiliary event

April 15, 2025

- Request for hotel room drops
- Request for branded hotel key cards
- Submit information on any exhibitor appointed contactors

April 28, 2025

- Request to distribute food and beverage in the booth
- Request to use COS logo
- Approval of any incentive
- Booth staff registration

May 28, 2025

- Hotel reservations at group rate

IMPORTANT NOTE: SPACE ASSIGNMENT

COS will make every effort to ensure that selected booth location is accepted, however, it is important to note that final placement of a companies' booth will be determined by COS to best maximize the space, traffic flow and consider the potential need for social distancing. Exhibits are assigned according to sponsorship levels, booth size, exhibitor requirements and efficient use of all exhibit square footage. 2025 sponsors have first option on booth location.



BOOTH INFORMATION

BOOTH SETUP

- The standard 'in-line' booth is provided with an 8' high (2.438m) back panel and 3' high (.9144m) side panels
- **Inline booths cannot exceed 8' in height**
- Panels are draped with black, fire-resistant fabric
- Island exhibits will have markings on the floor indicating the four corners. Draping will not be provided for islands. The island exhibits must be designed so that they are accessible from all aisles
- Exhibits cannot block the sight lines to the adjacent exhibit. Exhibit displays and signs must be arranged to not obstruct the view of other exhibitors
- The highest point in the ceiling is 30' in the Exhibit Hall. Please consult the exhibit hall floorplan for specific ceiling heights for your booth if required
- Sketches of exhibit configuration for island and peninsula displays must be provided to COS for approval no later than April 8, 2025



USE OF EXHIBIT SPACE

Exhibits must be confined to the assigned exhibit space and may not interfere with other exhibits. If equipment produces noises or odours that inconvenience exhibitors or delegates, this equipment must be turned off. Sound levels must not exceed 70 decibels at 4 feet from the source of the noise. Exhibits must comply with all fire and safety regulations and are subject to inspection. Exhibitors are subject to the terms and obligations of the contract binding the Vancouver Convention Centre and the Canadian Ophthalmological Society. COS reserves the right to restrict exhibits which, in COS' judgment is deemed unsafe, disruptive to others, or do not conform to the educational or scientific purpose of the COS Annual Meeting and Exhibition.

BANNER HANGING SIGNS

- Only island booths may purchase a banner hanging sign
- For companies who purchase an island booth and wish to produce a hanging sign, orders must be placed with GES
- All banner hanging signs are 4' x 8' double sided, and are secured with a top pole pocket
- Every banner hanging sign will be in a ribbon shape and display company name only
- Due to the infrastructure at the VCC, custom hanging signs cannot be accommodated

The COS reserves the right to implement modifications to any booth on-site at the Annual Meeting should an exhibitor not abide by these guidelines

Included in the booth rental fee are:

- Standard set-up: 8' back and 3' side drapes (if applicable), one (1) waste basket
- Corporate listing on the COS Annual Meeting and Exhibition website
- Security services during non-viewing hours
- One (1) 1500-watt electrical outlet per exhibiting company
- Up to four (4) complimentary exhibitor registrations per paid 10' x 10' exhibit space
- Invitation to attend the Welcome Reception (Thursday), breaks and lunches for all registered representatives
- Access to all scientific sessions (ticketed scientific add-on sessions and courses do not apply)

ACCESS

Access to the Exhibit Hall will be granted on presentation of COS official badges only. Nothing may be affixed or ad here to official badges, other than COS sponsor ribbons. Exhibitors may not enter the Exhibit Hall after viewing hours. Admission may be allowed a ½ hour prior to exhibit opening.

GOING GREEN

COS is making a conscious effort to reduce its environmental footprint. COS considers and implements, wherever possible, environmentally preferable features and practices at its meetings. COS asks exhibitors to also consider the environmental impact of their exhibits and giveaway items.

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 exhibit floor but need to be clearly marked that the medical devices, products, and equipment are not authorized for sale in Canada.



SHIPPING & HANDLING

SHOW MANAGEMENT AND SHIPPING & HANDLING

GES is the official show decorator of the 2025 COS Annual Meeting and Exhibition. Services include shipping and material handling through GES (advance warehouse, show site receiving and storage). All services will be outlined in the Exhibitor Service Manual which will be posted to the meeting website and sent electronically by GES. Priority move-in and move-out will be given to exhibitors shipping with GES.

All items and materials that must be brought into the facility are subject to material handling charges and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors. Please refer to the Material Handling Order Form in the Exhibitor Manual. Contact GES directly to plan accordingly.

Exhibitors may hand-carry their own freight into the exhibit facility. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. No storage will be available on the show floor. The use of pump trucks and other mechanical equipment is not permitted.

Please be advised the Convention Centre does not accept packages in advance. If you choose to ship early, your shipment may be refused. Direct to site shipping is not recommended.

We strongly discourage the use of small package couriers due to their limited tracking/proof of delivery capabilities and potential lengthy customs delays and difficulties. Contact ConsultExpo Inc. if you require assistance with customs services from outside of Canada. Prior to shipping your goods, please send all appropriate customs documents to ConsultExpo Inc. Prepare a complete listing of items shipped and carry it with you.

Exhibitors who use courier companies such as FedEx, UPS, DHL, or others must ensure that the costs of customs, taxes and so forth are PREPAID. Goods sent COD will not be accepted.



CUSTOMS BROKER

ConsultExpo Inc. is the official customs broker of the 2025 COS Annual Meeting and Exhibition. Contact Consult Expo Inc. directly to make arrangements. Notify ConsultExpo Inc. in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. ConsultExpo Inc. will supply you with the appropriate customs documents and advise the border official of your crossing.

WORK PASSES/DELIVERIES

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to access to the exhibition floor will be required to show proof of affiliation with the exhibiting company or exhibitor-appointed contractor to gain access. The delivery of small crates, boxes or other items is not permitted during exhibition hours; items must be received prior to or following exhibit viewing hours.

MOVE-OUT

Exhibitors may not dismantle, pack or remove any part of their display prior to 13h30 on June 22, 2025, under any circumstances.

A penalty of \$500 will be charged for early moveout and potentially impact a company's ability to participate in the COS Annual Meeting and Exhibition for the future.

STAFF INFORMATION

STAFF REGISTRATION

All exhibit staff must register no later than April 28, 2025, by completing the online registration form. Four (4) complimentary exhibitor registrations per 10' x 10' space is included in the booth rental fee; additional badges are available for \$575 + tax per person. A replacement fee of \$20 will be charged for lost badges. The replacement badge policy will be enforced onsite, and exhibitors will be billed post-meeting for each occurrence. Only company employees or representatives who will staff the exhibit may be registered as exhibitor representatives. Exhibitor representatives not pre-registered must produce a business card showing their affiliation with the exhibiting company or be accompanied by a pre-registered representative. Any individual who would normally pay a fee to attend the exhibit may not register as an exhibitor (i.e. physicians, researchers, or allied health professionals). Badge pick-up will begin on June 19, 2025.

EXHIBITOR REPRESENTATIVES

Each assigned booth is required to have at least one (1) and no more than four (4) representatives (per 10' x 10' floor space) present at any time during exhibit show hours. Each staff person requires an official COS Annual Meeting and Exhibition badge.

WELCOME RECEPTION

Registered exhibitors are invited and encouraged to attend the Welcome Reception, as this will provide you with additional networking opportunities. Attendance at the Welcome Reception on June 19th is complimentary for registered exhibit staff.

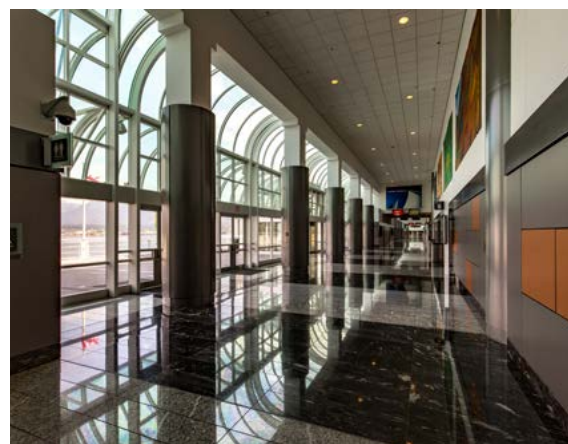
MEETING ROOM RENTAL

COS has not reserved any additional meeting space at the host hotels or the Convention Centre. Anyone wishing to book a meeting room at a hotel or the Convention Centre may do so directly with the venues. Audio-visual fees and food and beverage costs will be extra and must be organized directly with the hotels or the Convention Centre. As the COS Annual Meeting and Exhibition is an accredited educational event, we respectfully request that you please refrain from scheduling any events during the scientific program and COS social events.

HOTEL ACCOMMODATION

We strongly encourage all exhibitors to book within the conference block that has been reserved at the PanPacific Vancouver, Marriott Vancouver Pinnacle Downtown, and the Fairmont Waterfront. The room blocks, and our negotiated rates, allow us to keep the event cost-effective for all attendees. We appreciate your support with this matter. To reserve a room, visit the conference website.

COS kindly asks exhibitors to refrain from booking more room reservations than those required by the organization. Release of excess room reservations close to the meeting date may cause COS to be liable for substantial attrition payments. We greatly appreciate your cooperation on this important matter.



RULES AND REGULATIONS

USE OF COS NAME AND LOGO

The COS name and/or logo and the COS Annual Meeting insignia may not be used unless permission is given in advance by COS. The COS name and/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 April 28, 2025. Logo must be accompanied by the phrase "2025 Canadian Ophthalmological Society Annual Meeting and Exhibition Exhibitor" and can be used until December 31, 2025. Logo use must be in conjunction with Annual Meeting and Exhibition, be accompanied by the above phrase, and receive prior approval from COS.

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. COS prohibits the use of billboard advertisement and/or display of signs outside the conference centre, including host hotels. Exhibitors may only conduct business solicitation and distribute samples, promotional items and advertising materials within the confines of their booths. Any such activity is forbidden in aisles, food areas, the main lobby, or at other exhibits. Distribution of any food or beverages in booths by exhibitors must receive approval by COS. Requests must be received in writing by April 28, 2025.

COMPLIANCE WITH LAWS

Exhibitors agree to observe all union contracts and labour relations in force, agreements between COS, official exhibit contractors and the exhibit venue, and act according to all applicable labour laws. In addition, the exhibitor agrees to observe all provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

SUB-RENTAL

Sub-renting exhibit space is strictly prohibited.

CANCELLATION

Notification of cancellation of assigned exhibit space must be submitted in writing to COS prior to March 14, 2025, otherwise the rental fee is due in full payment.



INSURANCE AND LIABILITY

Exhibitors must secure Commercial General Liability (CGL) insurance with minimum coverage of \$2,000,000 for bodily injury, property damage, and general aggregate, including specific coverage for products-completed operations and tenants' legal liability. This insurance must also cover contractual liability, ensuring the exhibitor's indemnification obligations under the contract. The CGL policy must name The Canadian Ophthalmological Society, the Vancouver Convention Centre, and their respective personnel as additional insureds, covering both ongoing and completed operations. Exhibitors are required to obtain a Certificate of Insurance (COI) with detailed policy information and the additional insured endorsement to The Canadian Ophthalmological Society no later than Tuesday, May 20, 2025, and may be asked to produce this upon request from the COS.

In the event of fire, flooding, or theft, no matter how caused, the venue and its representatives assume no liability for any bodily harm or material damage to products, booths, equipment or decorations occupying any rented space within the building or being moved in or out of the building.

The Canadian Ophthalmological Society and its agents will not assume any liability for damage or loss of any nature. COS and its agents will not assume any liability for personal injury in connection with the showing or viewing of exhibits.

In addition, exhibitors must agree to indemnify, defend, and hold harmless The Canadian Ophthalmological Society, the Vancouver Convention Centre, and their personnel from any claims, damages, or expenses arising from their participation in the conference, including those related to negligence or willful misconduct.

SECURITY SERVICES

Security personnel will be provided during all non-viewing hours. Extra security personnel can be arranged for an additional fee. Contact the COS office for details.