



# 2021 Virtual OPC National Conference

## Sponsorship & Exhibitor Prospectus

August 19-20, 2021











## WE'RE GOING VIRTUAL!

This exhibitor and partnership package is your invitation to become a part of the **2021 Virtual OPC National Conference**, the largest virtual gathering of O&P professionals in Canada. Align your company with our conference and join the discussion about how we, as leaders in Orthotics and Prosthetics can better prepare the profession for the future with new and emerging technologies while advancing your business objectives through an activated sponsorship and exhibiting. Showcase your leadership and commitment to the association sector while building brand awareness, trust and loyalty.

OPC is excited to have selected [PheedLoop](#), a Canadian company whose expertise is specific to virtual conference platforms. The virtual platform is a great opportunity to join Orthotic and Prosthetic Professionals from across Canada (Certified Clinicians; Registered and non-Registered Technicians; Educational Instructors; Facility Owners; Residents; Interns; Students; Associates; Researchers; Manufacturers/Distributors; and Suppliers). To see what PheedLoop has to offer, please press play below.



## BENEFITS OF GOING VIRTUAL

<p><b>Low barrier to entry</b></p> 	<p><b>Increased audience reach</b></p> 	<p><b>Easier for attendees</b></p> 	<p><b>Multiple cost-savings</b></p> 
<p><b>Lower carbon footprint</b></p> 	<p><b>Honest feedback</b></p> 	<p><b>Data-driven insights</b></p> 	<p><b>Reusable content</b></p> 

# Sponsorship Opportunities

## **Title Sponsor - \$15,000 (1 opportunity available)**

- Premium corporate logo placement with permanent visibility in the virtual event platform.
- Premium corporate Logo placement in the events virtual lobby splash video.
- Opportunity to display corporate logo on sponsorship slide of the session pre-roll video.
- Corporate logo included in the event portal header sponsor carousel.
- Three (3) Full Conference Registrations
- One (1) Premium Corporate Exhibit hall booth Listing with Exhibit Lead retrieval and Live video Booth
- Opening Keynote sponsor
- Premium booth listing placement at the top portion of the exhibitor list
- Corporate logo included on all electronic marketing to members and registrants.
- Opportunity to include banner advertisement in the "event notice" email to attendees.
- Opening and closing video opportunity (max 30 second video to be provided by sponsor)
- 2 manufacturer's workshops (to be scheduled)
- Prize recognition in event gamification
- 2 questions in post event survey

## **Contributing Sponsor - \$10,000 (2 opportunities available)**

- Opportunity to display corporate Logo in the events virtual lobby splash video.
- Opportunity to display corporate logo on sponsorship slide of the session pre-roll video.
- Corporate logo included in the event portal header sponsor carousel.
- One (1) Premium Corporate Exhibit hall booth Listing with Exhibit Lead retrieval and Live video Booth
- Two (2) Full Conference Registrations
- Premium booth listing placement at the top portion of the exhibitor list
- Corporate logo included on all electronic marketing to members and registrants.
- Opportunity to include banner advertisement in the "event notice" email to attendees.
- 1 manufacturer's workshop (to be scheduled)
- Prize recognition in event gamification
- 1 question on post event survey

## **Partnering Sponsor - \$5,000 (4 opportunities available)**

- Opportunity to display corporate Logo in the events virtual lobby splash video.
- Opportunity to display corporate logo on sponsorship slide of the session pre-roll video.
- Corporate logo included in the event portal header sponsor carousel.

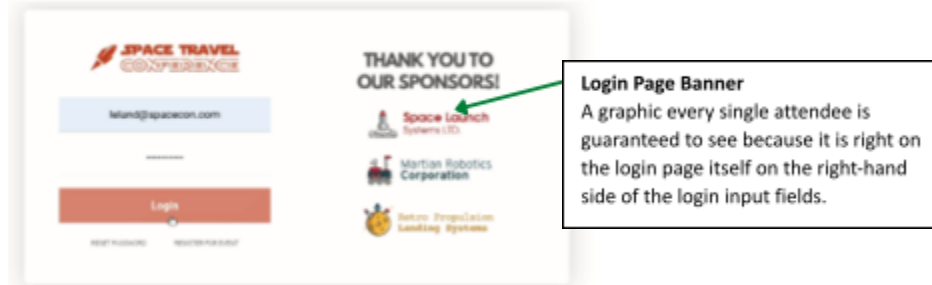


- One (1) Premium Corporate Exhibit hall booth Listing with Exhibit Lead retrieval and Live video Booth
- One (1) Full Conference Registration
- Corporate logo included on all electronic marketing to members and registrants.
- Opportunity to include banner advertisement in the "event notice" email to attendees.
- 1 product display (to be scheduled)
- Prize recognition in event gamification

## **Tech Tips & Poster Prize Sponsor -\$2,500**

- Opportunity to display corporate Logo in the events virtual lobby splash video.
- Opportunity to display corporate logo on sponsorship slide of the session pre-roll video.
- Corporate logo included in the event portal header sponsor carousel.
- Corporate logo included on all electronic marketing to members and registrants.
- One (1) Virtual Exhibit hall booth Listing

## How Your Sponsorship Deliverables Will Be Displayed on PheedLoop



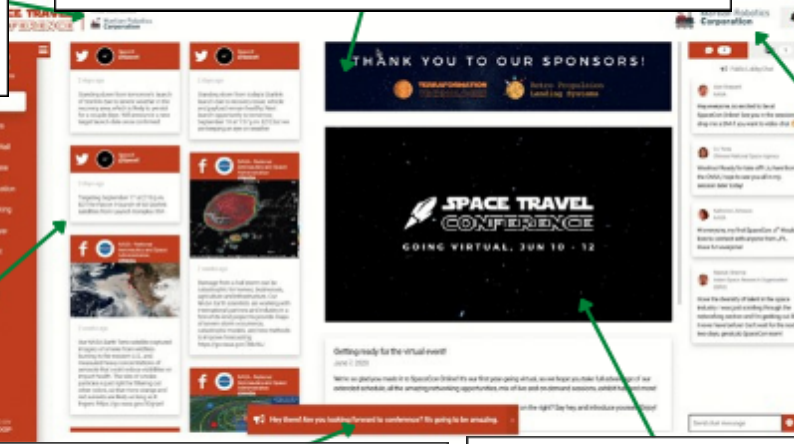
Exclusive: Visionary Sponsor & Strategic Sponsor

**Portal Header Sponsor Logo**  
The one graphic which is always going to be visible in your virtual event portal is the one at the top left.

**Lobby Banner**  
The center column in your virtual event's lobby contains a few opportunities for content, all sponsorable. The first one is the lobby banner image, which is visible above the lobby splash video.

**Lobby Social Media Feed**  
PheedLoop's virtual event lobby has a slick and nicely integrated social media feed. You're likely already promoting sponsors on social media channels, so you have the added benefit of seeing those sponsored social media posts flow into PheedLoop automatically.

**Portal Header Sponsor Carousel**  
Found at the top-right area of your virtual event portal is a constantly rotating carousel that loops through your sponsor logos, stopping for 10 seconds at a time on each logo. The logos are clickable and lead to the sponsor's website them permanent.



**Branded Announcements**  
A highly interactive and flexible way to promote sponsors and event messages in general. Sponsor logos can be placed as images within the announcements you create in the announcement's body.

**Lobby Splash Video**  
Under the lobby banner image in the virtual event lobby is the lobby splash video. This is an awesome opportunity to have some engaging content that promotes sponsors, the event's brand, content, a warm welcome message etc. Typically, 3 - 4 minutes long, played in a loop, with audio.

**How Will Gamification Work?** Through gamification engagement codes, attendees can win points by entering codes sprinkled around the event experience. A powerful way to draw more exposure to sponsors who will be provided codes that can be shared with attendees. The codes are often placed in locations such as exhibit booths, within (or after) session streams, in announcements or push notifications, outside PheedLoop on social media, and all kinds of other creative locations. Attendees find these codes, enter them into the gamification module in the virtual event system, collect points, and choose from a collection of prizes.

*Disclaimer: The conference organizers have the right to modify any sponsorship opportunities as needed.*

# Presentation Opportunities

<b>Manufacturer Workshop (limited opportunities available)</b>	\$375.00
<b>Product Display Showcase (limited opportunities available)</b>	\$250.00

## Manufacturer's Workshop:

- 30-minute presentation time (25 minute presentation with 5 minute Q&A)
- An opportunity to provide in-depth product or procedure demonstrations to a captive audience.
- Listed in the Virtual Program
- Push notification reminders through the platform.

## Product Display Showcase:

- 15-minute presentation time
- Listed in the Virtual Program
- Push notification reminders through the platform.

# Why Exhibit?

Develop relationships with new prospects and strengthen ties with existing clients at the largest gathering of O&P professionals in Canada. Exhibiting provides the unique opportunity to receive real-time feedback on your products and services as well as valuable exposure. Personally, meet with existing customers to strengthen brand loyalty and create business relationships with new clients, other vendors and industry professionals. See [here](#) for more information on what your exhibitor booth will look like on the virtual event platform

## Exhibitor Pricing

Virtual Exhibitor Booth Offering	Virtual booth pricing
Premium Exhibit Booth-Lead Retrieval + Live Video	\$850
Virtual Exhibit Booth	\$750

### **Virtual Exhibit Booths include:**

- 1 ticket to the OPC National Conference (additional booth representatives will need to purchase a ticket to the National Conference)
- Virtual booth – interact with attendees via chat box or video call, share information, videos, files and more.
- Request for information button available on virtual exhibit hall profiles all the time
- Access for attendees to drop virtual “business card” with notes.
- Immediate access to attendee’s contact information once they provide you with their virtual “business card” – can download, export, or copy that information from the exhibitor portals at any time. *(The list will be CASL compliant and only those attendees who opt in will be included. We would only share the contact information of those who consented and would ask this question upon registration)*
- Live visitor tracking will show you, as an exhibitor, in real-time exactly who is visiting your booth, allowing exhibitors to start conversations with attendees and vice versa.
- Exhibitors and attendees can instantly jump into private video calls, text chat, or screen share sessions.
- Instantly review your leads right from the exhibitor portal

### **Premium Exhibit Booths with Lead Retrieval and Video Include:**

- All the benefits offered for the Virtual Exhibit Booth.
- This feature allows you to go one step further than collecting virtual business cards, Interested attendees can “request Information” and leave you personalized notes. This will allow you to capture leads in real-time. Key contact information for your leads will be made available to you. *(The list will be CASL compliant and only those attendees who opt in will be included. We would only share the contact information of those who consented and would ask this question upon registration)*
- You are also able to host a constant live video meeting at your booth using PheedLoop Meet (up to 25 people on at one time). Built-in to your booth will be an option called “Join Live” (shown on next slide) which will be available during exhibit hall hours specified by the event. This experience will mimic the on-site experience, allowing attendees to view demos, ask questions, and learn more. You will also be able to branch off into private video and text conversations with attendees.



## Sponsorship & Exhibitor Agreement – 2021 Virtual OPC National Conference

<b>Company Name</b>	
<b>Company Address</b>	
<b>Contact Person</b>	
<b>Contact Phone Number</b>	
<b>Contact Email Address</b>	

Option (Select)	Sponsorship	Availability
	<b>Title Sponsor - \$15,000</b>	<b>1 opportunity available</b>
	<b>Contributing Sponsor - \$10,000</b>	<b>2 opportunities available</b>
	<b>Partnering Sponsor - \$5,000</b>	<b>4 opportunities available</b>
	<b>Tech Tips &amp; Poster Prize Sponsor - \$2,500</b>	<b>1 opportunity available</b>
	<b>Premium Exhibit Booth-Lead Retrieval + Live Video - \$850</b>	<b>Unlimited</b>
	<b>Virtual Exhibit Booth - \$750</b>	<b>Unlimited</b>
	<b>Manufacturer Workshop - \$350</b>	<b>Limited opportunities available</b>
	<b>Product Display Showcase - \$250</b>	<b>Limited opportunities available</b>

Please note that your top choice of sponsorship may be at its maximum as the options are first come first serve. Please choose your top three options should that be the case and we will do our best to accommodate.

<b>1<sup>st</sup> Option</b>	
<b>2<sup>nd</sup> Option</b>	
<b>3<sup>rd</sup> Option</b>	

Credit Card		
Amount	Information Needed	Information
	Name on card:	
	Card #:	
	Expiration date:	
	CVV:	
	<i>Billing address (Street, unit, city, country, postal/zip):</i>	

Cheque	
Amount	Cheque Has Been Mailed (yes/no)

**Signature:**

**Date:**

**Please send a signed copy of this agreement and a high- resolution version logo (.jpeg or .png) by email to [Khadijah@opcanada.ca](mailto:Khadijah@opcanada.ca)**