



# Sponsorship Proposal for EAOO Riga 2026

## Dear Sponsors,

We are delighted to present you with a unique opportunity to be part of the European Association of Optometry and Optics (EAOO) Conference, scheduled to take place in Riga in 2026. As one of the most highly anticipated events in the field of optometry and optics, the EAOO Conference attracts a diverse range of professionals, experts, and industry leaders from around the world.

We are excited to invite your esteemed brand to join us as a sponsor for this prestigious conference. By partnering with us, you will have the chance to showcase your products, services, and expertise to a captive audience of optometrists, opticians, researchers, and industry decision-makers. Our sponsorship packages are thoughtfully designed to provide maximum exposure and a multitude of benefits for your brand.

We offer various sponsorship packages tailored to meet your specific goals and budget. Whether you are looking for a comprehensive Platinum Sponsorship or prefer a customised package, we are committed to working closely with you to ensure your sponsorship delivers the maximum return on investment.

We invite you to join us at the EAOO Conference Riga 2026 and seize this unparalleled opportunity to connect with influential professionals and elevate your brand's visibility on a global scale.

We look forward to partnering with your esteemed brand to make the EAOO Conference Riga 2026 a resounding success.

# About Us

The Academy is a membership organisation that provides a much needed voice to help advance optometry and optics, develop the scientific knowledge base and support and promote lifelong learning for optometrists, opticians, vision scientists and all those involved in eye health care across Europe.

## The Academy's strategic aims are to:

- develop scientific knowledge of optometry and optics,
- advance and promote education in optometry and optics and related subjects,
- advance and promote research into optometry and optics and related subjects,
- promote for the public benefit the science and practice of optometry and optics,
- promote for the public benefit the professional competence and conduct of Academy members.



### Vision

To be the leading European eye care professional networking organisation that harmonises and raises standards and practice in optometry and optics.



### Mission

In order to achieve our vision, our mission is to facilitate the changing face of optometry and optics in Europe by engaging, educating, inspiring and motivating our educators, students, researchers and practitioners to achieve the highest level of practice.





# About The Event

The EAOO Conference is a premier event in the field of optometry and optics, bringing together leading experts, practitioners, researchers, and industry partners to explore the latest developments, exchange insights, and foster meaningful collaborations.

The next edition of the conference will be held from **May 15th to 17th, 2026**, in the vibrant and culturally rich city of **Riga, Latvia** in partnership with **The Association of Latvian Optometrists and Opticians (LOOA)**

This prestigious event will take place at the Academic Center of the University of Latvia. The main conference sessions, hosted by the European Academy of Optometry and Optics (EAOO), will be held in the state-of-the-art House of Science, while hands-on workshops and the Spring Meeting of the European Council of Optometry and Optics (ECOO) will be hosted in the nearby House of Nature.

The 2026 conference theme, "**VISION FOR QUALITY OF LIFE**," reflects our commitment to highlighting the vital role of vision care in enhancing overall well-being. It captures the transformative potential of technology, the importance of interdisciplinary collaboration, and the shared goal of improving patient outcomes across Europe and beyond.

Riga, a stunning blend of medieval charm and modern innovation, offers visitors a unique cultural experience. From its UNESCO-listed Old Town to its thriving art and culinary scenes, Riga provides an inspiring backdrop for networking and discovery.

## Event Highlight

**Expert Insights:** Immerse yourself in a world of knowledge shared by luminaries and visionaries in the field.

**Networking Excellence:** Connect with thought leaders, pioneers, and professionals from across the globe.

**Cutting-edge Exhibitions:** Witness the latest innovations and solutions that are shaping the future.

**Professional Growth:** Elevate your skills and stay ahead in a rapidly evolving industry.

# EAOO Ljubljana 2025

The EAOO 2025 Conference exceeded expectations, reaffirming its position as one of Europe's most influential events in the field of optometry and optics. With **634 participants from 34 countries**, the conference offered a vibrant, international platform for knowledge exchange, professional development, and cross-sector collaboration.

From groundbreaking academic research to dynamic industry-led sessions, EAOO 2025 showcased the full spectrum of innovation in vision care. The program featured **69 expert speakers, 21 in-depth lectures, 6 interactive workshops, 42 poster presentation and 47 rapid-fire presentations**, delivering **over 28 hours of high-impact educational content**.

Academic excellence was further emphasized through two keynote lectures and a prestigious joint symposium with the American Optometric Association (AOA), strengthening global connections and shared standards across continents.

The diverse audience—including students, clinicians, researchers, and industry representatives—contributed to a rich and inclusive conference experience. Industry engagement was particularly strong, with 11 sponsors and exhibitors contributing 6 exclusive sponsor lectures, a sponsor activity contest, and enjoying prominent visibility both onsite and across digital channels.

The conference also celebrated creativity and community, hosting **5 Special Interest Group (SIG) meetings, 2 photo competitions**, as well as recognizing excellence through the **Best Poster Award and Best Young Researcher Award**.

Beyond the physical event, the conference's reach extended across Europe and beyond. Through strategic communications and targeted newsletter campaigns, over 80,000 professionals were engaged, significantly amplifying the visibility and impact of participating sponsors.



**634x**  
**Thank You!**

To everyone who made this possible.  
Every step, every smile, every moment.  
**Thank you, 634 times over.**

# Overview of options available

**Platinum: Main sponsor(s) – 2 available**

**Gold: Sponsor(s) – 3 available**

**Silver: Sponsor(s) – 3 available**

**Bronze: Sponsor(s) – 2 available**

**Delegate bag sponsor – 4 available**

**Badge sponsor – 3 available**

**Lanyard sponsor – 2 available**

**Conference app sponsor – 4 available**

**Participation sponsor**

**Conference Workshop Sponsor**

**Sponsor Photo competition**

**Exhibitor – max 2m2m**

# Sponsorship Packages

Opportunity / Feature	Platinum	Gold	Silver	Bronze	Exhibitor
Price	€18,000	€13,000	€8,000	€4,000	€700/sqm
Stand size	12 sqm	8 sqm	6 sqm	4 sqm	max 2 sqm
Stand included	Included	Included	Included	Included	Included (up to 5 units)
Table, chairs, socket	Upon request, subject to availability	Upon request, subject to availability	Upon request, subject to availability	Upon request, subject to availability	Upon request
Corporate gift/insert in delegate pack	Included (up to 5 units)	Included (up to 4 units)	Included (up to 3 units)	Included (up to 2 units)	Not included
Logo on all marketing materials	Included	Included	Included	Included	Not included
Logo visibility during event	Included	Included	Included	Included	Not included
Additional banners at the conference venue	Included	Included	Not included	Not included	Not included
Social media promotion	Included	Included	Included	Included	Not included
Food and coffee for booth staff (Addition to one with conference passes)	4 persons	3 persons	2 persons	2 persons	1 person

# Sponsorship Packages

Opportunity / Feature	Platinum	Gold	Silver	Bronze	Exhibitor
Oral presentation*	30 minutes	15 minutes	Not included	Not included	Not included
Pen insert	Included	Included	Not included	Not included	Not included
Premium brand exposure	Included	Not included	Not included	Not included	Not included
Press release	Included	Included	Included	Included	Not included
Special acknowledgement by President	Included	Included	Included	Included	Not included
Conference Dinner: logo, speech mention, VIP table	Included	Not included	Not included	Not included	Not included
Dinner menu print with logo	Included	Not included	Not included	Not included	Not included
Conference Dinner tickets	4	2	1	1	Not included
Conference passes	4	2	1	Not included	Not included
Sponsor's logo on holding slides during the coffee and lunch break	Included	Included	Included	Included	Included
Displayed as	Main sponsor	Gold sponsor	Silver sponsor	Bronze sponsor	Exhibitor

\* If sponsors wish to deliver an oral presentation, confirmation must be received by 1st November 2025. Unfortunately, we will not be able to accommodate requests received after this date, as it is essential for the timely planning and finalization of the conference program.



# Extra Sponsorship Opportunities

Sponsorship Option	Price	Description	Date/Duration	Audience/Participants	Additional Notes
Delegate Bag Joint Sponsorship (4 available)	€1,500	Your logo on every delegate bag	During entire conference	All delegates	Every delegate receives a pack at registration
Badge Sponsor (3 available)	€1,000	Your logo on every delegate badge	During entire conference	All delegates	High visibility throughout event
Lanyard Sponsor (2 available)	€1,000	Your logo on every delegate lanyard	During entire conference	All delegates	Maximum visibility and brand exposure
Conference Workshop Sponsor*	€1,000	Sponsor a hands-on workshop	Friday Morning, May 15, 2026; 1.5 hours	20-30 attendees	Practical, Interactive learning format
Conference App Joint Sponsorship (4 available)	€3,000	Branding on the official conference app	During entire conference	All app users	Available only to sponsors/exhibitors
Sponsor Photo competition (2 awards)	€500	One anterior and one posterior winner	Your logo displayed alongside all competition photo submissions throughout the entire conference.	All delegates	Maximum visibility and brand exposure
Participation sponsor	Promo Code: 10% discount for your clients and employees	Special pricing for purchases over 10 conference registration fees	During conference registration period	Your clients, partners and employees	Raise company/product profile

**\*Confirmation must be received by 1st November 2025. Unfortunately, we will not be able to accommodate requests received after this date, as it is essential for the timely planning and finalization of the conference program.**

# Sponsorship Package

## Platinum Sponsor

### **Service, PR & Promotion:**

Free exhibition stand: You will have a 12 sqm exhibition stand located in the foyer, just outside the main lecture room, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Banners at the Conference Venue: Increase your brand exposure with extra banners placed at the main lecture room at the conference

Oral presentation: Your organisation may host a 30-minute parallel educational presentation in one of the sessions during the conference. An abstract must be submitted and will be reviewed by the EAOO Programme Committee. All content is subject to approval by the Academy and organisers.

Corporate gift or insert: Sponsors may include up to 5 approved items (e.g., inserts or small gifts) in the delegate packs at no extra cost. All items are subject to organiser approval.

Pen Insert: One branded pen provided by the sponsor can be included in the conference bag, in addition to the Corporate Gift or Insert.

Social Media Promotion: Featured on EAOO's official social media channels for increased visibility and engagement.

Premium Brand Exposure: Prominent logo placement on all event marketing materials, including website, social media, and promotional campaigns. Recognition as a Platinum Sponsor in press releases and media coverage.

**EUR 18,000**

# Sponsorship Package

## Platinum Sponsor

### **Additional Branding and Acknowledgement:**

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

### **Networking:**

Complimentary conference passes: You will receive four complimentary places for the main conference.

Food and Coffee for Booth Staff: Catering is provided for up to 4 booth staff members in addition to those with conference passes. Please note that booth staff without conference passes do not have access to lecture rooms

Academy conference dinner: You will receive four complimentary places for the Academy conference dinner, which will take place on Saturday night.

Association membership: You will receive complimentary Association membership of the Academy for one year.

Conference Dinner: Includes logo display, mention in the dinner speech, sponsor speech 5 min and seating at the VIP table.

Dinner Menu: Get your logo featured on all dinner menus for great brand visibility during the event.

**EUR 18,000**

# Sponsorship Package

## Gold Sponsor

### Service, PR & Promotion:

Free exhibition stand: You will have a 8 sqm exhibition stand located in the foyer, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Banners at the Conference Venue: Increase your brand exposure with extra banners placed at the main lecture room at the conference

Oral presentation: Your organisation may host a 15-minute parallel educational presentation in one of the sessions during the conference. An abstract must be submitted and will be reviewed by the EAOO Programme Committee. All content is subject to approval by the Academy and organisers.

Corporate gift or insert: Sponsors may include up to 4 approved items (e.g., inserts or small gifts) in the delegate packs at no extra cost. All items are subject to organiser approval.

Pen Insert: One branded pen provided by the sponsor can be included in the conference bag, in addition to the Corporate Gift or Insert.

Social Media Promotion: Featured on EAOO's official social media channels for increased visibility and engagement.

**EUR 13,000**



# Sponsorship Package

## Gold Sponsor

### **Additional Branding and Acknowledgement:**

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

### **Networking:**

Complimentary conference passes: You will receive two complimentary places for the main conference.

Food and Coffee for Booth Staff: Catering is provided for up to 3 booth staff members in addition to those with conference passes. Please note that booth staff without conference passes do not have access to lecture rooms

Academy conference dinner: You will receive two complimentary places for the Academy conference dinner, which will take place on Saturday night.

**EUR 13,000**

# Sponsorship Package

## Silver Sponsor

### **Service, PR & Promotion:**

Free exhibition stand: You will have a 6 sqm exhibition stand located in the foyer, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Corporate gift or insert: Sponsors may include up to 3 approved items (e.g., inserts or small gifts) in the delegate packs at no extra cost. All items are subject to organiser approval.

Social Media Promotion: Featured on EAEO's official social media channels for increased visibility and engagement.

### **Additional Branding and Acknowledgement:**

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

**EUR 8,000**

# Sponsorship Package

## Silver Sponsor

### **Networking:**

Complimentary conference passes: You will receive one complimentary places for the main conference.

Food and Coffee for Booth Staff: Catering is provided for up to 2 booth staff members in addition to those with conference passes. Please note that booth staff without conference passes do not have access to lecture rooms

Academy conference dinner: You will receive one complimentary places for the Academy conference dinner, which will take place on Saturday night.

**EUR 8,000**

# Sponsorship Package

## Bronze Sponsor

### Service, PR & Promotion:

Free exhibition stand: You will have a 4 sqm exhibition stand located in the foyer, for all days of the conference. The stand will include a tabletop, chairs, and a plug socket. (Note: These amenities are available upon request and subject to availability.)

Corporate gift or insert: Sponsors may include up to 2 approved items (e.g., inserts or small gifts) in the delegate packs at no extra cost. All items are subject to organiser approval.

Social Media Promotion: Featured on EAOO's official social media channels for increased visibility and engagement.

### Additional Branding and Acknowledgement:

Special acknowledgement: The President of the Academy will personally acknowledge your sponsorship during speeches at the Academy conference and conference dinner.

Press release: A press release will be issued acknowledging your organisation's sponsorship to delegates, members, and sector media across Europe. You will also have the opportunity to provide a short statement for inclusion.

Logo visibility: Your organisation's logo will be displayed prominently on the official website, official program, and other relevant official promotional material as the "main sponsor." The timing of publication may impact the visibility of the logo.

**EUR 4,000**



# Sponsorship Package

## Bronze Sponsor

### **Networking:**

Food and Coffee for Booth Staff: Catering is provided for up to 2 booth staff members in addition to those with conference passes. Please note that booth staff without conference passes do not have access to lecture rooms

Academy conference dinner: You will receive one complimentary places for the Academy conference dinner, which will take place on Saturday night.

**EUR 4,000**

# Other forms of support

## Delegate bag sponsor

**Every delegate receives a delegate pack on registration. This sponsorship package would ensure your organisation's branding on every delegate bag.**

Your logo on every delegate bag

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An insert from your organisation in the delegate pack (supplied by you)

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Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

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Two complimentary places for the main conference

**EUR 1,500**

## Badge sponsor

**Our Badge Sponsorship Package ensures your organization's logo shines on every delegate badge and lanyard, delivering unparalleled exposure and benefits:**

Your logo on every delegate badge

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Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

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One complimentary places for the main conference

**EUR 1,000**

# Other forms of support

## Lanyards Sponsor

**Our Lanyard Sponsorship Package ensures your organization's logo shines on every delegate badge and lanyard, delivering unparalleled exposure and benefits:**

Your logo on every delegate lanyard

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Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

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You will receive one complimentary place for the main conference

**EUR 1,000**

## Conference Workshop Sponsor

**This prominent sponsorship role enhances your brand visibility while playing a key part in delivering a meaningful and memorable experience for attendees.**

Your logo displayed in the workshop room and on all workshop materials

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Logo placement next to the workshop title in the official conference program

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Opportunity to showcase your company's equipment in action and feature your own speaker in the workshop.

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Networking opportunities with workshop attendees

**EUR 2,000**

# Other forms of support

## Participation sponsor

**Support the event by covering the participation fees for your clients or employees—at a special 10% discounted rate for 10 or more participants.**

Your logo on every delegate lanyard

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Your logo on official website, on official programme and other official promotional material where relevant as "Sponsor" (subject to publication timing)

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You will receive one complimentary place for the main conference

**10% Discount**

## Conference APP sponsor\*

The conference app boosts engagement, streamlines communication, and enhances the event experience. As the Conference App Sponsor, your brand gains high visibility and recognition among participants, speakers, and industry experts.

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Prominent placement of your logo on the conference app's home screen, ensuring continuous visibility throughout the event.

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Customised app splash screen featuring your brand's logo, creating a memorable first impression as attendees launch the app.

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In-app banner ads or sponsored push notifications to drive traffic to your brand's promotions, sessions, or booth.

**EUR 3,000**

**\*Please note that app sponsorship opportunities are exclusively available to companies who are also sponsoring or exhibiting at the event.**



# Other forms of support

## Photo Competition Sponsor

**Sponsor one of the most visually engaging parts of the conference – the Photo Competition, featuring two award categories: Anterior Eye and Posterior Eye.**

Logo display on screen next to all submitted photos throughout the conference

Recognition during the award ceremony, where prizes are presented at the end of the event

This is a unique opportunity to support clinical creativity while boosting your brand's visibility across a wide professional audience.

**EUR 1,500**

## Break-time Video Advertisement

**Reach your target audience with a video ad played during session breaks and displayed on event screens.**

Direct exposure to attendees

High visibility on event screens

A great opportunity to increase your visibility and make a lasting impression during the event!

**EUR 80/1 min**

# Exhibitor

We offer a straightforward exhibitor package at €750 per sqm, with a maximum space of 2 sqm and including up to 5 exhibitor units.

As an exhibitor, you'll have the exclusive opportunity to showcase your brand, products, and services to a focused audience of industry professionals. This package provides prime exposure and the chance to build valuable connections that can help grow your business.

## Exposure and Visibility:

Your dedicated exhibition space will be strategically located within the venue to attract attendees. Benefit from recognition in event marketing materials such as the website, program, and social media channels.

## Networking:

Engage directly with industry peers, clients, and potential partners to build meaningful relationships and expand your professional network.

## Brand Awareness:

Increase your visibility through event branding opportunities including signage, banners, and inclusion in the official exhibitor directory.

**750 EUR per sqm**

# Terms and conditions

## **Payment Terms:**

- Full payment is due within 30 days of the invoice date.
- Exhibitors and/or sponsors must make full payment before the conference build-up begins to participate in the event.

## **Cancellation Policy:**

- Notice of cancellation must be provided in written form.
- If cancellation is received before February 28, 2026, a 50% refund of the total booking fee will be provided.
- Cancellations on or after February 28, 2026, will not be eligible for any refunds.

## **Approval of Information and Leaflets:**

- All information and leaflets to be distributed by exhibitors must be submitted for approval.
- Approval is required to ensure compliance with event guidelines and standards.

## **Staffing of Exhibition Stands:**

- All exhibition stands must be staffed during exhibition opening hours.

## **Display Regulations:**

- Exhibitors are prohibited from displaying exhibits in a way that obstructs gangways or affects neighbouring exhibitors' displays.
- Gangways must always be left clear and free for passage.

## **Adjustment of Stand Layout:**

- In the event that adjacent stands do not sell, the organiser reserves the right to adjust the layout of stands or amend sponsorship levels.
- Exhibitors will be consulted regarding any changes made.
- As a result, there may be more "open sides" to a stand than initially expected.

## **Liability and Indemnification:**

- The conference venue, EAOO, and LOOA cannot accept liability for any loss or damage sustained, regardless of the cause.
- Exhibitors are responsible for any damage to property and any loss or injury caused by them, their agents, contractors, or employees.
- Exhibitors will indemnify the organisers against all claims and expenses arising from such damage or loss.

## **Conference Deadlines:**

- All confirmed exhibitors and sponsors will receive details of conference deadlines.

## **Limited Exhibitor Passes:**

- Certain size stands will have a limited number of exhibitor passes available.



# Thank you!

**For any further questions or suggestions, please do not hesitate to contact the organizers at [info@eaooconference.com](mailto:info@eaooconference.com).**

**Website** <https://eaooconference.com/>

