



6th WORLD
CONGRESS
OF OPTOMETRY

SSO 2027

THE 11th CONFERENCE OF SAUDI OPTOMETRY
مؤتمر البصريات السعودي الحادي عشر

CONFERENCE & EXHIBITION SPONSORSHIP GUIDE 2027

RIYADH
SAUDI ARABIA



2-3-4 APRIL 2027

ONE VISION. GLOBAL FUTURE



OptiVision
Riyadh Saudi Arabia

SILMO
R*YADH

THE MEA OPTICAL FAIR



Why Riyadh?

Riyadh has emerged as the undisputed epicenter of Optometry & Vision Care in the Middle East a city where healthcare ambition meets clinical excellence. The 11th Saudi Optometry Conference (SSO2027), the region's most anticipated annual gathering, proudly takes center stage this April 2027 hosting the 6th World Congress of Optometry (WCO6) for the first time in the history of the Eastern Mediterranean region.



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CONGRESS
OF OPTOMETRY



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THE LARGEST GATHERING OF OPTOMETRY IN THE WORLD

SSO2027 | WCO6 is more than a conference. It is a once-in-a-generation opportunity to meet the world. Researchers, clinicians and industry leaders from across the globe will converge in Riyadh exchanging breakthroughs, forging international collaborations, and shaping the future of eye care together. From expert-led discussions and poster presentations to interactive workshops and continuing education, SSO2027 | WCO6 delivers an unmatched platform to elevate your practice, expand your network, and be part of a defining moment for Optometry & Vision Care worldwide.

ONE VISION. GLOBAL FUTURE



OptiVision Silmo

Riyadh 2027

CLOSER TO YOU

\$7.6B+ Middle East Optical Market among which
\$2.2B+ from Saudi, growing at 8-10% annually

Connect with a potential of 2000+ stores, key
distributors from GCC

Meet 6000+ eye care professionals, opticians
and optometrists from all the world

Strengthen brand visibility and secure strategic
partnerships

Showcase clinical breakthroughs, groundbreaking
innovations and amazing creations.

Participate in specialized workshops
and accredited CME sessions

The most renowned congress and conferences.
The largest optical exhibition in the Middle East





THE 3RD EDITION SPONSORSHIP PACKAGES 2027



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2025 — PARTNERS



MAGRABI
RETAIL GROUP

Johnson & Johnson

Alcon

 MICO



VISIONARA eyewa
Vision care solutions

eyewa



فقيه.
فقيه الطبية التكاملية
Fakeeh Complementary

EssilorLuxottica

centrstyle®
around PEOPLE

 lenskart


شركة العدسات المتخصصة التجارية
Specialized Lenses Trading Company

أميال
AMIAAL



BAUSCH + LOMB

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Maui Jim®

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maje ESSEQUADRO
EYEWEAR

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 MOLESKINE®

HACKETT
LONDON


توتيا Tutia
بصريات أطفال Kids Optical
منذ 1998 Since 1998




SUNDAY SOMEWHERE


OSAS MEDICAL
Precision Driven Care



STEPPER
EYEWEAR

INVU.
BY SWISS EYEWEAR GROUP

 ITALIAN LAB
INTERIOR DESIGN PROCUREMENT

VRX
VISION RX LAB

eco

PRIVO
Clear sight in every site

PREMIUM PARTNER

Price
~~£~~462,480

EXCLUDING VAT
No Booth included
Package and levels

Space: 15x10

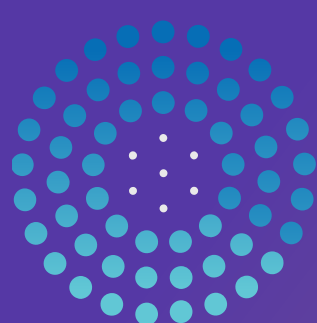
\$123,000

Benefits:

- ▶ OFFICIALLY RECOGNIZED AS THE PREMIUM SPONSOR OF THE 2027 JOINT EVENT BETWEEN OPTIVISION AND SILMO RIYADH.
- ▶ PRIMARY LOCATION AT THE ENTRANCE
- ▶ WCO MEDIA SUPPORT PACKAGE
- ▶ SILMO MEDIA SUPPORT COVERAGE
- ▶ NAMING THE WORKSHOP AFTER THEM OR ACCORDING TO HIS PREFERENCE.
- ▶ OPTIVISION MAGAZINE COVER
- ▶ OPTIVISION NEWSLETTER
- ▶ 50 DELEGATES FOR THE SSO CME.
- ▶ 6 SLOT SESSIONS* AT THE HUB.
- ▶ 6 BRANDED SPACES FOR VISIBILITY.
- ▶ FRONT BADGE SPONSORSHIP FOR OPTIVISION AND SILMO EXHIBITION.
- ▶ PRIME - TIME SLOT ON THE BOTH DIGITAL SCREEN.
- ▶ 5 FEATURED POSTS ON OPTIVISION'S SM PLATFORMS
- ▶ BRANDING ON ALL MATERIALS, INCLUDING WEBSITE BANNER PLACEMENT FOR BRAND PRESENCE IN BOTH SILMO, OPTIVISION & WCO6.

* Slot Session duration 45 minutes. For more time slot contact us.

Note: Optical Solutions Hub capacity upto 40 Pax. Contact Lense Hub capacity upto 30 Pax.
Opti-Connect Hub capacity upto 20 Pax.
Note: 3 Slots per Day



OptiVision
Riyadh Saudi Arabia



Fabrice ESSO - Market Leader

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✉ fabrice.esso@comexposium.com

🌐 silmoriyadh.com

STRATEGIC PARTNER

Price
~~£~~324,864

EXCLUDING VAT
No Booth included
Package and levels

Space:10x10

\$86,400

Benefits:

- ▶ OFFICIALLY RECOGNIZED AS THE STRATIGIC SPONSOR OF THE 2027 JOINT EVENT BETWEEN OPTIVISION AND SILMO RIYADH.
- ▶ PRIMARY LOCATION AT THE ENTRANCE
- ▶ WCO MEDIA SUPPORT PACKAGE
- ▶ SILMO MEDIA SUPPORT COVERAGE
- ▶ OPTIVISION MAGAZINE COVER
- ▶ OPTIVISION NEWSLETTER
- ▶ 2 MAIN LECTURES SPONSORED BY THEM
- ▶ 30 DELEGATES FOR THE SSO CME.
- ▶ 4 SLOT SESSIONS* AT THE HUB.
- ▶ 4 BRANDED SPACES FOR VISIBILITY.
- ▶ LANYARD SPONSORSHIP FOR OPTIVISION AND SILMO EXHIBITION.
- ▶ PRIME - TIME SLOT ON THE BOTH DIGITAL SCREEN.
- ▶ 3 FEATURED POSTS ON OPTIVISION'S SM PLATFORMS
- ▶ WEBSITE BANNER PLACEMENT FOR BRAND PRESENCE IN BOTH SILMO, OPTIVISION & WCO 6.

* Slot Session duration 45 minutes. For more time slot contact us.

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Note: 3 Slots per Day



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DIAMOND PARTNER

Price
~~£~~273,728

EXCLUDING VAT
No Booth included
Package and levels

Space: 9x9

\$72,800

Benefits:

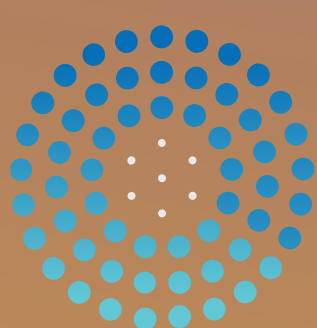
- ▶ OFFICIALLY RECOGNIZED AS THE DIAMOND SPONSOR OF THE 2027 JOINT EVENT BETWEEN OPTIVISION AND SILMO RIYADH.
- ▶ WCO MEDIA SUPPORT PACKAGE
- ▶ SILMO MEDIA SUPPORT COVERAGE
- ▶ OPTIVISION MAGAZINE COVER
- ▶ OPTIVISION NEWSLETTER
- ▶ 20 DELEGATES FOR THE SSO CME.
- ▶ 3 SLOT SESSIONS* AT THE HUB.
- ▶ 3 BRANDED SPACES FOR VISIBILITY.
- ▶ External Branding
- ▶ 2 Featured posts on OptiVision's SM platforms
- ▶ Media Coverage 1 Day.
- ▶ Website Banner Placement for brand presence

* Slot Session duration 45 minutes. For more time slot contact us.

Note: Optical Solutions Hub capacity upto 40 Pax. Contact Lense Hub capacity upto 30 Pax.

Opti-Connect Hub capacity upto 20 Pax.

Note: 3 Slots per Day



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GOLD PARTNER

Space: 8x8

Price
~~₹~~159,424

EXCLUDING VAT
No Booth included
Package and levels

\$42,400

Benefits:

- ▶ 10 DELEGATES FOR THE SSO CME.
- ▶ 2 SLOT SESSIONS* AT THE HUB.
- ▶ 2 BRANDED SPACES FOR VISIBILITY.
- ▶ WEBSITE BANNER PLACEMENT FOR BRAND PRESENCE.
- ▶ 2 SOCIAL MEDIA POSTS.

SILVER PARTNER

Space: 7x7

Price
~~₹~~96,256

EXCLUDING VAT
No Booth included
Package and levels

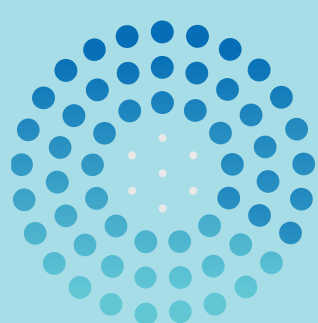
\$25,600

Benefits:

- ▶ 5 DELEGATES FOR THE SSO CME.
- ▶ 1 SLOT SESSIONS* AT THE HUB.
- ▶ 1 BRANDED SPACES FOR VISIBILITY.
- ▶ 1 SOCIAL MEDIA POSTS.

* Slot Session duration 45 minutes. For more time slot contact us.

Note: Optical Solutions Hub capacity upto 40 Pax. Contact Lense Hub capacity upto 30 Pax.
Opti-Connect Hub capacity upto 20 Pax.
Note: 3 Slots per Day



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PARTICIPANT

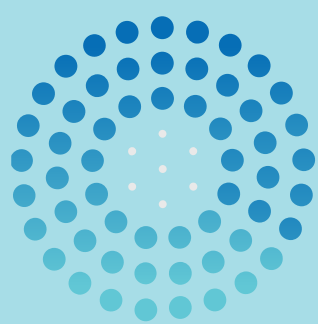
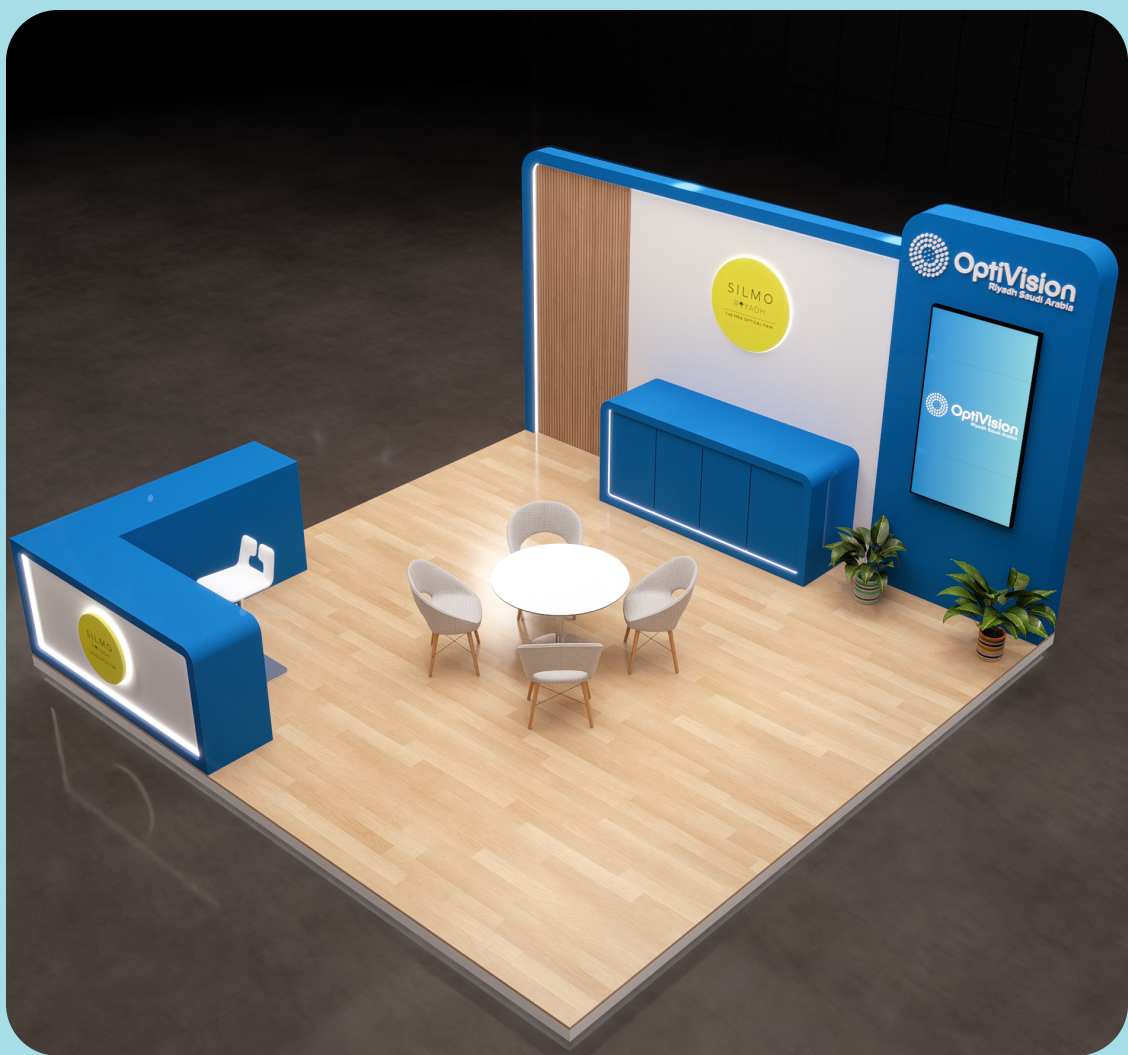
SILMO & OptiVision exhibition area

Space include booth EXCLUDING VAT	Booth Surface Starting from 12/16/24 Sqm	Price/Sqm: ﷵ2060 \$550
Space only EXCLUDING VAT	Booth Surface Starting from 24 Sqm	Price/Sqm: ﷵ1276 \$340

40 USD / sqm early bird discount will be applied to all registrations before September 30th 2026

All exhibitors are required to pay a \$ 600 listing fee, which covers inclusion in the SILMO & OptiVision Directory, the official exhibitor list, and the event website.

Booth Samples



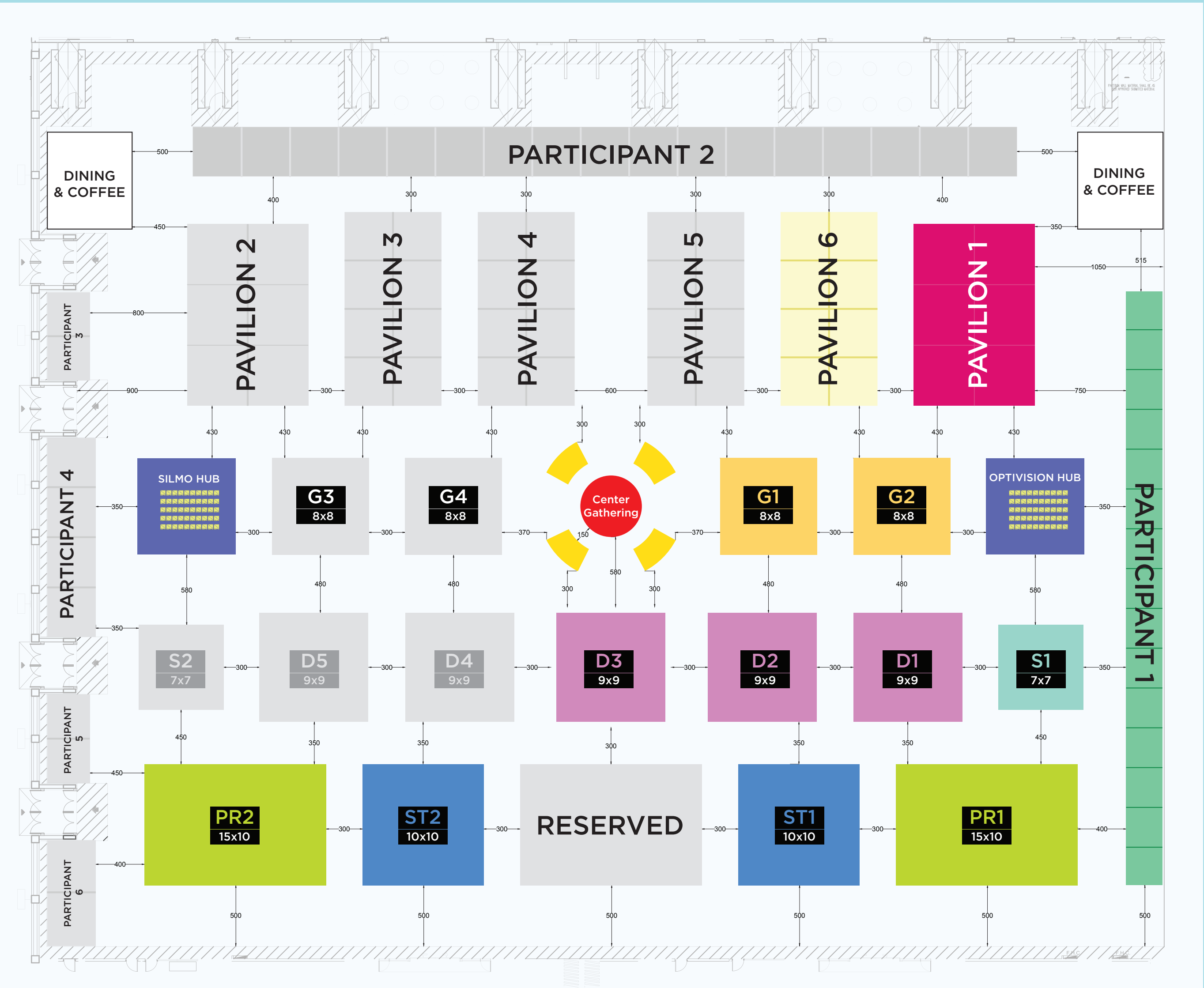
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FLOOR PLAN



AVAILABLE



**PREMIUM
PARTNER**



**STRATEGIC
PARTNER**



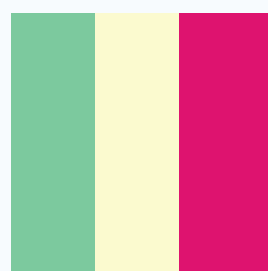
**DIAMOND
PARTNER**



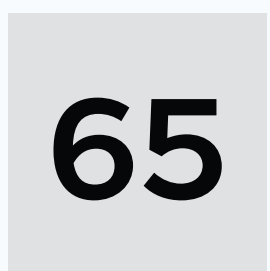
**GOLD
PARTNER**



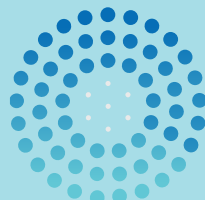
**SILVER
PARTNER**



**PARTICIPANT
12/16/24 Sqm**



RESERVED



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SILMO

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Scan & fill the form

Join SILMO Riyadh 2027
Where the optical industry
connects, innovates and
grows across Saudi Arabia
& the Middle East

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BRANDING & MEDIA OPPORTUNITIES

Riyadh International Convention & Exhibition Center . 2-3-4 April 2027 .
Limited placements – contact us for rates and availability.

info@optivision.sa | +966 50 562 5466



DIGITAL SCREENS

Video and image loops across the venue, 3 days

Main Entrance LED Screen

Hero screen at the exhibition entrance . 35-40 second video, looping across all 3 days

Side LED Screens

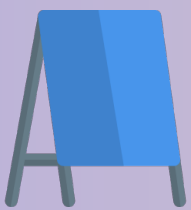
25-30 second video or static image, looping . per screen

Light Box (2 faces)

Illuminated banner in premium circulation zones. limited units

Conference Hall Screens – Session Interludes

Brand slide displayed between scientific sessions in SSO2027 WCO6 halls / per day



ON-SITE BRANDING

High-visibility physical placements

Entrance Arch & Registration Area EXCLUSIVE

Sponsor branding on the main entrance arch and registration counters – first touchpoint for every visitor

VIP & Speakers Lounge EXCLUSIVE

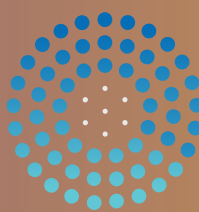
Lounge named after the sponsor . interior branding, hospitality items and acknowledgment in the VIP program

Wayfinding & Directional Signage

Sponsor logo on venue-wide directional signage & hall entrance signs

Floor Graphics

Branded floor path from entrance to sponsor booth . up to 10 decals

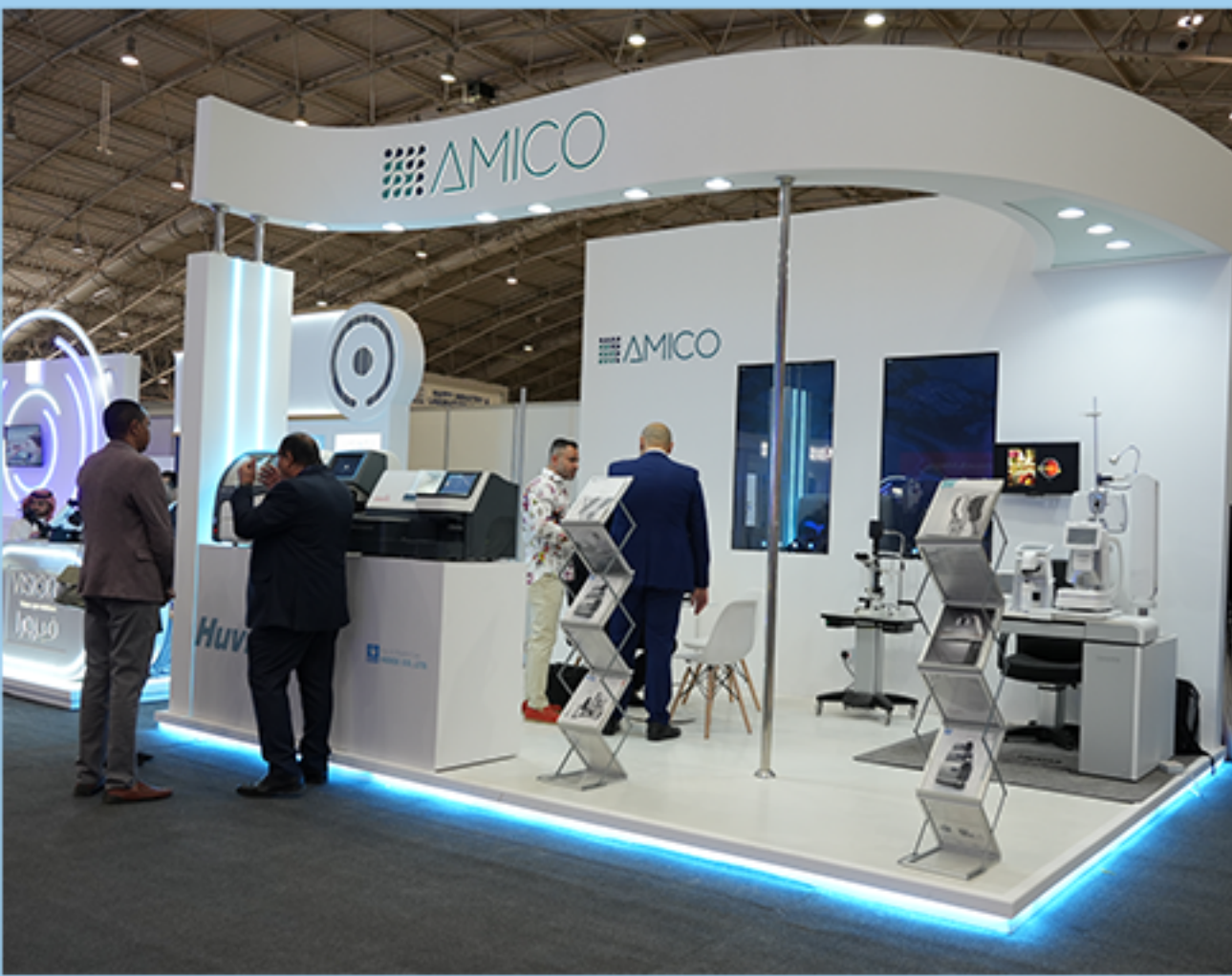


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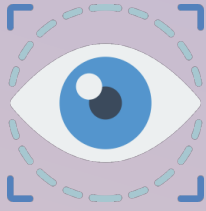




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Limited placements – contact us for rates and availability.

info@optivision.sa | +966 50 562 5466



SCIENTIFIC PROGRAM SPONSORSHIP

Subject to Scientific Committee approval – content remains independent

Poster Session Sponsor **EXCLUSIVE**

Poster area named after the sponsor . branding across poster boards & e-poster stations . presentation of the Best Poster Award

Named Keynote Lecture

A plenary lecture presented under the sponsor's name . acknowledgment slide and program listing . per lecture

Workshop Sponsorship

Hands-on workshop supported by the sponsor . equipment showcase opportunity . per workshop



SOCIAL MEDIA & DIGITAL

OptiVision and SSO2027 | WCO6 official platforms

Featured Social Media Post

Dedicated sponsor post across OptiVision platforms (X, Instagram LinkedIn, Snapchat) . per post

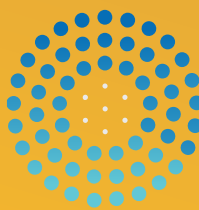
Social Media Bundle – 5 Posts + Event-Day Story Coverage

Five featured posts plus live story coverage of the sponsor booth on one event day

Website Banner

1920×1080 banner on the SSO / OptiVision event website until the event closes

All placements are limited and allocated on a first-come, first-served basis; exclusive items are offered to a single sponsor. Artwork is supplied by the sponsor to OptiVision specifications. Scientific program sponsorship confers naming and visibility only speakers, content and abstract selection remain under the sole authority of the SSO2027 | WCO6 Scientific Committee. For rates, availability and tailored packages, contact us at info@optivision.sa.



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