

The 35th Congress of Asia-Pacific Academy of Ophthalmology
in conjunction with
The 25th Congress of Chinese Ophthalmological Society



*Celebrating our Diamond Jubilee
(1960~2020)*

SPONSORSHIP & EXHIBITION PROSPECTUS



ASIA-PACIFIC ACADEMY
OF OPHTHALMOLOGY

DIAMOND JUBILEE

Stay tuned for our commemorative events!



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🌐 <http://2020.apaophth.org/>

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Welcome Message

We are delighted to invite you to participate in the 35th Asia-Pacific Academy of Ophthalmology (APAO) Congress held in conjunction with the 25th Congress of Chinese Ophthalmological Society (CCOS) at Xiamen International Conference and Exhibition Center on August 5 – 9, 2020. August 5, 2020, is primarily for pre-congress meetings with no main program.

Dedicated to driving ophthalmology forward in the Asia-Pacific region and beyond, the APAO organizes its annual congress to provide a platform for ophthalmologists and visual scientists to meet and exchange expertise in their subspecialty areas and to disseminate the highest standards of treatment, clinical and basic research, education and training, blindness prevention and patient care. The 35th APAO Congress is anticipated to bring together more than 15,000 delegates and over 1,000 top-notch speakers from around the world to explore current knowledge in ophthalmology and visual sciences.

As one of the most important ophthalmic meetings in the Asia-Pacific region and beyond, the APAO annual congress provides a unique opportunity for all those working in the diagnosis and treatment of eye diseases to keep abreast of the latest developments in the rapidly changing and expanding field of ophthalmology. As always, the congress will focus on the important scientific knowledge and skills necessary in ophthalmology today.

Xiamen, or formerly known as Amoy, is a beautiful port city in the southern China. It has both the prosperous facet of big cities and the quietness and simplicity of the fishing village. Having evolved into an important regional center for finance and trade, it is also a cultural hub embracing both ancient and modern, oriental and western elements. Its naturally given, stunning coastal scenery has earned it the fame of 'Garden City' and 'Oriental Hawaii'.

We are looking forward to another very successful congress: one that showcases the latest advances in ophthalmology and clinical and basic science research in which the needs of the industry as well as delegates are fully met. We cordially invite companies to actively participate in this prestigious congress, which will be an excellent occasion for promoting key business interests.

Yours sincerely,



Prof Ke Yao
Congress President
APAO 2020 Congress



Prof Dennis Lam
Scientific Program
Committee Chair
APAO 2020 Congress



Prof Ningli Wang
APAO President



Prof Clement Tham
APAO Secretary-
General & CEO
APAO Congress
Committee Chair



Celebrating APAO Diamond Jubilee

The year 2020 marks the 60th Anniversary of the Asia-Pacific Academy of Ophthalmology (APAO). A series of commemorative activities has been mapped out year round to celebrate this historic moment. Some of them will be taking place during the 35th APAO Congress cum the 25th Congress of Chinese Ophthalmological Society.

In this occasion when the whole APAO family celebrate in jubilation, the APAO would also like to entail sponsors and exhibitors whose support is believed to be as much as indispensable to the success of the APAO congresses, aside from active participation of ophthalmic practitioners from around the world. Therefore, to recognize the long-term support from sponsors and exhibitors, the 2020 Congress will offer an affordable booth price to all exhibitors and modest sponsorship packages as part of the 60th Anniversary celebrations.*

New sponsors and exhibitors are also entitled to enjoy the Anniversary offers. In addition, sponsors will be able to get exposure and access to delegates who are decision makers on products and services within their organizations.

Much gratitude to you in advance for being an exhibitor or a sponsor of this memorable year of the APAO. The APAO looks forward to a close and long-lasting partnership with you, and wish you a great time at the 2020 Congress!

**More details can be found on p.14 and p.28.*

Congress Information






Asia-Pacific Academy of Ophthalmology (APAO)

The Asia-Pacific Academy of Ophthalmology (APAO) is a supranational organization that welcomes participation from national, territorial and subspecialty-based ophthalmic societies in the Asia-Pacific region. Being the major driving force of ophthalmic development in the Asia-Pacific region, the APAO seeks to promote the science and art of ophthalmology in the Asia-Pacific region, eliminate preventable blindness through teaching, research and service, foster cooperation between various ophthalmological societies in different countries, and encourage collaboration with other international and regional ophthalmological organizations. Accordingly, the APAO organizes an annual congress, co-organizes scientific meetings and conferences, publishes the *Asia-Pacific Journal of Ophthalmology*, recognizes ophthalmologists' achievements in research, education and blindness prevention, and offers training and learning opportunities to young ophthalmologists.

Learn more about APAO at www.apaophth.org.



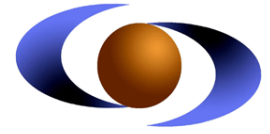
Objectives

-  To showcase the most important and cutting-edge clinical and research studies and outline new trends in the diagnosis and treatment of ophthalmic diseases;
-  To provide a platform for fruitful scientific exchange, presentation of high-quality, original scientific studies and research;
-  To promote the exchange of expertise and to disseminate the most updated clinical practice and international gold standards;
-  To give delegates an opportunity to network, make and renew friendships;
-  To keep delegates posted on industry research and developments.

Chinese Ophthalmological Society (COS)

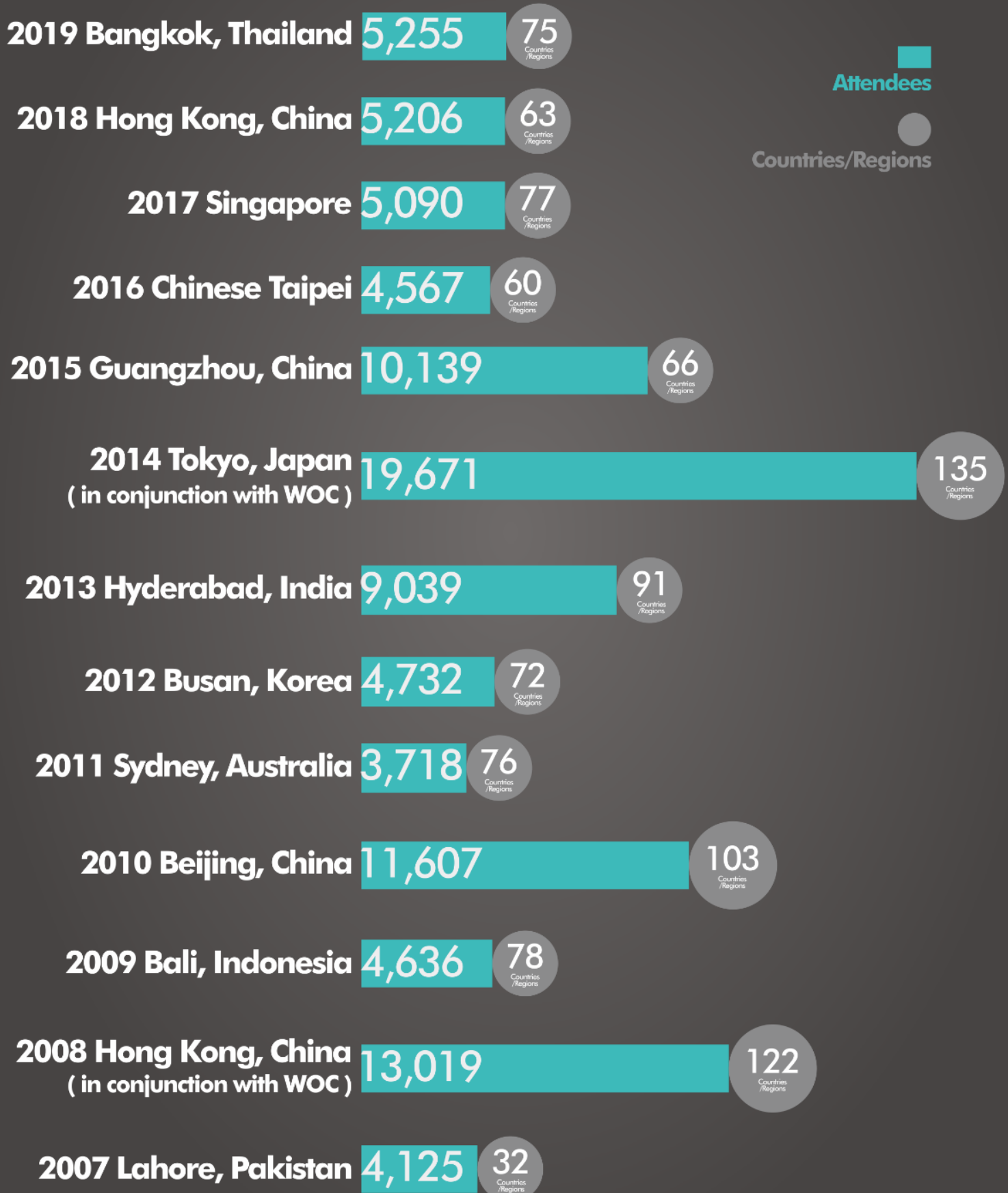
The Chinese Ophthalmological Society (COS) was founded in 1937 and has more than 22,000 members with 11 subspecialties currently. COS is responsible for promoting the progress of the science of ophthalmology in China, the internationalization of Chinese ophthalmology and the availability of quality eye care to patients. It also actively works with the Sight Project of Millions of Cataract Patients and the VISION 2020 global initiative to support blindness prevention and actively advance continuing education, residency training and evidence-based guidelines in eye care. ophthalmologists.

Learn more about COS at www.coschina.org.



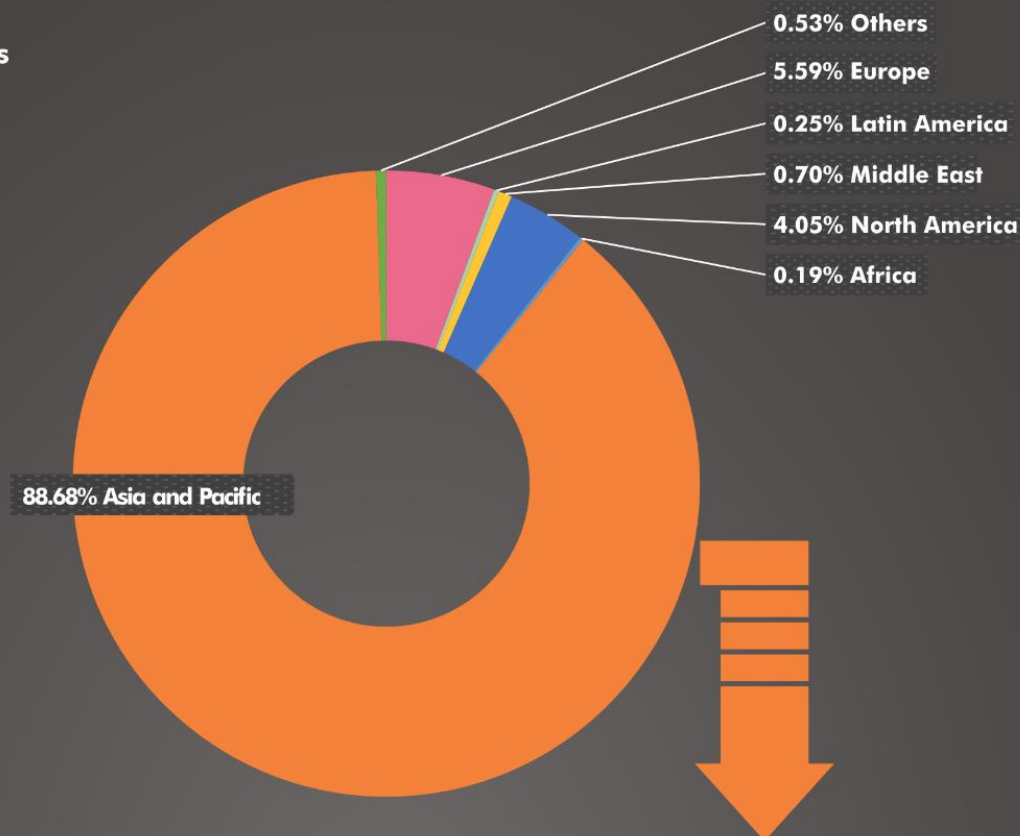
Attendance Profile

The APAO 2020 Congress is expected to bring together over 15,000 delegates. With a very strong scientific program, we are confident of excellent attendance at the 35th APAO Congress. This is a summary of the attendance record of previous APAO congresses:



APAO 2019 Statistics

Total Countries/Regions
Represented: 75

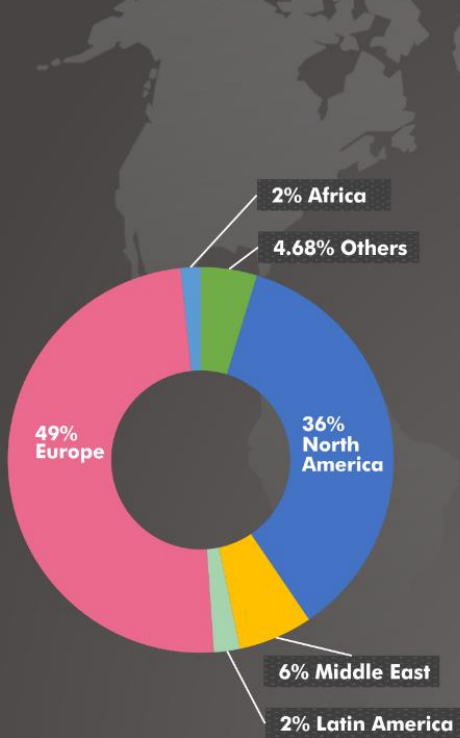


Attendance by Country/Region in Asia-Pacific Region

Country/Region	Delegates	%
Australia	123	2.64%
Bangladesh	137	2.94%
Bhutan	1	0.02%
Cambodia	68	1.46%
China	438	9.41%
Chinese Taipei	154	3.31%
Fiji	2	0.04%
Hong Kong, China	147	3.16%
India	322	6.92%
Indonesia	344	7.39%
Japan	299	6.42%
Korea, Democratic People's Republic of	3	0.06%
Korea, Republic of	145	3.11%
Lao People's Democratic Republic	16	0.34%
Macao	2	0.04%
Malaysia	188	4.04%
Maldives	2	0.04%
Mongolia	35	0.75%
Myanmar	94	2.02%
Nepal	82	1.76%
New Zealand	22	0.47%
Pakistan	107	2.30%
Philippines	215	4.62%
Singapore	302	6.48%
Sri Lanka	35	0.75%
Thailand	1106	23.75%
Timor-Leste	1	0.02%
Turkey	6	0.13%
Viet Nam	261	5.60%

APAO 2019 Statistics

Attendance by Country in Other Regions



Europe

Country	Delegates	%
Austria	3	0.50%
Belgium	10	1.67%
Denmark	3	0.50%
Dublin	3	0.50%
Finland	11	1.84%
France	35	5.85%
Germany	65	10.87%
Greece	5	0.84%
Hungary	5	0.84%
Ireland	1	0.17%
Italy	25	4.18%
Latvia	2	0.33%
Luxembourg	1	0.17%
Netherlands	8	1.34%
Poland	16	2.68%
Portugal	3	0.50%
Romania	1	0.17%
Russian Federation	8	1.34%
Serbia	1	0.17%
Spain	6	1.00%
Sweden	6	1.00%
Switzerland	32	5.35%
United Kingdom	44	7.36%

Middle East

Country	Delegates	%
Bahrain	1	0.17%
Egypt	5	0.84%
Iran, Islamic Republic Of	7	1.17%
Israel	4	0.67%
Jordan	2	0.33%
Kuwait	1	0.17%
Lebanon	2	0.33%
Oman	1	0.17%
Qatar	5	0.84%
Saudi Arabia	3	0.50%
Syrian Arab Republic	1	0.17%
United Arab Emirates	5	0.84%

North America

Country	Delegates	%
Canada	15	2.51%
Cayman Islands	1	0.17%
United States	197	32.94%

Africa

Country	Delegates	%
Kenya	5	0.84%
South Africa	3	0.50%
Uganda	2	0.33%

Latin America

Country	Delegates	%
Argentina	2	0.33%
Brazil	7	1.17%
Colombia	2	0.33%
Costa Rica	1	0.17%
Dominican Republic	1	0.17%

Others

Country	Delegates	%
Others	28	4.68%

Top 10 Countries/Regions

THAILAND	1106
CHINA	438
INDONESIA	344
INDIA	322
SINGAPORE	302
JAPAN	299
VIET NAM	261
PHILIPPINES	215
UNITED STATES	197
MALAYSIA	188

Congress Venue



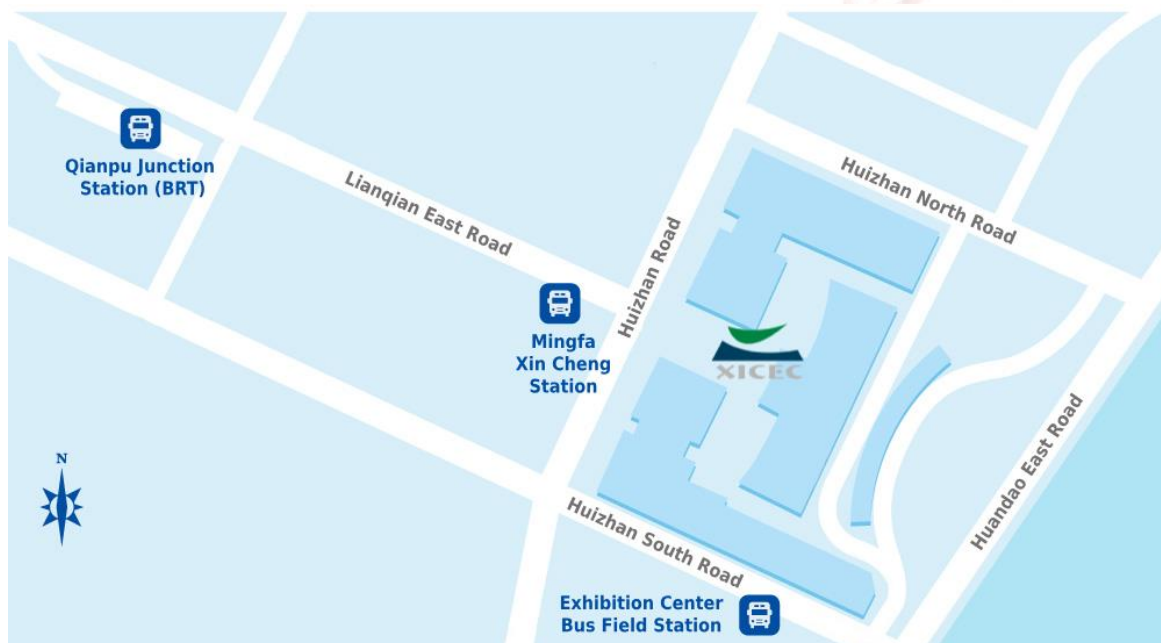
The Xiamen International Conference & Exhibition Center (XICEC) is the main venue for China's international fairs, investments and trade. It is wholly-owned and managed by Xiamen Conference & Exhibition Group Inc., the state-owned comprehensive conference and exhibition enterprise.

Covering an area of 197,000 square meters, XICEC is constructed with a total of 11 exhibition halls, 20 conference rooms, VIP rooms, meeting rooms and a multi-function hall fully equipped with amenities and the latest event equipment. With the capacity to host 600 people, the International Conference Hall is also set up with simultaneous interpreting system of 6 languages to facilitate conference process.

The main building of XICEC contains 5 floors and provides an extensive floor space for 3,500 standardized booths. On its top is a crescent-shaped ballroom, the most creative and spectacular symbol of XICEC. The wing building is an attached star-class hotel which offers 250 elegant guest rooms. The vast greenery outdoor space is definitely a hot spot for pleasure and casual conversations.

As a state-of-art intelligent exhibition center, XICEC arranges a series of on-site support from business services, advertisement, warehouse, hotel, catering to entertainment, to assure delegates of a seamless and enjoyable meeting experience.

Located on the southeast coast of Xiamen, XICEC is accessible by private car and public transportation, including the Bus Rapid Transit (BRT) connected with the metro and the Gaoqi International Airport. Apart from the attached 4-class business hotel, many luxurious 3- to 5-star hotels are located nearby.



For more information about XICEC, please visit www.xicec.com.



Scientific Programs



Over the 3.5-day program of the APAO 2020 Congress, the scientific program will cover 17 subspecialty areas including clinical ophthalmology and visual sciences. It will foster interaction in a number of innovative ways and encourage dialogue through plenary sessions, free paper presentations, poster sessions, keynote lectures, video sessions, etc.

Chaired by Prof. Dennis Lam, the International Advisory Committee and Scientific Program Committee are currently being formed. They will bring together over 1,000 top-notch speakers to engineer a world-class scientific program.

The Opening Ceremony will follow a Plenary Session in which leading ophthalmology experts will discuss landmark achievements and top innovations in various subspecialties. For more details on the program, please visit our congress website at <http://2020.apaophth.org/>.

	Aug 5 (Wed) Day 0	Aug 6 (Thu) Day 1	Aug 7 (Fri) Day 2	Aug 8 (Sat) Day 3	Aug 9 (Sun) Day 4
6:30 - 7:00				Charity Run (06:30-08:00)	
7:00 - 7:30					
7:30 - 8:00					
8:00 - 8:30		Breakfast Symposia (S)* (08:00-08:45)	Breakfast Symposia (S)* (08:00-08:45)	Breakfast Symposia (S)* (08:00-08:45)	
8:30 - 8:45		Break	Break	Break	
8:45 - 9:00					
9:00 - 9:30					
9:30 - 10:00	APAO Standing Committee Meetings	APAO Plenary Sessions (09:00-11:00)	APAO Scientific Sessions (09:00-10:30)	APAO Scientific Sessions (09:00-10:30)	APAO Scientific Sessions (09:00-10:30)
10:00 - 10:30			Break	Break	
10:30 - 10:45					
10:45 - 11:00					
11:00 - 11:30		APAO Opening Ceremony (11:30-12:30)	APAO Scientific Sessions (10:45-12:15)	APAO Scientific Sessions (10:45-12:15)	APAO Scientific Sessions (11:00-12:30)
11:30 - 12:00			Break	Break	
12:00 - 12:15					
12:15 - 12:30					
12:30 - 12:45					
12:45 - 13:00	APAO Council Luncheon	Break	Lunch Symposia (S) (12:30-13:30)	Lunch Symposia (S) (12:30-13:30)	
13:00 - 13:15		Registration		APAO LDP Alumni Reception (12:30-13:30)	
13:15 - 13:30		Lunch Symposia (S) (13:00-14:00)	Break	Break	
13:30 - 13:45					
13:45 - 14:00		Break	Award Presentation (13:45-14:15)		
14:00 - 14:15	APAO Council Meeting		Break		
14:15 - 14:30					
14:30 - 15:00		APAO Scientific Sessions (14:30-16:00)	APAO Scientific Sessions (14:30-16:00)	APAO Scientific Sessions (14:00-15:30)	
15:00 - 15:30				Break	
15:30 - 15:45					
15:45 - 16:00					
16:00 - 16:15	Break	Break	Break	APAO Scientific Sessions (16:00-17:30)	
16:15 - 16:30					
16:30 - 17:00	APAO General Assembly	APAO Scientific Sessions (16:30-18:00)	APAO Scientific Sessions (16:30-18:00)		
17:00 - 17:30		Wellfab Session (S) (16:30-18:00)	Wellfab Session (S) (16:00-18:00)		
17:30 - 17:45	Welcome Reception & Exhibition Opening				
17:45 - 18:00					
18:00 - 18:30					
18:30 - 19:00					
19:00 - 19:30					
19:30 - 20:00		Presidential Dinner (19:00-21:30)	Young Ophthalmologists' Night (19:00-21:00)	Gala Dinner cum APAO Award Ceremony (18:30-21:30)	
20:00 - 20:30					
20:30 - 21:00					
21:00 - 21:30					
21:30 - 22:00					

*Breakfast Symposium: 45 minutes; S=Sponsored Programs with no CME points.

Social Programs



Opening Ceremony

The Opening Ceremony will take place on the first day of the congress. Highlights of the ceremony include the presentation of 4 APAO Named Awards: 1. Jose Rizal International Medal, 2. De Ocampo Lecture, 3. Susruta Lecture and 4. Arthur Lim Award, as well as COS Awards.

Welcome Reception

With a specially-prepared menu of gourmet, this occasion provides an opportunity for delegates to mingle with colleagues and nationally recognized medical leaders in ophthalmology.

Presidential Dinner

This is a prestigious occasion which will be attended by around 200 VIPs invited by the Congress President.

Charity Run

The APAO Charity Run started in 2016, with the intention to raise funds for communities in need. There are nearly 180 participants on average every year and the number hit 332 in last year's event.

Gala Dinner

In addition to a special performance, the Gala Dinner will feature the presentation of the APAO Distinguished Service Awards, APAO Outstanding Service in Prevention of Blindness Awards and APAO Achievement Awards.

Website

The APAO 2020 Congress website contains all details relating to the congress. It will be updated from time to time. Please visit it regularly at <http://2020.apaophth.org/>.

Important Dates

Please mark your calendar with the following dates:

Schedule	Date
Abstract Submission Opens	May 31, 2019 (English Abstracts) September 15, 2019 (Chinese Abstracts)
Early Bird Registration Opens	May 31, 2019
Hotel Reservation Opens (for all delegates)	October 8, 2019
Abstract Submission Deadline	October 15, 2019 (English Abstracts) January 15, 2020 (Chinese Abstracts)
Exhibit & Support 1 st Deposit Due	November 30, 2019
Early Bird Registration Deadline	May 1, 2020 (Local & International Delegates)
Exhibit & Support Final Payment Due	April 30, 2020
Booth Assignment Starts	May 16, 2020
Submission of Industry-Sponsored Symposia / Hands-On Courses	May 29, 2020
Advertisement & Signage Artwork Due	May 29, 2020
Advance Registration Deadline	June 15, 2020
Regular Registration	June 16 – August 5, 2020
Opening Ceremony & Plenary Session	August 6, 2020
Presidential Dinner	August 6, 2020
Gala Dinner cum APAO Award Ceremony	August 8, 2020
Charity Run	August 8, 2020



Sponsorship Opportunities

The APAO 2020 Congress will provide sponsors with exposure and access to delegates who have the capacity to influence the selection of products and services with their organizations. It also provides you with the opportunity to demonstrate your support and commitment to the field of ophthalmology while the sponsorship program will extend your visibility beyond the exhibition hall to achieve maximum exposure at the congress.








As part of the APAO 60th Anniversary celebrations, the 2020 Congress will offer modest sponsorship packages to recognize the long-term support from sponsors and welcome the participation of new sponsors.

In order to ensure that your company can achieve its objectives by taking part in the APAO 2020 Congress, a wide range of sponsorship opportunities is available. In addition to packages, sponsors can also consider taking out individual items.

Benefits & Acknowledgments

It is the express intention of the Congress Organizing Committee to ensure that package sponsors will receive the highest recognition in return for their generous support.

General benefits will include:

-  Company name and logo on sponsored item(s)
-  Acknowledgment in promotional materials
-  Acknowledgment on the congress website
-  Acknowledgment with company logo in the Final Program
-  Company name and logo on sponsor acknowledgment boards, which will be prominently displayed throughout the congress venue
-  Priority choice of exhibition space
-  Use of congress logo on company communications relating to the APAO 2020 Congress

Sponsorship Packages

Sponsor Advantage Chart

Three different levels of sponsorship are being offered. The benefits of each are summarized as follows:

Benefit	Diamond \$290,000 /¥2,000,000	Platinum \$232,000 / ¥1,600,000	Gold \$173,000 / ¥1,200,000	Silver \$116,000 / ¥800,000
1. Symposium	1 breakfast symposium (45 min) & 3 lunch symposiums (60 min ea.)	3 lunch symposiums (60 min ea.)	2 lunch symposiums (60 min ea.)	1 breakfast symposium (45 min) & 1 lunch symposium (60 min)
2. Exhibition Space	400 m ² booth space in prime location	250 m ² booth space in prime location	225 m ² booth space in prime location	126 m ² booth space in prime location
3. Complimentary Exhibitor Badges	40	24	18	12
4. Complimentary Registration of Trade Delegate Badges	40	30	15	10
5. Complimentary Presidential Dinner Tickets	8	6	4	2
6. Complimentary Gala Dinner Tickets	12	10	8	6
7. Congress App	4 pop-up ads	3 pop-up ads	2 pop-up ads	1 pop-up ad
8. Delegate Bag	Logo on delegate bag	Logo on delegate bag	N/A	N/A
9. Product Catalogue in Delegate Bag	2	1	1	N/A
10. Delegate Bag Insert	4	3	2	1
11. Logo on Congress Flyers, Backdrops, Registration Area, Signage inside Congress Venue & App	✓	✓	✓	✓
12. Logo on Back of Name Badge	✓	✓	✓	✓
13. Acknowledgment in Monthly E-newsletter	✓	✓	✓	✓
14. English or Chinese Final Program – Advertising	4 full pages Full color	3 full pages Full color	2 full pages Full color	1 full page Full color
15. Logo Link on Congress Website to Own Site	Logo link + 500-word company profile	Logo link + 400-word company profile	Logo link + 300-word company profile	Logo link + 200-word company profile
16. Use of APAO 2020 Congress Logo	✓	✓	✓	✓
17. Advance Mailing to Delegate List	4	3	2	1
18. Peripheral Items [#]	20% discount	20% discount	20% discount	20% discount

Remarks:

1. Upgrade from breakfast symposium to lunch symposium depends on the availability of venues, and sponsors may incur extra costs with regards to the upgrade.
2. Upgrade from lunch symposium to live surgery depends on the availability of venues, and sponsors may incur extra costs with regards to the upgrade.
3. Package sponsors are signed up on a first come, first served basis.

[#]Applicable to Sponsorship Items category C & D only; please refer to p.22-23.

Diamond Sponsorship Package

\$290,000 / ¥2,000,000

1. Breakfast Symposium



One 45-minute breakfast symposium in a lecture hall (capacity over 150)

**The exact schedule of the symposium will be assigned by the organizer.*



Food and drinks are to be provided for the audience at sponsors' own expense.



The sponsor may upgrade the breakfast symposium to another lunch symposium by settling the price difference.

2. Lunch Symposium



Three 60-minute lunchtime symposiums in a lecture hall (capacity over 150) on three different days.

**The three symposiums MUST be scheduled on three different days.*

***The exact schedule of the symposiums will be assigned by the organizer.*



Lunch boxes are to be provided for the audience by the organizer according to the room capacity.

3. Exhibition Space



About forty-four complimentary units (= 400 m²)



Forty complimentary exhibitor badges



The larger the exhibition space, the higher the priority of selecting booth location.



Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the organizer.

4. Complimentary Registration of Trade Delegate Badges



Forty complimentary trade delegate badges



Each trade delegate registration will have the same entitlement as normal delegate registration.

5. Presidential Dinner



Eight complimentary tickets

6. Gala Dinner



Twelve complimentary tickets

7. Congress App



Four pop-up advertisements in the congress app on four different days selected by the sponsor.

**The four pop-up ads MUST be scheduled on four different days.*

8. Delegate Bag



Company logo will be printed on the delegate bag along with the congress logo. Order of the logos will be based on alphabetical order of the company names.

9. Product Catalogue



Two A4 product catalogues of less than 8 pages (including cover) and not more than 150 grams for each page.

10. Delegate Bag Insert



Up to four promotional leaflets/flyers in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer

11. Logo



Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

12. English or Chinese Final Program – Advertising



Four full-page, 4-color ads in the English or Chinese Final Program

13. Logo Link



Logo link on congress website to company website and company name link to company profile in less than 500 words

14. Use of Congress Logo



Use of congress logo on company communications relating to the APAO 2020 Congress

15. Advance Mailing



Four advance mailings to delegate list

16. Peripheral Items



20% discount on the order of advertising items and delegate items on the peripheral item list

Remarks: Diamond sponsors will be given priority over platinum, gold and silver sponsors in the assignment of sponsored symposiums and exhibition space.

Platinum Sponsorship Package

\$232,000 / ¥1,600,000

1. Lunch Symposium



Three 60-minute lunchtime symposiums in a lecture hall (capacity over 150) on three different days.

**The three symposiums MUST be scheduled on three different days.*

***The exact schedule of the symposiums will be assigned by the organizer.*



Lunch boxes are to be provided for the audience by the organizer according to the room capacity.

2. Exhibition Space



About twenty-eight complimentary units (= 250 m²)



Twenty-four complimentary exhibitor badges



Priority choice of exhibition space and location after diamond sponsors. The larger the exhibition space, the higher the priority of selecting booth location.



Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the organizer.

3. Complimentary Registration of Trade Delegate Badges



Thirty complimentary trade delegate badges



Each trade delegate registration will have the same entitlement as normal delegate registration.

4. Presidential Dinner



Six complimentary tickets

5. Gala Dinner



Ten complimentary tickets

6. Congress App



Three pop-up advertisements in the congress app on three different days selected by the sponsor.

7. Delegate Bag



Company logo will be printed on the delegate bag along with the congress logo. Order of the logos will be based on alphabetical order of the company names.

8. Product Catalogue



One A4 product catalogue of less than 8 pages (including cover) and not more than 150 grams for each page.

9. Delegate Bag Insert



Up to three promotional leaflets/flyers in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer

10. Logo



Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

11. English or Chinese Final Program – Advertising



Three full-page, 4-color ads in the English or Chinese Final Program

12. Logo Link



Logo link on congress website to company website and company name link to company profile in less than 400 words

13. Use of Congress Logo



Use of congress logo on company communications relating to the APAO 2020 Congress

14. Advance Mailing



Three advance mailings to delegate list

15. Peripheral Items



20% discount on the order of advertising items and delegate items on the peripheral item list

Remarks: Platinum sponsors will be given priority over gold and silver sponsors in the assignment of sponsored symposiums and exhibition space.

Gold Sponsorship Package

\$173,000 / ¥1,200,000

1. Lunch Symposium



Two 60-minute lunchtime symposiums in a lecture hall (capacity over 150)

**The two symposiums MUST be scheduled on two different days.*

***The exact schedule of the symposiums will be assigned by the organizer.*



Lunch boxes are to be provided for the audience by the organizer according to the room capacity.

2. Exhibition Space



Twenty-five complimentary units (= 225 m²)



Eighteen complimentary exhibitor badges



Priority choice of exhibition space and location after diamond and platinum sponsors. The larger the exhibition space, the higher the priority of selecting booth location.



Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the organizer.

3. Complimentary Registration of Trade Delegate Badges



Fifteen complimentary trade delegate badges



Each trade delegate registration will have the same entitlement as normal delegate registration.

4. Presidential Dinner



Four complimentary tickets

5. Gala Dinner



Eight complimentary tickets

6. Congress App



Two pop-up advertisements in the congress app on two different days selected by the sponsor.

7. Product Catalogue



One A4 product catalogue of less than 8 pages (including cover) and not more than 150 grams for each page.

8. Delegate Bag Insert



Up to two promotional leaflets/flyers in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer

9. Logo



Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

10. English or Chinese Final Program – Advertising



Two full-page, 4-color ads in the English or Chinese Final Program

11. Logo Link



Logo link on congress website to company website and company name link to company profile in less than 300 words

12. Use of Congress Logo



Use of congress logo on company communications relating to the APAO 2020 Congress

13. Advance Mailing



Two advance mailings to delegate list

14. Peripheral Items



20% discount on the order of advertising items and delegate items on the peripheral item list

Remarks: Gold sponsors will be given priority over silver sponsors in the assignment of sponsored symposiums and exhibition space.

Silver Sponsorship Package

\$116,000 / ¥800,000

1. Breakfast Symposium



One 45-minute breakfast symposium in a lecture hall (capacity over 150)

**The exact schedule of the symposium will be assigned by the organizer.*



Food and drinks are to be provided for the audience at sponsors' own expense.



The sponsor may upgrade the breakfast symposium to another lunch symposium by settling the price difference.

2. Lunch Symposium



One 60-minute lunchtime symposium in a lecture hall (capacity over 150)

**The exact schedule of the symposium will be assigned by the organizer.*



Lunch boxes are to be provided for the audience by the organizer according to the room capacity.

3. Exhibition Space



Fourteen complimentary units (= 126 m²)



Twelve complimentary exhibitor badges



Priority choice of exhibition space and location after diamond, platinum and gold sponsors. The larger the exhibition space, the higher the priority of selecting booth location.



Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the organizer.

4. Complimentary Registration of Trade Delegate Badges



Ten complimentary trade delegate badges



Each trade delegate registration will have the same entitlement as normal delegate registration.

5. Presidential Dinner



Two complimentary tickets

6. Gala Dinner



Six complimentary tickets

7. Congress App



One pop-up advertisement in the congress app on one day selected by the sponsor.

8. Delegate Bag Insert



Up to one promotional leaflet/flyer in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer

9. Logo



Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

10. English or Chinese Final Program – Advertising



One full-page, 4-color ad in the English or Chinese Final Program

11. Logo Link



Logo link on congress website to company website and company name link to company profile in less than 200 words

12. Use of Congress Logo



Use of congress logo on company communications relating to the APAO 2020 Congress

13. Advance Mailing



One advance mailing to delegate list

14. Peripheral Items



20% discount on the order of advertising items and delegate items on the peripheral item list



Sponsorship Items

Scientific Programs

Sponsored Programs

A1 Live Surgery

\$30,000 / ¥207,000

Sponsors will hold a live surgery session during lunchtime in a lecture hall seating over 200 delegates. The session will be of 120 minutes' duration. The exact schedule will be assigned by the organizer. Sponsors are responsible to provide medico-legal insurance coverage for the surgery, to obtain registration for non-local doctors to perform the surgery in the host country and to arrange for the equipment necessary for live transmission of the surgery to the lecture hall. Utility services such as electricity and cleaning services are to be provided at sponsors' own expense.

A2 Wet Laboratory Instruction Course

\$10,000 / ¥ 69,000 (Day 1)

\$20,000 / ¥ 138,000 (Day 2)

Sole sponsor for each subspecialty: \$30,000 / ¥207,000 per day

Wet laboratory surgical training sessions have been organized at the APAO Congress since 2018. These wet labs allow delegates to learn and practice new surgical techniques and learn how to prevent and manage complications.

Sponsors will hold a wet lab session in a room seating from 15-30 delegates. Each session will be of 120 minutes' duration. In total, Day 1 of the Congress will include 2 wet lab sessions, with the first session in 120 minutes and the second session in 90 minutes. While Day 2 has 4 wet lab sessions, each with a duration of 120 minutes.

The exact schedule will be assigned by the organizer. Sponsors are responsible to arrange all instructors and equipment necessary for the wet lab sessions. Utility services such as electricity and cleaning services and samples and artificial eyes for mock surgeries are to be provided at sponsors' own expense.

A3 Lunch Symposium

\$30,000 / ¥207,000

Sponsors will hold a lunch symposium in a lecture hall seating over 150 delegates. The session will be of 60 minutes' duration and the exact symposium schedule will be assigned by the organizer. Lunch boxes are to be provided for the audience by the organizer according to the room capacity.

A4 Breakfast Symposium

\$22,000 / ¥152,000

Sponsors will hold a breakfast seminar in a lecture hall seating over 150 delegates. The session will be of 45 minutes' duration and the exact symposium schedule will be assigned by the organizer. Food and drinks are to be provided for the audience at sponsors' own expense.

Others

A5 Speaker Ready Room

\$25,000 / ¥173,000

The **sole sponsor**'s logo will be displayed as the background of the monitor along with the congress logo on every computer in the Speaker Ready Room. The sole sponsor's logo will also be displayed in prominent places in the Speaker Ready Room exclusively.

A6 Electronic Video and Poster Platform

\$20,000 / ¥138,000

There will be a designated area in the congress venue for electronic display of videos and posters. The electronic video and poster platform is a major feature of the congress and is a crucial networking and learning opportunity for the participants. The **sole sponsor**'s name and logo will be prominently displayed on the touch-screen monitors and will also appear on the instructions to video and poster presenters. The sponsor will be acknowledged in the Final Program next to details of the electronic video and poster platform.

A7 APAO Prof. Yasuo Tano Travel Grants

\$10,000 / ¥69,000

The **sponsor** will be acknowledged on the web-based Travel Grant application system. Grant recipients will be informed of the funding source of the Travel Grants. The Travel Grants will be named as 'APAO – (Company)' Travel Grants.

Social Programs

B1 Presidential Dinner (Day 1 evening, August 6, 2020)

\$45,000 / ¥310,500

The **sole sponsor** will have the opportunity to sponsor this prestigious occasion which will be attended by around 200 VIPs invited by the Congress President. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. A representative of the sole sponsor will be invited to give a 2-minute speech.

B2 Gala Dinner (Day 3 evening, August 8, 2020)

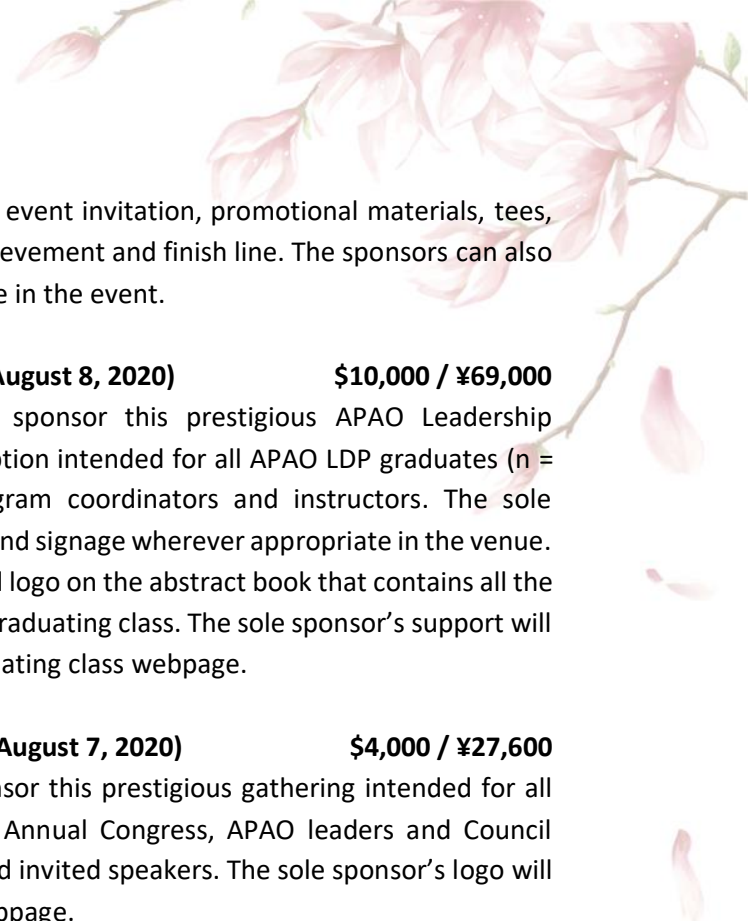
\$45,000 / ¥310,500

The **sole sponsor** will have the opportunity to sponsor this open reception intended for all delegates attending the 35th APAO Congress. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. A representative of the sole sponsor will be invited to give a 2-minute speech.

B3 APAO 60th Anniversary Charity Run (Day 3 morning, August 8, 2020)

\$40,000 / ¥276,000

The Charity Run was organized from 2016-2019 run intended to raise funds for one of APAO's national member societies in need. It is one of the most looking forward social programs at the APAO annual congress and participants are increasing year after year. The funds raised were donated to Nepal for its post-earthquake relief works, Guide Dogs Association of the Blind in Singapore, Blind Sports Hong Kong and Thammasakon Hatyai School for the Blind in Thailand. To celebrate the 60th Anniversary this year, the tees, medals and peripheral items are specially designed and are definitely hot items for collectors.



The **sponsors** will have their logos appeared on the event invitation, promotional materials, tees, trophies and accessories (e.g. bib), certificate of achievement and finish line. The sponsors can also provide the opportunity for employees to participate in the event.

B4 APAO LDP Alumni Reception (Day 3 afternoon, August 8, 2020) \$10,000 / ¥69,000

The **sole sponsor** will have the opportunity to sponsor this prestigious APAO Leadership Development Program (LDP) alumni luncheon reception intended for all APAO LDP graduates (n = >130), APAO leaders and Council Members, program coordinators and instructors. The sole sponsor's logo will appear on the backdrop, banner and signage wherever appropriate in the venue. The sole sponsor may place their company name and logo on the abstract book that contains all the project abstracts to be presented by the APAO LDP graduating class. The sole sponsor's support will be acknowledged on the respective APAO LDP graduating class webpage.

B5 Young Ophthalmologists' Night (Day 2 evening: August 7, 2020) \$4,000 / ¥27,600

The **sole sponsor** will have the opportunity to sponsor this prestigious gathering intended for all young ophthalmologists (YO) attending the APAO Annual Congress, APAO leaders and Council Members, the APAO YO symposium coordinators and invited speakers. The sole sponsor's logo will appear on the event invitation and the APAO YO webpage.

B6 Women-in-Ophthalmology Lunch \$4,000 / ¥27,600

The **sole sponsor** will have the opportunity to sponsor this unique gathering intended for all female ophthalmologists attending the APAO Annual Congress. It features respected speakers who will talk about various topics including dreams, business strategies, leadership and professional growth. The sole sponsor's logo will appear on the event invitation, backdrop and signage.

Branding Items

Advertising Items

C1 Advertisement in the English or Chinese Final Program

Back Cover	\$6,000 / ¥41,400
Inside Back Cover	\$4,000 / ¥27,600
Inside Front Cover (Chinese Final Program)	\$5,000 / ¥34,500
Run of Page (Full)	\$3,000 / ¥20,700
Run of Page (Half) (Chinese Final Program)	\$1,500 / ¥10,350

Benefits: Advertisements in the English or Chinese Final Program, which will be distributed to every delegate together with the delegate bag. The final advertisement artwork file is to be provided by individual sponsors.

C2 Mobile Guide Pop-Up Ads \$4,000 / ¥27,600

A pop-up advertisement will be shown in the Mobile Guide (Congress App). The pop-up ad will be displayed on a single congress day selected by the sponsor. A maximum of 3 pop-up ads (excluding house ads) will be displayed per congress day. The final advertisement artwork file is to be provided by individual sponsors.



C3 Inbox Announcements

\$4,000 / ¥27,600

An inbox message sent to all delegates using the congress mobile guide. The message will be sent once on a single congress day selected by the sponsor. The message content is to be provided by individual sponsors and is subject to approval by the Organizing Committee.

C4 Indoor / Outdoor Advertisement

\$8,000 / ¥55,200

Sponsors can put up their advertisement at designated locations, specified by the Organizing Committee, inside or outside the congress venue. The advertisement, including production (such as printing), display media (such as banner, digital billboard), will be provided by the sponsors. The advertising content is subject to approval by the Organizing Committee.

C5 LED Advertisement

\$7,200 / ¥50,000

Sponsors can advertise on a big LED display located at the main pathway. The LED display will broadcast the Opening Ceremony and advertisements of sponsors. Each advertisement will be played for 30 sec every time, 12 times per day, and played for 3 days. The advertisement shall be provided by the sponsors.

C6 Advertisement on Shuttle Bus Stop Signage

\$7,200 / ¥50,000

Sponsors can have their logos shown on the shuttle bus stop signage. The production cost of the advertisement will be borne by the Congress.

Delegate Items

D1 Mobile Guide

\$50,000 / ¥345,000

The **sole sponsor's** logo will be displayed in a prominent position in the congress app for smartphones and tablet computers. (Production cost inclusive)

D2 Pocket Program

\$30,000 / ¥207,000

The **sole sponsor's** exclusive advertisement will be shown in a prominent position in the Pocket Program. (Production cost inclusive)

D3 Lanyard

\$30,000 / ¥207,000

The **sole sponsor's** logo will be printed on the lanyard, which will be distributed to every delegate attending the event together with the congress logo and the organizers' logo. (Production cost inclusive)

D4 Pads and Pens

\$10,000 / ¥69,000

The **sole sponsor** can highlight their company name and logo on two items that will see continuous use throughout the congress. The pads and pens will be distributed in the delegate bag and should be supplied by the sole sponsor who will bear the production cost.



On-site Items

E1 VIP Lounge

\$30,000 / ¥207,000

The **sole sponsor's** logo will be displayed on coffee tables and other prominent places in the lounge, where free flow of coffee and light refreshments will be served to our VIPs. The costs of light refreshments and drinks are inclusive.

E2 Wireless Network Provision

\$30,000 / ¥207,000

The 4-day dedicated Wi-Fi service will keep delegates connected by sponsoring a wireless hotspot at the Congress. The **sole sponsor's** logo and name will be prominently displayed with WIFI SSID and on the landing page.

E3 Coffee Break

\$10,000 / ¥69,000

Sponsors will organize two 30-minute inter-session coffee breaks, one in mid-morning and the other in the afternoon, at the designated coffee break station located in the video/poster presentation area. The exact coffee break schedule will be assigned by the organizer. Signage with the sponsor's logo will be erected in the coffee station during the break. Light refreshments and drinks are to be provided by the sponsors at their own expense.

E4 Signage

\$20,000 / ¥138,000

There will be extensive congress signage around the congress venue. Sponsors can print their company logo on all directional signs.

E5 Bottled Water

\$20,000 / ¥138,000

Bottled water with sponsors' logos printed on the labels will be distributed at water stations positioned all around the venue. This provides a great opportunity for sponsors to increase their visibility outside the exhibition hall.

E6 PowerPoint Review Zone

\$8,700 / ¥60,000

The PowerPoint Review Zone replays PowerPoints and audios authorized by speakers of the Congress. The costs of advertising in the zone, including setup, computers, systems and utilities, are to be afforded by sponsors.

E7 Tees of Congress Volunteers

\$7,200 / ¥50,000

Congress volunteers will wear a specific tee on-site for better recognition. Sponsors will have a chance to design the tee and have their logos printed on the sides or back of the tee as a way of advertisement. The tee design must be approved by the Organizing Committee before mass production, and the total amount of tees produced should not be less than 600. The production cost is to be borne by sponsors.

APAO Diamond Jubilee Anniversary Items

F1 Commemorative Video

\$20,000 / ¥138,000

The Commemorative Video records the history and milestones of APAO in the past 60 years, from its origin and establishment to the introduction of great ophthalmologists who contributed to the success of APAO. The video is everlasting and will be widely displayed on APAO website, social media, at the APAO 2020 Congress and other appropriate occasions in the future. The **sole sponsor** will have its logo included on the video cover/ending page.

F2 USB for Commemorative Video

\$50,000 / ¥345,000

The Commemorative Video will be stored in a USB that will be distributed as a souvenir during the congress. The USB will be printed with APAO60 logo and include the Commemorative Book, Video as well as corporate promotional video of the **sponsors**.

F3 Commemorative Book & Website

\$50,000 / ¥345,000

The Commemorative Book & Website are other forms of the Video to record the history, the precious memory and milestones of APAO in the past 60 years. The Book will be the everlasting piece in APAO and will be part of the souvenirs shared with all delegates, while the website will be publicly launched in advance and widely shared on APAO social media, at the APAO 2020 Congress, etc., as a means of promotion for the congress. **Sponsors** will have their logos shown on the Book & Website.

F4 Special Commemorative Exhibition & Symposium

\$27,000 / ¥186,300

APAO60 Special Commemorative Exhibition & Symposium, themed 'Then and Now', invites speakers from various subspecialties to share the development 60 years before and now. With such interesting topic, the event is going to draw delegates to stay. **Sponsors** will have their logos shown at the Exhibition & Symposium.

F5 APAO 60th Anniversary Awards for Best Presentation

\$5,000 / ¥34,500

Coming to its 3rd year, the Annual Abstract Awards award ophthalmologists with outstanding contributions to the submitted program of the congress. They include Best Scientific Paper Awards, Best Posters, Best E-posters and Best Videos. The Awards will be named after the name of the **sponsors**.

F6 APAO 60th Anniversary Travel Grants

\$10,000 / ¥69,000

To celebrate APAO 60th Anniversary and support more ophthalmologists attending the congress, APAO offers an extra 10 travel grants this year. The Travel Grants will be named as 'APAO60 – (**Sponsor**)' Travel Grants.

F7 APAO 60th Anniversary Quiz

\$25,000 / ¥172,500

The APAO 60th Anniversary Quiz is an edutainment taken place at the congress and added to the Congress App, which is provided for all delegates to install in their phones. Operating as a game, the Anniversary Quiz tests delegates on their understandings towards APAO and shares some interesting facts that few people would know. **Sponsors** will have their logos shown at the venue and in the App.



F8 APAO Museum

\$27,000 / ¥186,300

With 60 years of establishment, there are countless developments and memories that are invaluable to conserve and last for generations. Featuring a permanent collection of APAO historical documents and realia, as well as lecture videos from prominent speakers, the everlasting APAO Museum shall become a popular destination for eye care practitioners to learn about history of APAO and ophthalmology. **Sponsors** will have their logos shown at the Museum.

F9 Commemorative Souvenirs Set 1 & Set 2

either Set: \$8,000 / ¥55,200

To recognize the immense contribution of APAO leaders throughout the years, such as Council Members, Member Society Presidents, and Standing Committee Members, the organizer has prepared two sets of souvenirs. **Sponsors** will have their logos shown/printed on the cover of Final Program (Exhibition Directory), the acknowledgment page of Commemorative Book, APAO website and souvenir packages.

F10 Full Page Advertisement Including Congratulatory Message to APAO

\$3,000 / ¥20,700

A way for sponsors to kill two birds with one stone – advertising the company and congratulating APAO on its Diamond Jubilee in one advertisement. Sponsors will design a full page ad that includes a congratulatory message. The ad will be covered in the Commemorative Book.

**Sponsors who purchase any of the above items F1 to F8 will be entitled to a full page advertisement including a congratulatory message to APAO in the APAO60 Commemorative Book for free.*

Code of Practice

Please note that it is the Sponsor's / Exhibitor's responsibility to comply with the local authority's regulations and the Code of Practice on the Promotion of Medicine by European Federation of Pharmaceuticals Industries & Associations (EFPIA) available at www.efpia.org and by International Federation of Pharmaceutical Manufacturers & Associations (IFMPA) available at www.ifpma.org.

Exhibition Information

As part of the APAO 60th Anniversary celebrations, the 2020 Congress will offer an affordable booth price to all exhibitors.

Modular Stands

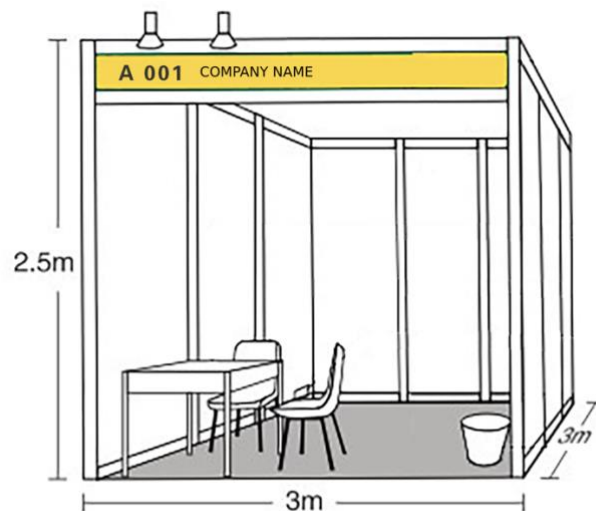
Shell scheme is provided for all stands unless a space only block is requested. The charge per booth is as follows:

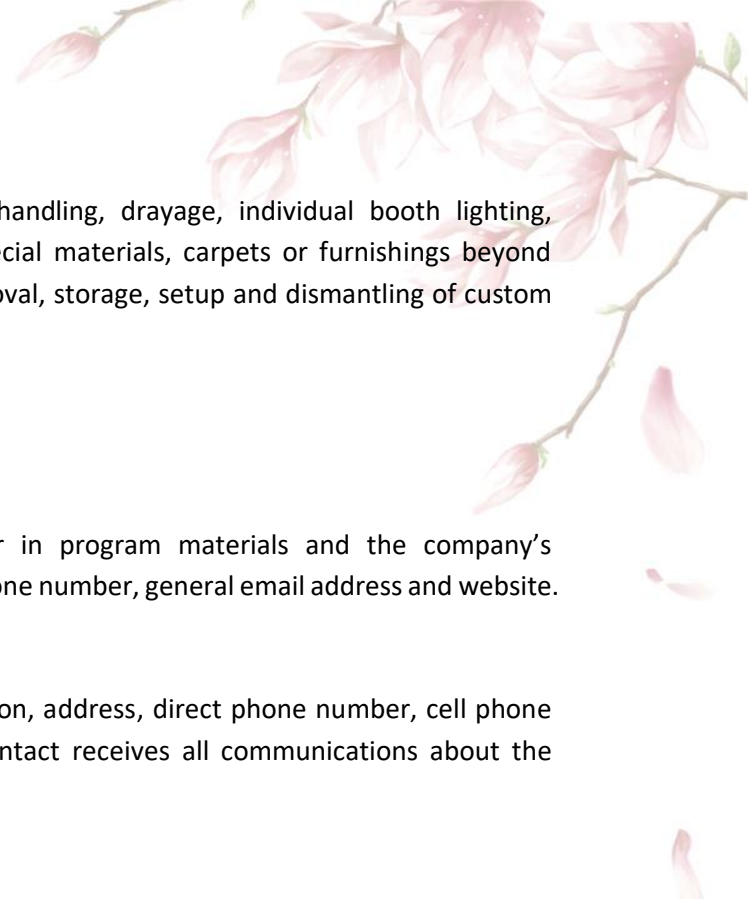
Modular Booth	Price
3m x 3m Standing Booth	US\$4,500 / ¥30,000

*A floor plan will be sent along with the exhibitor guidelines and booth application form at a later stage. Companies interested in being an exhibitor can contact us to make a reservation for the time being.

The stand fee includes the following:

- Complimentary exhibitor name badges for 2 persons per each modular booth
- Shell scheme with fascia panel, if required
- Needle punched carpet flooring
- Two 5W spot lights
- One information counter (1m x 0.5m x 0.75m)
- Two folding chairs
- One 5A/220V socket (Power supply time: 0900 – 1800)
- 24-hour security
- Daily cleaning of the aisles and common areas





Modular booth rentals do not include material handling, drayage, individual booth lighting, transporting, warehousing, brokerage services, special materials, carpets or furnishings beyond those specified above; or movement, transfer, removal, storage, setup and dismantling of custom exhibits.

Booth Application

Company Information

Provide the company name as it should appear in program materials and the company's headquarters address, office or customer service phone number, general email address and website.

Contact Information

Provide the main contact information, name, position, address, direct phone number, cell phone number and personal email address. The main contact receives all communications about the congress via this email.

Invoice Information

Provide the billing company name, name, position, address, direct phone number, cell phone number and personal email address.

Booth Choices

Please refer to the below mechanism for booth selection:

1. Sponsors/Exhibitors can opt for their preferred item(s) in their sponsorship package/number of standard booth(s).
2. The priority of booth selection will be arranged according to the sponsor's/exhibitor's:
 - a. level of sponsorship/number of booth(s);
 - b. additional sponsorship (if any). The priority is arranged in accordance with the amount of sponsorship or booth price. In this way, under the same level of sponsorship, the company with more additional sponsorship or higher booth price will have higher priority in booth selection;
 - c. and payment date.
3. The date of 50% of advance payment is counted in the above Point 2c as assessment of payment date.
4. COS will then map out the floor plan, considering the amount of booth applications and the entire floor space, and select in sequence.
5. Sponsors who have higher priority in booth selection will select the date and time of their symposium in the same sequence.

The booth assignment is based on the companies' sponsorship amounts and payment dates.

Adjacent and Shared Exhibit Space

Sharing of exhibit space is only permitted for divisions of the same company and those with exclusive distributing agreements. Consideration of adjacent and shared exhibit space requests is offered only if the request is submitted as part of the booth booking. Evidence of exclusive distributing agreement must be submitted at the time the request to share exhibit space is submitted.

Bookings and Contracts

Contracts and Confirmation

Sponsors

Once a sponsorship booking form is received, a contract will be sent to you for completion with an accompanying invoice for deposit payment. This contract should be signed and returned with the payment.

Exhibitors

Once a reservation request is received, a confirmation will be emailed to you with an accompanying invoice for deposit payment.

Booking Procedures and Payment Information

Terms of Payment

50% upon receipt of the sponsorship agreement/exhibition confirmation and invoice
50% by November 30, 2019.

All payments must be received on or before April 30, 2020. Should the sponsor/exhibitor fail to complete payment prior to the deadline, the organizers will be entitled to cancel the reservation, subject to cancellation fees.

Payment Method

Payment should be made via Electronic Fund Transfer (EFT)[†] to the following bank account:

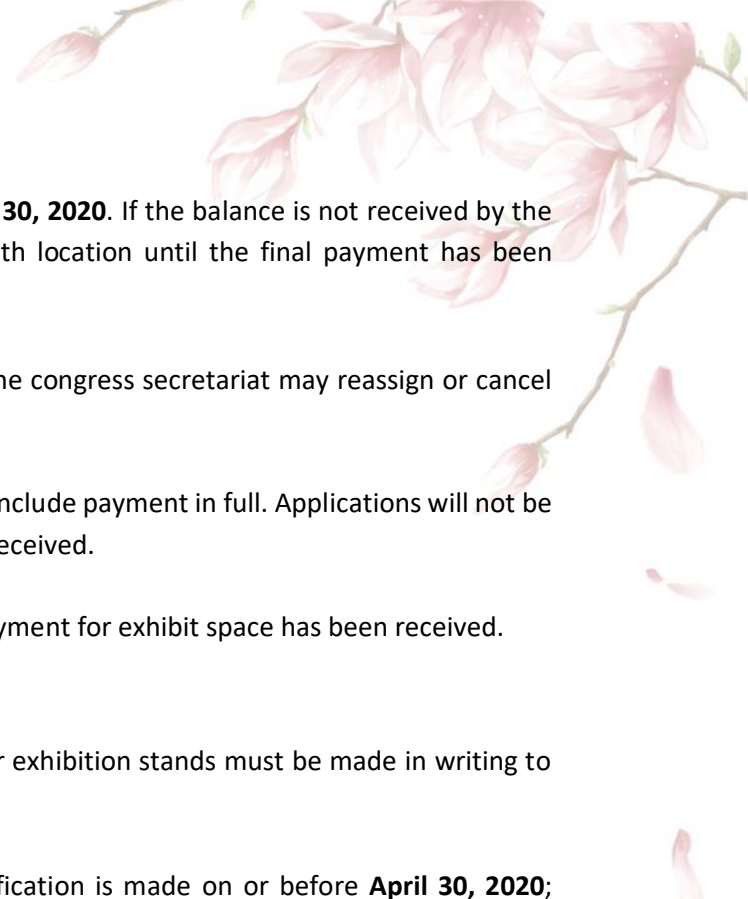
Bank Name:	Hang Seng Bank
Name of the Account:	Asia-Pacific Academy of Ophthalmology Limited
Account Number:	383-779485-883 (USD)
Bank Address:	83 Des Voeux Road, Central, Hong Kong
Swift Code:	HASE HKHH XXX

[†]Bank handling charges must be absorbed by the payer.

To pay in RMB (Chinese Currency), please transfer to the following bank account / 人民币付款请汇入以下账户:

开户银行：中国工商银行北京市分行东四支行
帐号：0200004109014455170
户名：中华医学会

请在汇款时务必标明汇款单位及用途，例如：会议参展费/第 25 届眼科年会。



All exhibitor space fees must be paid in full by **April 30, 2020**. If the balance is not received by the deadline, the company will not be assigned a booth location until the final payment has been received.

Late payment will result in priority point loss, and the congress secretariat may reassign or cancel the company's space without notification.

Applications received on or after May 1, 2020 must include payment in full. Applications will not be processed until the appropriate payment has been received.

No company will be allowed to exhibit unless full payment for exhibit space has been received.

Cancellation/Modification

Cancellation or modification of sponsorship items or exhibition stands must be made in writing to the organizers. The organizers shall retain:

0% of the agreed amount if the cancellation/modification is made on or before **April 30, 2020**;
50% of the agreed amount if the cancellation/modification is made **between May 1, 2020 and May 15, 2020**;

100% of the agreed amount the cancellation/modification is made on or after **May 16, 2020**.

Note: All refunds are subject to a deduction of applicable banking service fees, which shall be borne by the exhibitor/sponsor.

Contact Information

For booking or enquiries, please contact:

APAO Central Secretariat

Ms. Rebecca Chan

Congress Manager

Asia-Pacific Academy of Ophthalmology

Tel: (852) 3943-5826

Fax: (852) 2715-9490

Email: exhibition@apaophth.org

Local Host

Ms. Lily Huang

Department of Academic Affairs and Conferences

Chinese Medical Association

Tel: (86) 10 8515 8141

Fax: (86) 10 8515 8132

Email: lilycma@163.com

Booking Form – Sponsorship & Exhibition



Please complete all details and return to Ms. Rebecca Chan at exhibition@apaophth.org.

Company Information*	
Company Name: _____	
Contact Name: _____	Position: _____
Address: _____	

Tel: _____	Fax: _____
Email: _____	Website: _____

Contact Information	
Company Name: _____	
Contact Name: _____	Position: _____
Address: _____	

Tel: _____	Fax: _____
Email: _____	Website: _____

Invoice Information	
Company Name: _____	
Contact Name: _____	Position: _____
Address: _____	

Tel: _____	Fax: _____
Email: _____	Website: _____

**Information will be used in exhibition directory. Please kindly submit the form together with your company logo with 300dpi in jpeg file.*



Booking Form – Sponsorship & Exhibition

Sponsorship Package

We wish to book the following sponsorship package
(please check the appropriate box):

Sponsorship Package	Price	Check
Diamond Sponsorship	\$290,000/ ¥2,000,000	<input type="checkbox"/>
Platinum Sponsorship	\$232,000 / ¥1,600,000	<input type="checkbox"/>
Gold Sponsorship	\$173,000 / ¥1,200,000	<input type="checkbox"/>
Silver Sponsorship	\$116,000 / ¥800,000	<input type="checkbox"/>

Sponsorship Items

Package sponsor applicants with no additional orders can leave blank.
Please state if you would like to order sponsored seminars and coffee breaks.

Scientific Programs		
Sponsored Programs	Price	Check
A1 Live Surgery	\$30,000 / ¥207,000	<input type="checkbox"/>
A2 Wet Laboratory Instruction Course	\$10,000 / ¥69,000 (Day 1)	<input type="checkbox"/>
	\$20,000 / ¥138,000 (Day 2)	<input type="checkbox"/>
	\$30,000 / ¥207,000	<input type="checkbox"/>
A3 Lunch Symposium	\$30,000 / ¥207,000	<input type="checkbox"/>
A4 Breakfast Symposium	\$22,000 / ¥152,000	<input type="checkbox"/>
Others	Price	Check
A5 Speaker Ready Room	\$25,000 / ¥173,000	<input type="checkbox"/>
A6 Electronic Video and Poster Platform	\$20,000 / ¥138,000	<input type="checkbox"/>
A7 APAO Prof. Yasuo Tano Travel Grants	\$10,000 / ¥69,000	<input type="checkbox"/>
Social Programs	Price	Check
B1 Presidential Dinner	\$45,000 / ¥310,500	<input type="checkbox"/>
B2 Gala Dinner	\$45,000 / ¥310,500	<input type="checkbox"/>
B3 APAO 60th Anniversary Charity Run	\$40,000 / ¥276,000	<input type="checkbox"/>
B4 APAO LDP Alumni Reception	\$10,000 / ¥69,000	<input type="checkbox"/>
B5 Young Ophthalmologists' Night	\$4,000 / ¥27,600	<input type="checkbox"/>
B5 Women in Ophthalmology Lunch	\$4,000 / ¥27,600	<input type="checkbox"/>



Booking Form – Sponsorship & Exhibition

Branding Items

Please check the additional items you would like to order. Package sponsor applicants can enjoy a 20% discount on delegate items and on-site items.

Advertising Items	Price	Quantity
C1 Advertisement in the English or Chinese Final Program		
Back Cover	\$6,000 / ¥41,400	<input type="checkbox"/>
Inside Back Cover	\$4,000 / ¥27,600	<input type="checkbox"/>
Inside Front Cover (Chinese Final Program)	\$5,000 / ¥34,500	<input type="checkbox"/>
Run of Page (Full)	\$3,000 / ¥20,700	<input type="checkbox"/>
Run of Page (Half) (Chinese Final Program)	\$1,500 / ¥10,350	<input type="checkbox"/>
C2 Mobile Guide Pop-Up Ads	\$4,000 / ¥27,600	<input type="checkbox"/>
C3 Inbox Announcements	\$4,000 / ¥27,600	<input type="checkbox"/>
C4 Indoor / Outdoor Advertisement	\$8,000 / ¥55,200	<input type="checkbox"/>
C5 LED Advertisement	\$7,200 / ¥50,000	<input type="checkbox"/>
C6 Advertisement on Shuttle Bus Stop Signage	\$7,200 / ¥50,000	<input type="checkbox"/>

Delegate Items	Price	Check
D1 Mobile Guide	\$50,000 / ¥345,000	<input type="checkbox"/>
D2 Pocket Program	\$30,000 / ¥207,000	<input type="checkbox"/>
D2 Lanyard	\$30,000 / ¥207,000	<input type="checkbox"/>
D3 Pads and Pens	\$10,000 / ¥69,000	<input type="checkbox"/>

On-site Items	Price	Check
E1 VIP Lounge	\$30,000 / ¥207,000	<input type="checkbox"/>
E2 Wireless Network Provision	\$30,000 / ¥207,000	<input type="checkbox"/>
E3 Coffee Break	\$10,000 / ¥69,000	<input type="checkbox"/>
E4 Signage	\$20,000 / ¥138,000	<input type="checkbox"/>
E5 Bottled Water	\$20,000 / ¥138,000	<input type="checkbox"/>
E6 PowerPoint Review Zone	\$8,700 / ¥60,000	<input type="checkbox"/>
E7 Tees of Congress Volunteers	\$7,200 / ¥50,000	<input type="checkbox"/>



APAO Diamond Jubilee Anniversary Items	Price	Check
F1 Commemorative Video	\$20,000 / ¥138,000	<input type="checkbox"/>
F2 USB for Commemorative Video	\$50,000/ ¥345,000	<input type="checkbox"/>
F3 Commemorative Book & Website	\$50,000 / ¥345,000	<input type="checkbox"/>
F4 Special Commemorative Exhibition & Symposium	\$27,000/ ¥186,300	<input type="checkbox"/>
F5 APAO 60 th Anniversary Awards for Best Presentation	\$5,000 / ¥34,500	<input type="checkbox"/>
F6 APAO 60 th Anniversary Travel Grants	\$10,000 / ¥69,000	<input type="checkbox"/>
F7 APAO 60 th Anniversary Quiz	\$25,000 / ¥172,500	<input type="checkbox"/>
F8 APAO Museum	\$27,000 / ¥186,300	<input type="checkbox"/>
F9 Commemorative Souvenirs Set 1 & Set 2	either Set: \$8,000 / ¥55,200	<input type="checkbox"/>
F10 Full Page Advertisement Including Congratulatory Message to APAO	\$3,000 / ¥20,700	<input type="checkbox"/>

**Sponsors who purchase any of the above items F1 to F8 will be entitled to a full page advertisement including a congratulatory message to APAO in the APAO60 Commemorative Book for free.*

Booking Form – Sponsorship & Exhibition



Exhibit Booth

Please state the number of booths needed. Package sponsor applicants can leave blank if no extra exhibition space is required.

Stand	Unit Price	Quantity	Space Request (please check if appropriate)
3m x 3m Standard Booth	US\$4,500 / ¥30,000		<input type="checkbox"/> Space Only

Payment can be made to the APAO account in Chinese Renminbi (RMB) or in Hong Kong (USD). Please tick which account to be paid into:

☐ China

开户银行：中国工商银行北京市分行东四支行

帐号：0200004109014455170

户名：中华医学会

请在汇款时务必标明汇款单位及用途，例如：会议
参展费/第25届眼科年会。

☐ Hong Kong

Payment should be made via Electronic Fund Transfer (EFT)† to the following bank account:

Bank Name: Hang Seng Bank

Name of the Account: Asia-Pacific Academy of
Ophthalmology Limited

Account Number: 383-779485-883 (USD)

Bank Address: 83 Des Voeux Road, Central, Hong
Kong

Swift Code: HASE HKHH XXX

†Bank handling charges must be absorbed by the
payer.

Payment Schedule

- 50% upon receipt of the exhibition confirmation and invoice
- 50% on or before November 30, 2019
- 100% on or before April 30, 2020

Cancellation Penalties

- 0% on or before April 30, 2020
- 50% from May 1, 2020 to May 15, 2020
- 100% on or after May 16, 2020

Payment in full is required no later than April 30, 2020. Failure to complete payment does not release the contract or financial obligation of the Exhibitor.

☐ We understand the application procedure and agree to abide by the Guidelines for Industry Participation for the Conference. I confirm that I am authorized to sign this form on behalf of the Applicant/Company.

Signature: _____

Date: _____