



**APAO**  
**2023**

# *The 38<sup>th</sup> Asia-Pacific Academy of Ophthalmology Congress*

***Reconnect & Collaborate***

*February 23-26, 2023  
Kuala Lumpur, Malaysia*

## **SPONSORSHIP & EXHIBITION PROSPECTUS**

Host



Co-Host



**MALAYSIAN SOCIETY OF  
OPHTHALMOLOGY**

Supported By



Meet in   
**Malaysia**  
BE Greater, Together.



**APAO Secretariat**

*Hong Kong Office:*

c/o The Chinese University of Hong Kong, Dept. of Ophthalmology & Visual Sciences,  
Hong Kong Eye Hospital, 4/F, 147K Argyle Street, Kowloon, Hong Kong

**Tel:** (852) 3943-5827    **Fax:** (852) 2715-9490

**Email:** [secretariat@apaophth.org](mailto:secretariat@apaophth.org)

# CONTENTS

Welcome Message .....	2
Congress Information.....	3
Attendance Profile .....	5
Congress Statistic for APAO 2019 (Onsite Congress in Bangkok, Thailand) .....	6
Congress Venue .....	8
Scientific Programs.....	11
Social Programs.....	12
Website .....	14
Important Dates .....	14
Sponsorship Opportunities .....	15
Sponsorship Packages .....	16
Sponsorship Items.....	21
Code of Practice .....	24
Exhibition Information .....	25
Priority Points Program .....	27
Bookings and Contracts.....	29
Booking Procedures and Payment Information .....	29
Booking Form .....	31
Contact Information.....	31

# Welcome Message

It is our great honor and pleasure to invite you to the 38<sup>th</sup> Asia-Pacific Academy of Ophthalmology Congress in Malaysia, which is co-hosted by the Malaysian Society of Ophthalmology.

Our annual scientific congress of ophthalmology is home to ophthalmological professionals and industrial partners, and the place to share expertise and experience. Under the theme of “Reconnect and Collaborate,” the APAO Congress 2023 features more than 500 internationally renowned speakers presenting the latest discoveries and ideas in 16 ophthalmic subspecialties.

Sitting at the heart of Asia, Malaysia indulges itself in multicultural diversity and an exceptional range of travel experiences for visitors. It is the third time we hold APAO Congress in this inviting city, and we believe Kuala Lumpur holds new surprises for all of us.

We very much look forward to seeing you in February 2023 after the 2-year long COVID break. We wish you all a wonderful stay in Malaysia.



Kenneth FONG  
Congress President  
APAO 2023 Congress  
Immediate Past President,  
Malaysian Society of  
Ophthalmology



Tin AUNG  
Scientific Program  
Committee Chair  
APAO 2023 Congress



Ningli WANG  
APAO President



Clement THAM  
APAO Secretary-  
General & CEO

# Congress Information

## Asia-Pacific Academy of Ophthalmology (APAO)

The Asia-Pacific Academy of Ophthalmology (APAO) Congress has hosted numerous premier scientific conferences and meetings in the Asia-Pacific region and beyond; and has gained worldwide recognition and acceptance. Our Scientific Program Committee are fully committed to developing a world-class scientific Program. It is home to ophthalmological professionals and industrial partners, and the place to share expertise and experience



APAO originates with the vision of advancing the science and art of ophthalmology by organizing various and regular training and educational Programs for ophthalmologists, providing online education for our members, and publishing the Asia-Pacific Journal of Ophthalmology; in the hope of phasing out preventable blindness through education, research and clinical services in the Asia-Pacific region and beyond.

For more information, please visit <https://apaophth.org/>

### Objectives

- Showcase advanced and cutting-edge clinical and research studies
- Outline new trends in the diagnosis and treatment of ophthalmic diseases
- Disseminate the latest clinical practice and international gold standards
- Provide a platform for fruitful and authentic scientific exchange, helping ophthalmologists learn and grow in their careers
- Furnish delegates with an opportunity to network, make and renew friendships
- Keep delegates posted on industry research and developments

## Malaysian Society of Ophthalmology (MSO)

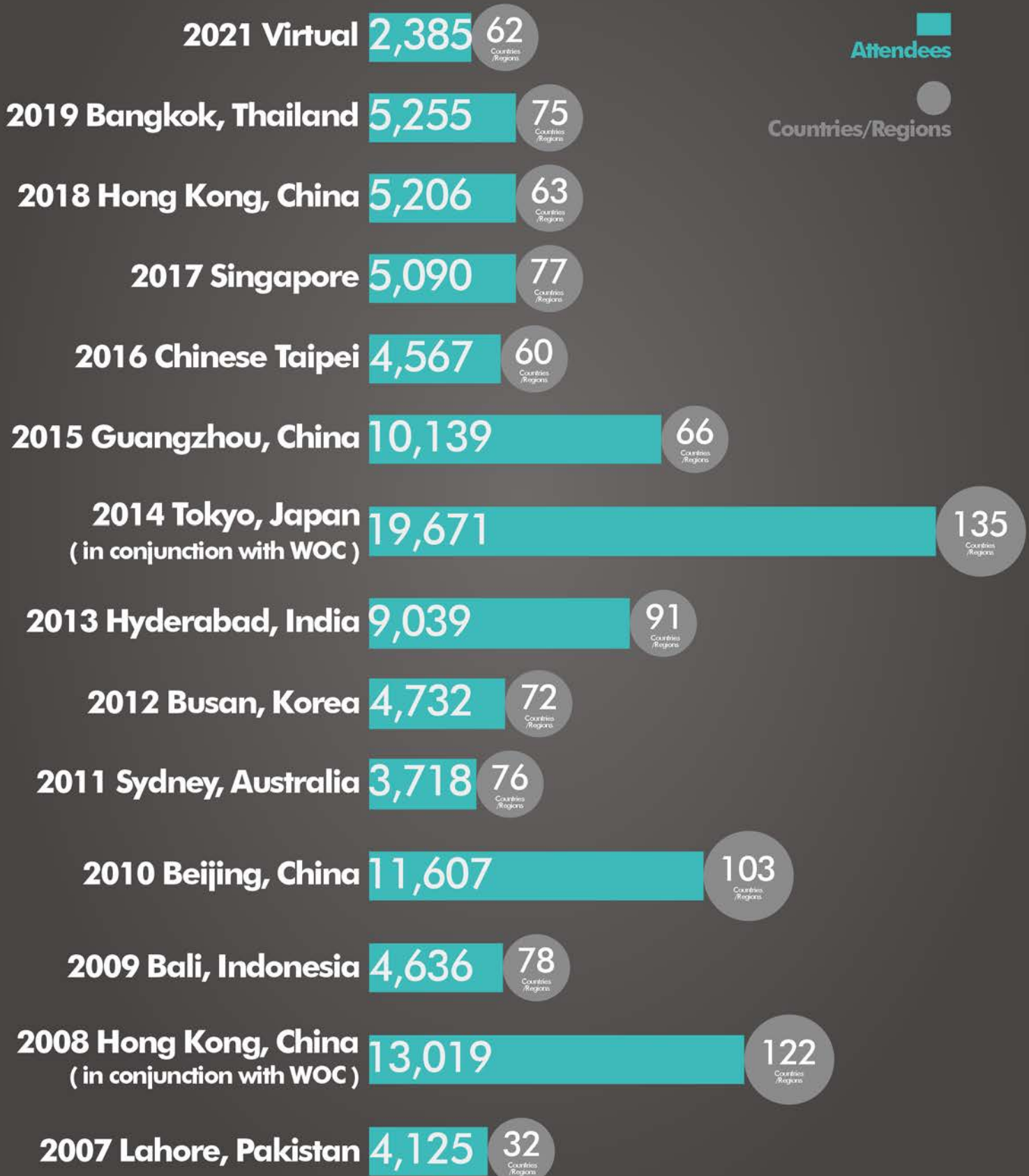
The Malaysian Society of Ophthalmology (MSO) was previously known as the Malaysian Medical Association Ophthalmological Society (MMA OS). Established in 1964 by pioneering Malaysian ophthalmologists with the aim of promoting interest in and advancing the specialty, it became an independent society (MSO) on April 15, 2008. For over 57 years, the society has grown and organized numerous academic and social activities, benefitting its members as well as the fraternity of ophthalmologists and the community.



Learn more about MSO at <https://www.mso.org.my/index.cfm>

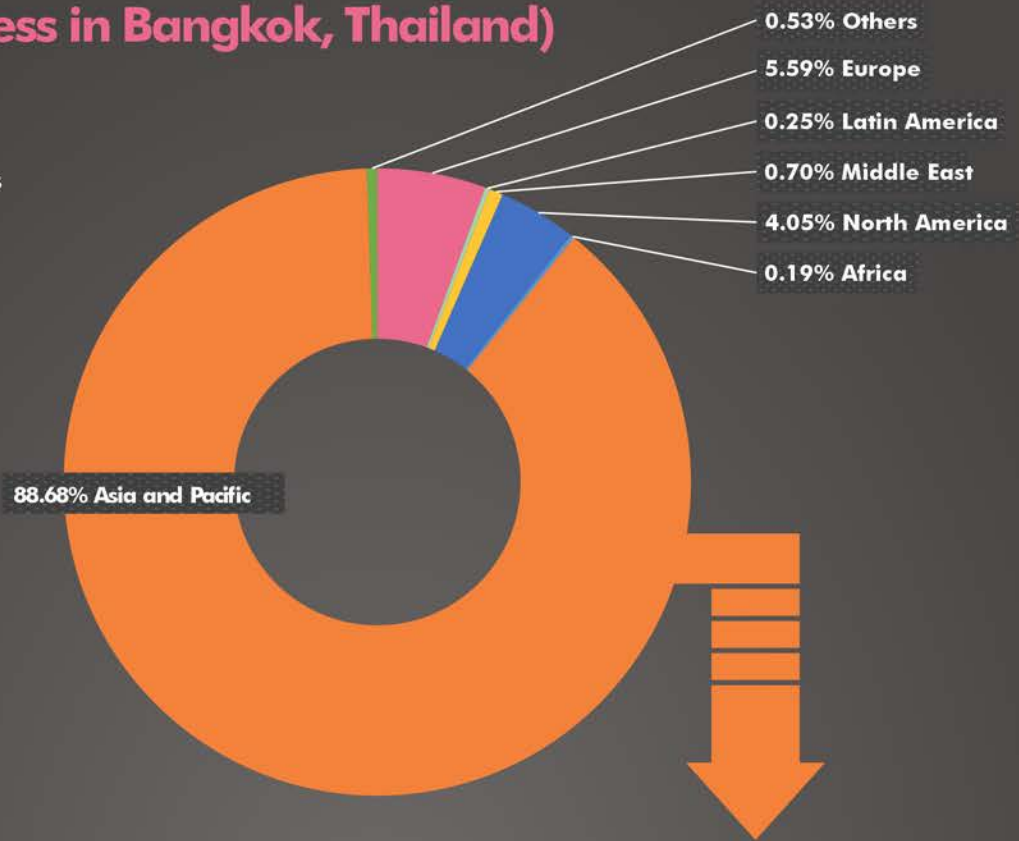
# Attendance Profile

We are pleased to announce that the 38<sup>th</sup> APAO Congress is due to go ahead as a full face to face conference at the Kuala Lumpur Convention Centre (KLCC), Malaysia from February 23-26, 2023 with an expected attendance of over 5,000 delegates. The attendance in previous APAO Congresses are as shown below.



# Congress Statistic for APAO 2019 (Onsite Congress in Bangkok, Thailand)

Total Countries/Regions  
Represented: 75

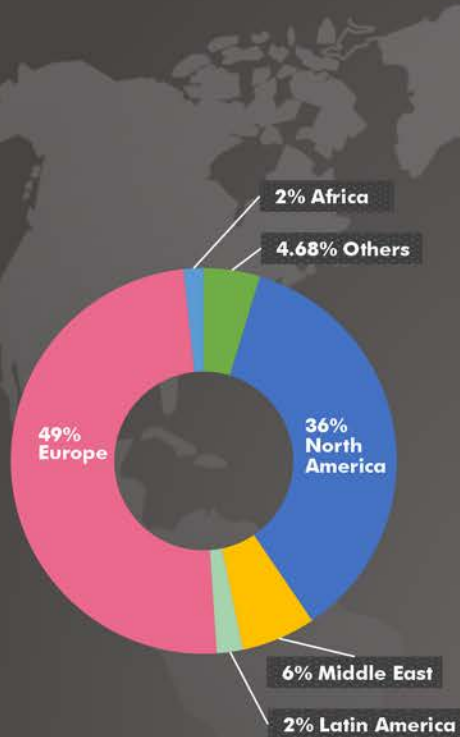


## Attendance by Country/Region in Asia-Pacific Region

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%

# Congress Statistic for APAO 2019 (Onsite Congress in Bangkok, Thailand)

## 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



With the recent re-opening of Malaysia's international borders, the prestigious Kuala Lumpur Convention Centre (KLCC), located in the heart of the city, is most ready to host the APAO 38<sup>th</sup> Congress with an expected attendance of over 5,000 delegates. KLCC is Malaysia's premier award-winning venue. Featuring a wide range of customizable function space, the five-level purpose-built facility is ideal for large and high-profile meetings. KLCC is also incredibly accessible. A variety of transportation is available to take you from the Kuala Lumpur International Airport (KLIA) to KLCC and your on-site accommodation.





**The Kuala Lumpur Convention Centre is located in the heart of the city, as part of the Kuala Lumpur City Centre (KLCC) Precinct, overlooking the iconic PETRONAS Twin Towers and a lush 50-acre KLCC Park.**



Four onsite hotels and over 25,000 rooms ranging from 5-star to budget within walking distance



Over 350 food and beverage outlets offering authentic Malaysian food, casual dining to international cuisine at the KLCC Precinct

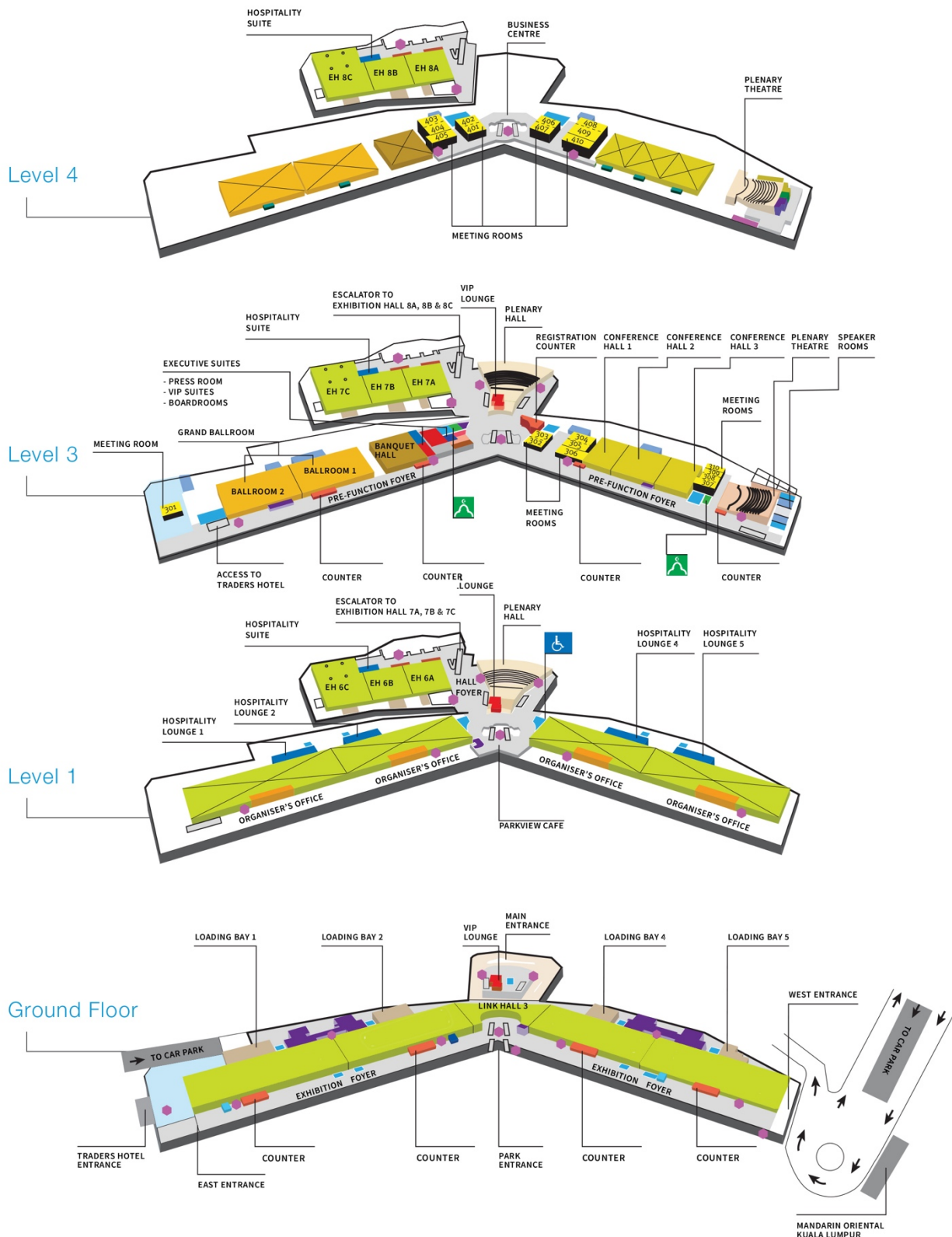


Surrounded by entertainment choices within a short walk



Malaysia's iconic shopping mall, Suria KLCC, within a 3 min walk

# Floor Plans



The floor plan provided by KLCC is for reference only. Final exhibition area to be announced & subject to approval by APAO Secretariat and the Organizing Committee.

For more information about KLCC, visit [www.klccconventioncentre.com](http://www.klccconventioncentre.com)

# Scientific Programs



Over the 3.5-day Programs of the APAO 2023 Congress, the scientific Programs will cover 16 subspecialty areas including clinical ophthalmology and visual sciences. It will foster interaction in several innovative ways and encourage dialogue through plenary sessions, free paper presentations, poster sessions, keynote lectures and video sessions.

Chaired by Prof. Tin AUNG, the International Advisory Committee and Scientific Program Committee are currently being formed. It will bring together over 500 top-notch speakers to engineer a world-class scientific Program.

For more details on the Program, please visit our congress website at <http://2023.apaophth.org/>

APAO Congress 2023 Programme Overview



\*Breakfast Symposium: 45 minutes; S1-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 four APAO Named Awards, which are Jose Rizal Medal, ICO Mark Tso Golden Apple Award, Holmes Lecture, and Nakajima Award.

## **Welcome Reception**

With a tailor-made 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.

## **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.



### **Charity Run**

Since its inception in 2016, the APAO Charity Run has been able to become a true helping hand to raise funds for communities in need. Over the years, there were nearly 180 participants on average on an annual basis and the number hit 332 in 2019.

### **Women in Ophthalmology Luncheon**

Female ophthalmologists get together annually in the APAO Congress with an amazing opportunity to be inspired by female leaders and to learn about the challenges they face on the road to success.

### **YO Lounge and YO Night**

The YO Lounge provides endless opportunities for networking with academy leaders and peers and serves as a rest stop from a busy educational agenda. On Day 2, the YO Night is a party that gives young ophthalmologists the flexibility to enjoy time with friends and colleagues.

### **APAO LDP Alumni Reception**

The APAO Leadership Development Program runs every year. All graduates of the program are eligible to join an alumni group to get together, learn together and continue to grow after graduation. The Alumni Reception provides opportunities to foster continuing relationships with classmates and graduates across years.

## Website

Highlights of Program updates and activities will be published via <http://2023.apaophth.org/> regularly.

## Important Dates

For key starting dates and deadlines, see below. We highly encourage you to mark your calendar accordingly.

Schedule	Date
Abstract Submission Opens	April 16, 2022
Early Bird Registration Opens	April 16, 2022
Abstract Submission Closes	August 29, 2022
Exhibit & Support 1 <sup>st</sup> Deposit Due	September 10, 2022
Exhibit & Support 2 <sup>nd</sup> Deposit Due	October 1, 2022
Early Bird Registration Closes	October 10, 2022
Exhibit & Support Final Deposit Due	October 31, 2022
Submission Deadline of Industry -Sponsored Symposia / Wet Lab Courses	December 10, 2022
Advertisement & Signage Artwork Due	December 10, 2022
Advance Registration Closes	February 6, 2023
On-site Registration	February 23 – 26, 2023
APAO Exhibition	February 23 – 25, 2023
Opening Ceremony & Plenary Session	February 23, 2023
Presidential Dinner	February 23, 2023
Gala Dinner	February 25, 2023
Charity Run	February 25, 2023

# Sponsorship Opportunities

The APAO 2023 Congress will provide a wide range of sponsorship opportunities for our sponsors and exhibitors to increase their brand exposure beyond the exhibition hall and interact with influential delegates from numerous ophthalmic societies.

The APAO 2023 Congress will offer modest sponsorship packages to recognize the long-term support from sponsors and welcome the participation of new sponsors. In addition to packages, sponsors can also consider taking out individual items.

## Benefits & Acknowledgments

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

### General benefits are:

- 👉 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 Book
- 👉 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 2023 Congress



# Sponsorship Packages

## Sponsor Advantage Chart

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

Benefit	Diamond US\$260,000	Platinum US\$185,000	Gold US\$145,000
1. <b>Symposium</b>	3 lunch symposiums (60 minutes ea.)	2 lunch symposiums (60 minutes ea.)	1 morning symposium (45 minutes ea.) 1 lunch symposium (60 minutes ea.)
2. <b>Exhibition Space</b>	72 m <sup>2</sup> booth space in prime location	54 m <sup>2</sup> booth space in prime location	36 m <sup>2</sup> booth space in prime location
3. <b>Complimentary Registration</b>	30	15	10
4. <b>Complimentary Presidential Dinner Tickets</b>	4	2	2
5. <b>Complimentary Gala Dinner Tickets</b>	10	7	5
6. <b>Congress App</b>	3 pop-up ads	2 pop-up ads	2 pop-up ads
7. <b>Delegate Bag</b>	Logo on delegate bag	N/A	N/A
8. <b>Product Catalogue in the Delegate Bag</b>	1	1	N/A
9. <b>Delegate Bag Insert</b>	3	2	1
10. <b>Final Program – Advertising</b>	3 full pages Full colour	2 full pages Full colour	2 full pages Full colour
11. <b>Advance Mailing to Delegate List</b>	3	2	2
12. <b>Post on APAO Facebook Page / Twitter</b>	3	2	2
13. <b>Logo on Congress Flyers, Backdrops, Registration Area, Signage inside the Congress Venue &amp; App</b>	✓	✓	✓
14. <b>Logo on the Back of Name Badge</b>	✓	✓	✓
15. <b>Acknowledgment in Monthly E-newsletter</b>	✓	✓	✓
16. <b>Logo Link on the Congress Website to Own Site</b>	Logo link + 500 words company profile	Logo link + 300 words company profile	Logo link + 200 words company profile
17. <b>Use of APAO 2023 Congress Logo</b>	✓	✓	✓
18. <b>Peripheral Items<sup>#</sup></b>	20% discount	20% discount	20% discount

### Remarks:

1. Upgrade from breakfast symposium to lunch symposium depends on the availability of venues. Sponsors may incur extra costs with regards to the upgrade.
2. Upgrade from lunch symposium to live surgery depends on the availability of venues. Sponsors may incur extra costs with regards to the upgrade.
3. Package sponsors are signed up on a first come, first served basis.
4. For information about the Silver and Bronze Package, please refer to P.20.

<sup>#</sup>Applicable to sponsorship items category C & category D only; please refer to P.23-24.

1. **Lunch Symposium**
  - 👉 Three 60-minute lunchtime symposia in the lecture hall (capacity over 200) on three different days (ONLY)
  - 👉 The exact schedule of the symposia will be assigned by the organizers who endeavor to accommodate the needs of every diamond sponsor as much as possible
  - 👉 Food and drinks are to be provided for the audience attending the sponsored symposia at sponsors' own expense
2. **Exhibition Space**
  - 👉 Eight complimentary units (= 72 m2)
  - 👉 Three complimentary exhibitor badges for each 9 m2 exhibit space
  - 👉 Priority choice of exhibition space and location
  - 👉 The larger the area, the higher the priority
  - 👉 Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer
3. **Complimentary Registration**
  - 👉 Thirty complimentary trade delegate badges
  - 👉 Each trade delegate registration will enjoy the same entitlement as normal delegate registration
4. **Presidential Dinner**
  - 👉 Four 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 (1 color) 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 product catalogue of less than 8 pages 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. **Final Program Book – Advertising**
  - 👉 Three full-page, 4-color ads in the Final Program Book
11. **Advance Mailing**
  - 👉 Three advance mailings to delegate list
12. **APAO Facebook / Twitter Post**
  - 👉 Three post feed on APAO Facebook / Twitter Post
13. **Logo**
  - 👉 Company logo on congress flyers, backdrops in registration area, signage in the congress venue, Congress App, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 view per issue)
14. **Logo Link**
  - 👉 Logo link on the congress website to company website and company name link to company profile in less than 500 words
15. **Use of Congress Logo**
  - 👉 Use of congress logo on company communications relating to the APAO 2023 Congress
16. **Peripheral Items**
  - 👉 20% discount on the order of delegate items and on-site items on the peripheral item list

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

1. **Lunch Symposium**
  - 👉 Two 60-minute lunchtime symposia in the lecture hall (capacity over 200) on two different days (ONLY)
  - 👉 The exact schedule of the symposia will be assigned by the organizers who endeavor to accommodate the needs of every platinum sponsor as much as possible
  - 👉 Food and drinks are to be provided for the audience attending the sponsored symposia at sponsors' own expense
2. **Exhibition Space**
  - 👉 Six complimentary units (= 54 m2)
  - 👉 Three complimentary exhibitor badges for each 9 m2 exhibit space
  - 👉 Priority choice of exhibition space and location after diamond sponsors
  - 👉 The larger the area, the higher the priority
  - 👉 Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer
3. **Complimentary Registration**
  - 👉 Fifteen complimentary trade delegate badges
  - 👉 Each trade delegate registration will enjoy the same entitlement as normal delegate registration
4. **Presidential Dinner**
  - 👉 Two complimentary tickets
5. **Gala Dinner**
  - 👉 Seven complimentary tickets
6. **Congress App**
  - 👉 Two pop-up advertisements in the Congress App on 2 days selected by the sponsor
7. **Product Catalogue**
  - 👉 One product catalogue of less than 8 pages 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. **Final Program Book – Advertising**
  - 👉 Two full-page, 4-color ads in the Final Program Book
10. **Advance Mailing**
  - 👉 Two advance mailings to delegate list
11. **APAO Facebook / Twitter Post**
  - 👉 Two post feed on APAO Facebook / Twitter Post
12. **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 views per issue)
13. **Logo Link**
  - 👉 Logo link on congress website to company website and company name link to company profile in less than 300 words
14. **Use of Congress Logo**
  - 👉 Use of congress logo on company communications relating to the APAO 2023 Congress
15. **Peripheral Items**
  - 👉 20% discount on the order of delegate items and on-site items on the peripheral item list

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

## Gold Sponsorship Packages (Max=7)

US\$145,000

### 1. Breakfast Symposium

- ☞ One 45-minute breakfast symposium in the lecture hall (capacity over 200)
- ☞ The exact schedule of the symposium will be assigned by the organizers who endeavor to accommodate the needs of every gold sponsor as much as possible
- ☞ Food and drinks are to be provided for the audience attending the sponsored symposium 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 the lecture hall (capacity over 200)
- ☞ The exact schedule of the symposium will be assigned by the organizers who endeavor to accommodate the needs of every gold sponsor as much as possible
- ☞ Food and drinks are to be provided for the audience attending the sponsored symposium at sponsors' own expense

### 3. Exhibition Space

- ☞ Four complimentary units (= 36 m<sup>2</sup>)
- ☞ Three complimentary exhibitor badges for each 9 m<sup>2</sup> exhibit space
- ☞ Priority choice of exhibition space and location after diamond and platinum sponsors
- ☞ The larger the area, the higher the priority
- ☞ Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer

### 4. Complimentary Registration

- ☞ Ten complimentary trade delegate badges
- ☞ Each trade delegate registration will enjoy the same entitlement as normal delegate registration

### 5. Presidential Dinner

- ☞ Two complimentary tickets

### 6. Gala Dinner

- ☞ Five complimentary tickets

### 7. Delegate Bag Insert

- ☞ One promotional leaflet/flyer in A4/A5/B5 size and not more than 150 grams

### 8. Final Program Book – Advertising

- ☞ One full-page, 4-color ad in the Final Program Book

### 9. Advance Mailing

- ☞ One advance mailing to delegate list

### 10. APAO Facebook / Twitter Post

- ☞ Two post feeds on APA Facebook / Twitter Post

### 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 views per issue)

### 12. Logo Link

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

### 13. Use of Congress Logo

- ☞ Use of congress logo on company communications relating to the APAO 2023 Congress

### 14. Peripheral Items




- ☞ 20% discount on the order of delegate items and on-site items on the peripheral item list

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

## Silver Sponsorship Packages

US\$120,000




Sponsors who support the congress with a total sponsorship of US\$120,000 – US\$144,999 are automatically considered as silver sponsors with the following entitlements:

1. **Signage**  
 Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app and e-newsletters (approximately 8 issues with circulation of over 30,000 views per issue)
2. **Final Program Book – Advertising**  
 One full-page, 4-color ad in the Final Program Book
3. **Logo Link**  
 Logo link on congress website to company website and company name link to company profile in less than 100 words

## Bronze Sponsorship Packages

US\$80,000

Sponsors who support the congress with a total sponsorship of US\$80,000 – US\$119,999 are automatically considered as bronze sponsors with the following entitlements:

1. **Signage**  
 Company logo on congress flyers, backdrops in registration area, signage in congress venue, congress app and e-newsletters (approximately 8 issues with circulation of over 30,000 views per issue)
2. **Final Program Book – Advertising**  
 One half page, 4-color ad in the Final Program Book
3. **Logo Link**  
 Logo link on congress website to company website and company name link to company profile in less than 50 words

# Sponsorship Items

## Scientific Program Items

---

### Sponsored Programs

#### A1 Wet Laboratory Instruction Course

**US\$20,000 per day**

**Sole Sponsor for each subspecialty: US\$30,000 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 to prevent and manage complications.

Sponsors will have the opportunity to hold a web lab session in a room seating from 15-30 delegates. Each session will be of 120-minute duration. In total, there are 3 wet lab sessions on Day 2 and 3. The exact schedule will be assigned by the organizer. It is the responsibility of the sponsors to arrange all instructors and equipment necessary for the wet lab sessions. Utility services such as electricity and cleaning services are to be provided at sponsors' own expense.

#### A2 Lunch Symposium

**US\$35,200**

Sponsors will have the opportunity to hold a lunch symposium in a lecture hall seating over 200 delegates. The session will be of 60-minute 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.

#### A3 Breakfast Symposium

**US\$24,500**

Sponsors will have the opportunity to hold a breakfast symposium in a lecture hall seating over 200 delegates. The session will be of 45-minute 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

#### A4 Speaker Ready Room

**US\$25,000**

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.

#### A5 Electronic Video and Poster Platform

**US\$20,000**

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 Book next to details of the electronic video and poster platform.

### **A7 APAO Travel Grants**

**US\$20,000**

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 Grant will be named as “APAO –(Company)” Travel Grants.

## **Social Programs**

---

### **B1 Presidential Dinner (Day 1 Evening, February 23, 2023)**

**US\$40,000**

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, February 25, 2023)**

**US\$40,000**

The sole sponsor will have the opportunity to sponsor this open reception intended for all delegates attending the 38th 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 Charity Run (Day 3 Morning: February 25, 2023)**

**US\$12,000**

The sponsor will have the opportunity to sponsor this charity run intended to raise funds for one of APAO’s national member societies in need. The APAO Charity Run was organized from 2016-2019 with nearly 250 participants on average. 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. The sponsor’s logo will appear on the event invitation, promotional materials, T-shirt, trophies and accessories (e.g., bib), certificate of achievement and finish line. The sponsor can also provide the opportunity for employees to participate in the event.

### **B4 APAO LDP Alumni Reception (Day 3 Afternoon, February 25, 2023)**

**US\$10,000**

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’ Lounge and Night (Day 2 Evening: February 24, 2023)**

**US\$7,000**

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 Luncheon**

**US\$4,000**

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 Final Program Book**

Back of Back Cover	<b>US\$6,000</b>
Back of Front Cover	<b>US\$5,000</b>
Front of Back Cover	<b>US\$4,000</b>
Run of Page (Full)	<b>US\$3,000</b>
Run of Page (Half)	<b>US\$1,500</b>

**Benefits:** Advertisements in the Final Program Book, 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**

**US\$4,000**

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**

**US\$2,000**

An inbox message sends to all delegates by 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.

### **Delegate Items**

#### **D1 Mobile Guide**

**US\$50,000**

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**

**US\$30,000**

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

#### **D3 Lanyard**

**US\$30,000**

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**

**US\$8,000**

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**

**US\$30,000**

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**

**US\$25,000**

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 Signage**

**US\$20,000**

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

#### **E4 Coffee Break**

**US\$10,000**

Sponsors will have the opportunity to 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.

#### **E5 Executive Suite**

**US\$100 per square meter**

Sponsors will have the opportunity to rent an executive suite with a total area ranging from 42m<sup>2</sup> to 100m<sup>2</sup> as an office or meeting space on site from *February 23 – 26, 2023*. AV/IT equipment is to be provided at sponsors' own expense. Package sponsors will enjoy priority over exhibitors in securing an executive suite.

## **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](http://www.efpia.org) and by International Federation of Pharmaceutical Manufacturers & Associations (IFMPA) available at [www.ifpma.org](http://www.ifpma.org).

# Exhibition Information

## Modular Stands

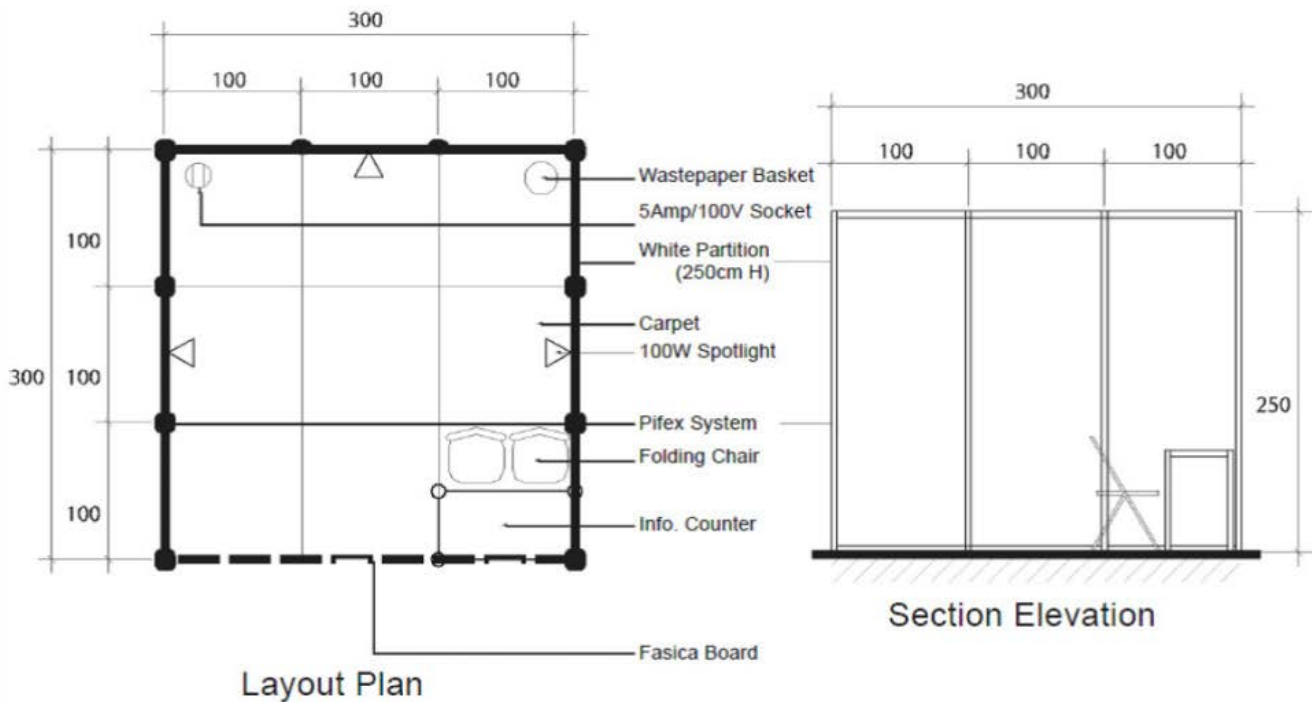
Shell scheme is provided for all stands unless a space only block is requested. The charge per booth is as follows:

Modular Booth	Price
3m x 3m Standing Booth	US\$8,000

\*A floor plan will be sent along with the exhibitor guidelines and booth application form at a later stage

The stand fees include the following:

- 👉 Complimentary exhibitor name badges for 3 persons per 9 square meters
- 👉 Shell scheme with fascia panel, if required
- 👉 Needle punched carpet flooring
- 👉 Two 10W LED spotlight
- 👉 One information counter (1m x 0.5m x 0.75m)
- 👉 Two folding chairs
- 👉 One 5A/240V socket (Power supply time: 09:00 – 18:00)
- 👉 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 indicate at least 4 booth locations in different areas of the exhibition in order of your preference, taking your priority point status into consideration. The priority of booth assignment will be assessed according to the company's earned priority points and payment date. Companies with the greatest number of points are assigned first, progressing to companies with the fewest.

When assigning booth space, we will consider your company's priority points, payment status, your preferred booth type and the booth location(s) you have chosen. Every effort will be made to assign one of your booth choices. If your booth choices are not available, we will ask you to submit additional selections.

#### **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. The booth assignment is based on the companies' averaged priority points.

# Priority Points Program

The Priority Points Program is a participation and loyalty reward system for APAO Congress corporate partners including Exhibitors and Sponsors.

The Program is designed to reward corporate partners for their support and provide a clear and transparent scheduling process of the exhibit booth space order for each exhibitor.

To benefit from the Priority Points Program, the company is required to submit the completed booking form to the APAO Secretariat by the priority point deadline of September 10, 2022. The Priority Points Program will not be applied to late submissions.

The priority of booth assignment will be assessed according to the company's earned priority points and payment date. Companies with the greatest number of points are assigned first, progressing to companies with the fewest.

The priority points can be accrued through attendance at the previous congress as well as sponsoring, advertising and supporting the congress Programs.

When two companies with equal points request the same space, priority will be given to the company which has exhibited at three previous congresses in the past 5 years. If a tie still exists after evaluating this criterion, the exhibit space will be assigned on a first come, first served basis based on the booking and payment dates.

Violations of or failure to adhere to APAO policies, contracts, rules and regulations will result in points being deducted from a company's total points.

The priority point system is subject to cancellation, change or modification by APAO at any time without prior notice.

Priority points are accrued annually and added to the cumulative total in the following ways:

## 1. Exhibiting

- 1 point for exhibiting in the current year
- 1 point for exhibiting at 5 previous consecutive congresses

## 2. Booth Size

- 1 point per every 9 sqm of booth space

## 3. Payment

- 3 points for sending full payment with the booking form by the priority point deadline: September 10, 2022

#### 4. Total Congress Expenditure

- Total event expenditure includes booth cost, registration and sponsorship at the APAO 2023 Congress.

Points Earned	Total Amount Spent
10	US\$50,000 – US\$99,999
15	US\$100,000 – US\$149,999
30	US\$150,000 – US\$179,999
35	US\$180,000 – US\$209,999
50	US\$210,000+

#### 5. Total Advertising Expenditure

- Total advertising expenditure includes delegate items, advertising items and onsite items

Points Earned	Total Amount Spent
5	US\$10,000 – US\$29,999
7	US\$30,000 – US\$49,999
10	US\$50,000+

#### 6. Sponsoring Social Programs and/or APAO Projects

- 5 points for sponsoring any two of the following social Programs:
  - Presidential Dinner
  - Gala Dinner
  - APAO LDP Alumni Reception
  - Young Ophthalmologists' Night
- 5 points for sponsoring APAO Projects
  - APAO Gateway Project
  - APAO Leadership Development Program
  - Asia-Pacific Journal of Ophthalmology
  - APAO International Fellowship Program
  - Asia-Pacific Eye Care Week

#### 7. Donation & APAO Project / Program Sponsorship

- Total amount donated to the APAO Charity Run / other congress-related charity events

Points Earned	Total Donation Amount
1	US\$1,500 – US\$3,999
3	US\$4,000 – US\$9,999
5	US\$10,000 – US\$29,999
7	US\$30,000+

#### 8. Completion of the Post-Congress Survey

- 5 points for completing the post-congress survey

# 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 October 31, 2022

All payments must be received before the start date of the congress. Should the sponsor/exhibitor fail to complete payment prior to the commencement of the congress, the organizers will be entitled to cancel the reservation, subject to cancellation fees.

### Payment Method

Payment should be made via Electronic Fund Transfer (EFT)<sup>†</sup> 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

<sup>†</sup>Bank handling charges must be absorbed by the payer.

All exhibitor space fees must be paid in full by Monday, October 31, 2022. If the balance is not well 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 after October 31, 2022 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:

- 20% of the agreed amount if the cancellation/modification is made before September 10, 2022
- 50% of the agreed amount if the cancellation/modification is made between September 10, 2022 and October 31, 2022
- 100% of the agreed amount the cancellation/modification is made after October 31, 2022

## Booking Form

Please complete the book form at <https://airtable.com/shrOFT5XtOIYmEnMJ>

Further congress information, please visit our website at <http://2023.apaophth.org>. If you have any enquiries about the sponsorship package, please email to [exhibition@apaophth.org](mailto:exhibition@apaophth.org).

## Contact Information

For booking or enquiries, please contact:

### **APAO Central Secretariat**

Cynthia Wong  
Congress Manager  
Asia-Pacific Academy of Ophthalmology

Tel: (852) 3943-5826

Fax: (852) 2715-9490

Email: [exhibition@apaophth.org](mailto:exhibition@apaophth.org)