

# LIMITED-TIME OFFER

## FOR INDUSTRY SPONSORS!

# WOC-APAO JOINT SPONSORSHIP PACKAGE

International Council of Ophthalmology



# WOC

World Ophthalmology Congress  
9-12 September, 2022



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

# APAO

KUALA LUMPUR, MALAYSIA

23-26  
FEBRUARY 2023

*Reconnect & Collaborate*

# Two Packages in One

Cover Two Premier World Events  
in Ophthalmology  
with Special Discount

Benefit	Global Platinum <del>US\$277,000</del> US\$243,800	Global Gold <del>US\$195,000</del> US\$175,500	Global Sliver <del>US\$165,000</del> US\$151,800
<b>Congress Items</b>			
1. WOC 2022 Parallel Satellite Symposium	1 symposium (60 minutes ea.)	1 symposium (60 minutes ea.)	1 symposium (60 minutes ea.)
2. APAO 2023 Symposium (Physical)	2 lunch symposiums (60 minutes ea.)	1 lunch symposium (60 minutes ea.)	1 breakfast symposium (45 minutes ea.)
<b>Exhibition Items</b>			
3. WOC 2022 Personalized Exhibitor Page	Premium	Premium	Standard
4. APAO Exhibition Space (Physical)	54 m <sup>2</sup> booth space in prime location	36 m <sup>2</sup> booth space in prime location	36 m <sup>2</sup> booth space in prime location
<b>Complimentary Registration / Tickets</b>			
5. WOC 2022 Full Registration	45	45	15
6. APAO 2023 Full Registration (Physical)	25	15	10
7. APAO 2023 Presidential Dinner Tickets	2	2	2
8. APAO 2023 Gala Dinner Tickets	7	5	5
<b>Special Items</b>			
<b>APAO 2023 Sole Sponsor Appearance</b>			
9. Electronic Video and Poster Platform	✓	N/A	N/A
10. LDP Alumni Luncheon		✓	N/A
11. Additional Priority Points	15	12	7
<b>Promotions</b>			
<b>WOC 2022</b>			
12. Promotion Video (up to 3 mins)	1	1	N/A
13. Social Media Post on ICO Channels	1	1	N/A
14. Scheduled Notification on Congress Platform	1	1	N/A
15. E-blast to WOC 2022 Delegates	1	1	1
16. Logo and Link on WOC Congress Website	✓	✓	✓
17. Logo and Link on WOC Congress Platform	Rotating	Rotating	Rotating
<b>APAO 2023</b>			
18. Congress App	2 pop-up ads	1 pop-up ads	1 pop-up ads
19. Delegate Bag	-	-	-
20. Product Catalogue in the Delegate Bag	1	N/A	N/A
21. Delegate Bag Insert	2	1	1
22. Final Program – Advertising	2 full pages Full colour	1 full pages Full colour	1 full pages Full colour
23. Advance Mailing to Delegate List	2	1	1
24. Post on APAO Facebook Page / Twitter	2	1	1
25. Logo on Congress Flyers, Backdrops, Registration Area, Signage inside the Congress Venue & App	✓	✓	✓
26. Logo on the Back of Name Badge	✓	✓	✓
27. Acknowledgment in Monthly E-newsletter	✓	✓	✓
28. Logo Link on the Congress Website to Own Site	Logo link + 300 words company profile	Logo link + 200 words company profile	Logo link + 200 words company profile
29. Use of APAO 2023 Congress Logo	✓	✓	✓
30. Peripheral Items <sup>#</sup>	20% discount	20% discount	20% discount

**Additional 10 Priority Points to APAO 2023** for any purchase on WOC 2022

## Sponsor Packages

The below sponsorship packages are available to all industry companies; and offer great visibility and value for money.

4 LEVELS OF ENGAGEMENT	PLATINUM USD 315,000	GOLD USD 195,000	SILVER USD 85,000	BRONZE USD 45,000
<b>CONTENT</b>				
Plenary satellite symposium (up to 60 min)	1	-	-	-
Parallel satellite symposium (up to 60 min)	2	2	1	1
Promotional video (up to 3 min)	2	2	1	-
Personalized sponsor/exhibitor page	PREMIUM	PREMIUM	PREMIUM	STANDARD
<b>PROMOTION</b>				
Logo and link on congress website	YES	YES	YES	YES
Logo and link on congress platform	MAIN DASHBOARD	MAIN DASHBOARD	ROTATING	ROTATING
Promotional banner on congress platform	1	1	-	-
Scheduled notification on congress platform	2	2	1	-
Personalized e-blast to WOC2022 registered delegates	3	2	1	1
Social media posts on all ICO channels	2	2	1	-
Acknowledgement in one e-blast of ICO database	1	1	-	-
Acknowledgement on post-congress evaluation survey	YES	YES	-	-
Digital advertising campaign	YES	-	-	-
<b>ADDITIONAL BENEFITS</b>				
WOC News: virtual studio branded by sponsor	YES	-	-	-
Tutorial video for delegates supported by partner (exclusive)	YES	-	-	-
Long term acknowledgement on ICO portal	YES	YES	-	-
Advertisement in abstracts portal	1	1	-	-
Full congress registrations	100	75	45	15
Industry quizz	YES	YES	YES	YES

For more details, please contact our Congress Manager Cynthia Wong at [exhibition@apaophth.org](mailto:exhibition@apaophth.org). we welcome inquiries from any interested parties in the hopes of creating mutually beneficial arrangements for the two congresses.