



World Ophthalmology Congress 2008

XXXI International Congress of Ophthalmology | XXIII Congress of Asia-Pacific Academy of Ophthalmology
XIII Congress of Chinese Ophthalmological Society | XX Hong Kong Ophthalmological Symposium

HONG KONG | 28Jun - 2Jul 2008

EXHIBIT PROSPECTUS

An Invitation to Exhibitors

Dear Exhibitor,

It is our pleasure to invite your participation at the exhibition in the WOC 2008, to be held on 28 Jun – 2 Jul in Hall 5 of the Hong Kong Convention and Exhibition Centre (HKCEC) which occupies 8,917 m² exhibition spaces.

The WOC 2008 Exhibition will provide an excellent opportunity for your company to showcase and demonstrate your products and services to the 10,000 - 15,000 key international representatives of the world ophthalmic community attending this event.

To secure exhibit space, please complete the attached exhibit space application form and return to the WOC 2008 secretariat.

Do come and join us in Hong Kong, Asia's World City.

For more information, please visit our website:

www.woc2008hongkoong.org

Professor Dennis S C Lam, MD
President and Organizing Committee Chairman
World Ophthalmology Congress 2008



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Introduction of WOC2008

The Organizing Committee of the World Ophthalmology Congress (WOC) 2008 is proud to announce that the prestigious WOC will be held in Hong Kong from 28 Jun 2008 (Saturday) to 2 Jul 2008 (Wednesday). We have got strong support from various national, supranational and international ophthalmic organizations that will help bring together many top-notch speakers and a lot of delegates. We are confident that you would want to take part in this opportune event.

Our Vision

To make WOC 2008 one of the best and most memorable ophthalmic congresses in the world.

Why You Should Be Interested

The WOC 2008 is the platform for the 31st International Congress of Ophthalmology, the 23rd Congress of the Asia-Pacific Academy of Ophthalmology, the 13th Congress of Chinese Ophthalmological Society and the 20th Hong Kong Ophthalmological Symposium. The WOC 2008 will be a hallmark event in ophthalmology worldwide. It offers a unique platform for you to interact with an international group of ophthalmologists, surgeons, and researchers and to keep them informed with the latest product advancements and industry trends. Together with the dynamicity, world-class venue and facilities, Hong Kong is your ideal destination for conventions and exhibitions.

Target Audience

Our estimate number of attendees is 10,000 - 15,000. The anticipated number of delegates from China is 4,000.

Facts

Dates:	28 Jun (Saturday) to 2 Jul (Wednesday) 2008
Platform for Major Congresses:	XXXI International Congress of Ophthalmology XXIII Congress of the Asia-Pacific Academy of Ophthalmology XIII Chinese Ophthalmological Symposium XX Hong Kong Ophthalmological Symposium
Official Website:	www.woc2008hongkong.org
Meeting Venue:	The Hong Kong Convention & Exhibition Centre (HKCEC)



International Council of Ophthalmology



College of Ophthalmologists of Hong Kong



Hong Kong Ophthalmological Society



Asia-Pacific Academy of Ophthalmology



Chinese Ophthalmological Society



The Chinese University of Hong Kong

Organizer: Hong Kong Vision Foundation



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Quick Reference of the Exhibition

Date: 28 Jun – 2 Jul 2008 (Saturday – Wednesday)

Opening Hours: 8:00 am – 6:45 pm

Venue: Hall 5, Hong Kong Convention and Exhibition Centre

Exhibition space: 8,917 m²

Maximum

Exhibition Stands: 194 (3m x 3m) and 37 (2m x 3m)

Exhibit Profile: Equipment, instruments, products, services, and scientific developments, showcasing the latest technologies and offering networking opportunities with ophthalmic industry.

Admission &

Visitors Profile: Over 10,000 international delegates of WOC2008 including ophthalmologists, trade delegates, visual scientists, trainees, optometrists, opticians, orthoptists, nurses, ophthalmic photographers / technicians, personnel of Eye Bank / Prevention of Blindness Organizations etc., laboratory worker / medical students / non-medical post-graduate students

Exhibitor Profile: Product and equipment manufacturers, wholesalers & retailers, pharmaceutical companies, publishers, industry affiliated federations and societies.

Exhibitor Move-in & Registration:

	Exhibitor Registration & Move-in	Exhibit Hours	Exhibit Dismantle
June 27, 2008	8:00 AM – 6:45 PM		
June 28, 2008		8:00 AM – 6:45 PM	
June 29, 2008		8:00 AM – 6:45 PM	
June 30, 2008		8:00 AM – 6:45 PM	
July 1, 2008		8:00 AM – 6:45 PM	
July 2, 2008		8:00 AM – 3:00 PM	3:00 PM – 6:45 PM

WOC2008 Program Overview

	Delegate Registration	Subspecialty Day	Reception for Delegates	Opening Ceremony	Gala Dinner	Reception for Speakers	Symposia
June 28, 2008	7:30 AM – 4:00 PM	9:00 AM – 4:00 PM	5:30 PM – 6:45 PM				2:00 PM – 5:30 PM
June 29, 2008				11:00 AM – 12:30 PM	6:45 PM – 9:00PM		8:00 AM – 6:45 PM
June 30, 2008						6:45 PM – 9:00 PM	8:00 AM – 6:45 PM
July 1, 2008							8:00 AM – 6:45 PM
July 2, 2008							8:00 AM – 6:45 PM



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THE VENUE

Facilities

Located at the centre of Hong Kong, Hong Kong Convention and Exhibition Centre (HKCEC) has 70,000 square metre of meeting and exhibition space.

HKCEC has host 33,000 events since it opened in 1988. More than 70% of exhibitions at the HKCEC are international events.

Next to HKCEC, Grand Hyatt and Renaissance Harbour View Hotel are serving both exhibitors and visitors' accommodation needs within walking distance to the venue.

Exhibition Hall

The Exhibition Hall 5 is strategically chosen by the Organizer as the venue of WOC2008 exhibition. It is located in the heart of HKCEC and convenient for WOC2008 delegates to visit the exhibition from all symposia theatres.

Specifications of the Exhibition Hall

Exhibition Area:	8,917 sqm
Ceiling Height:	8.25m
Floor Loading:	1,700 kg / m ²
Exhibition Stand Capacity:	194 (3m x 3m) and 37 (2m x 3m) stands
Freight Handling Facilities:	8 freight lifts, 2 container lifts
Loading Docks:	16 container trucks, 42 light trucks
Restaurants in HKCEC:	5 restaurants served Chinese and western food.

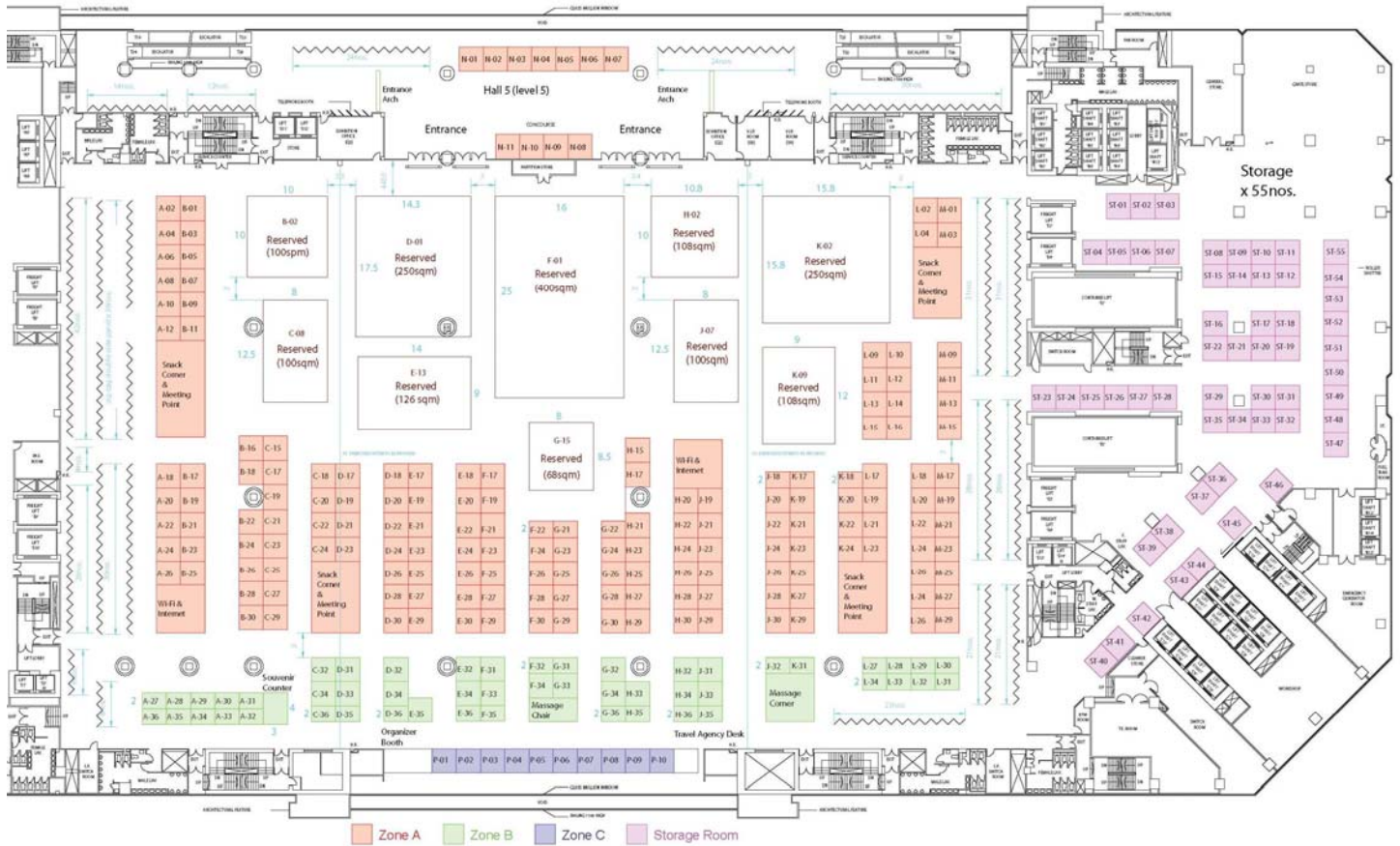


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EXHIBIT PROSPECTUS

Provisional Floor Plan of Exhibition Hall



- ZONE A
- ZONE B
- ZONE C
- STORAGE AREA
- Poster Panels

EXHIBITION SPACE

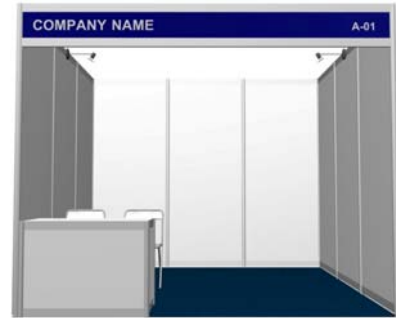
Modular Stands

All modular stands are designed, erected and decorated by the official contractor.

3m x 3m Modular Stand

Cost includes:

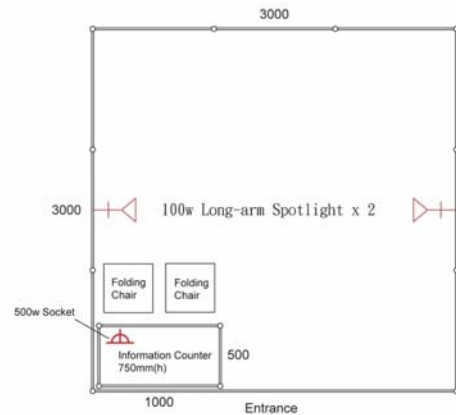
- Needle punched carpet flooring;
- System wall panels;
- Free company fascia with booth number;
- 2 x 100W long-arm spot lights;
- 1 x Information counter (1mL x 0.5mW x 0.75mH);
- 2 x folding chairs;
- 1 x 13A/220V socket (power supply time: 0800 – 2000)



2m(W) x 3m(L) Modular Stand

Cost includes:

- Needle punched carpet flooring;
- System wall panels;
- Free company fascia with booth number;
- 2 x 100W long-arm spot lights;
- 1 x Information counter (1mL x 0.5mW x 0.75mH);
- 2 x folding chairs;
- 1 x 13A/220V socket (power supply time: 0800 – 2000)



TOP VIEW

Exhibits & booth decoration should not exceed the stand height at 2.5m.

Stands and exhibits should not exceed the maximum floor loading limit of 1,700 kg / sqm.

Modular booths rental does not include materials handling and drayage costs, individual booth lighting, transportation, warehousing, brokerage services, special materials, carpets, or furnishing beyond those already specified, the movement, transfer removal, storage, setup and dismantling of custom exhibits.

Additional Facilities

Exhibitors requiring additional facilities such as furniture and audio visual equipment etc should use the "Additional Facilities Form" attached in the Exhibitors' Manual which will be sent to registered exhibitors later.



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APPLICATION FOR EXHIBIT SPACE

Application

Exhibit Space Applications are considered complete when submitted with the following:

- Exhibit Space Application Form with authorizing signature;
- 40 percent deposit or full payment of exhibit space fee

Booth Fee

According to different zone locations, booth fees vary at:

Modular Booth (3m x 3m)		Modular Booth (2m x 3m)	
ZONE A	US\$5,400.00 (SOLD OUT)	US\$3,600.00 (SOLD OUT)	
ZONE B	US\$4,320.00	US\$2,880.00	
ZONE C	US\$2,700.00		

Remark: The offer of booth space is subject to space availability

Storage Space

Rental of storage area are provided for exhibitors at:

3m x 3m partitioned booth with locked door	US\$900.00
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Remark: The offer of storage space is subject to space availability

Terms of Payment

Priority will be based on category confirmed and on a first-come first-served basis.

- 40 % payment due within 7 days upon confirmation of the exhibit space from the organizer.
- 30 % payment due by **December 31, 2007**
- 30 % balance payment by **February 28, 2008**

Applications will not be processed until the appropriate payment has been received. If the balance is not received by the deadline date, the organizer may reassign or cancel the company's space without notification.

Payment Method

All payments must be made by cheque, or electronic fund transfer (EFT) payable to the Hong Kong Vision Foundation Limited (The Organizer). Cheques are to be drawn on Hong Kong bank accounts only. Cheques drawn from international banks are not accepted. Only overseas exhibitors may use EFT for payment. Details are stated in the attached Exhibit Space Application Form.



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Cancellation of Exhibit Space

For cancellation or reduction of exhibit space, exhibitors must submit notification in writing to the organizer.

The organizer's receipt of an exhibitor's notice of cancellation on or after the following dates subjects the exhibitor to a cancellation penalty:

- **40 %** payment if the cancellation is accepted **before December 31, 2007**
- **70 %** payment if the cancellation is accepted **from December 31, 2007 to February 28, 2008**
- **100 %** payment if the cancellation is accepted after **February 28, 2008**

The organizer also reserves the right, in its sole discretion, to reconfigure the exhibit hall floor plans and reassign any exhibiting company at any time. If the affected exhibitor does not agree with the relocation and wishes to withdraw from the exhibition, all payments will be refunded.

Assignment of Exhibit Space

Exhibit space assignment letters will be sent to exhibitors latest by **March 5, 2008** upon receipt of signed Exhibit Space Application Form with full payment and acceptance by the Organizer. Booths / space will be allotted to sponsor companies prior to general exhibitors. Booths / space allocation will be determined by the organizer. The organizer reserves the right, in its sole discretion to accept / refuse the application.

Receipt of the application form by the Organizer shall not confer any claim to subsequent approval. The required signature of an authorized signing authority shall be binding on the exhibitor and shall express acceptance of all conditions of the exhibition.



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EXHIBIT PROSPECTUS

RULES AND REGULATIONS

Eligibility for Exhibiting

The Organizer reserves the right to accept or reject, in its sole discretion, any application to exhibit and to determine the eligibility of any proposed exhibit.

Contract

Submission of the official Exhibit Space Application and receipt by the exhibitor of the exhibit space assignment letter constitute a contract for the right to use the space allocated. Such submission and receipt mean that the exhibitor has read, understood, and agreed to be bound by all of the policies, terms, rules and regulations governing the exhibition set forth in the application, space assignment letter, and this Prospectus, which together constitute the entire contract between the exhibitor and the Organizer.

Altered Floor Plans

The organizer reserves the right, at any time, without prior notification, to alter exhibits, aisles, common carpet, feature sizes and locations in an effort to best serve the interests of the show. The organizer decisions are final in this regard.

Insurance and Damages

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, and inability to meet its obligations outlined in this Prospectus.

The organizer will bear no liability for personal injuries, whether suffered by an exhibitor or its employees, contractors, or business invitees. The organizer will also assume no liability for loss or damage to the property of an exhibitor or its employees, contractors, or business invitees, regardless of the cause.

Access to the Exhibition

During show days, an exhibitor who has a proper exhibitor badge may enter the exhibition hall half an hour before the opening time of the exhibition and half an hour after the closing time of the exhibition.

Booth Staff

Exhibition booth must be staffed during exhibit hours. Booth staff members are expected to dress and conduct themselves in a professional manner.



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Promotion in Booths

Promotional materials such as product catalogues and brochures can only be distributed by the exhibitors within their own booths. No exhibitors are permitted to distribute any publicity materials, souvenirs and the like in public areas of the exhibition venue.

The Organizer has the right to remove any bills or posters which in the opinion of the Organizer do not conform to the purpose and image of the event.

Photographing and Videotaping

Exhibitors are allowed to photograph or videotape his or her own booth only. Exhibitors photograph or videotape in the venue other than his or her own booth subject to approval by the organizer.

Audiovisual Presentation of Exhibits

Exhibitors may conduct live or video presentation at a non-disturbing sound level subject to approval by the organizer.

Demonstrations

Exhibitors are prohibited to conduct live surgery demonstration or web labs in their exhibition booths. The organizer reserves the right to determine if other kinds of demonstration could be conducted.

Sales

Order-taking of exhibited products will be permitted, provided that transactions are conducted in an appropriately professional and businesslike manner. On-site sale of products are prohibited.

Pharmaceutical Products

Pharmaceutical products without registration in Hong Kong are prohibited to be sold in the exhibition. Exhibitors are advised to bring in empty bottles, packages, posters or brochures for display in the fair.

Booth Dismantle-Move-Out

In order to preserve the essence of the show, exhibitors are required to refrain from dismantling their exhibit prior to the official close of the exhibition on July 2, 2008.

Labor

Exhibitors may set up, operate and dismantle their own displays using their own staff and employees.



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Security

The Organizer will take every responsible precaution to prevent loss of exhibitor's goods, but under no circumstances will either the Organizer or the official suppliers assume any responsibility for loss and damage which might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits. Neither the Organizer, nor the official suppliers will be responsible for goods while on exhibit or in storage.

The organizer will bear no liability for loss or damage to the property of an exhibitor stored at the storage area facilitated by the Organizer.

Smoking Regulations

Hong Kong Convention and Exhibition Centre is the non-smoking arena. Smoking is prohibited in all meeting and exhibition area.

Subletting

No exhibitor shall, without permission from the Organizer, assign, sublet or apportion the whole or any part of the space allotted, nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his business, or take orders in the exhibitor's space for any other goods.

Storage and Crates

Crate storage is not available on-site. Exhibitors who would like to have a separate storage, please apply for the available storage space from the organizer.

Unoccupied / Unfinished Exhibit Space

Any space not claimed or occupied or for which no special arrangement has been made prior to be resold or reassigned by the Organizer without any obligation. No refunds will be granted for unused display space.



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EXHIBITOR SERVICES

Exhibitor's Manual

The exhibitor's manual will be available by March 2008. It contains a complete list of all official contractors, work rules and available services including the followings:

- List of standard facilities provided for modular booths;
- Additional facilities ordering (furniture, electrical items & AVIT equipments).

Onsite ordering of additional Facilities

The Exhibitor Service Centre, at the exhibition hall will be staffed by the official contractor, beginning on the move-in date and continuing throughout the exhibition period. Exhibitors could request additional facilities at the Exhibitor Service Centre.

Official Freight Forwarder

The Organizer will appoint an official freight forwarder for the exhibition. The company can provide a comprehensive range of services including customs clearance, insurance and transportation.

The agreed shipping arrangements between the official freight forwarder and the individual exhibitor will ensure that exhibits and all related articles arrive at the exhibition centre well in advance of the exhibition date to provide for customs clearance, transportation and unpacking procedures.

Overseas exhibitors should apply to the official freight forwarder for full information on forwarding procedures. The official freight forwarder will issue individual exhibition transport guidelines to exhibitors. The Organizer will bear no liability for any delay shipment of exhibit handled by the official freight forwarder. The organizer will not provide any warehouse for storage of advance freight to the exhibition centre.

Hotel Booking

The organizer has appointed official hotels ranged from 5 Stars to value-for-money hostels. You may contact the official travel agent (TBC) for hotel reservation if necessary.

Additional Badges for Exhibitors and Guests

Each Exhibiting company will be given 2 exhibitor badges for each 2m x 3m booth or 3m x 3m booth. Exhibitors / exhibitors' guests may register as "Trade Delegates" in WOC2008's website to acquire additional badges. Exhibitor badges will not be mailed. Exhibitor badges can be collected during exhibitor's check-in on June 27, 2008.



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PROMOTIONAL OPPORTUNITIES

Sponsorship Packages

The organizer offers a wide variety of sponsorship packages for exhibitors to enhance exhibitors' presence at the WOC2008. For details, please refer to the separate Sponsorship Prospectus or visit the organizer's website, www.woc2008hongkong.org

Attraction to the Exhibition

To increase the attractiveness of the exhibition, the organizer will facilitate some gimmicks in the exhibition hall to attract WOC2008 delegates to visit the exhibition such as:

- Snack corner / cafeteria;
- Free Wi-fi zone;
- Free Internet zone;
- Free massage chairs services;
- Massage corner;
- Travel agency desk;
- Souvenir booth;
- Delegate bags redemption counter;
- Poster Area;
- Etc.



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TRAVEL INFORMATION

Why Hong Kong

Hong Kong has a prime location at the geographical and economic centre of Asia. Business executives in Hong Kong have fast and easy access to all the major markets in the Asia Pacific region.

Transportation to Hong Kong

Hong Kong International Airport is repeatedly voted as one of if not the best airport in the world. It operates on a 24-hour basis. Daily non-stop flights are available to major cities in the Asia Pacific, North America, Europe, the Middle East and South Africa. As the world's fifth busiest international passenger airport, HKIA sees nearly 800 aircraft take off and land every day. Over 85 airlines operate at HKIA, linking Hong Kong with more than 150 locations round the world, including some 40 cities on mainland China.

You could contact your travel agents to find out flight detail to Hong Kong.

Transportation to Hong Kong from the Mainland China

Delegates or exhibitors from the Mainland China could choose either by air or by land transportation to Hong Kong. There are frequent train schedules connecting Hong Kong with major cities in the Mainland such as Shenzhen, Guangzhou, Shanghai and Beijing. Fare and schedules could be obtained at the Kowloon-Canton Railway Corporation's website, www.kcrc.com.hk

Delegates or exhibitors from the Mainland China could also stop by Shenzhen to cross border to Hong Kong through Lo Wu or Wanggang 24-hours operating check points to enter Hong Kong.

Travel Visa

Nationals of more than 170 countries and territories may visit Hong Kong visa-free for a period ranging from 7 days to 180 days. Check this web page to learn whether you need a visa or entry permit to enter Hong Kong for a visit or transit. You may refer to the website of Hong Kong Immigration Department for the visa requirement detail: www.immd.gov.hk Alternatively, you may inquire the Chinese Embassy in your country.

The Individual Visit Scheme for Mainland Residents

Under the Individual Visit Scheme, residents of selected Mainland cities may visit Hong Kong in their individual capacities. The coverage of the Scheme has now covered in 44 Mainland cities (Please refer to www.immd.gov.hk). You may contact your provincial and city public security authorities on applications for exit endorsement.



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Contact Information

For booking or enquiries, please contact:

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WOC 2008 Hong Kong

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