



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

Sponsorship – Peripheral Items

Last advertising and promotion opportunity

A) Individual Peripheral Items

A1 Speakers Ready Room USD \$20,000

The Speakers Ready Room (SRR) will be located at Hall 7 of the convention centre. There will be about 36 computers in the Speakers Ready Room.

Benefits: Acknowledgment in Congress Program Book and Congress Website. Sponsor's logo will be attached at screens of computers and fascia of the Speaker Ready Room. Sponsor's logo will be provided by the sponsor. **NEW:** 2 complimentary poster board advertising locations of 310cm(W) x 120cm(H) outside the SRR will be offered for the sponsor. Please refer to [Appendix 1](#) for the poster board advertising locations **P07** and **P08** and related specification. Production cost of the poster board advertisements will be covered by the sponsor. This is a sole sponsorship item.

A2 Advertisement in Program Book

Outside Back cover	USD \$15,000
Inside front cover	USD \$10,000
Inside back cover	USD \$10,000
Index page (6 pages)	USD \$10,000 @one-side
Run of book	USD \$5,000 Full Page / \$3,000 Half Page

A3 Notepads USD \$5,000 each / USD \$8,000 for Sole Sponsor

Benefits: A6 size notepads with company names and logos will be inserted in delegate bags. Maximum of 2 sponsors. Production cost of notepads will be covered by the sponsor.

A4 Cloak Room USD \$2,500

Benefits: Sponsor's company name and logo will be placed at the reception counter of the cloak room which will be located at main registration area. Printing cost of sponsor's company name and logo will be covered by the sponsor. This is a sole sponsorship item.

A5 Massage Corner USD \$10,000

Benefits: Massage corner will be located in the exhibition hall. Blind massage masters will wear sponsor's T-shirts. Sponsor's logo/banner will be placed in the massage corner. Cost of printing of sponsor's company name and logo, T-shirts and voucher tickets will be covered by the sponsor. This is a sole sponsorship item.

A6 Door Side Digital Display Panel **NEW USD \$20,000**

In addition to conventional signboards showing scientific sessions' topics and speakers' information, digital display panels will be arranged at the major symposia's entrances.



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

Sponsorship – Peripheral Items

Benefits: Sponsors could attach company logos / advertisements at the frames of plasma display panels. Total 30 units of digital display panels are open for sole sponsorship. Production cost of the logos / advertisements will be covered by the sole sponsor.

A7 Advertising Lightbox (Exclusive for Package Sponsors) NEW USD \$20,000 each

Benefits: The giant lightboxes [590cm(W) x 261cm(H) / 281cm(H)] at the main entrance of the convention centre are now open for package sponsors' advertisements for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the available lightbox advertising locations **C2, D1** and **D2** and related specifications. Production cost of the lightbox advertisements will be covered by the sponsors.
Application Deadline: April 4, 2008.

A8 Staircase to Convention Hall (Registration Area) NEW USD \$10,000

Benefits: The staircase [26 steps with a platform of 150cm(L) x 243.5cm(W)] at the main entrance of the convention centre leading to the registration area is now open for sponsor's advertisement for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the staircase advertising location **S1** and related specification. Production cost of the staircase advertisement will be covered by the sponsor.
Application Deadline: April 4, 2008.

A9 Escalators' Silver Flat to Convention Hall (Registration Area) NEW USD \$3,000 each

Benefits: The escalators' silver flats [962cm(L) x 32cm(W)] at the main entrance of the convention centre leading to the Convention Hall (registration area) are now open for sponsors' advertisements for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the escalators' silver flat advertising locations **T1** and **T2** and related specification. Production cost of the silver flat advertisements will be covered by the sponsors.
Application Deadline: April 4, 2008.

A10 Escalators' Glass Pane to Convention Hall (Registration Area) NEW USD \$2,000 each

Benefits: The escalators' glass panes [650cm(W) x 60cm(H)] at the main entrance of the convention centre leading to the Convention Hall (registration area) are now open for sponsors' advertisements for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the escalators' glass pane advertising locations **U1 - U8** and related specification. Production cost of the escalators' glass pane advertisements will be covered by the sponsors.
Application Deadline: April 4, 2008.

A11 Escalators' Glass Pane to Scientific Sessions and Symposia NEW USD \$2,000 each

Benefits: The escalators' glass panes [1,347cm(W) x 60cm(H)] at the main entrance of the convention centre leading to the scientific sessions and symposia at upper levels are now open for sponsors' advertisements for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the escalators' glass pane advertising locations **U10, U12, U14,** and **U16** and related specification. Production cost of the escalators' glass pane advertisements will be covered by the sponsors.
Application Deadline: April 4, 2008.



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

Sponsorship – Peripheral Items

A12 Advertising Poster Board **NEW USD \$10,000 each**

Benefits: The advertising poster boards [310cm(W) x 120cm(H)] at the levels of the exhibition hall and 600 Series meeting rooms respectively are now open for sponsors' advertisements for the whole period of WOC 2008. Please refer to [Appendix 1](#) for the poster board advertising locations **P03** and **P05** and related specification. Production cost of the poster board advertisements will be covered by the sponsors.

Application Deadline: April 4, 2008.

B) Subspecialty Day

B1 Program Book for Vitreo-Retina Subspecialty Day (exclusive for package sponsors) USD \$20,000

Every registered delegate for the Vitreo-Retina Subspecialty Day will receive an official pocket program upon registration. Production cost of the program book will be born by the organizer.

Benefits: Sponsor's logo will be placed at the front cover of the program book and back cover advertisement for the sponsor. This is a sole sponsorship item. **RESERVED**

B2 Program Book for Glaucoma Subspecialty Day (exclusive for package sponsors) USD \$20,000

Every registered delegate for the Glaucoma Subspecialty Day will receive an official pocket program upon registration. Production cost of the program book will be born by the organizer.

Benefits: Sponsor's logo will be placed at the front cover of the program book and back cover advertisement for the sponsor. This is a sole sponsorship item.

B3 Sole Sponsor for Morning Tea Break & Lunch for Vitreo-Retina Subspecialty Day USD \$10,000

Benefits: Sponsor's logo will appear on signage inside the lecture hall with up to 1,600 seating capacity. Costs of food and beverage will be covered by the sponsor. This is a sole sponsorship item.

B4 Sole Sponsor for Morning Tea Break & Lunch for Cataract & Refractive Surgery Subspecialty Day USD \$10,000

Benefits: Sponsor's logo will appear on signage inside the lecture hall with up to 1,600 seating capacity. Costs of food and beverage will be covered by the sponsor. This is a sole sponsorship item.

B5 Sole Sponsor for Morning Tea Break & Lunch for Glaucoma Subspecialty Day USD \$8,000

Benefits: Sponsor's logo will appear on signage inside the lecture hall with up to 1,200 seating capacity. Costs of food and beverage will be covered by the sponsor. This is a sole sponsorship item.



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

Sponsorship – Peripheral Items

C) Other Possible Items for Sponsorship

C1 Presidential Dinner (on June 27) USD \$50,000

Benefits: Sole sponsorship of this prestigious social function of the congress which will be well attended by VIPs and top leaders in ophthalmology in the world. The dinner will be held at Café Deco at the Peak with excellent panoramic view of Hong Kong at night. Cost of food and beverage will be covered by the organizer. This is a sole sponsorship item.

C2 Reception for Delegates (on Day 1, June 28) USD \$10,000

Benefits: Sole sponsorship of this festive occasion which will be held at the exhibition hall of the congress. Sponsor's logo will appear on the backdrop, banner and signage in the venue. Cost of food and beverage will be covered by the sponsor.

C3 Reception for Speakers (on Day 3, June 30) USD \$20,000

Benefits: Sole sponsorship of this unique occasion which will be well attended by top faculty members from all round the world. Sponsor's logo will appear on the backdrop, banner and signage in the venue. Cost of food and beverage will be covered by the organizer.

C4 World Ophthalmic Education Colloquium (WOEC) Luncheon (on Day 1, June 28) USD \$10,000

Benefits: Sole sponsorship of this unique occasion which will be well attended by over 150 delegates participating in the WOEC in conjunction with WOC 2008. Sponsor's logo will appear on the backdrop, banner and signage in the venue. Cost of food and beverage will be covered by the organizer.

Note: Booking of all sponsorship items will be taken on first-come-first-serve basis while package sponsors will be offered an advanced booking period from now until **March 21, 2008**. After that, booking of available items will open for individual companies.

Contact Information

For booking or enquiries, please contact:

Ms Alison Wong

Senior Congress Executive, WOC 2008

Tel: (852) 2762 3178 Fax: (852) 2715 9490 Email: alisonwong@woc2008hongkong.hk

Mr. Ricky Leung

Congress Executive, WOC 2008

Tel: (852) 2762 3187 Fax: (852) 2715 9490 Email: [rickyleung@woc2008hongkong.org](mailto:rickleung@woc2008hongkong.org)
