



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 PROSPECTUS

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Introduction

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 28th June 2008 (Saturday) to 2nd July 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 around 10,000 and the anticipated number of delegates from China is 3,000.

Facts

Dates: 28th June (Saturday) to 2nd July (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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Diamond Sponsorship Packages - USD \$ 300,000

Maximum number of Diamond sponsors: 3

1. Breakfast, Lunch, Evening Symposium

- Holding up to four special symposia (1 Breakfast at 45 min + 1 Lunch + 1 Evening + 1 Lunch/Evening) at a lecture hall with over 500 seats. (The four symposia will spread over in two to three days)
- 50% reduction on each additional special symposium.
- Exact symposium schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Diamond sponsors as much as possible.
- All food and drinks related costs are of the sponsor's responsibility.

2. Live Surgery

- Holding a 2-hour live surgical demonstration session.
- Exact live surgery schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Diamond sponsors as much as possible.

3. Exhibit Space

- Six free complimentary units (3x3 sq. m per unit; 50% reduction for each additional unit at USD\$ 600 per square meter).
- Two complimentary registrations for each complimentary exhibition unit.
- Priority in the choice of exhibit booth space and location depends on booth sizes of the exhibit areas of the Diamond sponsors. The larger the area the higher the priority.
- Possibility to build a mezzanine (maximum occupation: 50% of total area) over a rented area of 20 units or more at no extra fee (Regular charge: 75% of sq. m price for ground floor).

4. In Delegate Bags*

- Diamond sponsors' company logos (one color) will appear on the outside of the delegate bags (order of the logos will be based on alphabetical order of the logos), along with the Congress logos.
- Up to 3 promotional leaflets/flyers. Not larger than A 4 size, and not more than 15 grams for each leaflet/flyer.

6. Logo*

- Sponsors' company logos on Congress E-Newsletter (approx. 10 issues and >20,000 circulations per issue), flyers, delegate bags, backdrops, and registration area inside the Convention Center.

7. Lanyard*

- Diamond sponsors' company logos on lanyard.

8. Full color Advertisement in Program Book

- Two full pages, 4-colour ad in the Congress Final Program Book.

9. Website Link*

- Hyperlink to sponsor's company website; 500-word company profile (area equivalent to approximately an A4 page) and company logo on Congress Website.

10. For Items 1, 2, and 3

- Diamond sponsors have priority over Platinum and Gold Sponsors.

11. Exchanging Items

- Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion with the organizing committee).

**Every Diamond sponsor is given the same size in terms of area for the logo placement. The actual size will be determined by the organizer.*

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SPONSORSHIP PROSPECTUS

Platinum Sponsorship Packages – USD \$ 200,000

Maximum number of Platinum sponsor: 3

1. Breakfast, Lunch, Evening Symposium

- Possibility of holding up to 3 special symposia (1 Breakfast at 45 min + 1 Lunch + 1 Evening) at a lecture hall with over 500 seats. (The three symposia will spread over in two to three days)
- 30% reduction on each additional special symposium.
- Exact symposium schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Platinum sponsors as much as possible.
- All food and drinks related costs are of the sponsor's responsibility.

2. Live Surgery

- Holding a 1.5-hour live surgical demonstration session.
- Exact live surgery schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Platinum sponsors as much as possible.

3. Exhibit Space

- Four free complimentary units (3x3 sq. m per unit; 50% reduction for each additional unit at USD \$ 600 per square meter.)
- Two complimentary registrations for each complimentary exhibition unit.
- Priority in the choice, after Diamonds, of exhibit booth space and location depends on booth sizes of the exhibit areas of the Platinum sponsors. The larger the area, the higher the priority.
- Possibility to build a mezzanine (Maximum occupation: 30% of total area) over a rented area of 20 units or more at 10% of the regular sq.m price.

4. In Delegate Bags*

- Up to 2 promotional leaflets/flyers. Not larger than A 4 size, and not more than 15 grams for each leaflet/flyer.

5. Logo*

- Sponsors' company logos on Congress E-Newsletters (approx. 10 issues and >20,000 circulations per issue), backdrops, flyers, and on the inside of the delegate bags.

6. Badge Pouch*

- The 3 Platinum sponsors' company logos on badge pouch. The order of logos will be based on alphabetical order of the logos.

7. Full color Advertisement in Program Book

- Two full pages, 4-colour ad in the Congress Final Program Book.

8. Website Link*

- Hyperlink to sponsor's company website; 300-word company profile (area equivalent to approximately two-third of an A4 page) and company logo on Congress Website.

9. For Items 1, 2, and 3

- Platinum sponsors have priority over Gold sponsors after Diamond sponsors.

10. Exchanging Items

- Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion with the organizing committee).

****Every Platinum sponsor is given the same size in terms of area for the logo placement. The actual size will be determined by the organizer.***



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Gold Sponsorship Packages – USD \$ 100,000

Maximum number of Gold sponsor: 6

1. Breakfast, Lunch, Evening Symposium

- Possibility of holding up to 2 special symposia (1 Breakfast at 45 min + 1 Lunch/Evening) at a lecture hall with over 500 seats.
- 20% reduction on each additional symposium.
- Exact symposium schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Gold sponsors as much as possible.
- All food and drinks related costs are of the sponsor's responsibility.

2. Live Surgery

- Holding a 1-hour live surgical demonstration session.
- Exact live surgery schedule will be assigned by the organizer that will endeavor to accommodate the needs of the Gold sponsors as much as possible.
- Possibility of exchanging the "live surgical demonstration" for exhibit spaces or other peripheral items (subject to further discussion with the organizing committee).

3. Exhibit Space

- Two free complimentary units; (3x3 sq. m per unit; 50% reduction for each additional unit at USD \$ 600 per square meter).
- Two complimentary registrations for each complimentary exhibition unit.
- Priority in the choice, after Diamonds and Platinums, of exhibit booth space and location depends on booth sizes of the exhibit areas of the Gold sponsors. The larger the area the higher the priority.
- Possibility to build a mezzanine (maximum occupation: 20% of total area) over a rented area of 20 units or more at 10% of the regular sq.m price.

4. In Delegate Bags*

- One promotional leaflet/flyer. Not larger than A4 size; and not more than 15 grams for each leaflet/flyer.

5. Logo*

- Sponsors' company logos on the Congress E-Newsletters (approx. 10 issues and >20,000 circulations per issue), backdrops, and flyers.

6. Full color Advertisement in Program Book

- One full page, 4-colour ad in the Congress Final Program Book

7. Website Link*

- Hyperlink to sponsor's company website; 200-word company profile (area equivalent to approximately one-half of an A4 page) and company logo on Congress Website.

8. For Items 1, 2 and 3

- Priority over non-package sponsors after Diamond and Platinum sponsors.

9. Exchanging Items

- Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion with the organizing committee).

****Every Gold sponsor is given the same size in terms of area for the logo placement. Size will be determined by the actual need of the organizer.***



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Silver Sponsor – USD \$ 50,000

Maximum number of Silver sponsor: No maximum

- 1. Logo***
 - Sponsors' company logos on the Congress E-Newsletters (approx. 10 issues and >20,000 circulations per issue), backdrops, and flyers.
- 2. Website Link***
 - Hyperlink to sponsor's company website; 100-word company profile and company logo on Congress Website.

**Every Silver sponsor is given the same size in terms of area for the logo placement. The actual size will be determined by the organizer*

Bronze Sponsor – USD \$ 30,000

Maximum number of Bronze sponsor: No maximum

- 1. Logo***
 - Sponsors' company logos on the Congress E-Newsletters (approx. 10 issues and >20,000 circulations per issue), backdrops, and flyers.
- 2. Website Link***
 - Hyperlink to sponsor's company website; 50-word company profile and company logo on Congress Website.

**Every Bronze sponsor is given the same size in terms of area for the logo placement. The actual size will be determined by the organizer*

Entitlements	DIAMOND (Maximum 3 sponsors)	PLATINUM (Maximum 3 sponsors)	GOLD (Maximum 6 sponsors)
1. Breakfast, Lunch, Evening Symposium	<ul style="list-style-type: none"> Holding up to 4 special symposia (1 Breakfast at 45 min + 1 Lunch + 1 Evening + 1 Lunch/Evening) at a theater >r 500 seats. 50% reduction on each additional special symposium. Exact symposia schedule will be assigned by the organizer. (Special needs may be entertained.) 	<ul style="list-style-type: none"> Possibility of holding up to 3 special symposia (1 Breakfast at 45 min + 1 Lunch + 1 Evening) at a theater > 500 seats. 30% reduction on each additional special symposium. Exact symposia schedule will be assigned by the organizer. (Special needs may be entertained.) 	<ul style="list-style-type: none"> Possibility of holding up to 2 special symposia (1 Breakfast at 45 min + 1 Lunch/Evening) at a theater > 500 seats. 20% reduction on each additional symposium. Exact symposia schedule will be assigned by the organizer. (Special needs may be entertained.)
2. Live Surgery	<ul style="list-style-type: none"> Holding a 2-hour live surgical demonstration session. Exact surgery schedule will be assigned by the organizer. (Special needs may be entertained.) Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion) 	<ul style="list-style-type: none"> Holding a 1.5-hour live surgical demonstration session. Exact surgery schedule will be assigned by the organizer. (Special needs may be entertained.) Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion) 	<ul style="list-style-type: none"> Holding a 1-hour live surgical demonstration session. Exact surgery schedule will be assigned by the organizer. (Special needs may be entertained.) Possibility of exchanging items 1 and 2 for exhibit space and/or other peripheral items (subject to further discussion)
3. Exhibit Space	<ul style="list-style-type: none"> <u>Six</u> free complimentary units (3x3 sq. m; 50% reduction for each additional unit at USD\$ 600 per square meter). <u>Two</u> complimentary registrations for each complimentary exhibition unit. Sponsor with the biggest total exhibit area gets first priority. Drawing lots among the 3 diamond sponsors if there is a tie in total exhibit area; priority over Platinum & Gold sponsors in exhibit booth space and location in premium space selections; Possibility to build a mezzanine (max. occupation: 50% of total area) over a rented area of ≥ 20 units at no extra fee (regular charge: 75% of sq. m price for ground floor) 	<ul style="list-style-type: none"> <u>Four</u> free complimentary units; (3x3 sq. m; 50% reduction for each additional unit at USD\$ 600 per square meter). <u>Two</u> complimentary registrations for each complimentary exhibition unit. Priority selection, after Diamond, in purchasing of exhibit booth in premium space. Sponsor with the biggest total exhibit area gets first priority Possibility to build a mezzanine (max. occupation: 30% of total area) over a rented area of ≥ 20 units at 10% of the regular sq.m price. 	<ul style="list-style-type: none"> <u>Two</u> free complimentary units; (3x3 sq. m; 50% reduction for each additional unit at USD\$ 600 per square meter) <u>Two</u> complimentary registrations for each complimentary exhibition unit. Priority selection, after Platinitums, in purchasing of exhibit booth in premium space. Sponsor with the biggest total exhibit area gets first priority. Possibility to build a mezzanine (max. occupation: 20% of total area) over a rented area of ≥ 20 units at 10% of the regular sq.m price.
4. In Delegate Bags	<ul style="list-style-type: none"> Diamond sponsors' logos on the outside of delegate bags (order of the logos will be based on alphabetical order) , along with Congress logo Up to 3 promotional leaflets/flyers. 	<ul style="list-style-type: none"> Platinum sponsors' logos on the inside of the delegate bags Up to 2 promotional leaflets/flyers 	<ul style="list-style-type: none"> One promotional leaflet/flyer
5. Logo	<ul style="list-style-type: none"> Congress E-Newsletters, flyers, delegate bags, backdrops, & Registration Area, inside the Convention Center 	<ul style="list-style-type: none"> Congress E-Newsletters, backdrops, flyers, delegate bags 	<ul style="list-style-type: none"> Congress E-Newsletters, backdrops and flyers
6. Lanyard	<ul style="list-style-type: none"> Diamond sponsors' logos on lanyard (logos of all Diamond sponsors on one lanyard) 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
7. Badge Pouch	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Platinum sponsors' logos on pouch (by alphabetical order of the logos) 	<ul style="list-style-type: none"> N/A
9. Full color Ad in Program Book	<ul style="list-style-type: none"> Two full pages, 4-colour ad in Congress Final Program Book 	<ul style="list-style-type: none"> Two full pages, 4-colour ad in Congress Final Program Book 	<ul style="list-style-type: none"> One full page, 4-colour ad in Congress Final Program Book
10. Website Link	<ul style="list-style-type: none"> Link + 500-word company profile + company logo 	<ul style="list-style-type: none"> Link + 300-word company profile + company logo 	<ul style="list-style-type: none"> Link + 200-word company profile + company logo
Basic Package Cost	USD \$ 300,000	USD \$ 200,000	USD \$ 100,000
11. Peripheral Items	<ul style="list-style-type: none"> Package sponsors will have priority over non-package sponsors. 	<ul style="list-style-type: none"> Package sponsors will have priority over non-package sponsors. 	<ul style="list-style-type: none"> Package sponsors will have priority over non-package sponsors.

*This summary table is based on information presented earlier in the prospectus. Should there be any discrepancy, please refer to pages 2 to 6 of the prospectus for exact details.