



The 36th Asia-Pacific Academy of Ophthalmology Congress

5-11 September 2021 <https://2021.apaophth.org/>

VISION BEYOND FRONTIERS



PAAO Participation by Special Invitation



Host

SPONSORSHIP AND EXHIBITION PROSPECTUS

Appointed PCO:
I-Concept Event Ltd.
For Package Sponsors:
Ms. Cynthia Wong (cynthiawong@i-concept-event.com)
For Exhibitors and Supporters:
Ms. Angela Lai (angelalai@i-concept-event.com)

Welcome Message

The Asia-Pacific Academy of Ophthalmology (APAO) is dedicated to driving ophthalmology forward in the Asia-Pacific region and beyond.

While your safety and health are most certainly our top priority during the global pandemic, the APAO remains determined to continue our mission and tradition in world-class ophthalmic education, and present to you a premier congress along with the APAO 60th anniversary celebrations in the form of a virtual experience – the first-ever APAO 2021 Virtual Congress on 5-11 September 2021. This unprecedented seven-day online meeting will for the first time be hosted by all our member societies together and not be located in one particular city or time zone.

We are much honoured and delighted to have Prof. Charles McGhee as our Scientific Program Chair. Under his able leadership, the APAO 2021 Virtual will be highly focussed on exploring the latest ophthalmic technologies and innovative virtual solutions in the era of COVID-19 and will aim to keep inspiring and being inspired.

Your unwavering support will be most critical to foster an innovative, successful, and memorable APAO 2021 Virtual. We cordially invite companies to actively participate in this prestigious congress, which will be an excellent occasion for promoting key business interests.

Yours sincerely,



Prof Ava HOSSAIN
Congress President
APAO 2021 Virtual



Prof Charles MCGHEE
Scientific Program
Committee Chair
APAO 2021 Virtual



Prof Ningli WANG
President
APAO



Prof Clement THAM
Secretary-General & CEO
APAO



Congress Information

Asia-Pacific Academy of Ophthalmology (APAO)



The Asia-Pacific Academy of Ophthalmology (APAO) is a supranational organisation that welcomes participation from national, territorial, and subspecialty-based ophthalmic societies in the Asia-Pacific region. Being the major driving force of ophthalmic development in the Asia-Pacific region, the APAO seeks to promote the science and art of ophthalmology in the Asia-Pacific region, eliminate preventable blindness through teaching, research and service, foster cooperation between various ophthalmological societies in different countries, and encourage collaboration with other international and regional ophthalmological organisations. Accordingly, the APAO organises an annual congress, co-organises scientific meetings and conferences, publishes the *Asia-Pacific Journal of Ophthalmology*, recognises ophthalmologists' achievements in research, education and blindness prevention, and offers training and learning opportunities to young ophthalmologists.

Learn more about the APAO at www.apaophth.org.

Objectives

- To showcase the most important and cutting-edge clinical and research studies and outline new trends in the diagnosis and treatment of ophthalmic diseases;
- To provide a platform for fruitful scientific exchange, presentation of high-quality, original scientific studies and research;
- To promote the exchange of expertise and to disseminate the most updated clinical practice and international gold standards;
- To give delegates an opportunity to network, make and renew friendships;
- To keep delegates posted on industry research and developments.



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Congress Venue

This year, participants can be at their comfortable home, a nice café with a cup of cappuccino, or the office without any disturbance.... Simply just anywhere you prefer with stable internet connection.

Scientific Programs

Over the one-week APAO 2021 Virtual Congress, the Scientific Program will be highly focussed to explore new medical technology, to exchange the cutting-edge innovations, and to foster fruitful exchange and collaborations. Chaired by Prof. Charles McGhee, our Scientific Program Committee will bring together over 100 top-notch speakers and present to you with a world-class Scientific Program.

Followed the Opening Ceremony, the Plenary Session invites leading ophthalmology experts who will discuss the major advances in ophthalmology in 2020 and 2021. More details will be updated from time to time at our Congress website <http://2021.apaophth.org/>.

GMT+8	Day 1 5 September (Sunday)		Day 2 6 September (Monday)		Day 3 7 September (Tuesday)		Day 4 8 September (Wednesday)		Day 5 9 September (Thursday)		Day 6 10 September (Friday)		Day 7 11 September (Saturday)	
	Livestream 1	Livestream 2	Livestream 1	Livestream 2	Livestream 1	Livestream 2	Livestream 1	Livestream 2	Livestream 1	Livestream 2	Livestream 1	Livestream 2	Livestream 1	Livestream 2
12:00 - 12:30	Opening Ceremony (12:00-13:00)													
12:30 - 13:00	Break													
13:00 - 13:15														
13:15 - 13:45	Plenary Session (13:15-14:15)													
13:45 - 14:15	Break													
14:15 - 14:30														
14:30 - 15:00	Sponsored Symposia (14:30-15:30)	Sponsored Symposia (14:30-15:30)											Sponsored Symposia (14:30-15:30)	Sponsored Symposia (14:30-15:30)
15:00 - 15:30	Break	Break											Break	Break
15:30 - 15:45														
15:45 - 16:15	Scientific Sessions (15:45-16:45)	Scientific Sessions (15:45-16:45)											Scientific Sessions (15:45-16:45)	Scientific Sessions (15:45-16:45)
16:15 - 16:45	Break	Break											Break	Break
16:45 - 17:00														
17:00 - 17:30	Scientific Sessions (17:00-18:00)	Scientific Sessions (17:00-18:00)											Scientific Sessions (17:00-18:00)	Scientific Sessions (17:00-18:00)
17:30 - 18:00	Break	Break											Break	Break
18:00 - 18:15			Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:00-19:00)	Scientific Sessions (18:15-19:15)	Scientific Sessions (18:15-19:15)
18:15 - 18:45	Scientific Sessions (18:15-19:15)	Scientific Sessions (18:15-19:15)												
18:45 - 19:15			Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break
19:15 - 19:30														
19:30 - 19:45			Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)	Sponsored Symposia (19:15-20:15)		
19:45 - 20:15			Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Closing Ceremony (19:30-20:30)	
20:15 - 20:30														
20:30 - 21:00			Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)	Scientific Sessions (20:30-21:30)		
21:00 - 21:30														



Website

The APAO 2021 Virtual website contains all details relating to the Congress. It will be updated from time to time. Please visit it regularly at <http://2021.apaophth.org/>.

Important Dates

Please mark your calendar with the following dates:

Schedule	Date
Abstract Submission Opens	19 March 2021
Early Bird Registration Opens	19 March 2021
Exhibitor & Supporter Deposit Due	30 May 2021
Abstract Submission Deadline	1 June 2021
Announcement of Abstract Result	5 July 2021
Exhibitor & Supporter Final Payment Due	31 July 2021
Early Bird Registration Deadline	15 August 2021
Submission Deadline of Industry-Sponsored Symposia	15 August 2021
Advertisement Submission Deadline from Sponsors / Exhibitors	15 August 2021
Advance Registration Deadline	4 September 2021
On-Site Registration	5-11 September 2021
Video on Demand Platform Closes	11 October 2021

Sponsorship Packages

Different levels of sponsorship are being offered. The benefits of each are summarised as follows:

	Diamond	Platinum	Exhibitor	Supporter
	US\$80,000	USD\$30,000	USD\$8,000	US\$3,000
Sponsored Symposium	3	1	-	-
Exhibition Space	1 with custom template	1 with custom template	1 with standard template	-
Other Exhibition Services (Video / PDF Uploads, Links)	Yes	Yes	Yes	-
Exhibitor Listing	Yes with prominent space	Yes	Yes	Yes
Complimentary Registration	60	40	20	20
Group Registration Discount	30% off of group registration discount with group over 50 delegates	20% off of group registration discount with group over 50 delegates	10% off of group registration discount with group over 50 delegates	-
Advertisement (Final Sponsored Program Book)	3	1	-	-
Push Notifications	3	1	-	-
Peripheral Items	20% off on items on the peripheral item list	10% off on items on the peripheral item list	-	-
Logo Appearance	Yes	Yes	-	-

Remarks

1. Package sponsors are signed up on a first-come, first-served basis.



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Diamond Sponsorship Packages

US\$80,000

1. Sponsored Symposium

- Three 60-minute symposia on three different days. (The three symposia MUST be scheduled on three different days.)
- The exact schedule of the symposia will be assigned by the organiser who will endeavour to accommodate the needs of every diamond sponsor as much as possible.

2. Exhibition Space

- One virtual exhibition booth with custom design and in prominent location
- Communication channels to interact with delegates
- Able to upload company's brochure or product information

3. Complimentary Registration

- Sixty complimentary registration (full access to the whole virtual event)

4. Group Registration Discount

- 30% OFF of registration rate with group over 50 delegates

5. Advertisement - Final Program Book

- Three full-page, 4-colour ads in the Final Sponsored Program Book

6. Push Notifications

- Three push notifications on the APAO 2021 Virtual Platform

7. Peripheral Items

- 20% discount on items on the peripheral item list

8. Logo Appearance and Use of Congress Logo

- Company logo on Congress website
- Use of Congress logo on company communications relating to the APAO 2021 Virtual

Remarks: Diamond sponsors will be given priority over platinum sponsors and exhibitors in the assignment of sponsored symposia and exhibition space.

Platinum Sponsorship Packages

US\$30,000

1. Sponsored Symposium

- One 60-minute symposium
- The exact schedule of the symposium will be assigned by the organiser who will endeavour to accommodate the needs of every platinum sponsor as much as possible.

2. Exhibition Space

- One virtual exhibition booth with custom design
- Communication channels to interact with delegates
- Able to upload company's brochure or product information

3. Complimentary Registration

- Forty complimentary registration (full access to the whole virtual event)

4. Group Registration Discount

- 20% OFF of registration rate with group over 50 delegates

5. Advertisement - Final Program Book

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

6. Push Notifications

- One push notification on the APAO 2021 Virtual Platform

7. Peripheral Items

- 10% discount on items on the peripheral item list

8. Logo Appearance and Use of Congress Logo

- Company logo on Congress website
- Use of Congress logo on company communications relating to the APAO 2021 Virtual

Remarks: Platinum sponsors will be given priority over exhibitors in the assignment of sponsor symposia and exhibition space.



Exhibitor Packages

US\$8,000

1. **Exhibition Space**
 - One virtual exhibition booth with standard design
 - Communication channels to interact with delegates
 - Able to upload company's brochure or product information
2. **Complimentary Registration**
 - Twenty complimentary registration (full access to the whole virtual event)
3. **Group Registration Discount**
 - 10% OFF of registration rate with group over 50 delegates

Supporter Packages

US\$3,000

1. **Exhibitor Listing**
 - Company name appear on Exhibitor List
2. **Complimentary Registration**
 - Twenty complimentary registration (full access to the whole virtual event)

Peripheral Items

1 Live Surgery US\$25,000

Sponsors will hold a live surgery session at an assigned time-slot. The session will be of 60 minutes' duration. The exact schedule will be assigned by the organiser. It is the responsibility of the sponsors to provide medico-legal insurance coverage for the surgery, to obtain registration for doctors to perform the surgery in the hosting country, and to arrange for the equipment necessary for live transmission of the surgery on the Congress Platform.

2 Sponsored Symposium US\$25,000

Sponsors will hold a sponsored symposium at an assigned session. The session will be of 60 minutes' duration and the exact symposium schedule will be assigned by the organiser.

3 E-Platform for Video and Poster US\$15,000

There will be a designated page on the Congress website for the electronic display of videos and posters. The **sole sponsor's** name and logo will be prominently displayed on the relevant webpage and will also appear on the instructions to video and poster presenters. The sponsor will be acknowledged in the Final Sponsored Program Book.

4 Virtual Charity Run US\$8,000

The **sponsor** will have the opportunity to sponsor this virtual charity run intended to raise funds for one of APAO's national member societies in need. The APAO Charity Run was organised from 2016 to 2019 with nearly 180 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, certificate of achievement, etc. The sponsor can also provide the opportunity for employees to participate in the event. The sponsor will be acknowledged in the Final Sponsored Program Book.

5 Advertisement in Final Sponsored Program Book US\$3,000

Run of Page (Full)

Benefits: Advertisements in the Final Sponsored Program Book will be shared with all delegates online. The final advertisement artwork file is to be provided by individual sponsors.

Code of Practice

Please note that it is the Sponsor's / Exhibitor's responsibility to comply with the authority's regulations in the hosting country and the Code of Practice on the Promotion of Medicine by the European Federation of Pharmaceuticals Industries & Associations (EFPIA) available at www.efpia.org and by the International Federation of Pharmaceutical Manufacturers & Associations (IFMPA) available at www.ifmpa.org.



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 exhibition booth order for each exhibitor.

To benefit from the Priority Points Program, the company is required to submit the completed Booking Form to the Appointed PCO of APAO 2021 Virtual at cynthiawong@i-concept-event.com by the deadline of **30 May 2021**. The Priority Points Program will not be applied to late submissions.

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

The priority points can be accrued through attendance at the previous Congresses 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, 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 Points Program 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 in last five Congresses

2. Booth Size

- 1 point per virtual booth

3. Payment

- 3 points for sending full payment with the Booking Form by the Priority Points Program deadline: 30 May 2021

4. Total Congress Expenditure

- Total event expenditure includes sponsorship, exhibition, and registration at the APAO 2021 Virtual Congress

Points Earned	Total Amount Spent
4	US\$25,000 – US\$34,999
6	US\$35,000 – US\$44,999
8	US\$45,000 – US\$54,999
10	US\$55,000 – US\$64,999
15	US\$65,000+

5. Total Peripheral Item Expenditure

- Peripheral items include live surgery, sponsor symposium, e-platform for video and poster, virtual charity run, and advertisement in the Final Sponsored Program Book

Points Earned	Total Amount Spent
1	US\$10,000 – US\$19,999
2	US\$20,000+

6. Sponsoring APAO Projects

- 1 point 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 Virtual Charity Run / other Congress-related charity events

Points Earned	Total Donation Amount
1	US\$10,000 – US\$19,999
2	US\$20,000+

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 the 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 the deposit payment.

Booking Procedures and Payment Information

Terms of Payment

50% upon receipt of the sponsorship agreement/exhibition confirmation and invoice
50% by 31 July 2021

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 organiser will be entitled to cancel the reservation, subject to cancellation fees.

Payment Method

Payment should be made via Electronic Fund Transfer (EFT)[†] 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

[†]Bank handling charges must be absorbed by the payer.

All exhibition space fees must be paid in full by Friday, 31 July 2021. If the balance is not received by the deadline, the company will not be assigned a booth 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 31 July 2021 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 organiser. The organiser shall retain:

50% of the agreed amount if the cancellation/modification is made between 1 May 2021 and 31 July 2021;
100% of the agreed amount the cancellation/modification is made after 31 July 2021.

Contact Information

For booking or enquiries, please contact:

Ms. Cynthia Wong
Project Director
I-Concept Event Ltd., Appointed PCO of APAO 2021 Virtual

Tel. or WhatsApp: (852) 9021-0713
Email: cynthiawong@i-concept-event.com



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Booking Form – Sponsorship & Exhibition

Please complete all details and return to Ms. Cynthia Wong at cynthiawong@i-concept-event.com, or submit the e-Form and the last page of the booking form with signature at <https://bit.ly/3tBUqGc>

Company Information*

Company Name: _____	
Contact Name: _____	Position: _____
Address: _____	
Tel: _____	
Fax: _____	
Email: _____	Website: _____

Contact Information

Company Name: _____	
Contact Name: _____	Position: _____
Tel: _____	
Fax: _____	
Email: _____	Website: _____

Invoice Information

Company Name: _____	
Contact Name: _____	Position: _____
Address: _____	
Tel: _____	
Fax: _____	
Email: _____	Website: _____

*Information will be used in exhibition directory. Please kindly submit the form together with your company logo with 300dpi in jpeg file.

Sponsorship Package

We wish to book the following sponsorship package
(please check the appropriate box):

Sponsorship Package	Price	Check
Diamond Sponsorship	US\$80,000	<input type="checkbox"/>
Platinum Sponsorship	US\$30,000	<input type="checkbox"/>
Exhibitor	US\$8,000	<input type="checkbox"/>
Supporter	US\$3,000	<input type="checkbox"/>



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Host

Booking Form – Sponsorship & Exhibition

(Booking Form Cont.)

Peripheral Items

Please state if you would like to order any other peripheral items. Package sponsor applicants with no additional orders can leave blank.

Scientific Program Items	Price	Check
1 Live Surgery	US\$25,000	<input type="checkbox"/>
2 Sponsored Symposium	US\$25,000	<input type="checkbox"/>
3 E-Platform for Video & Poster	US\$15,000	<input type="checkbox"/>
4 Virtual Charity Run	US\$8,000	<input type="checkbox"/>
5 Advertisement in Final Sponsored Program Book	US\$3,000	<input type="checkbox"/>

APAO 2021 Terms and Conditions

1. Confidentiality

The Booking Form and the terms hereof are confidential and shall not be disclosed to any third party without the prior written consent of the non-disclosing party.

2. Independent Contractors

Nothing in this Prospectus shall constitute the creation of any partnership, agency, or joint venture relationship between the parties hereto. Neither party shall have the right to obligate or bind the other in any manner whatsoever.

3. Consequential Damages

In no event shall either party be liable to the other party or to third parties for lost profits or other consequential, incidental, indirect, special, damages of any nature whatsoever, including, without limitation, loss of profits, loss of business, or anticipatory profits, even if such party has been appraised of the likelihood of such damages.

4. Severability

If any provision or provisions of this Prospectus shall be held to be invalid or unenforceable, such provision shall be enforced to the fullest extent permitted by applicable law, and the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

5. Governing Law

This Prospectus shall be governed exclusively by and construed in accordance with the substantive laws of the Hong Kong Special Administrative Region, without regard to principles of conflicts of law. The parties agree that any legal proceedings shall be conducted in the Hong Kong Special Administrative Region.

6. Nature of Prospectus

The Prospectus constitutes a binding obligation of the parties. Upon execution, the parties will enter into good faith negotiations to enter into a definitive agreement that more fully sets forth the respective rights and obligations of the parties (the "Definitive Agreement"); provided, however, that until the parties execute the Definitive Agreement, this Prospectus shall constitute a valid and binding agreement of the parties hereto. The Definitive Agreement will contain such additional



terms and conditions as are customary in agreements of this nature, including without limitation, indemnification provisions, warranties and disclaimers thereof and limitations of liability.

7. Force Majeure

APAO will not be liable or responsible for any failure to perform or delay in performance of any of our obligations under the terms and conditions that is caused by events outside our reasonable control ("Force Majeure Event"). A Force Majeure Event includes any act, event, non-occurrence, omission or accident beyond our reasonable control and includes in particular (but not limited to) the following: strikes or other industrial action; civil commotion, riot, invasion, terrorist attack or threat of terrorist attack; fire, storm, flood or other natural disasters; epidemic and pandemic; impossibility of the use of railway, shipping, aircraft, motor transport or other means of public or private telecommunication networks. Our obligations under these terms and conditions are suspended for the period that the Force Majeure Event continues and provided that if the Force Majeure Event renders, in our opinion, the congress not viable whether from a financial or logistical point of view then we may cancel or postpone the congress. If APAO chooses to postpone the congress to another date (and/or place), we will offer sponsors and exhibitors the opportunity of transferring your booking to the new date.

Payment Schedule

- 50% upon receipt of the exhibition confirmation and invoice
- 50% by 31 July 2021
- 100% on or after 31 July 2021

Cancellation Penalties

- 50% between 1 May 2021 and 31 July 2021
- 100% on or after 31 July 2021

Payment in full is required no later than 31 July 2021. Failure to complete payment does not release the contract or financial obligation of the Exhibitor.

- ☐ *We understand the application procedure and agree to abide by the Guidelines for Industry Participation for the Conference. I confirm that I am authorised to sign this form on behalf of the Applicant/Company.*

Signature: _____

Date: _____

Name: _____

Position: _____