



Welcome Message

We are delighted to invite you to participate in the 2nd Asia Pacific Tele-Ophthalmology Society Symposium (2nd APTOS Symposium) in Hong Kong on July 15 – 16, 2017.

Dedicated to advancing and promoting the use of the tele-ophthalmology and service innovations in the Asia-Pacific region, the Asia Pacific Tele-Ophthalmology Society (APTOS) was founded in May 2016. An inaugural symposium was held in Beijing, China, on June 19, 2016, bringing together over 300 tele-ophthalmologists from around the world. The 2nd APTOS Congress is expected to provide a platform for both tele-ophthalmologists and ophthalmologists with a genuine interest in tele-ophthalmology and innovative service delivery to meet and exchange expertise, to disseminate the latest innovations and applications in tele-ophthalmology, and the highest standards of clinical and public health research, education, training, and patient care.

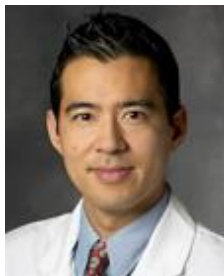
Highlights of the 2nd APTOS Symposium include keynote lectures focusing on ophthalmic service innovations, applications and delivery, artificial intelligence and deep learning, theme-based scientific sessions on imaging technologies and other ophthalmic technologies, etc. The Opening Session will also feature the inauguration of the International Diabetic Retinopathy Forum, where Dr. Nam Han Cho, President-Elect of the International Diabetes Federation will deliver a keynote lecture. It is anticipated that the 2nd APTOS Symposium will bring together over 500 delegates with more than 50 top-notch speakers from all over the world to explore future innovations and current applications of tele-ophthalmology.

Selected as the freest economic entity for 23 years in a row, Hong Kong is frequently described as a place where ‘East meets West.’ This compact city in Asia never fails to impress with its diversity of landscapes, cuisines, and cultures. We are looking forward to a very successful congress where we revisit the importance of service, innovation and connection. We are inviting companies to participate actively in the 2nd APTOS Symposium, which will be an excellent occasion for you to promote the interests of your company. We look forward to your support.

Yours sincerely,



Prof Mingguang He
Congress President & President
2nd APTOS Symposium



Dr Robert Chang
Scientific Program Chair
2nd APTOS Symposium



Dr Andreas Mueller
Secretary-General
APTOS



About APTOS

The Asia Pacific Tele-Ophthalmology Society (APTOS) was founded in May 2016 with the mission to promote and advance the development of tele-ophthalmology in the Asia-Pacific region and beyond.

Learn more about the APTOS at www.asiateleophth.org.

Venue

Harbour Grand Kowloon, Hong Kong

Congress Objectives

- To showcase the latest innovations and current applications of tele-ophthalmology 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 of industry research and developments

Program

Chaired by Dr Robert Chang from Stanford University, the scientific program will cover important areas in ophthalmic innovations, tele-ophthalmology and ophthalmic imaging and technologies. Each program committee member will organize an invited symposium where leading tele-ophthalmologists and experts will be engaged to deliver cutting-edge technologies and their applications in ophthalmology. Program committee member information will soon be available at:

<http://2017.asiateleophth.org/program-committee/>

Through the 2nd APTOS Symposium, we will foster interaction in a number of initiative ways and encourage dialogue through keynote lectures, interactive sessions and panel discussion.

Website

The 2nd APTOS Congress website contains all details relating to the Congress. It is being updated from time to time. Please visit it regularly:

<http://2017.asiateleophth.org>



Sponsorship Opportunities

The 2nd Asia Pacific Tele-Ophthalmology Society Symposium (2nd APTOS Symposium) will provide sponsors with exposure and access to delegates who have the capacity to influence the selection of products and services with their organizations. The Symposium also provides you with the opportunity to demonstrate your support and commitment to tele-ophthalmology and general ophthalmology while our sponsorship program will extend your visibility beyond the exhibition hall to achieve maximum exposure at the congress.

In order to ensure that your company can achieve its objectives by taking part in 2nd APTOS Symposium, a wide range of sponsorship opportunities is available. In addition to packages, sponsors can also consider taking out individual items.

Benefits & Acknowledgments

It is the express intention of the Congress Organizing Committee to ensure that package sponsors will receive the highest recognition in return for their generous support.

General benefits will include:

- Company name and logo on sponsored item(s)
- Acknowledgment in promotional materials
- Acknowledgment on the congress website
- Acknowledgment with company logo in the Final Program
- Company name and logo on sponsors' acknowledgment boards, which will be prominently displayed throughout the congress venue
- Priority choice of exhibition space
- Use of congress logo on company communications relating to 2nd APTOS Symposium

Sponsor Recognition

- Diamond Sponsor (Max = 1): Contributions of over US\$200,000
- Platinum Sponsor (Max = 2): Contributions of over US\$50,000
- Gold Sponsor (Max = 3): Contributions of over US\$25,000

Sponsor Entitlements

1. **Signage**
 - Company logo on congress flyers, backdrops in registration area, signage in congress venue, final program book, congress website, and e-newsletters
2. **Final Program – Advertising**
 - One page, 4-color ad in the Final Program Book
3. **Logo Link**
 - Logo link on congress website to company website and company name link to company profile



Scientific Program Items

Sponsored Seminars

A1 Lunch Symposium

US\$8,000

Sponsors will have the opportunity to hold a lunch seminar in a lecture hall, seating over 200 delegates. The session will be of 60 minutes and the exact symposium schedule will be assigned by the organizer. Lunchboxes are to be covered by the organizer.

A2 Coffee Break

US\$3,000

Sponsors will have the opportunity to organize two 30-minute inter-session coffee breaks, one in mid-morning and the other in the afternoon, at the designated coffee break station located in exhibition area in the exhibition hall. A signage with the sponsor's logo will be erected at the coffee station during the break. Light refreshments and drinks are to be provided by the organizer.

Others

A3 Speaker-Ready Room

US\$4,000

The **sole sponsor's** logo will be displayed as the background of the monitor along with the congress logo on every computer in the Speaker-Ready Room. The sole sponsor's logo will also be displayed in prominent places in the Speaker-Ready Room exclusively.

A4 VIP Lounge

US\$4,000

The **sole sponsor's** logo will be displayed on coffee tables and other prominent places in the Lounge, where free flow of coffee and light refreshments will be served to our VIPs. The costs of light refreshments and drinks are inclusive.

A5 Electronic Poster & Video Platform

US\$4,000

There will be a designated area in the congress venue for electronic display of videos and posters. The electronic video and poster platform is a major feature of the congress and is a crucial networking and learning opportunity for the participants. The sole sponsor's name and logo will be prominently displayed on the touch-screen monitors and will also appear on the instructions to video and poster presenters. The sponsor will be acknowledged in the Final Program next to details of the electronic video and poster platform.

A6 Keynote Speakers

US\$50,000

The sole sponsor will be acknowledged at the final program and on the congress website promoting the Keynote Lectures. The sole sponsor will also be introduced on stage. Travel support will be provided for Keynote Speakers, who will be informed of the funding source. The sponsor, however, has no influence on the selection of Keynote Speakers.



Delegate Items

B1 Lanyard US\$5,000

The **sole sponsor's** logo will be printed on the lanyard, which will be distributed to every delegate attending the event together with the congress logo and the organizers' logo. (Production cost inclusive)

B2 Delegate Bag US\$5,000

The **sole sponsor's** logo will be printed on the delegate bag, which will be distributed to every delegate attending the event together with the congress logo and the organizers' logo. (Production cost inclusive)

B3 Hotel Gift Drop US\$2,000

The **sole sponsor** can welcome APTOS 2017 attendees with a branded gift and a note (to be provided by the sole sponsor), which will be either distributed at check-in or to the attendees' rooms, depending on the congress hotel.

B4 Hotel Key Cards US\$3,000

Attendees staying at the congress hotel will see the sole sponsor's name and logo on their hotel key cards.

Advertising Items

C1 Advertisement in the Final Program

Back of Front Cover	US\$1,000
Front of Back Cover	US\$600
Back of Back Cover	US\$800
Run of Page (Full)	US\$500
Run of Page (Half)	US\$300

Benefits: Advertisements in the Final Program, which will be distributed to every delegate together with the delegate bag. The final advertisement artwork file is to be provided by individual sponsors.

C2 Banner Advertisement at Congress Website

Banner Ads: Large (W176 X H60 pixels)	US\$500
Banner Ads: Regular (W128 X H35 pixels)	US\$300

Benefits: Sponsors can post a large or regular banner on the 2nd APTOS Symposium website. The final advertisement artwork file is to be provided by individual sponsors.

C3 Delegate Bag Insert (Max 10 Inserts & 5 Catalogues)

1 insert (maximum size A4)	US\$500
1 product catalogue of less than 8 pages	US\$800

Benefits: Delegate bag inserts and product catalogues are to be distributed in the delegate bag. The final artwork file is to be provided by individual sponsors. Printing and shipping costs are to be borne by sponsors.



Social Program

D1 Presidential Dinner (Jul 15, 2017)

Negotiable

The **sole sponsor** will have the opportunity to sponsor this prestigious occasion which will be attended by around 80 VIPs invited by the Congress President. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. A representative of the sole sponsor will be invited to give a 2-minute speech.

D2 First-Time Attendee Happy Hour (Jul 15, 2017)

Negotiable

The **sole sponsor** will invite first-time APTOS attendees and host a welcome happy hour with cocktails and appetizers at the APTOS 2017 meeting.

On-Site Items

E1 Wireless Network Provision

US\$5,000

Delegates wishing to access the internet via their own laptop, tablet or smartphone may do so by using the congress wi-fi. The **sole sponsor** will be acknowledged in the signage where the wi-fi password is displayed.

E2 APTOS Photo Studio

US\$5,000

At the APTOS Photo Studio, attendees can obtain a professional headshot to be emailed directly to them and uploaded to the HUB following the congress. The sole sponsor can showcase their marketing message using signage in this high traffic-area.

E3 Interactive Charging Stations

US\$8,000

The sole sponsor will provide attendees with a comfortable place to recharge their electronic devices while watching one of your promotional videos or taking one of your interactive surveys. Company branding is included.

E4 Signage

US\$5,000

There will be extensive congress signage around the congress venue. Sponsors can have the opportunity to print their company logo on all directional signs.



Exhibition Opportunities

Modular Stands

Shell scheme is provided for all stands unless a space only block is requested. The charge per booth is as follows:

Modular Booth	Price
3m X 2m Standing Booth	US\$3,000
Space Only (min = 9 m ²)	US\$500 per square meter

* A floor plan with exact zoning will be sent along with the exhibitor guidelines and booth application form at a later stage. Companies interested in being an exhibitor can contact us to make a reservation for the time being.

The stand fee includes the following:

- Exhibitor name badges for 2 persons per 6 square meters
- Opportunities to purchase trade delegate registration exclusive to sponsors & exhibitors
- Shell scheme with fascia panel, if required
- Two spot lights
- One power supply
- On-site security
- Morning and afternoon tea will be held in the exhibition areas (lunch to be provided at sponsored symposia or at delegates' own expense)

Modular booth rentals do not include materials handling, drayage, individual booth lighting, transporting, warehousing, brokerage services, special materials, carpets or furnishings beyond those specified above, movement, transfer, removal, storage, setup and dismantling of custom exhibits.

Please note that package sponsors will be given priority choice of booth location and that early commitment will enable your company to secure a prominent site. Please refer to the exhibitor guidelines for more information.

Code of Practice

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



Booking & Contracts

Contracts and Confirmation

Sponsors

Once a sponsorship booking form is received, a contract will be sent to you for execution with an accompanying invoice for 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 deposit payment.

Booking Procedures and Payment Information

Terms of Payment

50% upon receipt of the sponsorship agreement/exhibition confirmation and invoice
50% by May 15, 2017 unless otherwise specified in the sponsorship agreement

All payments must be received before the start date of the congress. Should the sponsor/exhibitor fail to complete payments prior to the commencement of the congress, the organizers will be entitled to cancel the reservation, subject to cancellation fees as detailed below.

Payment Methods

Payment by bank transfer. Payment details will be included on the invoice.

Cancellation/Modification

Cancellation or modification of sponsorship items or exhibition stands must be made in writing to the organizers. The organizers shall retain:

20% of the agreed amount if the cancellation/modification is made before April 30, 2017;
50% of the agreed amount if the cancellation/modification is made after April 30, 2017 but before May 15, 2017.
100% of the agreed amount the cancellation/modification is made after May 15, 2017.

Contact Information

For booking or enquiries, please contact:

APTOS Secretariat

Asia Pacific Tele-Ophthalmology Society

Tel: (+61) (0)3 8532 1962

Email: secretariat@asiateleophth.org



Sponsorship Booking Form

Please complete all the details and send to secretariat@asiateleophth.org.

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

We wish to book the following sponsorship package:

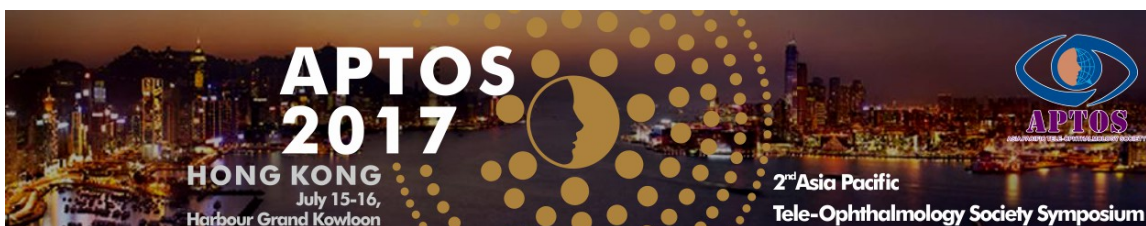
Please state the number of booths needed.

Stand	Price	Quantity
Modular Booth (3m X 2m)	US\$3,000	
Space Only (Min = 9 m ²)	US\$500	m ²

** The floor plan of the exhibition hall along with the booth selection form will be sent to you in early April. Please print in the booth selection form your choices of booth location in order of your preference and which companies you would like to cluster with or avoid. The floor plan and the booth selection form will first be sent to diamond sponsors, followed by platinum and gold sponsors.*

Please state if you would like to order sponsored seminars and coffee breaks. Check the box(es) for the item(s) you would like to order.

Items	Price	Quantity
A1 Lunch Symposium	US\$8,000	
A2 Coffee Break	US\$3,000	
A3 Speaker-Ready Room	US\$4,000	<input checked="" type="checkbox"/>
A4 VIP Lounge	US\$4,000	<input checked="" type="checkbox"/>
A5 Electronic Poster & Video Platform	US\$4,000	<input checked="" type="checkbox"/>
A6 Keynote Speakers	US\$50,000	<input checked="" type="checkbox"/>
B1 Lanyard	US\$5,000	<input checked="" type="checkbox"/>
B2 Delegate Bag	US\$5,000	<input checked="" type="checkbox"/>
B3 Hotel Gift Drop	US\$2,000	<input checked="" type="checkbox"/>
B4 Hotel Key Cards	US\$3,000	<input checked="" type="checkbox"/>
Back of Front Cover	US\$1,000	<input checked="" type="checkbox"/>



Front of Back Cover	US\$800	<input checked="" type="checkbox"/>
Back of Back Cover	US\$500	<input checked="" type="checkbox"/>
Run of Page (Full)	US\$300	
Run of Page (Half)	US\$200	
Banner Ads (Large)	US\$500	
Banner Ads (Regular)	US\$300	
Delegate Insert	US\$500	
Product Catalogue	US\$800	
Presidential Dinner	TBC	<input checked="" type="checkbox"/>
First-Time Attendee Happy Hour	TBC	<input checked="" type="checkbox"/>
Wireless Network Provision	US\$5,000	<input checked="" type="checkbox"/>
APTOS Photo Studio	US\$5,000	<input checked="" type="checkbox"/>
Interactive Charging Station	US\$8,000	<input checked="" type="checkbox"/>
Signage	US\$2,000	<input checked="" type="checkbox"/>

Signature: _____

Date: _____

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