



## Welcome Message

We are delighted to invite you to participate in the 3<sup>rd</sup> Asia Pacific Tele-Ophthalmology Society Symposium (3<sup>rd</sup> APTOS Symposium) in conjunction with the SNEC-Beijing Tongren Summit in Singapore on July 6 – 8, 2018.

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, and the 2<sup>nd</sup> APTOS Symposium was held in Hong Kong on July 15 – 16, 2017, each bringing together over 300 tele-ophthalmologists from around the world. The 3<sup>rd</sup> APTOS Congress is expected to continue to provide a platform for those with a genuine interest in tele-ophthalmology and innovative service delivery to meet and exchange expertise, to disseminate the latest technology advancements and applications in tele-ophthalmology, and the highest standards of clinical and public health research, education, training, and patient care.

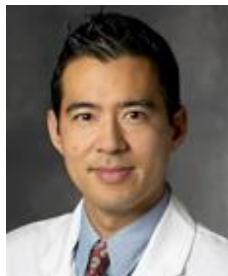
Highlights of the 3<sup>rd</sup> APTOS Symposium include exciting topics such as the practicality and the regulatory implications of big data analytics, the use of artificial intelligence (AI) in ophthalmology, and the ethical challenges of using big data in our public healthcare systems. In the meantime, APTOS participants can partake in the SNEC-Beijing Tongren Summit which will cover important advancements and innovations in Ophthalmology of both centres, showcasing the best speakers from the Singapore National Eye Centre (SNEC) and the Beijing Tongren Eye Hospital for fruitful exchanges and in-depth discussions about future innovations of ophthalmology and current applications and tele-ophthalmology.

Located at the southern tip of the Malaysian Peninsula, Singapore is an island nation that enjoys a year-round tropical climate. This vibrant and cosmopolitan city is home to about six million people and boasts of historical and cultural landmarks, bustling shopping centers and many more exciting tourist attractions. 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 3<sup>rd</sup> 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,



Dr Gavin Tan  
Congress President  
3<sup>rd</sup> APTOS Symposium



Dr Robert Chang  
Scientific Program Chair  
3<sup>rd</sup> APTOS Symposium



Prof Mingguang He  
President  
APTOS



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](http://www.asiateleophth.org).

## Venue

Academia, SingHealth, 20 College Road, Singapore 169856

## 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://2018.asiateleophth.org/invited-faculty/>

Through the 3<sup>rd</sup> APTOS Symposium, we will foster interaction in a number of innovative ways and encourage dialogue through keynote lectures, interactive sessions and panel discussion.

## Website

The 3<sup>rd</sup> APTOS Congress website contains all details relating to the Congress. It is being updated from time to time. Please visit it regularly:

<http://2018.asiateleophth.org>



## Sponsorship Opportunities

The 3<sup>rd</sup> Asia Pacific Tele-Ophthalmology Society Symposium (3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> APTOS Symposium

## Sponsor Recognition

- Diamond Sponsor (Max = 1): Contributions of over SG\$100,000
- Platinum Sponsor (Max = 1): Contributions of over SG\$50,000
- Gold Sponsor : Contributions of over SG\$30,000
- Silver Sponsor : Contributions of over SG\$20,000
- Bronze Sponsor : Contributions of over SG\$10,000

## 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



## Sponsor Advantage Chart

Five different levels of sponsorship are being offered – the benefits of each are summarized as follows:

Benefit	Diamond SG\$100,000	Platinum SG\$50,000	Gold SG\$30,000	Silver SG\$20,000	Bronze SG\$10,000
1. <b>Symposium†</b>	1 lunch symposium (60 min) & 1 breakfast symposium (45 min)	1 lunch symposium (60 min)	1 lunch symposium (60 min)	1 breakfast symposium (45 min)	Coffee Break
2. <b>Exhibition Space†</b>	island booth (24m <sup>2</sup> ) in central area	18 m <sup>2</sup> booth space in prime location	12 m <sup>2</sup> booth space in prime location	6 m <sup>2</sup> booth space in prime location	6 m <sup>2</sup> booth space in prime location
3. <b>Complimentary Registration</b>	20	15	10	10	5
4. <b>Complimentary Faculty Dinner Tickets</b>	5	3	3	2	2
5. <b>Delegate Insert</b>	3	2	1	1	1
6. <b>Product Catalogue in Delegate Bag</b>	2	1	1	N/A	N/A
7. <b>Logo on congress flyers, backdrops, registration area &amp; signage inside congress venue</b>	✓	✓	✓	✓	✓
8. <b>Logo on the back of name badge</b>	✓	✓	✓	✓	✓
9. <b>Acknowledgment in monthly e-newsletter</b>	✓	✓	✓	✓	✓
10. <b>Final Program - Advertising</b>	3 full pages Full color	2 full pages Full color	2 full pages Full color	1 full pages Full color	1 full page Full color
11. <b>Logo link on congress website to own site</b>	Logo link + 500-word company profile	Logo link + 500-word company profile	Logo link + 300-word company profile	Logo link + 300-word company profile	Logo link + 200-word company profile
12. <b>Use of APTOS 2018 logo</b>	✓	✓	✓	✓	✓
13. <b>Advance mailing to delegate list</b>	2	1	1	N/A	N/A
14. <b>Peripheral Items#</b>	Lanyard + 20% discount	20% discount	20% discount	15% discount	10% discount

† Diamond sponsors will be given priority over platinum, gold, silver and bronze sponsors in the assignment of sponsored symposiums and exhibition space

\* Upgradability from break symposium to lunch symposium depends on the availability of venues and sponsors may incur extra costs in regard to the upgrade. Coffee break is non-tradable.

\*\* This advantage chart serves as a guideline for sponsorship opportunities. If you would like to sponsor the 3<sup>rd</sup> APTOS Symposium and have an idea which caters to your unique requirements as well as those of the Symposium, the Committee would be willing to consider alternative proposals

\*\*\* Package sponsors are signed up on a first come first serve basis and while items last.

# Applicable to items in category B & category E only.





## Scientific Program Items

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### Sponsored Seminars

**A1 Lunch Symposium** **SG\$10,000**  
Sponsors will have the opportunity to hold a lunch seminar in a lecture hall, seating around 100 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 Breakfast Symposium** **SG\$5,000**  
Sponsors will have the opportunity to hold a breakfast seminar in a lecture hall, seating around 100 delegates. The session will be of 45 minutes and the exact symposium schedule will be assigned by the organizer. Lunchboxes are to be covered by the organizer.

**A3 Coffee Break** **SG\$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

**A4 Speaker-Ready Room** **SG\$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.

**A5 VIP Lounge** **SG\$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.

**A6 Electronic Poster & Video Platform** **SG\$5,000**  
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.

## Delegate Items

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**B1 Lanyard** **SG\$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 SG\$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)

**Advertising Items**

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**C1 Advertisement in the Final Program**

Back of Front Cover	SG\$1,000
Front of Back Cover	SG\$600
Back of Back Cover	SG\$800
Run of Page (Full)	SG\$500
Run of Page (Half)	SG\$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)	SG\$500
Banner Ads: Regular (W128 X H35 pixels)	SG\$300

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

**C3 Delegate Bag Insert**

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

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**D1 APTOS – SNEC Faculty Dinner (Jul 7, 2018)\* SG\$12,000**

The **sole sponsor** will have the opportunity to sponsor this prestigious occasion which will be attended by around 50 VIPs invited by the Congress President. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. (\*Priority to Diamond or Platinum Sponsors)

**D2 First-Time Attendee Happy Hour (Jul 7, 2018) SG\$6,000**

The **sole sponsor** will invite first-time APTOS attendees and host a welcome happy hour with cocktails and appetizers at the APTOS 2018 meeting.



## On-Site Items

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### **E1 APTOS Photo Studio**

**SG\$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.

### **E2 Signage**

**SG\$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

A trestle table will be provided for all stands unless a space only block is requested. The charge per booth is as follows:

Modular Booth	Price
2m X 3m Standing Booth	SG\$4,500
Space Only (min = 12 m <sup>2</sup> )	SG\$750 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:

- Trade delegate name badges for 2 persons per 6 square meters
- Opportunities to purchase additional trade delegate registration exclusive to sponsors & exhibitors
- 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](http://www.efpia.org) and by International Federation of Pharmaceutical Manufacturers & Associations (IFMPA) available at [www.ifpma.org](http://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 April 30, 2018 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 March 31, 2018;  
50% of the agreed amount if the cancellation/modification is made after April 15, 2018 but before May 15, 2017.

100% of the agreed amount the cancellation/modification is made after April 30, 2018.

### **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](mailto:secretariat@asiateleophth.org)



## Sponsorship Booking Form

Please complete all the details and send to APTOS Secretariat at [secretariat@asiateleophth.org](mailto:secretariat@asiateleophth.org).

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

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

- |                          |                                    |             |
|--------------------------|------------------------------------|-------------|
| <input type="checkbox"/> | Diamond Sponsorship (Maximum = 1)  | SG\$100,000 |
| <input type="checkbox"/> | Platinum Sponsorship (Maximum = 1) | SG\$50,000  |
| <input type="checkbox"/> | Gold Sponsorship                   | SG\$30,000  |
| <input type="checkbox"/> | Silver Sponsorship                 | SG\$20,000  |
| <input type="checkbox"/> | Bronze Sponsorship                 | SG\$10,000  |

Please state the number of booths needed under quantity. Package sponsor applicants can leave blank if no extra exhibition space is required. Otherwise, please fill out just the number of EXTRA booths needed. Check the space only box only if raw space is needed. No shell scheme will be provided for space-only exhibitors.

### Please state the number of booths needed.

Stand	Price	Quantity
Modular Booth (2m X 3m)	SG\$4,500	
Space Only (Min = 12 m <sup>2</sup> )	SG\$750	m <sup>2</sup>

*\* 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, gold, silver and bronze 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	SG\$10,000	
A2 Breakfast Symposium	SG\$5,000	
A3 Coffee Break	SG\$3,000	
A4 Speaker-Ready Room	SG\$4,000	<input checked="" type="checkbox"/>



A5 VIP Lounge	SG\$4,000	<input checked="" type="checkbox"/>
A6 Electronic Poster & Video Platform	SG\$4,000	<input checked="" type="checkbox"/>
B1 Lanyard	SG\$5,000	<input checked="" type="checkbox"/>
B2 Delegate Bag	SG\$5,000	<input checked="" type="checkbox"/>
Back of Front Cover	SG\$1,000	<input checked="" type="checkbox"/>
Front of Back Cover	SG\$800	<input checked="" type="checkbox"/>
Back of Back Cover	SG\$500	<input checked="" type="checkbox"/>
Run of Page (Full)	SG\$300	
Run of Page (Half)	SG\$200	
Banner Ads (Large)	SG\$500	
Banner Ads (Regular)	SG\$300	
Delegate Insert	SG\$500	
Product Catalogue	SG\$800	
Presidential Dinner	SG\$12,000	<input checked="" type="checkbox"/>
First-Time Attendee Happy Hour	SG\$6,000	<input checked="" type="checkbox"/>
APTOS Photo Studio	SG\$5,000	<input checked="" type="checkbox"/>
Signage	SG\$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.*