



## Welcome Message

We are delighted to invite you to participate in the 7<sup>th</sup> Asia Pacific Tele-Ophthalmology Society Symposium (7<sup>th</sup> APTOS Symposium) scheduled for September 3 – 4, 2022. The 7<sup>th</sup> APTOS Symposium will be a hybrid meeting where local delegates will meet physically in He Eye Specialist Hospital in Shenyang, China, and international delegates can choose whether they will attend the meeting in person or online. The online meeting can accommodate a maximum of 800 participants whereas we are anticipating around 150 delegates locally. Local audience size will be adjusted in accordance with local government regulations. Free access to the online symposium will be granted on a first come first serve basis. The online meeting will also feature virtual exhibition and provide plenty of opportunities for delegates to connect.

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, followed by the 2<sup>nd</sup> APTOS Symposium in Hong Kong in 2017, the 3<sup>rd</sup> APTOS Symposium in Singapore in 2018, and the 4<sup>th</sup> APTOS Symposium in Chennai, India, in 2019. Ever since the outbreak of the pandemic, we have organized our annual symposium online in conjunction with our local hosts. We are glad that both the 5<sup>th</sup> APTOS Symposium in conjunction with Yonsei University in Seoul, South Korea, in 2020 and the 6<sup>th</sup> APTOS Symposium in conjunction with Rajavithi Hospital in Bangkok, Thailand, in 2021 were very well-received, bringing together an average audience of 500 from around the world.

The 7<sup>th</sup> APTOS Symposium 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.

Co-hosted by He Eye Specialist Hospital, the 7<sup>th</sup> APTOS Symposium will feature top-notch speakers and AI engineers from China and around the world to showcase the latest developments and clinical applications of artificial intelligence in telemedicine. We will also launch the 3<sup>rd</sup> APTOS Big Data Competition during the 7<sup>th</sup> APTOS Symposium and provide an excellent platform for delegates to connect.

We look forward to seeing you in China or online.

Yours sincerely,



Prof Mingguang He  
President  
APTOS



Prof Wei He  
Congress President  
7<sup>th</sup> APTOS Symposium



Prof Paisan Ruamviboonsuk  
Scientific Program Chair  
7<sup>th</sup> 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](http://www.asiateleophth.org).

## Venue

He Eye Specialist Hospital, Shenyang, China & Online via Zoom

## 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 Paisan Ruamviboonsuk, 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. Speaker information will soon be available at:

<http://2022.asiateleophth.org/invited-faculty>

Through the 7<sup>th</sup> APTOS Symposium, we will foster interaction in a number of innovative ways and encourage dialogue through plenary lectures, interactive sessions and panel discussion.

## Website

The 7<sup>th</sup> APTOS Congress website contains all details relating to the Congress. It is being updated from time to time. Please visit it regularly:

<http://2022.asiateleophth.org>



## Sponsorship Opportunities

The 7<sup>th</sup> Asia Pacific Tele-Ophthalmology Society Symposium (7<sup>th</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. Despite the limitations of an online meeting, we are committed to extending your visibility to achieve maximum exposure with our sponsorship program.

In order to ensure that your company can achieve its objectives by taking part in 7<sup>th</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 e-Program
- Company name and logo on sponsors' acknowledgment boards, which will be prominently displayed in the filming studio
- Use of congress logo on company communications relating to 7<sup>th</sup> APTOS Symposium

### Sponsor Recognition

- Diamond Sponsor (Max = 2): Contributions of over US\$45,000
- Platinum Sponsor: Contributions of over US\$30,000
- Gold Sponsor: Contributions of over US\$20,000

### Sponsor Entitlements

#### 1. Signage

- Company logo on congress flyers, backdrops in the filming studio, final e-program book, congress website, and e-newsletters
- Company logo in the abstract submission system for diamond sponsors
- Company logo on all zoom registration links for diamond and platinum sponsors

#### 2. Final Program – Advertising

- 4-color ad in the Final e-Program Book

#### 3. Logo Link

- Logo link on congress website to company website and company name link to company profile



## Sponsor Advantage Chart

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

Benefit	Diamond US\$45,000	Platinum US\$30,000	Gold US\$20,000
1. Symposium†	1 lunch (30 min)	1 breakfast (20 min) <b>OR</b> 1/2 lunch (15 min)	1 breakfast (20 min)
2. Virtual Booth†	Large X 2	Large	Small
3. Exhibition Space†	6 m <sup>2</sup> booth space in prime location	6 m <sup>2</sup> booth space in prime location	4 m <sup>2</sup> booth space in prime location
4. Online Panelist Registration during the Lunch Symposium	20	15	10
5. Complimentary On-Site Registration	10	5	5
6. Coffee Break	One 3-minute video clip	One 2-minute video clip	One 1-minute video clip
7. Logo on all Zoom Registration Links	✓	✓	X
8. Logo on Abstract Submission System	✓	X	X
9. Logo on Congress Backdrop on Site	✓	✓	✓
10. Acknowledgment in Monthly e-Newsletter	✓	✓	✓
11. Final e-Program – Advertising	3 full pages Full color	2 full pages Full color	1 full page Full color
12. Logo Link on Congress Website to Own Site	Logo link + 500-word company profile	Logo link + 300-word company profile	Logo link + 200-word company profile
13. Delegate Insert	3	2	1
14. Product Catalogue in Delegate Bag	2	1	1
15. Use of APTOS 2022 Logo	✓	✓	✓
16. Advance Mailing to Delegate List	2	1	/
17. Peripheral Items#	20% discount	15% discount	10% discount

† Diamond sponsors will be given priority over platinum and gold sponsors in the assignment of sponsored symposiums and exhibition space. One (1) of the virtual booths of the diamond sponsors will be pinned to the top on the teaser page.

\* This advantage chart serves as a guideline for sponsorship opportunities. If you would like to sponsor the 7<sup>th</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 only.



## Scientific Program Items

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### Sponsored Seminars

**A1 Lunch Symposium** **US\$8,000**  
 Sponsors will have the opportunity to hold a lunch seminar in a virtual room for 500 participants. The session will be of 30 minutes and the exact symposium schedule will be assigned by the organizer.

**A2 Breakfast Symposium** **US\$4,000**  
 Sponsors will have the opportunity to hold a breakfast seminar in a virtual room for 500 participants. The session will be of 20 minutes and the exact symposium schedule will be assigned by the organizer.

**A2 Coffee Break** **US\$3,000**  
 Sponsors will have the opportunity to play a video clip of 3 minutes during the coffee break. The pre-recorded clip should be produced by the sponsor and submitted to APTOS Secretariat for approval at least 1 week before the Congress.

### Delegate Items

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**B1 Lanyard** **US\$1,000**  
 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\$2,000**  
 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	US\$400
Front of Back Cover	US\$300
Back of Back Cover	US\$500
Run of Page (Full)	US\$200
Run of Page (Half)	US\$100

**Benefits:** Advertisements in the Final e-Program, which will be posted to the Congress website. 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\$1,000
Banner Ads: Regular (W128 X H35 pixels)	US\$600

**Benefits:** Sponsors can post a large or regular banner on the 7<sup>th</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)	US\$200
1 product catalogue of less than 8 pages	US\$400

**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.

### **Big Data Competition**

<b>D1 Ophthalmology Fun Quiz (Sept 2022 – Feb 2023)</b>	<b>US\$80,000</b>
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The **sole sponsor** will provide prize money for the winners who score the highest in the 3<sup>rd</sup> APTOS Big Data Competition

### **Social Program**

<b>E1 Ophthalmology Fun Quiz (Sept 3, 2022)</b>	<b>US\$2,000</b>
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The **sole sponsor** will provide prize money for delegates who score the highest in the Ophthalmology Fun Quiz.

### **Online Item(s)**

<b>F1 Abstract Submission System</b>	<b>US\$5,000</b>
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Sponsors can have the opportunity to show their company logo in the 7<sup>th</sup> APTOS Symposium Abstract Submission System

### **On-Site Item(s)**

<b>G1 Backdrop</b>	<b>US\$2,000</b>
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Sponsors can have the opportunity to print their company logo on the backdrop in the filming studio.

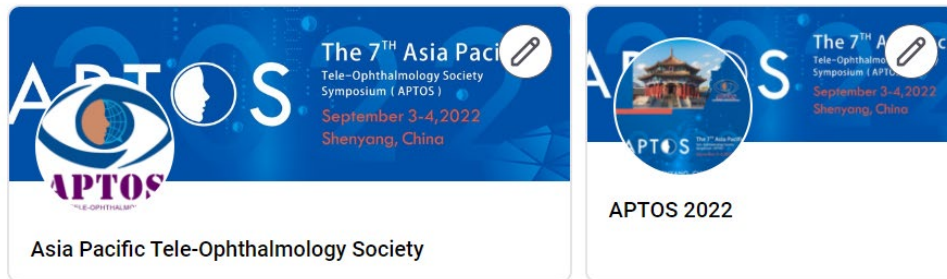


## Exhibition Opportunities

### Virtual Booths

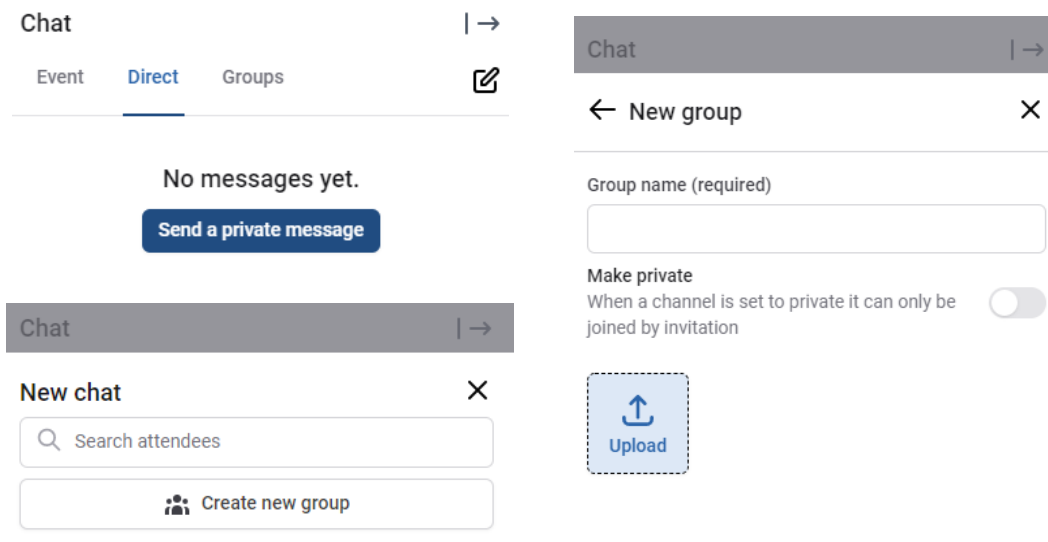
Customizable virtual booths that will go live in around early July 2022 until the end of 7<sup>th</sup> APTOS Symposium, which will substantially extend your visibility to beyond the Symposium. The charge per booth is as follows:

Modular Booth	Price
Large	US\$4,500
Small	US\$3,000



The virtual booth includes the following:

- Company Name, logo and banner on the Teaser page.
- Company name, logo, social media links, a call to action, a booth offer, a promotional video and resource download on the Booth page.
- Lead check.
- Access to chatrooms where exhibitors can chat up their target audience. The 'Search Attendees' function allows exhibitors to target specific individuals via private chats or group chats.





Booth page

The booth page is a white rectangular area. At the top left is the APTOS logo. To its right is the text 'Asia Pacific Tele-Ophthalmology Society' and a 'Request info' button. Below the logo are social media icons for LinkedIn and Facebook. A large white box in the center contains '5% off' and an 'I'm interested' button, with the text 'A representative will be in touch with details' below it. Below this is a video player showing a presentation titled '2nd APTOS Big Data Competition'. The video player includes a play button, a 'Watch later' button, and a 'Share' button. At the bottom of the video player are logos for Alibaba Cloud, TIANCHI, and APTOS. Below the video player is a 'Resources' section with a link to 'Sponsorship Prospectus APTOS 2022.pdf' and a 'Download' button.

*Please note that Diamond sponsors will be pinned to the top on the Teaser page, followed by platinum and gold sponsors. Exhibitors will be pinned based on their payment schedule.*





## Modular Stands

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

Modular Booth	Price
<b>2m X 3m Standing Booth</b>	US\$4,500
<b>2m X 2m Standing Booth</b>	US\$3,000
<b>Space Only (min = 12 m<sup>2</sup>)</b>	US\$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 spotlights
- One power supply
- On-site security

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 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.

#### Discounts

##### APTOS Institutional Members

Institutional members of the Asia Pacific Tele-Ophthalmology Society **that are up-to-date on their dues** can enjoy a 5% discount on all items of APTOS 2022. The APTOS institutional member discount cannot be applied in conjunction with the early bird discount.

### Booking Procedures and Payment Information

#### Terms of Payment

100% upon receipt of the sponsorship agreement/confirmation from the APTOS Secretariat and invoice unless otherwise specified in the sponsorship agreement

All payments must be received before the start date of the congress. Should the sponsor 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:

50% of the agreed amount if the cancellation/modification is made on or before May 31, 2022.

100% of the agreed amount the cancellation/modification is made after June 1, 2022.

### Contact Information

For booking or enquiries, please contact:

#### APTOS Secretariat

Asia Pacific Tele-Ophthalmology Society

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 = 2) | US\$45,000 |
| <input type="checkbox"/> | Platinum Sponsorship              | US\$30,000 |
| <input type="checkbox"/> | Gold Sponsorship                  | US\$20,000 |

I choose to forfeit all on-site items (#2, 5, 13 & 14 in the Sponsor Advantage Chart) in exchange for a 15% discount on the package price.

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.

Stand	Unit Price	Quantity
Virtual Booth (Large)	US\$4,500	
Virtual Booth (Small)	US\$3,000	
Modular Booth (2m X 3m)	US\$4,500	
Modular Booth (2m X 2m)	US\$3,000	
Space Only (Min = 12 m <sup>2</sup> )	US\$750	m <sup>2</sup>

**\* The floor plan of the physical exhibition hall along with the booth selection form will be sent to you by the end of May. 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.**

**\*\* Diamond sponsors can have 1 of their virtual booths pinned to the top on the teaser page.**

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	Unit Price	Quantity
A1 Lunch Symposium (30 minutes)	US\$8,000	
A2 Breakfast Symposium (20 minutes)	US\$4,000	
A3 Coffee Break	US\$3,000	
B1 Lanyard	US\$1,000	
B2 Delegate Bag	US\$2,000	



Back of Front Cover	US\$400	<input checked="" type="checkbox"/>
Front of Back Cover	US\$300	<input checked="" type="checkbox"/>
Back of Back Cover	US\$500	<input checked="" type="checkbox"/>
Run of Page (Full)	US\$200	
Run of Page (Half)	US\$100	
Banner Ads (Large)	US\$1,000	
Banner Ads (Regular)	US\$600	
Delegate Bag Insert	US\$200	
Delegate Bag Product Catalogue	US\$400	
D1 Big Data Competition	US\$80,000	
E1 Ophthalmology Fun Quiz	US\$2,000	<input checked="" type="checkbox"/>
F1 Abstract Submission System	US\$5,000	<input checked="" type="checkbox"/>
G1 Backdrop	US\$2,000	<input checked="" type="checkbox"/>

I understand that I will have to forfeit all the on-site items (#2, 5, 13 & 14 in the Sponsor Advantage Chart) should gathering bans be mandated. A compensation of 15% of the package price will be refunded.

Is your company/organization an institutional member of APTOS?

We wish to apply for institutional membership with APTOS.

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.*