CONTENTS

Congress Invitation ................................................................. 03
Industry Liaison Contact Details............................................... 03
About Asia-Pacific Glaucoma Society ..................................... 04
Delegate Demographics .......................................................... 06
Congress Schedule & Industry Program ................................... 08
  Industry Symposia.............................................................. 09
  Wet-Labs........................................................................ 09
  Pre-congress Workshops..................................................... 09
Congress Promotion Schedule ............................................... 10
Partnership Opportunities ....................................................... 11
Industry Exhibition ............................................................... 24
APGC Vision Loyalty Program + Sponsor Services Update...... 27
Application forms................................................................. 29
Terms and Conditions............................................................ 30
CONGRESS INVITATION

On behalf of the Asia-Pacific Glaucoma Society, and the Malaysian Society of Ophthalmology, we invite you to attend the 5th Asia-Pacific Glaucoma Congress (APGC2020) at the Kuala Lumpur Convention and Exhibition Center, from 13-16 August 2020.

The APG Congress is held biennially in the Asia-Pacific region and brings together clinicians, scientists, students and other health practitioners from the ophthalmology field with a focus on glaucoma. The three day program provides a platform for delegates to collaborate, sharing experiences, knowledge and research results whilst also learning about world’s best practice and the recent innovations helping us overcome challenges in clinical medicine and surgery.

We are planning to build on the foundation of attendance in Malaysia and most recently in Korea and Thailand, with our expectation of attracting over 1,000 attendees, and invite your organisation to join as a stakeholder, sponsor or exhibitor. We are focussed as a society on ensuring that the experience for sponsors and exhibitors is refined in 2020, and that our continuining and new sponsors and exhibitors joining us in Kuala Lumpur enjoy a successful congress.

We encourage you to consider the opportunities outlined in this prospectus. Please contact us or Thomas Howden from MCI by email Thomas.howden@mci-group.com or phone +61 2 9213 4016 for further discussion.

Sincerely yours

Dr Prin Rojanapongpun  
President, Asia-Pacific Glaucoma Society

Prof. Norman Aquino  
APGC 2020 Congress scientific program committee chair

Dr. Seng Kheong Fang  
APGS Secretary General & APGC 2020 Congress Chair

CONTACT DETAILS

For all sponsorship and exhibition queries please contact:

Prof. Seng Kheong Fang  
Congress Chair & Industry Liaison, APGC 2020

Dr Norlina Ramli  
APGC 2020 Secretary  
E: drnramli@gmail.com

Thomas Howden  
Industry Liaison  
Asia-Pacific Glaucoma Congress  
2020 c/o MCI Australia  
T: +61 2 9213 4016  
E: thomas.howden@mci-group.com

Sponsorship and exhibition prospectus
ABOUT ASIA-PACIFIC GLAUCOMA SOCIETY (APGS)

The key objectives of the APGS are to improve the diagnosis, care and quality of life of glaucoma patients. Critical to this is education and skills transfer to all ophthalmologists as well as other medical practitioners.

The APGS and its founding organisations have run 24 highly successful regional meetings over the past 15 years attracting many thousands of delegates from all over the world. Throughout this time the meetings have grown in size and impact.

The APGS is now the official glaucoma body within the Asia-Pacific Academy of Ophthalmology (APAO) and plays a key role in the glaucoma program for the APAO meetings. It is also a member of the International Council of Ophthalmology (ICO) and World Glaucoma Association (WGA).

Current APGS membership is drawn from a worldwide geographic distribution but predominant membership in an area bounded by Thailand, Japan, Malaysia, India and Australia.

VENUE AND HOST CITY

The cultural hub of Malaysia, Kuala Lumpur is filled with a wide variety of unique attractions and a rich tapestry of cultures and history. Undoubtedly one of Asia’s most exciting and vibrant cities, Kuala Lumpur is the ideal destination to host the 5th Asia-Pacific Glaucoma Congress.

The congress is being held at the Kuala Lumpur Convention Center (KLCC). The venue is located in the heart of Kuala Lumpur surrounded by hotels, restaurants and transport hubs. Since opening its doors in 2005, KLCC has grown to become Malaysia’s leading convention facility.
DELEGATE DEMOGRAPHICS
APGC HISTORICAL ATTENDANCE

2014 HONG KONG
Europe 5%
North America 0.4%
South America 4.5%
Africa 0.3%

2016 CHIANG MAI
Europe 1%
North America 1%
South America 0%
Africa 0%
APGC2020 ATTENDANCE

Does not include sponsor and exhibitor registrations or accompanying persons. Includes industry sponsored physicians, invited speakers and board members.

EXPECTED TOTAL DELEGATE NUMBER

1,000+

Top 5 Attendee Groups

MALAYSIA / SINGAPORE
THAILAND
INDIA
HONG KONG
CHINA

2018 BUSAN

Europe 5%
North America 1%
South America 0%
Africa 1%

Invited guests and industry

(incl. invited speakers, sponsor + exhibitor registrations)

Local Delegates

International delegates

1,000+

Top 5 Attendee Groups

MALAYSIA / SINGAPORE
THAILAND
INDIA
HONG KONG
CHINA

Sponsorship and exhibition prospectus

apgc2020.org
# CONGRESS SCHEDULE

## PROGRAM

### THURSDAY 13TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0900</td>
<td>APGS Board meeting/ ancillary meetings</td>
</tr>
<tr>
<td>0900 - 1230</td>
<td>Pre-congress workshop 1</td>
</tr>
<tr>
<td>1330</td>
<td>Pre-congress workshop 2</td>
</tr>
<tr>
<td>0900 - 1100</td>
<td>Wetlab 1</td>
</tr>
<tr>
<td>1130</td>
<td>Wetlab 2</td>
</tr>
<tr>
<td>1400</td>
<td>Wetlab 3</td>
</tr>
<tr>
<td>1630</td>
<td>Wetlab 4</td>
</tr>
<tr>
<td>1900</td>
<td>Industry hosted function</td>
</tr>
</tbody>
</table>

### FRIDAY 14TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830 - 1000</td>
<td>Opening Ceremony + Plenary 1 (Part 1)</td>
</tr>
<tr>
<td>1000</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td>1000 - 1030</td>
<td>Break (in exhibition)</td>
</tr>
<tr>
<td>1030 - 1100</td>
<td>Opening Ceremony + Award Ceremony</td>
</tr>
<tr>
<td>1100 - 1230</td>
<td>APGS Award Lectures</td>
</tr>
<tr>
<td>1230 - 1400</td>
<td>Lunch Industry Symposium 1</td>
</tr>
<tr>
<td>1400 - 1530</td>
<td>Symposium 1 Symposium 2 Course 1 Course 2</td>
</tr>
<tr>
<td>1530 - 1600</td>
<td>Break (in exhibition)</td>
</tr>
<tr>
<td>1600 - 1730</td>
<td>Symposium 3 Symposium 4 Free paper 1 Free paper 2</td>
</tr>
<tr>
<td>1745 - 1945</td>
<td>Welcome Reception (in exhibition)</td>
</tr>
<tr>
<td>2000</td>
<td>Industry Hosted Functions</td>
</tr>
</tbody>
</table>

### SATURDAY 15TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0730 - 0750</td>
<td>Industry Breakfast Setup</td>
</tr>
<tr>
<td>0750 - 0850</td>
<td>Morning Industry Symposium 1 Morning Industry Symposium 2 Morning Industry Symposium 3</td>
</tr>
<tr>
<td>0900 - 1030</td>
<td>Plenary 2 (Lightning Rounds)</td>
</tr>
<tr>
<td>1030 - 1100</td>
<td>Break (in exhibition)</td>
</tr>
<tr>
<td>1100 - 1230</td>
<td>Symposium 5 Symposium 6 Course 3 Course 4</td>
</tr>
<tr>
<td>1230 - 1400</td>
<td>Lunch Industry Symposium 2</td>
</tr>
<tr>
<td>1400 - 1530</td>
<td>Symposium 7 Symposium 8 Course 5 Course 6</td>
</tr>
<tr>
<td>1530 - 1600</td>
<td>Break (in exhibition)</td>
</tr>
<tr>
<td>1600 - 1730</td>
<td>Symposium 9 Symposium 10 Free paper 3 Free paper 4</td>
</tr>
<tr>
<td>1745 - 1830</td>
<td>APGS AGM</td>
</tr>
<tr>
<td>1900 - 2200</td>
<td>Presidents’ Dinner</td>
</tr>
</tbody>
</table>

### SUNDAY 16TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0730 - 0750</td>
<td>Industry Breakfast Setup</td>
</tr>
<tr>
<td>0900 - 1030</td>
<td>Plenary 3</td>
</tr>
<tr>
<td>1030 - 1100</td>
<td>Break (in exhibition)</td>
</tr>
<tr>
<td>1100 - 1230</td>
<td>Symposium 11 Symposium 12 Course 7 Course 8</td>
</tr>
<tr>
<td>1230 - 1330</td>
<td>Lunch (in exhibition)</td>
</tr>
<tr>
<td>1330 - 1500</td>
<td>Symposium 13 Symposium 14 Free paper 5 Free paper 6</td>
</tr>
<tr>
<td>1500</td>
<td>Congress close</td>
</tr>
</tbody>
</table>

Draft program, subject to change.
## INDUSTRY SYMPOSIA SCHEDULE & PRICING

### THURSDAY 13TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
<th>Capacity</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>0900 - 1230</td>
<td>Pre-congress workshop 1 (Half Day)</td>
<td>Room 302 &amp; 303</td>
<td>150</td>
<td>USD25,000</td>
</tr>
<tr>
<td>1330 - 1700</td>
<td>Pre-congress workshop 1 (Half Day)</td>
<td>Room 302 &amp; 303</td>
<td>150</td>
<td>USD25,000</td>
</tr>
<tr>
<td>0900 - 1100</td>
<td>Wetlab 1</td>
<td>Room 304 &amp; 305</td>
<td>36</td>
<td>USD18,000</td>
</tr>
<tr>
<td>1130 - 1330</td>
<td>Wetlab 2</td>
<td>Room 304 &amp; 305</td>
<td>36</td>
<td>USD18,000</td>
</tr>
<tr>
<td>1400 - 1600</td>
<td>Wetlab 3</td>
<td>Room 304 &amp; 305</td>
<td>36</td>
<td>USD18,000</td>
</tr>
<tr>
<td>1630 - 1830</td>
<td>Wetlab 4</td>
<td>Room 304 &amp; 305</td>
<td>36</td>
<td>USD18,000</td>
</tr>
</tbody>
</table>

### FRIDAY 14TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
<th>Capacity</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1230 - 1400</td>
<td>Lunch symposium 1</td>
<td>Conference Hall 1&amp;2</td>
<td>1,000</td>
<td>USD110,000</td>
</tr>
</tbody>
</table>

### SATURDAY 15TH AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
<th>Capacity</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>0750 – 0850</td>
<td>Morning symposium 1</td>
<td>Conference Hall 3</td>
<td>500</td>
<td>USD34,000</td>
</tr>
<tr>
<td></td>
<td>Morning symposium 2</td>
<td>Meeting rooms 304 &amp; 305</td>
<td>200</td>
<td>USD30,000</td>
</tr>
<tr>
<td></td>
<td>Morning symposium 3</td>
<td>Meeting rooms 302 &amp; 303</td>
<td>150</td>
<td>USD30,000</td>
</tr>
<tr>
<td>1230 - 1400</td>
<td>Lunch symposium 2</td>
<td>Conference Hall 1&amp;2</td>
<td>1,000</td>
<td>USD110,000</td>
</tr>
</tbody>
</table>

Draft program, subject to change.

## CONGRESS PROMOTIONAL SCHEDULE

The APGC 2020 industry symposia, pre-congress workshops and wetlabs will feature as a significant part of the congress promotion to attendees, APGS members and ophthalmologists in the APAC region. The congress will actively see details of your organisation’s topics, content outline, speakers and chairpersons for promotion in line with our congress promotion schedule.

The congress will launch promotion of the industry program in February 2020 and showcase our respective partners’ workshop/wetlab/symposium title, chairs & speakers (including bio + photo) & synopsis across 3 exclusive industry program electronic direct mails (EDMs) in lead-up to the congress.
PARTNERSHIP OPPORTUNITIES

Please note:

• All prospectus prices are in US dollars exclusive of 6% sales and service tax.
• Sponsorship opportunities are subject to availability at the time of advice and allocated according to the APGS Vision Loyalty Program
• All entitlements are subject to availability and print/production deadlines.
• The sponsor is responsible for supplying artwork and text for printed/published materials.
• Please see page 12 for full sponsorship and exhibition terms and conditions.
DIAMOND PARTNERSHIP
TOTAL COMMITMENT ACROSS ALL SPONSORSHIP OF
USD200,000+

Acknowledgement across promotional material as a Diamond Partner to the congress

- Logo and 100 word promotional paragraph on the website (public) and app (physician only)
- Logo and recognition of sponsorship category included in congress EDMs and any hard copy promotional materials produced for the congress
- Logo on congress signage

Group discount to Sponsor supported physicians

- 15% discount on applicable registration rate for international delegates
- No discount available for local physician registration or developing nations registrations
- Discount only applicable to group physician registrations managed through the APGC 2020 sponsor services team (group registration closes 13 July 2020)

Registration

- Ten (10) x fulltime delegate registrations

Post congress (collated via the app)

- Detailed event analysis report based on feedback from delegates.
- Detailed information on delegate interactions with your exhibition stand and attendance at your sponsored events.
PLATINUM PARTNERSHIP
TOTAL COMMITMENT ACROSS ALL SPONSORSHIP OF
USD150,000+

Acknowledgement across promotional material as a Platinum Partner to the congress
- Logo and 100 word promotional paragraph on the website (public) and app (physician only)
- Logo and recognition of sponsorship category included in congress EDMs and any hard copy promotional materials produced for the congress
- Logo on congress signage

Group discount to Sponsor supported physicians
- 10% discount on applicable registration rate for international delegates
- No discount available for local physician registration or developing nations registrations
- Discount only applicable to group physician registrations managed through the APGC 2020 sponsor services team (group registration closes 13 July 2020)

Registration
- Seven (7) x fulltime delegate registrations

Post congress (collated via the app)
- Detailed event analysis report based on feedback from delegates.
- Detailed information on delegate interactions with your exhibition stand and attendance at your sponsored events.
GOLD PARTNERSHIP
TOTAL COMMITMENT ACROSS ALL SPONSORSHIP OF
USD 100,000+

Acknowledgement across promotional material as a Diamond Partner to the congress
- Logo and 100 word promotional paragraph on the website (public) and app (physician only)
- Logo and recognition of sponsorship category included in congress EDMs and any hard copy promotional materials produced for the congress
- Logo on congress signage

Group discount to Sponsor supported physicians
- 5% discount on applicable registration rate for international delegates
- No discount available for local physician registration or developing nations registrations
- Discount only applicable to group physician registrations managed through the APGC 2020 sponsor services team (group registration closes 13 July 2020)

Registration
- Four (4) x fulltime delegate registrations

Post congress (collated via the app)
- Detailed information event analysis report based on feedback from delegates.
- Detailed information on delegate interactions with your exhibition stand and attendance at your sponsored events.
DEADLINE FOR PURCHASE

INDUSTRY PROGRAM

All industry program educational opportunities are offered to sponsors based on Vision Loyalty Points & date of application.

Applications will be accepted by all sponsor organisations for symposia, workshops and wetlabs after the exclusive sales windows for Vision Partners close on 28 June 2019 with confirmation of timeslot provided between 24 November – 6 December 2019.

Any purchase of symposia, workshops and wetlabs after 6 December 2019 are offered based on date of application only.

SPONSORSHIP OPPORTUNITIES

AUDIENCE ENGAGEMENT

All Audience Engagement opportunities are offered to sponsors based on Vision Loyalty Points & date of application.

Applications will be accepted by all sponsor organisations for symposia, workshops and wetlabs after the exclusive sales windows for Vision Partners close on 28 June 2019 with confirmation of timeslot provided between 24 November – 6 December 2019.

Any purchase of symposia, workshops and wetlabs after 6 December 2019 is offered based on date of application only.
LUNCHEON SYMPOSIUM
PRICING AS PER SCHEDULE  TWO OPPORTUNITIES

An exclusive lunch symposium offered as free to attend to all delegates and billed as the industry driven plenary for that day of the proceedings. Pricing as per schedule on page 9.

DELIVERY

• Opportunity to organise a lunch symposium in a plenary hall on one day of the APGC 2020 program.

• Duration of lunch symposium is up to 90 minutes – time must be allowed for delegates to get lunch and for room to be refreshed following symposium

• Symposium content subject to the approval of the congress scientific committee. Speakers to be invited by the sponsor but abstract submitted for review and approval by the congress scientific committee

• Sponsorship fee includes room hire, standard audiovisual equipment

• Lunch is provided for all attendees. The cost is included in the sponsorship fee and organised by the congress organisers.

• Any registration fee or related costs (e.g. flights and accommodation) of the speakers will be covered by the sponsor

• Congress App-based QR-Code tracking of attendance and access to attendance report

• App-based live polling possible (development deadlines apply)

PROMOTION

• Acknowledgements on APGC 2020 website, APGC 2020 app under the industry program

• Industry program details to include title, speaker/s, synopsis, logo and link to sponsor’s landing page

• Inclusion on a limited number of Industry Program EDMs scheduled to promote the APGC 2020 industry program

• One exclusive pre-congress EDM dedicated to promotion of the sponsor's industry symposium to entire marketing network

• Display of one industry symposium poster displayed in the congress common area for the duration of the congress (artwork developed by the congress with program information from partners, display costs included in sponsorship fee)

• Soft copy delegate list (includes first name, last name, organisation, country, email)

REGISTRATION

• 2 complimentary delegate registrations
The morning symposia are hosted in a concurrent format, allowing multiple partners to offer content of relevance and interest to subsets of the congress audience. Pricing as per schedule on page 9.

**DELIVERY**

- Opportunity to organise a concurrent morning symposium in a concurrent session room on one day of the APGC 2020 program
- Duration of morning symposium is up to 45 minutes
- Symposium content subject to the approval of the congress scientific committee. Speakers to be invited by the sponsor but abstract submitted for review and approval by the congress scientific committee
- Sponsorship fee includes room hire, standard audiovisual equipment
- No catering is available to partners for morning symposia
- Any registration fee or related costs (e.g. flights and accommodation) of the speakers will be covered by the sponsor
- Congress App-based QR-Code tracking of attendance and access to attendance report
- App-based live polling possible (development deadlines apply)

**PROMOTION**

- Acknowledgements on APGC 2020 website, APGC 2020 app under the industry program
- Industry program details to include title, speaker/s, synopsis, logo and link to sponsor’s landing page
- Inclusion on a limited number of Industry Program EDMs scheduled to promote the APGC 2020 industry program
- Display of one industry symposium poster displayed in the congress common area for the duration of the congress (artwork developed by the congress with program information from partners, display costs included in sponsorship fee)
- Soft copy delegate list (includes first name, last name, organisation, country, email)

**REGISTRATION**

- 1 complimentary delegate registration
There are two half-day congress workshops offered for industry partners to host a comprehensive educational session to a more targeted audience. Delegates will be asked to pay a USD$50 refundable deposit to book a spot that is returned once attendance is confirmed.

**DELIVERY**

• Opportunity to organise a pre-congress half day workshop
• Duration of workshop is up to 3 hours 30 minutes
• Workshop content subject to the approval of the congress scientific committee. Speakers to be invited by the sponsor but abstract submitted for review and approval by the congress scientific committee
• Sponsorship fee includes room hire, standard audiovisual equipment
• Catering can be made available at the cost of sponsor organisation
• Any registration fee or related costs (e.g. flights and accommodation) of the speakers will be covered by the sponsor
• Congress App-based QR-Code tracking of attendance and access to attendance report
• App-based live polling possible (development deadlines apply)

**PROMOTION**

• Acknowledgements on APGC 2020 website, APGC 2020 app under the industry program
• Industry program details to include title, speaker/s, synopsis, logo and link to sponsor’s landing page
• Inclusion on a limited number of Industry Program EDMs scheduled to promote the APGC 2020 industry program
• Display of one industry symposium poster in the congress common area for the duration of the congress (artwork developed by the congress with program information from partners, display costs included in sponsorship fee)
• Soft copy delegate list (includes first name, last name, organisation, country, email)

**REGISTRATION**

• 1 complimentary delegate registration
The congress offers an industry hosted Wetlab program as part of the pre-congress proceedings. There are four timeslots running throughout the day in a single room setup specifically to facilitate these hands-on technical sessions. Delegates will be asked to pay a small registration fee to book a spot at the wetlab.

**DELIVERY**

- Opportunity to organise a pre-congress wetlab workshop
- Duration of workshop is up to 2 hours
- Workshop content subject to the approval of the congress scientific committee. Speakers to be invited by the sponsor but abstract submitted for review and approval by the congress scientific committee
- Sponsorship fee includes room hire, standard audiovisual equipment
- Sponsorship fee includes artificial eye, surgical instruments, surgical optics equipment for attendees
- Catering is not available for these sessions
- Any registration fee or related costs (e.g. flights and accommodation) of the speakers will be covered by the sponsor
- Congress App-based QR-Code tracking of attendance and access to attendance report
- App-based live polling possible (development deadlines apply)
- The congress reserves the right to welcome sponsorship from a “facilitating sponsor” who supports the implementation of the wetlab experience, and is not a direct competitor to any Wetlab host sponsors

**PROMOTION**

- Acknowledgements on APGC 2020 website, APGC 2020 app under the industry program
- Industry program details to include title, speaker/s, synopsis, logo and link to sponsor’s landing page
- Inclusion on a limited number of Industry Program EDMs scheduled to promote the APGC 2020 industry program
- Display of one industry symposium poster displayed in the congress common area for the duration of the congress (artwork developed by the congress with program information from partners, costs included in sponsorship fee)
- Soft copy delegate list (includes first name, last name, organisation, country, email)

**REGISTRATION**

- 1 complimentary delegate registration
BUSINESS MEETING SUITES

The congress is offering a combination of 3-day exclusive meeting room access, or ad-hoc meeting rooms to meet industry partners’ needs in hosting delegate meetings during the congress.

3 DAY HIRE OPTIONS INCLUDE

- Room hire timing is from 7am – 6pm each day of the main congress
- Boardroom setup as standard (capacity TBC) – format open to amendment
- Plug and play screen
- Sponsor can brand room and display one permanent sponsor supplied banner outside of the room for duration of the main congress
- Catering is available for sponsor purchase
- Room usage is guided by congress terms and conditions and subject to approval on usage intentions by congress secretariat

AD-HOC MEETING ROOMS

- Room hire offered in morning or afternoon half-day hire only
- Boardroom setup only (capacity TBC)
- Plug and play screen
- No signage or sponsor banners to be displayed
- Catering is available for sponsor purchase
- Room usage is guided by congress terms and conditions and subject to approval on usage intentions by congress secretariat
## Delegate Experience

### Congress App Sponsor

**USD 25,000**

**Naming rights to the congress app** (accessible by all smart phones, iPads and laptops). APGC 2020 full program with links to speakers and abstracts will only be available on congress website or congress app.

- Acknowledgement and logo on the website and app
- Logo prominently embedded in the app design
- One PDF app advertisement - A downloadable advertisement in the industry zone section of the app. This will be available prior to and post-congress, with external links to your content also possible
- Two (2) pop-up notifications during the congress as promotion of your organisation. Content and timing subject to approval prior to the congress

### Lanyard Sponsor

**USD 25,000**

**Acknowledgement as the lanyard sponsor.**

- Acknowledgement and logo on the website and app
- Sponsor logo on all delegate lanyards (sponsor and exhibitor lanyards are branded only with the congress logo)

### Wifi Sponsor

**USD 20,000**

**Acknowledgement as the exclusive Wi-fi sponsor.**

- Acknowledgement and logo on the website and app
- Acknowledgement in all printed information regarding wi-fi access
- Sponsor logo and customisable password on wi-fi login page

### Espresso Coffee Cart and Tea Sponsor

**USD 15,000**

**Located in the industry exhibition and available for use during the opening hours of the exhibition.**

- Logo and acknowledgement on website and app
- Includes one espresso coffee cart and tea station, barista/service staff and complete coffee/tea service open for all delegates during exhibition hours
- Opportunity to display sponsor signage and/or two (2) pull-up banners at the tea and coffee stations.*
- Opportunity to provide branded take away cups/serviettes.*
- Opportunity to supply a branded t-shirt/apron for the barista/service staff to wear.*
- Includes up to 500 cups of coffee per day*

* these items are available at sponsor’s expense
ADVERTISING

CONGRESS APP ADVERTISEMENT
INDUSTRY ZONE
USD2,500
• A downloadable advertisement in the industry zone section of the app. This will be available prior to and post-congress, with external links to your content also possible

CONGRESS EDM BANNER
3 OPPORTUNITIES
USD5,000
• Inclusion of an exclusive sponsor banner on up to 3 consecutive EDMs being sent to promote the congress.
• Banner is clickable and can link to sponsor’s page
• Artwork to be supplied by industry partner and subject to approval (brand only, no product information able to be promoted)
## Branding

### Exhibition Entrance Feature
**Gold Partners+ only exclusive**

**USD 12,000**

- Sponsor logo included in a prominent location in the design of the congress exhibition main entrance/exit feature
- Final position and design at the discretion of the congress secretariat

### Exhibition Entrance Decal
**2 opportunities | Entrance**

**USD 8,000**

- A colour floor decal at the opening to the exhibition main entrance/exit (3mx1m)
- Final position and design at the discretion of the congress secretariat

### Hanging Banner
**2 opportunities | Foyer between exhibition and session rooms**

**USD 5,000**

- A colour hanging banner above the foyer between the exhibition and session rooms (4mx2m)
- Final position and design at the discretion of the congress secretariat
- Design must have the APGC delete congress logo included

### Centre Core Banner
**1 opportunity | Banner high visibility on entrance to venue**

**USD 7,000**

- A colour hanging banner in the entrance to venue as delegates arrive on the escalators (2mx5m)
- Final position and design at the discretion of the congress secretariat

### Registration Design Branding
**Gold Partners+ only exclusive**

**USD 12,000**

- Sponsor logo included in a prominent location in the design of the congress registration desk
- Final position and design at the discretion of the congress secretariat

### Registration Area Decal
**2 opportunities | Entrance**

**USD 8,000**

- A colour floor decal at the opening to the exhibition main entrance/exit (3mx1m)
- Final position and design at the discretion of the congress secretariat

### Exhibition Intersection Decal
**6 opportunities**

**USD 5,000**

- A colour floor decal at one of four key exhibition intersections
- Size is 2m x 2m square
- Final position and design at the discretion of the congress secretariat
INDUSTRY EXHIBITION

WHY EXHIBIT?

The industry exhibition will be the lead-generation and networking hub of the congress.

APGC 2020 is employing marketing strategies that will raise the usage statistics of the APGC 2020 Congress App. Making this a primary lead generation mechanism, included in the cost for all exhibitors. Our aim is to provide valuable and targeted post-congress delegate contact information to assist in your lead generation.
EXHIBITION BOOTH TYPES AND RATES

Maximum booth space available for purchase for exhibitors not hosting an industry symposium, workshop or wetlab is a double booth, or 18m². Pricing is exclusive of 6% sales and service tax.

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>FLOOR SPACE</th>
<th>AREA</th>
<th>EARLY BIRD</th>
<th>STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHELL SCHEME BOOTH</td>
<td>3 X 3 M²</td>
<td>3 X 3 M²</td>
<td>USD8,000 PER BOOTH</td>
<td>USD9,000 PER BOOTH</td>
</tr>
</tbody>
</table>

**KEY DATES**

- **EARLY BIRD PRICING**
  - USD8,000
  - 6TH DEC - 2019
- **STANDARD PRICING**
  - USD9,000 PER BOOTH
  - 7TH DEC - 2019

EXHIBITION INCLUSIONS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROMOTION</td>
<td>• Listing on industry exhibition page of website and app</td>
</tr>
<tr>
<td></td>
<td>• Logo and 50 word company profile and contact details included in the app (i.e. contact name, number, email and website)</td>
</tr>
<tr>
<td></td>
<td>• Soft copy post-congress delegate list (first name, last name, organisation, country, email)</td>
</tr>
<tr>
<td>STAFF ON SITE</td>
<td>• 2 x exhibitor registrations—includes:</td>
</tr>
<tr>
<td></td>
<td>• Admission to the industry exhibition</td>
</tr>
<tr>
<td></td>
<td>• Congress welcome reception</td>
</tr>
<tr>
<td></td>
<td>• All day catering</td>
</tr>
<tr>
<td>WALLS</td>
<td>• 2.5m high matte anodised aluminium frame with white laminated infill walls</td>
</tr>
<tr>
<td></td>
<td>• 1 x back and 2 x side walls for middle booths</td>
</tr>
<tr>
<td></td>
<td>• 1 x back and 1 x side wall for corner booths</td>
</tr>
<tr>
<td>FASCIA PANEL</td>
<td>• Exhibitor company name on fascia panel (as indicated on the application form)</td>
</tr>
<tr>
<td>LIGHTS</td>
<td>• 2 x 120w spots mounted on light track inside fascia</td>
</tr>
<tr>
<td>POWER</td>
<td>• 1 x single power point with a maximum of 13amps</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>• 1 Desk, 2 white folding chairs, 1 waste paper basket</td>
</tr>
<tr>
<td>ADDITIONAL EQUIPMENT</td>
<td>• Available for hire from exhibition supplier at exhibitor’s own expense</td>
</tr>
</tbody>
</table>
STAFFING EXHIBITOR BOOTHs

All exhibition booths must be staffed by organisation representatives and all representatives must be registered for the congress.

Additional personnel required to staff the exhibition stand must purchase additional exhibitor registrations. An online registration form will be forwarded to sponsors and exhibitors for completion closer to the congress.

Additional exhibitor registrations are available for the following fee:

- Exhibition full registration: **USD250**
- Exhibitor day registration: **USD150**

The full exhibitor registration includes all day catering on each full day that the exhibition is open. It also includes attendance at the welcome reception and a name badge.

The day exhibitor registration includes day catering on the selected day and a congress name badge.

Exhibitor registration does not include attendance at sessions.

EXHIBITION SET-UP TIME

Set up times are subject to change and will be reconfirmed with all exhibitors in the exhibitor manual closer to the event. Should your custom-made stand require additional time to set-up, there may be an additional cost involved, please contact the congress managers to discuss.

EXHIBITION FLOOR PLAN

When finalised, the floorplan will be published on the congress website. For floor space only, a custom designed exhibition booth must be erected on the floorspace. A CAD drawing, engineering specifications and an artist’s impression will be required and is subject to approval by the venue and the congress managers. Custom stand build guidelines do apply to all custom stands.
APGS VISION LOYALTY PROGRAM
POINTS AS ACCRUED BY CLOSE OF APGC 2018 BUSAN

APGS VISION PROGRAM ACKNOWLEDGEMENT
Inclusion on the APGS website acknowledging support of APGS Vision Loyalty Program.

PROSPECTUS EXCLUSIVE PURCHASE PERIOD
Any industry partners grouped with other organisations in the same Vision Loyalty bracket will receive only their first preference of industry engagement offering by date of application. After the first selection of industry symposium, workshop, wetlab and/or exhibition space, secondary purchases will be offered again after all other organisations have had an opportunity to make a first selection.

CONTENT CAPTURE
Access to APGC 2020 Content Capture material of any industry symposia is offered complimentary to our ranked partners. Content capture materials for industry symposia are also able to be hosted on APGS Connect with the industry partner’s permission.

EXCLUSIVE APGC 2020 SPONSORSHIP DISCOUNTS
Discount on any non-industry program sponsorship items including individual sponsorship items, advertising and branding (excluding coffee cart).
SPONSOR SERVICES

Based on feedback from industry partners, sponsors and exhibitors at APGC 2018 Busan, APGC 2020 will look to refine the sponsor and sponsor guest related services offered through the congress secretariat. APGC 2020 Kuala Lumpur will feature the following services:

• Reduced group registration rates for major sponsors supporting the attendance of international physicians/registrants (Group registration services close 13 July 2020)

• Group accommodation blocks for sponsors (subject to availability at time of enquiry. All group accommodation blocks released 17 June 2020)

• Logistical transfer support for sponsor supported invited speakers/keynotes

• A single secretariat contact for sponsors and exhibitors to manage staff and group registration and group accommodation bookings

• Dedicated group registration pick-up for our industry partners during the exhibition build in Kuala Lumpur (prior to registration opening for delegates)

*Please see T&Cs for details

REGISTRATION DETAILS

FULLTIME DELEGATE REGISTRATIONS INCLUDE

Attendance at congress sessions, admission to the industry exhibition, all day catering and attendance at the welcome reception.

EXHIBITOR REGISTRATIONS INCLUDE

Admission to the industry exhibition, all day catering and attendance at the welcome reception. Exhibition registration does not include access to sessions.

INDUSTRY EXHIBITION BOOTH LOCATION/S

Exhibitor locations will be determined by the congress managers based on the sponsor’s preference, level of sponsorship, vision loyalty points and date of application.

ENTITLEMENT DETAILS

• Artwork/materials to be supplied by sponsor.

• Sponsor banner placement will be at the discretion of the congress managers. Banners are to be delivered to the registration desk during the exhibition build. Each banner to be no larger than 1m (width) x 2m (height).

• Exhibition positions for Gold and Silver sponsors are allocated based on sponsor level, sponsor preferences and date of application.

• APGC 2020 will be holding a digital exhibition passport activity and prize draw. Each exhibitor will be provided with a QR code. Delegates will enter the draw by scanning in to each exhibitor’s QR code. Entrants go into a draw to win an APGC 2022 complimentary full delegate registration.
APPLICATION TO SPONSOR/EXHIBIT

To apply, complete this form and send to:
T: +61 2 9213 4016
E: thomas.howden@mci-group.com

1. IMPORTANT: Your organisation’s inclusions will be confirmed in writing and will become effective once agreed payment has been received. All pricing is in USD and excludes 6% service tax.

**CONTACT DETAILS OF APPLICANT**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>GIVEN NAME</th>
<th>FAMILY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITION</td>
<td>INDUSTRY SECTOR</td>
<td></td>
</tr>
<tr>
<td>ORGANISATION NAME (FOR INVOICING PURPOSES)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ORGANISATION NAME (FOR MARKETING PURPOSES)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADDRESS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATE</td>
<td>COUNTRY</td>
<td>POSTCODE/ZIP</td>
</tr>
<tr>
<td>TELEPHONE (inc. country code)</td>
<td>MOBILE (inc. country code)</td>
<td></td>
</tr>
<tr>
<td>EMAIL</td>
<td>WEBSITE</td>
<td></td>
</tr>
</tbody>
</table>

**ONSITE CONTACT**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>GIVEN NAME</th>
<th>FAMILY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAIL</td>
<td>MOBILE NUMBER</td>
<td></td>
</tr>
</tbody>
</table>

**SPONSORSHIP OPPORTUNITIES – PLEASE INDICATE YOUR CHOSEN SPONSORSHIP OPPORTUNITY**

<table>
<thead>
<tr>
<th>DELEGATE EXPERIENCE</th>
<th>ADVERTISING &amp; ON-SITE BRANDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress app sponsor</td>
<td>Congress app advertisement</td>
</tr>
<tr>
<td>WiFi sponsor</td>
<td>USD25,000,000</td>
</tr>
<tr>
<td>Lanyard sponsor</td>
<td>USD25,000,000</td>
</tr>
<tr>
<td>Espresso coffee cart and tea sponsor</td>
<td>USD15,000,000</td>
</tr>
<tr>
<td>AUDIENCE ENGAGEMENT</td>
<td>Hanging banner</td>
</tr>
<tr>
<td>Pre-congress workshop</td>
<td>USD25,000,000</td>
</tr>
<tr>
<td>Pre-congress wetlab</td>
<td>USD8,000,000</td>
</tr>
<tr>
<td>Business meeting suites</td>
<td>USD2,500,000</td>
</tr>
<tr>
<td>Luncheon symposium</td>
<td>USD10,000,000</td>
</tr>
<tr>
<td>Morning symposium</td>
<td>USD34,000,000</td>
</tr>
</tbody>
</table>

**TOTAL OWING** USD

**EXHIBITION – PLEASE INDICATE YOUR CHOSEN PARTICIPATION LEVEL**

**EXHIBITORS**

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>Number of booths or sqm</th>
<th>EARLYBIRD Application and payment received up to and including 6 December 2019</th>
<th>STANDARD Application and payment received on or after 6 December 2019</th>
<th>TOTAL USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHELL SCHEME BOOTH (3m x 3m²)</td>
<td>USD8,000 per booth</td>
<td>USD9,000 per booth</td>
<td>USD</td>
<td></td>
</tr>
<tr>
<td>FLOORSPACE ONLY (3m x 3m²)</td>
<td>USD8,000</td>
<td>USD9,000</td>
<td>USD</td>
<td></td>
</tr>
</tbody>
</table>

POTENTIAL ADDITIONAL EXHIBITOR REGISTRATIONS USD

* *all exhibitors receive two complimentary exhibitor registrations as part of their package

**TOTAL OWING** USD

**CONFIRMATION**

My signature below denotes that I accept the points listed in the terms and conditions. I agree to be invoiced for the total amount payable, am authorised to make the commitments outlined on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.

**TOTAL SPONSORSHIP AND EXHIBITION AMOUNT (USD)**

<table>
<thead>
<tr>
<th>SERVICE TAX (6%)</th>
<th>NAME (please print clearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD</td>
<td></td>
</tr>
</tbody>
</table>

**SIGNATURE**

**DATE**

| PLEASE TICK IF YOU DO NOT WISH TO RECEIVE CONGRESS UPDATES VIA EMAIL | |
|---------------------------| |
| * | |
TERMS AND CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit at APGC 2020.

THINGS YOU NEED TO KNOW

• You (Sponsoring /Exhibiting organisation) by returning a completed, signed and dated form accept these Terms and Conditions.

• We/Us (MCI ABN 76 108 781 988) representing the Organising Committee and the Host Body do not accept responsibility for any errors, omissions or changes.

• Details may change without notice. Please refer to the website (agc2020.org) for the latest information on the event.

FINANCIAL FACTS

• Phone or unpaid bookings will not be accepted.

• We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited—i.e. you will be billed at the next highest level (early rate to standard, etc.).

• You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated in order of sponsorship/exhibition level) until all monies have been paid.

• All sponsorship and exhibition prices are in USD.

• All prices include 10% GST.

• Payments can be made via EFT and credit card.

• If you pay by electronic funds transfer a nominal fee will be included in the invoice to cover bank transfer fees.

• For those paying via credit card, a processing fee of 2.95% will be charged. Debits to your credit card will appear as MCI Australia on your statement.

IF YOU NEED TO CANCEL

• You must notify us in writing if you need to cancel.

• Cancellations made before 6 December 2019 will be refunded less 15% cancellation fee. Cancellations received between 7 December 2019 and 1 April 2020 will be refunded less a 50% cancellation fee.

• Cancellations made after 2 April 2020 will not be entitled to a refund.

• Your non-payment does not cancel your contractual obligations to us.

• No exhibitor shall occupy allocated space until all monies owing to the organiser are paid in full.

IN THE UNLIKELY CASE THAT THE EVENT CANCELS

• The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel credit card payments will be rejected by our bank.

YOU AND YOUR STAFF—ONSITE

• Your application to sponsor and/or exhibit does not constitute an attendee registration. You will need to do that separately online.

• All exhibition staff must be registered online—i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

PRINT ENTITLEMENTS

• Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated congress spot colour/s OR mono depending on method of production.

• The sponsor must provide suitable material to meet our publication requirements and deadlines.

• Please provide all material at 300 DPI at 100% in jpeg (preferred for website) AND eps (preferred for print) format including, where possible, RGB or Pantone colour equivalents.

• Where applicable, advertisements are to be supplied by the sponsor.

• No print or web recognition will be given unless payment terms have been met.
SPONSOR NOTES
- All sponsor functions must be endorsed by the APGC 2020 secretariat.
- If you are approved by the secretariat to host a private function, sponsors must do so at their own expense and within the time and date the congress managers approve.
- Failure to notify or receive approval for hosting a sponsor function during APGC 2020 may result in forfeiture of sponsorship fees/entitlements, vision loyalty points, or the ability to be involved as a sponsor or exhibitor to APGC in the future.

Sponsorship of speakers and sessions are subject to additional terms and conditions.

EXHIBITOR NOTES
- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval. Please email the congress manager for further information.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the congress managers.
- Any supplier you use onsite must conform to the venue’s OHS, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current public liability insurance policy for a minimum of RM5,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us at least four weeks prior to the event. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the congress managers to discuss options.

PRIVACY STATEMENT
- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation, country/state of origin may be published on the list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

NON-SPONSOR FUNCTIONS
- Ad-hoc or unapproved non-sponsor functions running two days prior to, during, or up to two days post congress are prohibited. Failure to comply will result in a forfeit of sponsorship fees and entitlements, as well as possible exclusion from future meetings.
- Ad-hoc functions that clash with the APGC 2020 scientific, social or industry programs will not be approved and industry partners are encouraged to consider times outside of these when seeking approval to host.
- All industry partners must notify the APGC2020 secretariat of planned functions, meetings and hosted events during this window for review and approval from the APGS Executive and APGC2020 Congress Chair. Details to be provided when seeking approval to host include:
  - Time/duration of function
  - Venue of function
  - Intent of function (social, educational, medical advisory board)
  - Number of invited/expected attendees