



PA  **2024**
ANNUAL CONGRESS

FROM INSIGHTS TO INNOVATIONS:

Integrating Science and Technology Into Practice

SPONSORSHIP AND EXHIBITION PROSPECTUS



DECEMBER
4-6
SMX CONVENTION CENTER

On behalf of Dr. Mary Ellen Sy, the Philippine Academy of Ophthalmology's current President, I extend my warmest greetings to each of you, as we embark on another extraordinary journey towards innovation through this year's **PAO Annual Congress**. This event will be held **on December 4 to 6, 2024, at the SMX Convention Center**. The theme for this year is "***From Insights to Innovations: Integrating Science and Technology into Practice.***"

As the overall chair of this gathering, I am honored to invite you to join us for what promises to be a monumental full face-to-face congress, marking a pivotal moment as we emerge from the challenges posed by the global pandemic. The past few years have tested our resilience and adaptability, and it is with renewed hope and enthusiasm that we come together once again to celebrate the progress and breakthroughs in the field of ophthalmology.

"From Insights to Innovation" is not merely a theme; it encapsulates the spirit of our congress, embodying the journey of discovery and transformation that our community of ophthalmologists and industry partners has navigated. This congress is an opportunity to share invaluable insights gained from years of experience, rigorous research, and collaborative efforts. It is a platform for cultivating innovation and envisioning the future of eye care.

To make this event truly exceptional, we are reaching out to you, our esteemed industry partners, to be an integral part of this transformative experience. Your support will not only contribute to the success of the congress but also align your brand with a commitment to advancing eye care and promoting excellence in the field.


Our sponsorship packages are meticulously designed to offer a range of opportunities for visibility, engagement, and collaboration. By becoming a sponsor, you not only invest in the success of the Congress, but also position your organization at the forefront of ophthalmic innovation, reaching a diverse audience of professionals and decision-makers in the industry.

Together, let us seize this moment to foster collaboration, share knowledge, and pave the way for a future marked by continued innovation in ophthalmology.

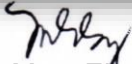
Thank you for considering this unique opportunity, and I look forward to welcoming you as a valued partner!

Sincerely,




Dr. Raymond Nelson Regalado
Overall Chair, CCEO
Vice-President, PAO




Dr. Mary Ellen Sy
Honorary Chair, CCEO
President, PAO

Executive Council of the Philippine Academy of Ophthalmology

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Immediate Past President

2024 Annual Meeting Organizing Committee

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Honorary Chair

Raymond Nelson C. Regalado, MD
Over-all Chair

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PAO Treasurer: Miriam Louella D. Fermin, MD

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Co-Chair: **Maria Karina M. Montesines,, MD**
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James Paul S. Gomez, MD

PSCRS (Reps): **Carlos G. Naval, MD**
Benjamin Cabrera, MD

POIS (Reps): **Neil Gregory L. Onghanseng, MD**
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PSPOS (Reps): **Rachel R. Milante, MD**
Beltran Alexis A. Aclan, MD

VRSP (Reps): **Almira A. Manzano, MD**
Janice Marie Jordan-Yu, MD

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Andrei Paolo S. Angbue- Te, MD

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Co-Chair: **Pablito F. Sandoval Jr., MD**
Members: **Steffani Krista D. Sameda, MD**
Patricia Camille O. Acosta, MD

Registration
Chair: **Aimee C. Ng Tsai-Chua, MD**
Co-Chair: **Kristine G. Pormida, MD**
Member: **Angela Therese Y. Uy, MD**

Publicity, Publication & Website
Chair: **Kunny D. Evaristo, MD**
Co-Chair: **James Paul S. Gomez, MD**
Member: **Emil Fiorello K. Balitaan, MD**

Physical Arrangement/ Technical Team
Chairs: **Andrei P. Martin, MD**
Co-Chair: **Miguel Luiz B. Guillermo, MD**
Members: **Stephanie Suzanne S. Garcia, MD**
Mara Sabrina M. Clemente, MD

Socials Committee/ Special Events & Awards
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Co-Chair: **Elizabeth Aileen G. Giller, MD**
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Co-Chair: **Erika Jean A. Salvame, MD**
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Janice Marie Jordan-Yu, MD
Maria Katrina L. Malgapu-Uy, MD
Daryle Jason Yu, MD

SPECIAL REPRESENTATION TO THE CCEO

Community Ophthalmology/Public Health
Beltran Alexis A. Aclan, MD

Low Vision
Jonathan S. Paroli, MD
Ian P. Paredes, MD

ROP Working Group
Jose Antonio T. Paulino, MD

Clinico Pathological Conference
Eric Constantine Valera, MD

Young Ophthalmology
Charisse Ann Sanchez-Tanlapco, MD

Ophthalmic Pathology
Alex S. Sua, MD
Thonnie Rose O. See, MD

Ocular Oncology
Andrei Martin, MD

Ocular Genetics
Patricia E. Cabrera, MD
Jose Carlo M. Artiaga, MD

Lifelong Educational Access Programs
Kaye Lani Rea B. Locaylocay, MD
Stephanie Suzanne S. Garcia, MD
Emil Fiorello K. Balitaan, MD

THE PHILIPPINE ACADEMY OF OPHTHALMOLOGY

The Philippine Academy of Ophthalmology (PAO) is the National Organization of Filipino Ophthalmologists. It is a nearly 2000 member-strong association with a mission dedicated to both its members and the Filipino patients.

The Academy is the only internationally recognized specialty society of ophthalmologists in the Philippines that exists for the benefit and welfare of its members and the Filipino patients. It aims to ensure access to quality eye care, provided by its competent, qualified members. The Academy commits to continuously develop its members professionally through clinical education, research and practice management, in a collegial and harmonious environment, contributing to ethical, professional and compassionate practice. The Academy strives to sustain its commitment to its members and society by promoting growth of its membership and its assets, forging dynamic, relevant, current and innovative approaches to influence national and regional eye care.

THE ANNUAL MEETING

The Academy holds Annual Meetings every last quarter of the year where ophthalmologists from all over the country and the region attend scientific symposia featuring world-renowned experts speaking on various topics. This is the biggest gathering of EyeMDs in the country, and an excellent opportunity for our members and guests to expand their knowledge on the current and future trends in the field, including the newest treatment strategies, technologies and techniques. It does not only aim to improve the training and practice of ophthalmologists, but it also creates camaraderie between medical practitioners and industry partners.

SPONSORSHIPS AND EXHIBITS

This meeting is an excellent opportunity for our industry partners, medical and non-medical alike, to efficiently interact with and have an impact on their target audience. This is likewise the perfect venue to introduce new ideas and technologies as well as reaffirm and strengthen existing ones. Sales during the exhibit are allowed and has actually become an integral part of the convention as many members take this opportunity to purchase new equipment, instruments and supplies.

By partnering with the PAO for this meeting, you can be assured that your company will be affiliated with the most trusted group of ophthalmic professionals and its most popular and best attended meeting. Major sponsors are branded and marketed together with the meeting via print, web and convention paraphernalia. Exhibitors are likewise guaranteed excellent foot traffic and interaction as the Industry Area is traditionally where our members and guests gather outside the symposia.

We enjoy you to be a part of the 2024 PAO Annual Congress, the biggest meeting of the premiere Eye MD organization in the country.

Fact Sheet

- Event: 2024 Philippine Academy of Ophthalmology Annual Meeting
- Theme: "From Insights to Innovations: Integrating Science and Technology into Practice"
- Date: December 4 - 6, 2024
- Venue: SMX Convention Center, Pasay City
- Hosted by: Philippine Academy of Ophthalmology
- Organized by: Philippine Academy of Ophthalmology
- Official Language: English
- Congress Secretariat:

PAO SECRETARIAT

Contact Person: Ms. Joane Gagnon

Unit 815 Medical Plaza Makati Condominium

Amorsolo cor dela Rosa Streets, Legaspi Village

Makati City, 1229 Philippines

Tel. #: 813-5324; 813-5318

Mobile #: +63 920 9133716 / 0917 5053875

Email: secretariat@pao.org.ph

SPONSORSHIP OPPORTUNITIES

There are five major sponsorship packages available: **Diamond, Platinum, Gold, Silver, and Bronze.** Each sponsorship tier is entitled to different levels of exposure and acknowledgments.



CATEGORY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
EXHIBIT LOCATION	Prime, open-type booth (10 x 10m = 100 sq m)	Prime, open-type booth (8 x 10m = 80 sq m)	Prime, open-type booth (8x 8m = 64 sq m)	Prime, open-type booth (6x 8m = 48 sq m)	Prime, open-type booth (6 x 6m = 36 sq m)
EXCLUSIVE HOSPITALITY TABLE IN EXHIBIT AREA	2 Hospitality Tables	2 Hospitality Tables	1 Hospitality Table	1 Hospitality Table	1 Hospitality Table
MEAL SPONSORSHIP	One (1) Plenary Lunch Symposium	One (1) Regular Lunch Symposium	One (1) Afternoon Symposium		
DIRECTIONAL SIGNAGE / ANNOUNCEMENT	Railing banner x 1 site (1 st choice)	Railing banner x 1 site (2 nd choice)			
	Two (2) standee tarps at registration area	Two (2) standee tarps at registration area	One (1) standee tarp at registration area	One (1) standee tarp at entrance arch	One (1) standee tarp at entrance arch
COMPANY DROP BANNERS	Two (2) Drop Banners (3x4m max) each for Function Rooms 1,2,3; location on both sides of stage	Two (2) Drop Banners (3x4m max) each for Function Rooms 1,2,3; location on both sides of stage	One (1) Drop Banner (3x4m max) each for Function Rooms 1,2,3; location on rear of room (1st pick of location)		
ADVERTISEMENTS	First Billing Company Name and Logo in posters, publications, flyers and other advertising materials	Second Billing Company Name and Logo in posters, publications, flyers and other advertising materials	Third Billing Company Name and Logo in posters, publications, flyers and other advertising materials	Fourth Billing Company Name and Logo in posters, publications, flyers and other advertising materials	Fifth Billing Company Name and Logo in posters, publications, flyers and other advertising materials
FINAL PROGRAM	1 Full Color Advertisement	1 Full Color Advertisement	1 Full Color Advertisement	1 Half-page Color Advertisement	1 Third-page Color Advertisement
	1 Full Page for Digital Programme	1 Full Page for Digital Programme	1 Full Page for Digital Programme	Half Page for Digital Programme	Third-page Color Advertisement
WEBSITE	Prominent Logo in the landing page and sponsor's section	Prominent Logo in the landing page and sponsor's section	Prominent Logo in the landing page and sponsor's section	Prominent Logo in the landing page and sponsor's section	Prominent Logo in the landing page and sponsor's section
	Clickable link to a separate full page space, which includes: Up to 5 advertisement posters 3 uploaded videos	Clickable link to a separate full page space, which includes: Up to 5 advertisement posters 3 uploaded videos	Clickable link to a separate full page space, which includes: Up to 3 advertisement posters 2 uploaded videos	Clickable link to a separate full page space, which includes: Up to 3 advertisement posters 2 uploaded videos	Clickable link to a separate full page space, which includes: Up to 3 advertisement posters 1 uploaded video
	External link to a webpage of choice	External link to a webpage of choice	External link to a webpage of choice	External link to a webpage of choice	External link to a webpage of choice
CONGRESS BADGES	30	30	25	20	15
COMPLIMENTARY TICKET FOR FELLOWSHIP NIGHT	5 tickets	5 tickets	5 tickets		
PROMOTIONAL GIVEAWAYS	Bag Tag on Congress Bag + pens and inserts	Pens + inserts	Notepad + inserts	Notepad + inserts	Notepad + inserts
	6 coffee stations x 1 day	6 coffee stations x 1 day			
INVESTMENT	Php 2,300,000.00 USD 41,000	Php 1,870,000.00 USD 33,500	Php 1,320,000.00 USD 23,500	Php 950,000.00 USD 17,000	Php 680,000.00 USD 12,200

MINOR SPONSORS CATEGORY	PARTICULARS	INVESTMENT	
		PESO	DOLLAR
BOOTHS			
Grande	Shell-type booth 4m x 4m = 16sqm	Php 350,000.00	USD 6,500.00
Regular	Shell-type booth 3m x 3m = 9sqm	Php 250,000.00	USD 5,200.00
Storage	2m x 2m = 4sqm	Php 50,000.00	USD 1,000.00
ADD-ON OPTIONS			
<p>Industry Symposia (Lunch, Afternoon)</p> <p>Lunch and afternoon symposia are traditionally where one would find the biggest gathering of our general membership. As such, this is an excellent venue for the dissemination and exchange of ideas. For a nominal fee to cover the audience's meals, our industry partners can choose to field their own speaker to communicate to our members.</p> <p>Inclusions:</p> <ul style="list-style-type: none"> - 90-minute lunch symposium - 60-minute afternoon symposium 	<p>Maximum of:</p> <p>(6) 300 pax per lunch symposia</p> <p>(4) 150 pax per afternoon symposia</p>	<p>Php 300,000.00 (Lunch Symposia)</p> <p>Php 150,000.00 (Afternoon Symposia)</p>	<p>USD 5,500.00 (Lunch Symposia)</p> <p>USD 3,000.00 (Afternoon Symposia)</p>
<p>Fellowship Night (Pageant Night)</p> <p>The Annual Fellowship Night is the single biggest event in any annual congress. It is a venue where the eye doctors shed off their professional side and switch on their social personality.</p> <p>Inclusions:</p> <ul style="list-style-type: none"> - Logo on digital poster and other printed promo materials - Logo on sponsor video intermission - Acknowledgement by host 1 1-minute video to be played during dinner intermission, on loop 	<p>Maximum of:</p> <p>(10)</p>	<p>Php 75,000.00</p>	<p>USD 1400.00</p>

<p>Coffee Station</p> <p>Industry partners will have an opportunity to sponsor coffee and light refreshments at designated stations in the function rooms and at the Exhibition Hall Lounge. The coffee break will be a perfect time for the attendees to relax and interact with fellow EyeMDs during the meeting. The sponsor can choose any day from Day 1 to Day 3 and will be recognized by signs on site.</p>	<p>(27) Per station, per day Max 200 - 250 pax</p>	<p>Php 50,000.00</p>	<p>USD 1,000.00</p>
<p>Wireless Network Provision</p> <p>Wi-Fi connection will be provided at the venue. A branded splash screen will display the logo and password decided upon by the sponsor. Advertisement posters for Wi-Fi connection will include sponsor's logo.</p>	<p>(3) Per Day</p>	<p>Php 60,000.00</p>	<p>USD 1,200.00</p>
<p>Lanyards</p> <p>All delegates will be given lanyards for the name tags. Logo of the sponsor will be printed on the lanyards.</p>	<p>For all delegates</p>	<p>Php 75,000.00</p>	<p>USD 1400.00</p>
<p>Pens and Note Pads</p> <p>These items will be included in the congress bags given to all registered Congress delegates. In addition to the sponsorship payment, sponsors must provide sufficient number of pens and note pads as per the sponsorship undertaken. Pens and notes pads are subject to the approval of the Organizing Committee.</p>	<p>For all delegates</p>	<p>PhPp 30,000.00</p>	<p>USD 600.00</p>
<p>Programme Advertisements</p> <p>The Final Programme is distributed as part of the convention kit for all attendees. An opportunity to showcase exhibitors' products and booths can be included in the program at nominal advertising rates.</p>	<p>Outside Back Cover (Full Color)</p>	<p>Php 40,000.00</p>	<p>USD 800.00</p>
	<p>Inside Cover (Front or Back, Full Color)</p>	<p>Php 35,000.00</p>	<p>USD 700.00</p>
	<p>Inside Section Partitions (Full Color)</p>	<p>Php 30,000.00</p>	<p>USD 600.00</p>

	Inside Page (One Color)	Php 20,000.00	USD 400.00
	Digital programme (Full Page)	Php 20,000.00	USD 400.00
	Registration Kit Insert	Php 20,000.00	USD 400.00
ADVERTISING SPACES			
<p>LED Monitors</p> <p>Digital advertisement poster to be shown on loop in the LED monitors along the hallway</p> 	<p>Size: 40" 1920 (w) x 1080(h) pixels</p> <p>Location: 2nd level concierge counters, North 2nd level concierge counter, North mezzanine level</p> <p>Material: Event poster or logo in 300dpi</p>	Php 3,000.00	USD 600.00
<p>Adcalator</p> 	<p>Size: 28.3 m (w) x 0.62 m (h)</p> <p>Location: North and South long escalator</p> <p>Material: Sticker (c/o client)</p>	Php 80,000/side or 150,000 per escalator	USD 1,600.00/side or USD 3,000 per escalator
<p>Railing Banner</p> 	<p>Size: 4m (w) x 3.4m (h)</p> <p>Location: 2nd Flr, Pre-function lobby hallway railings</p> <p>Material: Tarpaulin with six (6) eyelets on top and pole at the bottom (c/o client)</p>	Php 25,000.00	USD 500.00
<p>Elevator Posters</p>	<p>Size: 22 in (w) x 30 in (h)</p> <p>Location: North and South</p>	Php 10,000.00/unit	USD 200.00/unit

	<p>elevator</p> <p>Material: C2s 220gsm with matte lamination (c/o SMX)</p>		
<p>Plant Box Banner</p> 	<p>Size: 6m (w) x 1.5m (h)</p> <p>Location: North and South plant box</p> <p>Material: Tarpaulin with framing, floor level (c/o client)</p>	<p>Php 15,000/area</p>	<p>USD 300.00/area</p>
<p>Column Wrap</p> 	<p>Size: 1.5m(w) x 2.5m (h) per panel</p> <p>Location: Main Entrance Column</p> <p>Material: Sticker on sintra board with panel backwall (c/o client)</p>	<p>Php 15,000/panel</p>	<p>USD 300.00/panel</p>
<p>Perimeter Island Lamp Post</p> 	<p>Size: 1.4m (w) x 2.5m (h)</p> <p>Location: SMX Perimeter (North and South wing and delivery area)</p> <p>Material: Tarpaulin front and back printing (windbreakers), 2 banners per pole, scroll type with pole stiffener on top and bottom</p>	<p>Php 5,000/unit</p>	<p>USD 100.00/unit</p>
<p>Banner T-stand</p> 	<p>Size: 1.2m (w) x 2.4m (h)</p> <p>Location: North and South wing of pedestrian walk-way</p> <p>Material: Tarpaulin mounted on SMX T-stand front and back panels (c/o client)</p>	<p>Php 10,000/unit</p>	<p>USD 200.00/unit</p>

<p>Perimeter Billboard</p> 	<p>Size: 5m (w) x 3m (h)</p> <p>Location: North and South corners</p> <p>Material: Tarpaulin with framing, floor level (c/o client)</p>	<p>Php 15,000/unit</p>	<p>USD 300.00/unit</p>
<p>Basement Wall Posters</p> 	<p>Size: 23in (w) x 51in (h)</p> <p>Location North and South basement entrances</p> <p>Material: C2s 220gsm with matte lamination (c/o SMX)</p>	<p>Php 10,000.00/unit</p>	<p>USD 200.00/unit</p>
<p>Special LED videoboard</p> <p>An LED screen will be available to showcase your industry's videos, which will be located within the exhibit hall.</p>	<p>LED size: 9x24 ft</p> <p>Location: Open lounge area of the exhibit hall</p> <p>Material: maximum 90 second video with audio (c/o client)</p>	<p>Php 5,000/video for 3 days</p>	<p>USD 100.00/video</p>

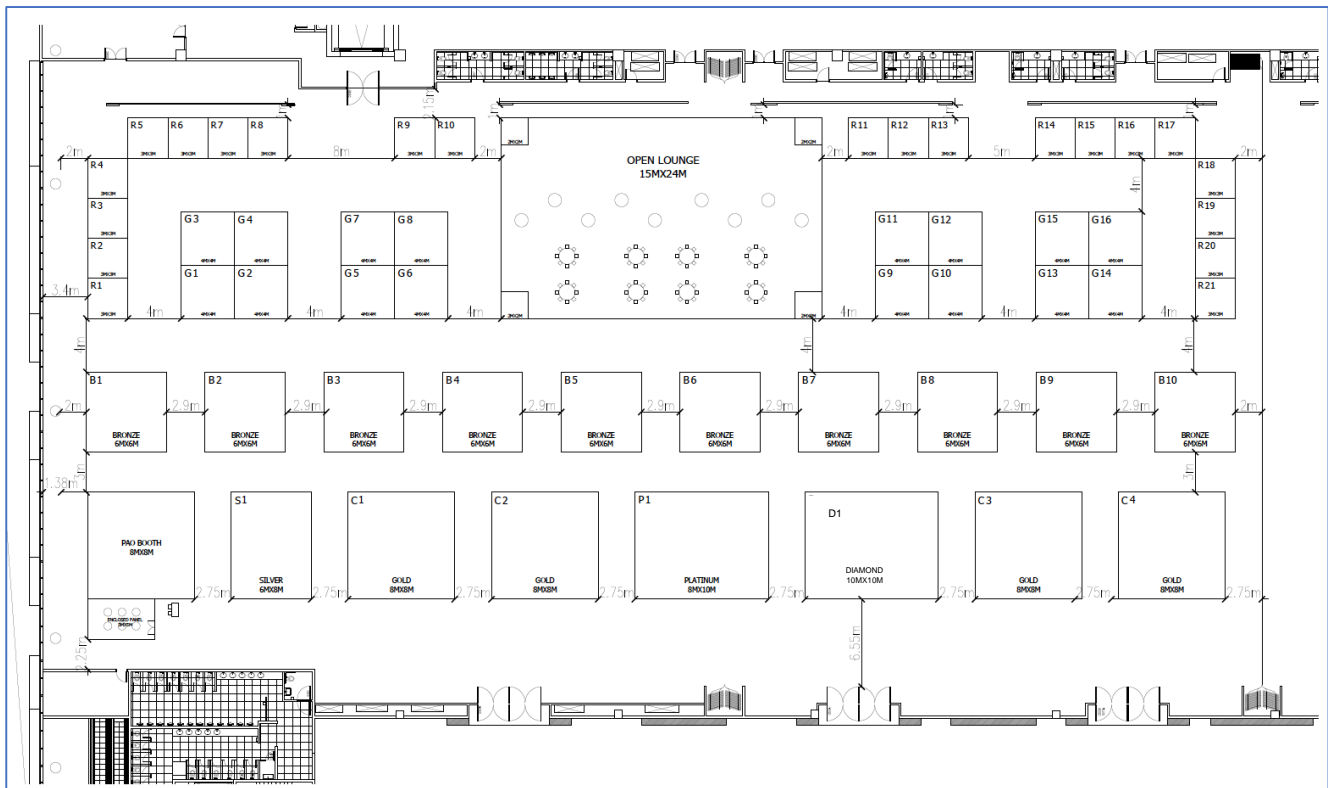
- **ALL POSTER/BANNER DESIGNS ARE TO BE SUBMITTED TO THE ORGANIZING COMMITTEE AND/OR VENUE PROVIDER FOR COORDINATION AND APPROVAL PRIOR TO PRODUCTION AND INSTALLMENT.**
- Drop Banners will be for 3 days, no changing of location
- Coffee Stations per day (11): Function Room 1 (2), Function Room 2 (2), Function Room 3 (2), Meeting Room 4-6 (1), Meeting Room 7-9 (1), Executive Lounge Area (1), Exhibition Hall (2)
- Coffee station: Company or Product Tarp (*not to exceed 1x2 m*) and/or Table Signage - priority choice of day and location according to package
- Insert: 1 page product insert
- Notepad: Any size with any logo/product
- Pens: with logo
- Prices quoted are for privileges only and not for actual product. Sponsors should provide all tarps, banners, poster, inserts, pens and notepads.
- For inclusion of Company Name and Logo in printed materials, reservation must be made before the scheduled printing dates.
- **ALL SPONSORSHIP PACKAGES AND ADVERTISING SPACES MAY CHANGE IN PRICE AND/OR AVAILABILITY. COMPANIES WILL BE ADVISED REGARDING SUCH REVISIONS.**

SMX Convention Center Floor Plan with Room Assignments & Distribution



EXHIBIT AREA

The exhibit area is in **Function Rooms 4 and 5** at the 2nd Floor of SMX Convention Center. Participants will be given unrestricted access to all Exhibit Areas during official exhibit hours. **Booth availability, location, and/or layout may change as the need arises. Requests may be made but are not guaranteed.**



Rules Governing the Exhibits

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 of the Pharmaceutical & Healthcare Association of the Philippines (PHAP) available at www.phap.org.ph and the Mexico City principle available at www.fda.gov.ph.

Application and Assignment of Booths

Important Dates to Remember:

Exhibitors Meeting/Start of Application	April 25, 2024
Deadline for Application	August 31, 2024
Deadline of Cancellation	September 15, 2024
Deadline for Full Payment	October 15, 2024

Exhibitors should submit the completed Application Form to the Congress Secretariat with a 50% reservation fee to be paid within 2 weeks. Your preferred booth location (3 choices: 1st, 2nd and 3rd

choice) must be indicated in the form. Several exhibitors who are subsidiaries of one company and who wish to be located near each other should submit only one form and take adjacent booths as one group. Sharing of exhibit space is only permitted for divisions of the same company and those with exclusive distributing agreements. Consideration of adjacent and shared exhibit space requests is offered only if the request is submitted as part of the booth booking. Evidence of exclusive distributing agreement must be submitted at the time of the request to share exhibit space is submitted.

Reservation of booth locations within the same package level will be prioritized according to accrued loyalty points. This will be held for 2 weeks, or until the 50% reservation fee is paid, whichever comes first. After which, reservations will be released to other companies waiting in line, on a first to pay basis.

Sponsors

Once a sponsorship application form is received, a contract will be sent to you for completion with an accompanying invoice for deposit payment. This contract should be signed and returned to the PAO secretariat.

Exhibitors

Once an application form is received, a confirmation will be emailed to you with an accompanying invoice for deposit payment.

Booth applications not received during the Exhibitors Meeting will be entertained on a first come first served basis. If the applications for the same booth space are received simultaneously, the exhibitor with the highest loyalty points or who settles the rest of the payment first will be prioritized.

The Exhibit Application Form may be emailed or delivered to the Congress Secretariat on or after **April 25, 2024**. Applications will be accepted only until the end of office hours on **August 31, 2024**. Payments can be made by cash or check. Payment must follow within 2 weeks from the submission of the application form otherwise the application will be rejected. Full and final payment must be received on or before **October 15, 2024**. The Academy reserves the right to cancel booth reservations if payment is not received within the given dates. Request for changes in package tier or booth space will be entertained only until **September 15, 2024**.

There will be no refunds for cancellations made after **September 15, 2024**. Late payment will result in loyalty point loss and the congress secretariat may reassign or cancel the company's space without notification. No company will be allowed to exhibit unless full payment for exhibit space has been received.

Cancellation of reservation on or before September 15, 2024 – **50% refund of payment received by the Academy.**

Cancellation of reservation after September 15, 2024 – **There will be no refunds for cancellations made after that date.**

Booth space cannot be allotted, apportioned or assigned to another person or business entity without the knowledge and express permission of the organizers. Adjacent booths cannot be combined as 1 booth. There will be strict implementation of booth perimeters. The Booths and Exhibits Committee will inspect anytime. Any infractions will be noted and the following are the penalties:

- i. 1st offense: warning

- ii. 2nd offense: Php 50,000.00 penalty and 50% deduction in loyalty points
- iii. 3rd offense: exhibitor will not be invited the following year and all loyalty points forfeited for the year

While the Secretariat will do its best to comply with the exhibitor's requests, there is no guarantee of placement and the Academy reserves the right to deny requests based on logistical requirements and practicality. **The Academy reserves the right to rearrange the floor plan or to relocate booths if unavoidable.**

Booth Specifications

The booth infrastructure will be set up by the accredited contractor for the convention. Each booth will be provided the Standard Booth Shell System with Company Name on Fascia Board (max of 24 characters including spaces), 1 Information Table, 2 Chairs, Carpet, 2 Fluorescent Lights and 1 Convenience Outlet (3-gang/300watts). System booth height is 2.5m maximum. **Additional amenities may be installed by the contractor and charged to the account of the exhibitor.**

All materials, products and demonstrations must be confined within the allotted space of the exhibitor; they cannot extend to the aisles and hallways. Exhibitors should confine their display counters and showcases as well as standees within the prescribed area, so as not to jeopardize visitor traffic flow. Additional partitions, furnishings, posters and display paraphernalia or equipment **cannot be erected if they obstruct the view or access to adjacent booths.** Non-standard furnishings and other amenities such as beverage dispensers must be approved by the organizers.

Package Booth Shell System



Island Booth or Raw Space

Island booth or Raw Space exhibitors should hire or get an experienced local Booth Contractor to design and construct their booth. No special design booth may be erected at the Exhibition Venue unless the plans and design proposals thereof have been approved in writing by the Organizer.

Raw Space Exhibitors MUST submit the following for approval by October 31, 2024:

- i. Detailed booth layout plan/floor plan inclusive of layout plan, booth elevation, electrical fittings, colors, materials and audio-visual equipment to be used with dimensions to scale (not less than 1:100);
- ii. Front and side-view drawing(s) with booth height;
- iii. 3D perspective drawing

Walls or Posts: (for open/island-type booths)

- i. The maximum width, in total or divided, of posts or walls on any side of the booth should be no more than 40% of the total length of that side.
- ii. For walls or posts in the middle of the booth, the maximum dimensions are 3 meters x 3 meters.
- iii. Walls or posts must not obstruct the view of adjacent booths.

Walls or Posts: (for shell-type booths)

- i. The maximum width of posts or walls on any location of the booth is 1 meter (as one or divided into 2).

Electricity

The Official Contractor, MSD Godspeed is appointed by the Organizer to solely carry out any electrical works at the Exhibitor's expense. Any alteration or usage of electrical fittings are subject to final approval by the Official Contractor. One socket or power supply is for the use of one electrical appliance/machine only. **NO multi-plug and extension cords are allowed.** Connectors or joints and wiring from the power point to exhibits/ machines are to be provided by exhibitors. Exhibitors are advised not to use electrical fittings that may contain sub-standard circuits in their booths. Utility supply points located within any aisle may not be used for providing services.

Height Restrictions

The height restriction for all Raw Space or Island booths is **4m (H) maximum**. The maximum height of Standard Package booths is **2.5m (H)**.

Official Contractor

The Official Contractor of the PAO Annual Meeting is MSD Godspeed. They are obligated to charge a **Supervision/Responsibility Fee (SRF)** to all Outside Contractor/s/Workers even if they are in-house employees of exhibitor. This fee covers the need to manage and be responsible for the conduct of all Outside Contractors and In-house employees who enter the venue; to make sure that the Venue and Organizer rules are followed; to answer for the damages done to the venue by the Outside Contractors; to ensure all electrical usage and requirements are safe against fire; and other security and safety concerns.

MSD Godspeed, as an Accredited Contractor of the Venue will charge a **Supervision/Responsibility Fee (SRF) of PHP 250.00/sqm + 12% VAT.**

Cleaning & Garbage Disposal

All disposal of waste, booth construction materials, etc. during the ingress and egress periods is the responsibility of the individual booth contractors concerned.

In the case of Standard Package booths, any added shelving and booth fittings must not be left behind at the end of the convention. It is the exhibitor's responsibility to dismantle all booth fixtures built or brought in by themselves and remove all waste materials from the venue by the end of the convention.

Operating the Exhibits

Product demonstrations must be confined to the exhibitor's designated area. Distributing advertising materials must be confined to the exhibit areas. Exhibitors are not allowed to solicit, distribute or conduct business in the meeting rooms or in scientific sessions except in their own sponsored lunch symposium.

Order taking by exhibitors is allowed. Actual sale to participants is permitted provided that all transactions are conducted in a professional manner.

Catering for booths should be arranged directly by the exhibitor with the official caterer of the meeting or an accredited SMX caterer. Charges should be made to the account of the exhibitor and settled by them immediately. In no case will the PAO advance payment or pay for this service.

The Academy reserves the right to refuse entry of hazardous and/or flammable materials. Destruction of the property of SMX Convention Center will be charged to the exhibitor's account. It is the sole responsibility of the exhibitor to repair, restore and pay for damage to SMX property or equipment.

Decorum

Proper decorum is expected from all exhibitors at all times. The entire convention is a non-smoking area. Drinking alcoholic beverages within the exhibit areas are not allowed. The Academy can expel or ban exhibitors for any infraction of the rules.

Exhibitors are not allowed inside the meeting rooms or in scientific sessions except in their own sponsored lunch symposium. Exhibitor's badges should be worn at all times.

Exhibition Schedule

The Exhibit Area will be open from 8:00 a.m. to 5:00 pm on December 4-6, 2024.

Exhibit Content

The Academy has the right to refuse exhibitions that are deemed to be inappropriate for the Convention. The professional nature of the Convention must be preserved. Exhibitors should display items that are consistent with their business and give due consideration to social, ethical and political sensibilities of the attendees. **Non-FDA approved items should not be physically displayed or sold during the convention. Posters with non-FDA approved items should indicate that they do not have FDA approval.**

Food and beverage may be distributed by the booths. Only finger food and snacks, and drinks in take-out containers are allowed. **NO PLATED FOOD MEALS ARE ALLOWED.**

Exhibitor Registration and Badges

The exhibitor's representatives **must wear badges at all times** for security reasons. The badges will show the company name of the exhibitor and are transferrable to other representatives. **PLEASE DO NOT SHARE YOUR BADGES TO YOUR CUSTOMERS.** The number of complimentary badges will be provided to the exhibitors depending on the size of their booths. Exhibitor's badges are to be claimed on site at the registration counter during ingress. Additional badges can be requested for Php 500 each. Should you require additional badges, please notify the Congress Secretariat. Replacement for lost badges will be charged Php 500 each.

Special day badges will be provided to company executives or important guests on a per need basis as long as the request for the badges is submitted the day before. The Academy reserves the right to deny requests for additional badges.

SMX Convention Center Rules and Regulations

All exhibitors must follow the rules and regulations of SMX Convention Center regarding exhibits and a duly authorized company representative must sign the agreement and Deed of Indemnity and Acknowledgement of Risks. These forms are included in your kit.

Security

The Academy and Convention Organizers will be posting security personnel during the meeting dates. They will be primarily concerned with regulating access to the convention and exhibit areas. The Academy is not responsible for any losses incurred by the exhibitors. To prevent theft or loss, the Academy suggests that booths should not be left unattended at any given time. Exhibitors who wish to take things out of the area at the end of the day should comply with SMX regulations.

Secretariat's Office

The Secretariat's Office is located in Meeting Rooms 2 and 3, 2nd Floor of SMX and will be open from 08:00 am - 5:00 pm on all congress dates.

Contact Persons

All transactions with the Academy for the purpose of this meeting especially for Exhibits will be handled by the Convention Secretariat. For inquiries, please get in touch with:

PAO SECRETARIAT

Contact Person: Ms. Joane Gagnon
Unit 815 Medical Plaza Makati Condominium
Amorsolo cor dela Rosa Streets, Legaspi Village
Makati City, 1229 Philippines
Tel. #: 813-5324; 813-5318
Mobile #: +63 920 9133716 / 0917 5053875
Email: secretariat@pao.org.ph

The Convention Secretariat will receive all payments and process applications related to the meeting. All payments should be addressed to the Philippine Academy of Ophthalmology. Inquiries about other PAO activities may be brought to the attention of the PAO Secretariat.

For additional amenities for the booths and other matters regarding the booth configuration please arrange directly with:

MS WINLOVE D. CAMPOS

Director for Sales & Marketing

MSD GODSPEED EXHIBIT CORP.

325 Navy Road, Veterans Village, Brgy Holy Spirit, Quezon City
Office: +63 (2) 931 9669; +63 (2) 931 3617
Fax: +63 (2) 931 9669
Mobile: +63 (915) 9785683
Email: msd.winlove@gmail.com

However, **all alterations will have to be approved by the Booths and Exhibits Committee before implementation.**

All information and necessary application forms for this year's meeting are in this kit. Should you need additional copies, please contact the Convention Secretariat.