



2017 PAO CONGRESS

PHILIPPINE ACADEMY OF OPHTHALMOLOGY
DECEMBER 4-7, 2017
SMX CONVENTION CENTER, PASAY CITY



W O R L D C L A S S

Eye Care

A REGIONAL PERSPECTIVE

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PSOPRS (Rep) **Roseny Mae C. Singson, MD**
Alex S. Sua, MD

Low Vision
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Jesilyn Penny E. Lim, MD

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Publicity & Publication & Website

Jocelyn L. Sy, MD
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Research Committee
Jessica Marie R. Abaño, MD

Ophthalmic Support Staff Program
Course Director: **Rainier Victor A. Covar, MD**
Co-Director: **John Kenneth D. Lagunzad, MD**

Resident Research Paper Contest
Jessica Marie R. Abaño, MD
Lee G. Verzosa, MD

THE PHILIPPINE ACADEMY OF OPHTHALMOLOGY

The Philippine Academy of Ophthalmology (PAO) is the National Organization of Filipino Ophthalmologists. It is a **1,836** member-strong association with a mission dedicated to both its members and the Filipino patients.

The Academy is an 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. Using internet parlance, the Annual Meeting is similar to hitting the “refresh” button on your computer. This is a chance for us to see new things, discuss novel ideas and experience innovative techniques all under one roof.

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 2017 PAO Annual Meeting, the biggest meeting of the premiere Eye MD organization in the country.

SPONSORSHIPS

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

CATEGORY	DIAMOND (1)	PLATINUM (2)	GOLD (3)	SILVER (3)	BRONZE
EXHIBIT LOCATION	Venti Plus (8 x 8m) (1st Choice)	Venti (6 x 8m) - Prime Area	Venti (6 x 8m)	Venti (6 x 8m)	Grande (4 x 6m)
EXCLUSIVE HOSPITALITY TABLE IN EXHIBIT AREA	2 Hospitality Table	1 Hospitality Table			
MEAL SPONSORSHIP	One (1) Breakfast – Surgical Video Conference One (1) Lunch Symposium	One (1) Breakfast - Surgical Video Conference			
DIRECTIONAL SIGNAGE / ANNOUNCEMENT	Railings (3 x 5m) x 2 sites (1st Pick of location)	Railings (3m x 5m) x 1 site	Railings (3m x 5m) x 1 site		
	Two (2) standee tarps at registration or pre- function area	Two (2) standee tarps at pre function lobby between room 2 and 3/ room 3 and 4			
COMPANY / PRODUCT DROP BANNERS	Two (2) Drop Banners (3x5m max) each for Function Rooms 1,2,3; location on both sides of stage	Two (2) Drop Banners (3x5m max) each for Function Rooms 1,2,3; location at far (kitchen side) of the room	Two (2) Drop Banners (3x5m max) each for Function Rooms 1,2,3; location on rear of room (1st pick of location, first come first served)	Two (2) Drop Banners (3x5m max) each for Function Rooms 1,2,3; location on rear of room (2nd choice of location after gold, first come, first served)	
ADVERTISEMENTS	First Billing Company Name & Logo in Projected Back Drop, Logo in poster, backdrop, cover, publications, flyers	Second Billing Company Name & Logo in Projected Back Drop, Logo in poster, backdrop, cover, publications, flyers	Third Billing Company Name & Logo in Projected Back Drop, Logo in poster, backdrop, cover, publications, flyers	Fourth Billing Company Name & Logo in Projected Back Drop, Logo in poster, backdrop, cover, publications, flyers	Fifth Billing Company Name & Logo in Projected Back Drop, Logo in poster, backdrop, cover, publications, flyers
	Escalator stickers (outside wall; overlooking side from 2/F railing)	Escalator stickers (inside wall--going down) or Escalator stickers (inside wall--going up)			
	Name and Logo at the Executive & Senior Citizen Lounge 50 VIP tickets at the Executive & Senior Citizen Lounge (for sponsor's guest and/or staff)				
	Logo in newspaper ad (1st billing in sponsor area, size 3x of silver)	Logo in newspaper ad (2nd billing, size 2x of silver)	Logo in newspaper ad (3rd billing, size 1.5x of silver)	Logo in newspaper ad (4th billing, size: standard logo size)	Logo in newspaper ad (4th billing, size: ¾ standard logo size)
IPAD APP	1st billing logo in front page, full 2nd page of App	2nd billing logo in front page, full Page after greetings from organizers	3rd billing logo, full page after scientific program	4th billing logo, full page in start of sponsor section	5th billing logo, full page at the general advertisers section
FINAL PROGRAM	1 Full Color Advertisement (Inside Front Cover)	1 Full Page Color Advertisement (Inside back)	1 Full Page One Color Advertisement (inside page)	1 Full Page One Color Advertisement	½ Page One Color Advertisement
WEBSITE	Prominent Logo and Link (1st Billing)	Logo and Link (2nd Billing)	Logo and Link (3rd Billing)	Logo and Link (4th Billing)	Logo and Link (5th Billing)
COMPLIMENTARY TICKET FOR FELLOWSHIP NIGHT	15 tickets	10 tickets	6 tickets	4 tickets	2 tickets

OTHERS	Bottled Water (day 1)	Bottled Water (Day 2)	Bottled Water (Day3)		
	Convention Bags and Badge + inserts	Writing tools + inserts	Notepad + inserts	Notepad + inserts	Notepad + inserts
	5 Coffee Stations x 1 day	3 Coffee Stations x 1 day	1 Coffee Station x 1 day		
	Fellowship Photo Booth or Photoman x 1	Fellowship Photo Booth or Photoman x 1			
INVESTMENT	PhP 2,500,000.00	PhP1,800,000.00	PhP1,500,000.00	PhP1,200,000.00	PhP 1,000,000.00

Notes:

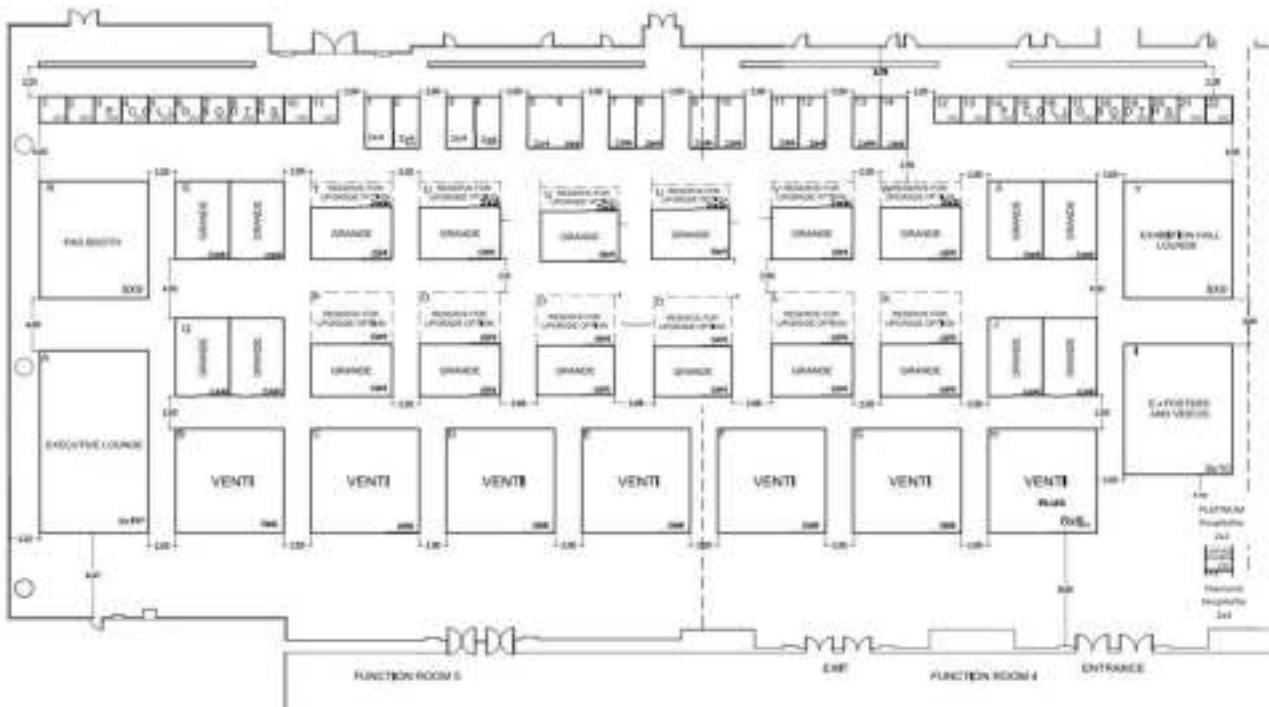
- ❖ Inserts: 1 Page Product Insert
- ❖ Notepad: Any size with any logo/product
- ❖ Writing Tools: any one of the ff: Pen, Pencil, Marker
- ❖ Coffee Station: Company or Product Tarp (*not to exceed 1x2 m*) and or Table Signage ("*Coffee Courtesy of...*") - all station allocations should be in one day - priority choice of day and location according to package
- ❖ Drop Banners will be for 3 days, no changing of location
- ❖ Prices quoted are for privileges only and not for actual product. All Tarps, banners, inserts, writing instruments, notepads and AVP's to be provided by sponsor
- ❖ 7 Available Coffee Stations per day: 1 each for Function Room 1, Function Room 2, Function Room 3, Meeting Room 4-6, Meeting Room 7-9, Executive Lounge Area or Exhibition Hall Lounge and Speaker Ready Room
- ❖ For inclusion of Company Name and Logo in printed materials, application / reservation must be made before the scheduled printing dates
- ❖ Maximum of 3 hours Photobooth or Photoman System operation during the PAO Annual Meeting Fellowship Night.

SMX Convention Center Floor Plan with Room Assignments & Distribution



Exhibits

Exhibit area is available in **Function Rooms 4 and 5** which are located at the 2nd Floor of SMX Convention Center. Participants will be given unrestricted access to all Exhibit Areas during official exhibit hours.



Booth Rates: PAO Annual Meeting

CATEGORY	SIZE	INVESTMENT		UPGRADE/SQM	
		PESO	DOLLAR	PESO	DOLLAR
Venti (Reserved for Major Sponsors)	8mx6m = 48sqm	PhP 500,000	US 12,000	PhP15,000	
Grande	6mx4m = 24sqm	PhP 300,000	USD 7000	PhP15,000	
Regular	2mx4m = 8sqm	PhP 150,000	USD 3500	PhP15,000	
Piccolo	2mx2m = 4sqm	PhP 100,000	USD 2500	n/a	

The Booth and Exhibit committee will strictly implement the following policy starting this year:

1. Strict implementation of maximum booth upgrade (no larger than original booth)
2. 2 adjacent booths cannot be combined as 1 booth
3. Strict implementation of booth perimeters
 - a. Booth and Exhibit Committee will inspect 2x a day
 - b. Booth and Exhibit Committee will take pictures of aisles
 - c. 1st offense: warning
 - d. 2nd offense: PhP 10,000.00 penalty
 - e. 3rd offense: company will not be invited next year.

INDUSTRY LUNCH SYMPOSIA

Lunch 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. This year, the CCEO is expending every effort to ensure the high quality and service of our meals.

CATEGORY	INVESTMENT	
	PESO (PhP)	DOLLAR (USD)
LUNCH SYMPOSIUM	PhP250,000	USD 6000

INTERSESSION COFFEE BREAK

Industry partners will have an opportunity to sponsor coffee and light refreshments at the designated coffee break area 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. Sponsor can choose any day from Day 1 to Day 3 and will be recognized by signs on site.

CATEGORY	INVESTMENT	
	PESO (PhP)	DOLLAR (USD)
DAY 1	PhP70,000	USD 1640
DAY 2	PhP70,000	USD 1640
DAY 3	PhP70,000	USD 1640

WIRELESS NETWORK PROVISION

Wi-Fi connection will be provided at the venue. An initial branded splash screen will display the logo and password decided upon by the sponsor.

CATEGORY	INVESTMENT	
	PESO (PhP)	DOLLAR (USD)
PER DAY	PhP40,000	USD 1000

MEETING WITH THE EXPERTS

“Meeting with the Experts” is comprised of small sessions designed to provide the attendees a chance to have a close interaction and exchange of ideas with the experts. For a nominal fee to cover the food and venue, the sponsor will be allowed to display its posters/tarpaulins on site.

CATEGORY	INVESTMENT	
	PESO (PhP)	DOLLAR (USD)
1 Day	PhP120,000	USD 2800

DIGITAL SESSION SIGNS

Modern digital signage will be provided at the venue. Digital signs will display session details in real time as well as sponsor logos and messages.

CATEGORY	INVESTMENT	
	PESO (PhP)	DOLLAR (USD)
DAY 1	PhP30,000	USD 650
DAY 2	PhP30,000	USD 650
DAY 3	PhP30,000	USD 650

PROGRAMME ADVERTISEMENTS

A Final Programme will be distributed on-site as part of the convention kit for all attendees. An opportunity to announce exhibitors’ products and booths can be included in these programs at nominal advertising rates.

LOCATION	ADVERTISING RATES*	
	PESO	DOLLAR
Outside Back Cover (Full Color)	Php 35,000.00	USD 825
Inside Section Partitions (Full Color)	Php 25,000.00	USD 625
Inside Page (One Color)	PhP 15,000.00	USD 425
Registration Kit Insert	Php 15,000.00	USD 425

**Subject to change without prior notice*

Rules Governing the Exhibits

Application and Assignment of Booths

Interested parties should submit the completed Application Form to the Congress Secretariat with a reservation fee of 50%. Indicate in the form your preferred booth location. Exhibitors not wishing to be assigned to a booth adjacent to another exhibitor should indicate so. On the other hand, several exhibitors who are subsidiaries of one company and who wish to be located together should submit only one form and take adjacent booths for the group.

Booths will be assigned on a first-come/first-serve basis. Priority of space assignment will be based on the date and time reservation fee is paid. If the applications for one booth space overlap and are received at the same time, priority will be given to the larger booth request. If the application for the same booth spaces were received simultaneously, the exhibitor who settles the rest of the payment for booth will receive priority.

While the Secretariat will do its best to comply with exhibitor's requests, there is no guarantee of placement and the Academy reserves the right to deny requests based on logistical requirements and practicality.

Important Dates to Remember:

Deadline for Application	September 15, 2017 (Friday)
Deadline for Full Payment	October 27, 2017 (Friday)
Deadline for Cancellation	September 15, 2017 (Friday)

The Exhibit Application Form may be faxed, mailed, or delivered to the Congress Secretariat. Applications will be accepted only until the end of office hours on September 15, 2017. Payments can be made by cash or check. Payment must follow within 3 days from the submission of application form otherwise the application will be rejected. Full and final payment must be received on or before October 27, 2017. The Academy reserves the right to cancel booth reservations if payment is not received within the given dates. Cancellation for booth space prior to September 15, 2017 will be entitled to 50% refund of payment received by the Academy. Cancellation for booth space after September 15, 2017 will be charged 50% of the actual booth rate as cancellation fee. Request for changes in booth space will be entertained only until September 15, 2017. There will be no refunds for cancellations made after that date.

The Academy reserves the right to rearrange the floor plan or to relocate booths if unavoidable.

Exhibition Schedule

After the Opening Ceremonies on Day 1, the Exhibit Areas will be open from 8:00 a.m. on December 7, 2017 then throughout the rest of the three days of the Convention. The Exhibits will remain open until 5:00 p.m.

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 are admonished to display items that are consistent with their business and give due consideration to social, ethical and political sensibilities of the attendees.

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.

Booth Specifications

The booth infrastructure will be set up by the accredited contractor for the convention. Each booth will be provided Standard Shell with fluorescent lighting, an electric outlet, carpeting, electrical charges, two chairs and a table. Additional amenities may be installed by the contractor and charged to the account of the exhibitor.

Booth size upgrades for the regular Congress are available but the ***total upgrade shall not exceed its original floor area, nor can it be subdivided.*** All materials, products, demonstrations must be confined within the allotted space of the exhibitor; they cannot extend to the aisles and hallways. 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 Convention Secretariat.

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 the losses incurred by the exhibitors. To prevent theft or loss, the Academy suggests that booths should not be left unmanned at any given time. Exhibitors who wish to take things out of the area at the end of the day should comply with hotel regulations.

Exhibitor Registration and Badges

Exhibitors must be pre-registered and wear badges while in the exhibit areas. The badges will have the names of the exhibitors and can be exchanged for another representative of the company at the Registration Desk. While complimentary badges will be provided to the exhibitors depending on the size of the exhibit space, replacement for lost badges will be charged. Should you require additional badges, please notify the Congress Secretariat or the Registration Area.

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.

Operating the Exhibits

Proper decorum is expected from all exhibitors at all times. The entire convention is 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 symposia. IDs should be worn at all times.

Booth space cannot be allotted, apportioned or assigned to another person or business entity without the knowledge and express permission of the Academy.

Product demonstration 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 symposia.

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

Catering for booths should be arranged directly by the exhibitor with the official contracted caterer of the Academy. Charges should be made to the account of the exhibitor and settled by them immediately. In no case will the PAO advance 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 hotel property or equipment.

Contact Persons

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

PAO SECRETARIAT

Contact Person: **Ms. Joane Gagnon/ Ms. Anna Liza Tovera**

Unit 815 Medical Plaza Makati Condominium
Amorsolo cor dela Rosa Streets, Legaspi Village
Makati City

Tel. #: 813-5324; 813-5318

Fax #: 813-5331

Mobile #: +63 920 9133716

Email: secretariat_pao@globelines.com.ph

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

MR. MARVIN C. ALEJO

Account Officer

MSD GODSPEED EXHIBIT CORP.

325 Navy road, Veterans Village, Holy Spirit, Quezon city

Tel. #: (+632) 931 9669

Telefax #: (+632) 931 3617

Mobile#: 0925 379-0522/ 0977 636-0014

Email: alejomarvin.ms@gmail.com

However, all alterations will have to be approved by the Subcommittee on Exhibits before implementation

The Convention Secretariat will receive all payments and process applications related to the meeting. However, 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:

Philippine Academy of Ophthalmology
Unit 815 Medical Plaza Makati Condominium
Amorsolo corner Dela Rosa Streets
Legaspi Village, 1229 Makati City

Tel: +63(2) 813-5324 / 813-5318

Fax: +63(2) 813-5331

E-mail: secretariat_pao@globelines.com.ph

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