Industry Prospectus





8th WORLD GLAUCOMA CONGRESS MARCH 27 - 30, 2019 MELBOURNE

INTRODUCTION

The World Glaucoma Congress in Melbourne will be held at the Melbourne Convention Centre & Exhibition Centre from March 27 - 30, 2019. The World Glaucoma Congress is the largest glaucoma meeting held anywhere in the world. Following our successful congress meetings in Vienna (2005), Singapore (2007), Boston (2009), Paris (2011), Vancouver (2013), Hong Kong (2015) and Helsinki (2017), the WGC welcomes you and your company to join and support us for WGC-2019 in Melbourne. The congress will be open to all glaucoma care providers including glaucoma specialists, other ophthalmologists, optometrists, technicians and other health care providers and stakeholders.

We anticipate that the next Congress will continue to be the premier international meeting for Glaucoma and another successful world class learning and interactive experience for clinicians and our industry supporters. The exhibit area will be located in an area with high traffic to maximize interaction between participants and sponsors. As we are aware that education, brand awareness and networking are the main goals for industry to participate, we have marked these keywords in this brochure to allow you to easily find your optimal sponsor package.

The Organizing Committee is looking forward to working with you and to making this Congress a tremendous success for everyone.

Please feel free to contact us should you have any questions, suggestions, or concerns. We look forward to seeing you in Melbourne!



Robert D. Fechtner WGA Executive Vice President (until end 2017)



Shan Lin WGA Executive Vice President (as of 2018)



CONGRESS ORGANIZER MCI Amsterdam

Schipluidenlaan 4 1062 HE Amsterdam The Netherlands +31 20 570 9600 wac-exh@mci-aroup.com

GENERAL INFORMATION





March 27-30, 2019



Melbourne Convention Centre & Exhibition Centre, Australia



Visit worldglaucomacongress.org for the latest information



Email wgc-exh@mci-group.com for more information on sponsorship and exhibition sales opportunities

750 m² exhibition hall as well as poster, rapid fire sessions, catering & network areas.

Over 2000 participants are expected from around 100 countries

IMPORTANT DATES





The Melbourne Convention and Exhibition Centre (MCEC) brings people together to deliver world-class events and create memorable visitor experiences. MCEC provides you with the right spaces to connect. leading technology, award-winning food made in-house and exceptional customer service. Located on the banks of the Yarra River, MCEC offers sweeping city views, is only two traffic lights from the airport and a short stroll to Melbourne's city centre.

Add all of this to Melbourne's unique character - a vibrant city with a relaxed atmosphere - and you'll find yourself in the perfect place to learn, share and connect in one of the world's most liveable cities. MCEC was recognised as Australasia's Leading Meetings and Conference Centre for the 6th consecutive year in 2017 by the prestigious World Travel Awards.

CONVENTION

EXHIBITION

Visit www.mcec.com.au for more information.

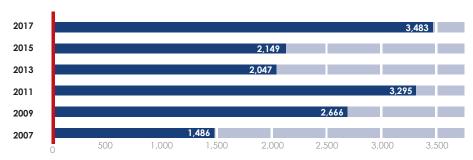
Melbourne Convention and Exhibition Centre (MCEC) 1 Convention Centre Place South Wharf 3006, Victoria Melbourne Australia

HOTEL ACCOMMODATION

For accommodation requests in Melbourne, please contact the official WGC-2019 Housing Agent: MCI Amsterdam, via wgc@mci-group.com

STATISTICS

NUMBER OF PARTICIPANTS 2007 - 2017



PARTICIPANTS PER CONTINENT WGC-2017, HELSINKI



TOP 10 PARTICIPANTS PER COUNTRY

USA	323
<u>Italy</u>	265
Finland	202
United Kingdom	174
Spain	162

Japan	155
Russian Federation	133
Portugal	99
India	95
Korea	94

SITE VISIT

A WGA staff escorted visit to Melbourne Convention and Exhibition Centre will be organized for industry representatives on 30 May, 2018.

WGC-2019 sponsors and exhibitors will be offered the possibility to see the exhibition areas, meeting rooms and meet with local suppliers for all needs like catering, hostesses and the DMC.

SPONSORSHIP OPPORTUNITIES

In addition to exhibition space and Glaucoma Industry Symposiums, the World Glaucoma Congress offers a variety of other sponsorship opportunities.

Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals. Please see pages 10 - 19 for the full range of sponsor opportunities.



EXHIBITION

The exhibition will be located in the heart of the congress. The catering areas are located in such a way that a dynamic flow of congress delegates and exhibition visitors will be generated. Special prices will be offered to WGA Industry Members.

The exhibition will be open for registered congress participants during congress hours.



WGA WORLD MAP



WGA SERVICES OFFERED TO ALL MEMBERS OF AFFILIATED SOCIETIES



SPONSOR & EXHIBITION PACKAGES

For this congress the organization will work with sponsor and exhibition packages. Below you will find an overview of the different packages, specifying the benefits per package.

per package.						
	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR	EXHIBITOR
	WGA Industry Members only	WGA Industry Members only	WGA Industry Members only	WGA Industry Members only	WGA industry only	WGA non-industry
	€ 265,000	€ 150,000	€ 65,000	€ 27,000	€ 6,000	€ 8,500
Number of sqm included	72	36	18	9	9	9
Own booth/shell scheme	Own Booth	Own Booth	Own Booth	Own Booth	Shell Scheme	Shell Scheme
Exposure on Sponsor level	/	\checkmark	~			
Exposure on Sponsor level (signage)	✓	✓				
Priority Booth Allocation	1st	2nd	3rd	4th	5th	6th
Priority Contact with WGA Executive & Congress Organizer	✓	~	~	✓		
Link on Congress Website	✓	\checkmark				
Hospitality Suite	✓	\checkmark	✓			
Plenary Lunch Symposium	✓					
Morning/Afternoon Symposium		\checkmark	✓	\checkmark		
Monthly updates pre-registered delegates	✓	✓	✓			
Pre-mailing to pre-registered delegates	\checkmark	✓				
Insert in Congres bag	✓	✓	✓	✓		
Advertisement 1 page included*	✓	✓				
Complimentary Scientific Registrations**	30	20	10	5	1	1
Complimentary Exhibition Only Registrations	15	10	8	4	2	2

^{*} Preference based on sponsor level and confirmation date

EXTRA SQUARE METERS

- Platinum, Gold, Silver & Bronze sponsors can upgrade their stand size until maximum 72 m² at € 400,- per m².
 A shell scheme of 9 m² can be doubled.
- Extra build-up time upon request to the Congress Organizer, only for Platinum & Gold Sponsors.

EXHIBITION



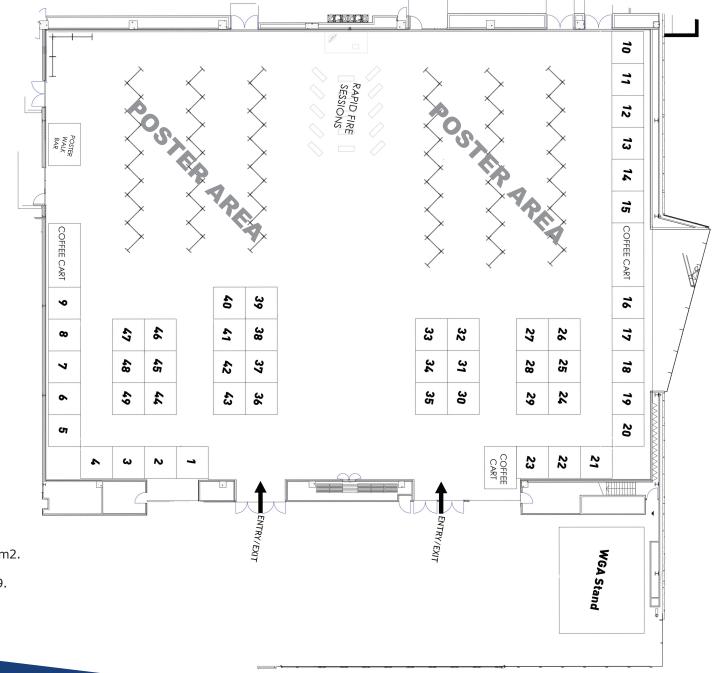
		(tor sponsors)	
EXHIBITOR REGISTRATIONS	2	2	Access to coffee breaks and exhibition
CONGRESS REGISTRATIONS	1	1	Includes: admission to all scientific & poster sessions, exhibition, congress bag, abstract e-book, access to online WGA educational portal (after congress), daily coffee breaks, public transport ticket
CARPETING	✓		Charcoal carpet floor tiles
FASCIA PANEL	✓		Exhibitor name digitally printed on polished aluminium fascia panel (300mm high on all aisle frontages). Fascia upgrades can be purchased on request.
WALLS	✓		2.4m high white melamine infill walls with polished aluminium frame (1 back wall and 2 side walls, unless a corner booth)
LIGHTS	✓		2 x 150w spots per 9m2 mounted on light track inside fascia where possible
POWER	✓		1 x 4amp power outlet. Additional power can be purchased on request.
EXHIBITOR LISTING ON THE CONGRESS APP AND EXHIBITOR DIRECTORY	✓	✓	Exhibitor company name Booth location
ADDITIONAL FURNITURE (TO HIRE)	✓	✓	Available for hire from exhibition supplier, ExpoNet, at exhibitor's own expense (order forms will be provided in the exhibition manual)



^{**} Excluding complimentary registrations based on WGA Industry Membership

FLOOR PLAN

UPDATE of the WGC-2019 floor plan *This insert replaces page 12 of the Industry Prospectus*



- All spaces are based on 3x3m/9m2.
- Preliminary floor plan WGC-2019. Subject to change.



SPONSOR OPPORTUNITIES

In addition to exhibition space and Glaucoma Industry Symposiums the World Glaucoma Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals that do not appear on the list.

ADVERTISEMENT IN THE INDUSTRY SECTION OF THE FINAL PROGRAM

The Final Program will be distributed among the registered delegates and sponsors. The cost of a one page full color advertisement in the Final Program will be:

First page of industry section

€ 6,000

Last page of industry section

● € 4,000

Full page inside

● € 3,000

POCKET PROGRAM

The pocket program will help attendees navigate their way around the show. Your logo will be featured prominently on the front cover of the program, and will mark your booth location on the program's exhibition floor map.

€ 10,000

MOBILE APPLICATION

Will your company become the sponsor of the WGC-2019 Congress App? An application will be available to the main platforms (Apple, Android).

€ 15,000

PHOTO EXHIBITION

A visible and centrally located area will be reserved for the 10 best pictures on optic nerve head in glaucoma. Company logo mentioning on easel/ photo frames and extra banner in area is allowed.

● € 5,000

WIFI

Who isn't using WIFI these days?! When becoming the exclusive sponsor of the wireless internet your logo will appear as soon as people will login to the network, a great opportunity to make sure that the attendees know about your presence!

€ 10,000

LANYARDS

Both your company logo and WGC-2019 logo will adorn the badges worn by attendees every day. Be in attendees' direct line of sight as they engage with their colleagues.

€ 10,000

INSERTS IN CONGRESS BAGS

Inserts to be placed in congress bags.

• € 4,000 per item

CARDBOARD STOOLS

The cardboard stools are an upcoming item that is highly appreciated by congress delegates. Delegates can choose to set the stool down anywhere in the networking areas either singly or in a group, therefore offering opportunity for group discussion. These stools can be branded with your company's content! we will work together with you to get the best design for great visibility.

€ 15,000



BRANDING POSSIBILITIES

In the MCEC there are several branding possibilities. if you are interested, please send an e-mail to wgc-exh@mci-group.com

MAILING OF PERSONAL INVITATIONS

The congress organizer will send your personal invitations per email to all preregistered delegates after the deadline for early registration.

● € 6,000

CHARGING STATIONS

Nowadays people use many different technical devices that need energy through the day. Therefore WGA offers the universal charging stations. These stations are placed through the exhibition floor and can be branded with your logo.

€ 12,500

WETLABS

Because of the huge success of the wetlabs during the last two editions of WGC, the wetlab sessions will continue to be organized. Wetlabs are meant to provide surgical training with different kind of techniques and materials. Company name mentioning will be provided in various ways. More information can be found on page 16.

€ 15,000





WGC-2019 WETLABS

Like in the past two editions, wetlabs will be part of the program. These wetlab workshops were organized for the first time in 2015 and were a big success. Therefore we continued this in 2017 and again all wetlabs sessions were sold out. This year again 8 wetlab sessions will be included in the program and it is possible for you to sponsor one of the timeslots. The main topic of this year will be "Refining skills and learning new techniques".

A wetlab session is meant for delegates of the congress for surgical training with different kind of techniques and materials. If you decide to sponsor a wetlab session you are able to choose your topic and techniques related to the main topic. The session starts with a 15-30 minutes presentation following the surgical training. A session will last 1,5 hours and it is possible to bring your own speakers and instructors. There is also a possibility that WGC/WGA provides speakers and instructors that are familiar with the topic.

The following is included in the package:

- Timeslot of 1,5 hours
- Max. participation of 50 delegates
- Materials such as microscopes, knives & pigs eyes.
- Your company name mentioned in the program book in the industry section, on the website and in the mobile app
- Max. 10 people of your own company may join the wetlab session (wetlab fee will be charged)
- Use of banners in the meeting room
- Receive a list of names and company names after the congress.
- Possibility to bring your own speakers and wetlab instructors
- Short explanation (max. 50 words) of your wetlab published in the program book, mobile app & on the congress website

EDUCATION



The following table provides the available timeslots

	DATE	TIME
Α	Thurs. 28 March 2019	08.30 - 11.00 am
В	Thurs. 28 March 2019	11.30 am - 2.00 pm
С	Thurs. 28 March 2019	2.30 - 5.00 pm
D	Fri. 29 March 2019	08.30 - 11.00 am
E	Fri. 29 March 2019	11.30 am - 2.00 pm
F	Fri. 29 March 2019	2.30 - 5.00 pm
Н	Sat. 30 March 2019	8.30 - 11.00 am
I	Sat. 30 March 2019	11.30 am - 2.00 pm

Timeslots are assigned based on first come, first serve base.

WGA INDUSTRY MEMBERS BENEFITS



The benefits for WGA Industry Members with regard to the World Glaucoma Congress are as follows:

Open accessibility to Program Planning Committee,WGA leadership & WGA staff Discount rate for booth space based on level, years of membership & previous WGC participation

Priority choice of booth location

Glaucoma Industry Symposiums

Banner sponsoring

Hospitality suite & meeting room rental (up to 10 pax)

Sponsoring the congress bags

Free admission for a number of persons (depending on WGA membership & WGC support)

SPONSOR OPPORTUNITIES FOR WGA INDUSTRY MEMBERS ONLY

An opportunity will be provided for several WGA Industry Members to organize symposiums on Thursday, Friday and Saturday morning. Plenary Lunch Symposiums will be held on Wednesday, Thursday and Friday.

All contents of the symposiums will have to be reviewed by the Program Planning Committee in order to avoid duplication of topics. This way the organization expects to insure a balanced and high quality program. Time slots B, D, E, G and H will have a maximum of three parallel symposiums. Time slots A, B and F are solo-sponsored symposiums available for Platinum Sponsors.

The table below provides an overview of the dates, times and costs of the symposia.

	DATE	TIME	CAPACITY	PRICE
Α	Wed. 27 March 2019	12.15 - 1.15 pm	1400 pax	Part of Platinum Sponsorship
В	Thurs. 28 March 2019	7.30 - 8.30 am	120, 250 or 500 pax	€ 15,000
С	Thurs. 28 March 2019	12.15 - 1.15 pm	1400 pax	Part of Platinum Sponsorship
D	Thurs. 28 March 2019	6.00 - 7.00 pm	120, 250 or 500 pax	€ 15,000
Е	Fri. 29 March 2019	7.30 - 8.30 am	120, 250 or 500 pax	€ 15,000
F	Fri. 29 March 2019	12.15 - 1.15 pm	1400 pax	Part of Platinum Sponsorship
G	Fri. 29 March 2019	6.00 - 7.00 pm	120, 250 or 500 pax	€ 15,000
Н	Sat. 30 March 2019	7.30 - 8.30 am	120, 250 or 500 pax	€ 15,000

If you decide to book the lunch symposium, please note that a maximum of 750 lunch boxes will be ordered. If you prefer to have more you can order this at an additional cost.

*Companies must adhere to the rules for industry symposium or sessions. They must be held within the Melbourne Convention and Exhibition Centre and during an official slot. WGC will take any breach of these regulations seriously and any company who does not conform to the regulations will be subject to a penalty fine. Industry program overviews for publication in official materials need to be submitted by January 15, 2019 the latest. The industry programs are outside the jurisdiction of the WGC-2019 Program Planning Committee.

IGR ADVERTISEMENT

This online journal is circulated four times a year to all members of the WGA affiliated Glaucoma Societies (over 11,000 glaucoma specialists and other eye related healthcare professionals). For full information on all IGR advertising options including online banners, advertorials, etc. please contact the WGA Executive office via info@worldglaucoma.org. Prices per issue can be found below:

1 issues - 1 full page	€ 3,000
2 issues - 1 full page	€ 6,000
3 issues - 1 full page	€ 9,000
4 issues - 1 full page	€12,000

For more information about IGR please visit us on our website: e-igr.com

CONGRESS BAGS

All delegates will receive a bag, which will display your company logo in addition to the WGC-2019 logo. The delegates will use this bag during the congress and as previous experience has shown long after the congress has ended.

• € 27,500 (incl. production costs)

ENDURING MATERIALS AND RECORDING YOUR INDUSTRY SYMPOSIUM

As for the past 3 congresses, over 1/3rd of all sessions will be recorded and we will make these available via the WGA Education Portal after the congress. It is possible to sponsor the education portal and in return you get the following items:

- WGC-2019 section of the Educational Portal will be branded with your company logo
- One mailing with username + password to all delegates branded with your company logo
- Acknowledgement in the WGA newsletter
- Free recording of your industry symposium

Editing and other special requests can be discussed. It is not allowed to arrange your own recording.

- € 10,000 full package
- € 4,500 only record your symposium

PHOTO EXHIBITION

During WGC-2017 WGA initiated the photo exhibition on Gonioscopy in Glaucoma. It was a big success with over 40 photos received of which the 10 best pictures were chosen.

WGA has decided to continue with this and offer this as a sponsor opportunity. The topic this year will be 'The optic nerve head in glaucoma'.

All WGC-2019 faculty members will be invited to send in pictures about this topic. The Photo Exhibition Committee will receive all pictures and after a review process, the best 10 pictures will be chosen to be displayed during the congress.

A visible and centrally located area will be reserved for the photo exhibition in order to atract as much visitors as possible.

BRAND

Included in the package:

• Name acknowlage on the website, mobile app and program book

Allowed to place one banner in the photo exhibition area
 Company logo mentioning on easel / photo frames



PRELIMINARY PROGRAM

	Wed. 27 March 2019				
7.30 am					
8.30 am					
9.30 am					
10.30 am					
11.30 am					
12.30 am	Opening Ceremony / President's Symposium / Glaucoma Society				
1.30 pm					
2.30 pm					
3.30 pm					
4.30 pm					
5.30 pm					
6.30 pm					
7.30 pm					

	Thurs. 28 March 201	9
7.30 am	Industry Symposiums	
8.30 am	Parallal Summasiums	
9.30 am	Parallel Symposiums	
10.30 am	Coffee break	
11.30 am	Plenary session	capilors
12.30 am	Lunch (symposium)	
1.30 pm	Editeri (symposiom)	1,2 & 3
2.30 pm	Courses	
3.30 pm	Coffee break	
4.30 pm	Courses	
5.30 pm	Courses	
6.30 pm	WGA Industry Symposiums	

	Fri. 29 March 2019	
7.30 am	Industry Symposiums	
8.30 am	Parallal Symposiums	
9.30 am	Parallel Symposiums	
10.30 am	Coffee break	
11.30 am	Plenary session	
12.30 am	Lunch (ourses esituse)	sessions 4.5 & 6
1.30 pm	Lunch (symposium)	4,3 & 0
2.30 pm	Courses	
3.30 pm	Coffee break	
4.30 pm	Courses	
5.30 pm	Courses	
6.30 pm	WGA Industry Symposiums	
7.30 pm	Congress Party	
8.30 pm		

Sat. 30 March 2019		
Industry Symposiums		
Parallal Symposiums		
raidilei symposioms	Wetlabs	
Coffee break	sessions	
Plenary session		
Egrowell lunch		
raiewell lunch		
	Industry Symposiums Parallel Symposiums Coffee break	



SPONSORSHIP & EXHIBITION CONTRACT



Company Name								
Comp	Company Name:							
VAT-N	lumber (EU-COMPANIES or	nly):						
Adres	s:							
City:		State:						
Zipco	de:	Country:						
Conta	ct Person:							
	il:							
	CT YOUR SPONSOR & EXH							
	re interested in particip d Glaucoma Congress 20		Preferred B	ooth Location:				
○ Plat	inum Sponsor	€ 265,000	1st:	2 nd : 3 rd :				
O Gol	d Sponsor	€ 150,000						
	er Sponsor	€ 65,000	Additional s	quare meters on exhibition				
-	nze Sponsor	€ 27,000	714414141414					
-	ibitor (Industry Member)	,		3 for 6 400 man m ²				
O Exh	ibitor (Non-Industry Memb	er) € 8,500		m ² for € 400 per m ²				
SYMP	OSIUMS							
No.	Date	Time	Capacity	Price				
Α	Wed, 27 March 2019	12.15 - 1.15 pm	1400 Pax	Part of Platinum Sponsorship				
В	Thurs. 28 March 2019	7.30 - 8.30 am	200-500 Pax	€ 15,000				
С	Thurs. 28 March 2019	12.15 - 1.15 pm	1400 Pax	Part of Platinum Sponsorship				
D	Thurs. 28 March 2019	6.00 - 7.00 pm	200-500 Pax	€ 15,000				
E	Fri. 29 March 2019	7.30 - 8.30 am	200-500 Pax	€ 15,000				
F	Fri. 29 March 2019	12.15 - 1.15 pm	1400 Pax	Part of Platinum Sponsorship				
G	Fri. 29 March 2019	6.00 - 7.00 pm	200-500 Pax	€ 15,000				
H	Sat. 30 March 2019	7.30 - 8.30 am	200-500 Pax	€ 15,000				
After receipt of the contract by MCI Amsterdam, a confirmation together with an invoice for the total participation costs will be sent, due to be paid within three weeks after receipt.								

- \bigcirc I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 9. \bigcirc I will send our company logo in high resolution together with this contract.

Signature:	Date:

PLEASE SEND THIS FORM TO:

Wold Glaucoma Congress 2019

p/a MCI Amsterdam Schipluidenlaan 4 1062 HE Amsterdam The Netherlands

Tel: +31 20 570 6900 Email: wgc-exh@mci-group.com World Glaucoma Congresses are organized by The Hippocrates Glaucoma Foundation

SPONSORSHIP CONTRACT



Company Name:						
VAT-Number (EU-COMPANIES	5 only):					
Adress:						
City:		State:				
Zipcode:			Country:			
Contact Person:						
SPONSOR OPPORTUNITIES						
Advertisement*						
• First page of industry section	. € 6.000	0				
 Last page of industry section 			Mailing of	€ 6,000 ○		
 Full page inside 	€ 3,000		Personal Invitations			
*To be assigned after June 1 2019,			Charging Station	€ 12,500 ○		
based on sponsor level and date of	agreement		Wetlabs	€ 15,000 ○		
Pocket Program	€ 10,000	0	Congress Page	€ 40,000 ○		
Mobile Application	€ 15,000	0	Congress Bags (incl. producing & delivery costs. Excl. for Glaugoma Industry Membe	•		
Photo Exhibition	€ 5,000	0	Enduring materials &	Enduring materials & recording		
WIFI	€ 10,000	0	of your symposium. (please send me more information)	_		
Lanyards	€ 10,000	0	IGR Advertisement			
Inserts in Congress Bags*	€ 4,000	0	● 1 issues - 1 full page	€ 3,000 ○		
(per item) *Pre-approval of item is required	,		2 issues - 1 full page	€ 6,000 ○		
			_ ● 3 issues - 1 full page			
Cardboard Stools	€ 15,000	0	• 4 issues - 1 full page	€ 12,000 ○		
			Total Amount Cooperin	C		
			Total Amount Sponsoring	g: €		
After receipt of the contract by	v MCI Amst	erd	ım, a confirmation together with an invoi	ce for the total		
			d within three weeks after receipt.			
O I have read and accepted th	ne cancellat	ion	olicy as indicated in this Sponsor & Exhibi	tion Brochure at page		
O I will send our company logo	o in high re	solu	ion together with this contract.			
Signature			Dato			
Signature:			Date:			
PLEASE SEND THIS FORM TO):					
Wold Glaucoma Congress 2		. ~	20 570 6900 World Clau	coma Congresses		



After the contract (page 21) is received by the Congress Organiser, a confirmation and an invoice for the total amount will be sent and is due to being paid within three weeks after receipt.

TERMS OF CANCELLATION

Notification of a sponsor to cancel or reduce exhibit space or sponsor items must be submitted to the Congress Organiser in writing before December 1, 2018. The effective date of space cancellation or reduction will be the date on which the Congress Organiser receives the written notice.

FOR CANCELLATION MADE:

- Before July 1, 2018, 10% of the total costs will be retained
- From July 1 December 1, 2018, 50% of the total costs will be retained
- After December 1, 2018, 100% of the total costs will be retained

BECOMING A WGA INDUSTRY MEMBER

Please contact the World Glaucoma Association Executive Office for more details on becoming a Glaucoma Industry Member via info@worldglaucoma.org. All our current Industry Members can be found on the back of this brochure.

Schipluidenlaan 4 1062 HE Amsterdam The Netherlands

Email: wgc-exh@mci-group.com

are organized by The Hippocrates Glaucoma Foundation



GLAUCOMA INDUSTRY MEMBERS



ASSOCIATE GLAUCOMA INDUSTRY MEMBERS

















SUPPORTING GLAUCOMA INDUSTRY MEMBERS





























