

FIRA GRAN VIA | BARCELONA, SPAIN | JUNE 16-19, 2018

INTERNATIONAL COUNCIL *of* OPHTHALMOLOGY

WOC  **2018**

WORLD OPHTHALMOLOGY CONGRESS®

XXXVI International Congress of Ophthalmology

Hosted by: Spanish Society of Ophthalmology (SEO)
Co-Hosted by: European Society of Ophthalmology (SOE) and
Spanish Society of Implant-Refractive Ocular Surgery (SECOIR)
In Partnership With: Catalan Society of Ophthalmology (SCO)
Barraquer Institute (BI)

Exhibit and Corporate Support Opportunities



BE A PART OF THE PREMIER AND LARGEST INTERNATIONAL OPHTHALMIC CONGRESS | www.icoph.org/woc2018

TABLE OF CONTENTS



ABOUT

| | |
|---|---|
| International Council of Ophthalmology/Invitation | 3 |
| Barcelona | 4 |
| The Venue | 4 |
| WOC History | 5 |
| WOC Marketing | 6 |
| Join the Conversation | 6 |
| WOC2018 | |
| Schedule-at-a-Glance | 7 |
| Scientific Program Topics | 7 |
| Key Dates | 7 |

THE EXHIBITION HALL

| | |
|---|---|
| Reasons to Participate | 8 |
| Space Rates | 8 |
| Who Exhibits | 9 |
| Hall Schedule | 9 |
| Floor Plan | 9 |
| Application for Exhibit Space | 9 |

CORPORATE SUPPORT

| | |
|---|----|
| Reasons to Participate | 10 |
| Support Packages | 10 |
| Satellite & Industry Meetings | 11 |
| Educational Opportunities | 12 |
| Advertising & Promotional Opportunities | 12 |
| Special Events | 16 |

| | |
|------------------------------|----|
| CONTACTS AND LINKS | 16 |
|------------------------------|----|



INTERNATIONAL COUNCIL of OPHTHALMOLOGY

The International Council of Ophthalmology (ICO) works with ophthalmologic societies and others to enhance ophthalmic education and improve access to the highest quality eye care in order to preserve and restore vision for the people of the world. The ICO is working to build a "World Alliance for Sight" by leading, stimulating, and supporting the efforts of ophthalmologic societies, eye departments, and related organizations worldwide.

Showcase Your Latest Products and Services to Leading Ophthalmologists from Around the World at WOC2018!

The International Council of Ophthalmology (ICO) cordially invites you to participate in WOC2018, the 36th World Ophthalmology Congress® as an exhibitor and/or supporter. As the premier and largest international ophthalmic congress, with over 15,000 delegates expected to attend, this is your perfect opportunity to build relationships with our growing global community.

The WOC is held every two years in a different region of the world and provides an international audience of ophthalmologists with:

- › A scientific program addressing all subspecialties and related interests in ophthalmology

- › The opportunity to network with recognized international leaders and professionals
- › An exhibition featuring the latest products and services in the field

The WOC, first held in 1857, is the longest continuous international medical meeting.

Revenues from the World Ophthalmology Congress support a wide range of ICO initiatives and programs and the ICO's commitment to "Building a World Alliance for Sight."

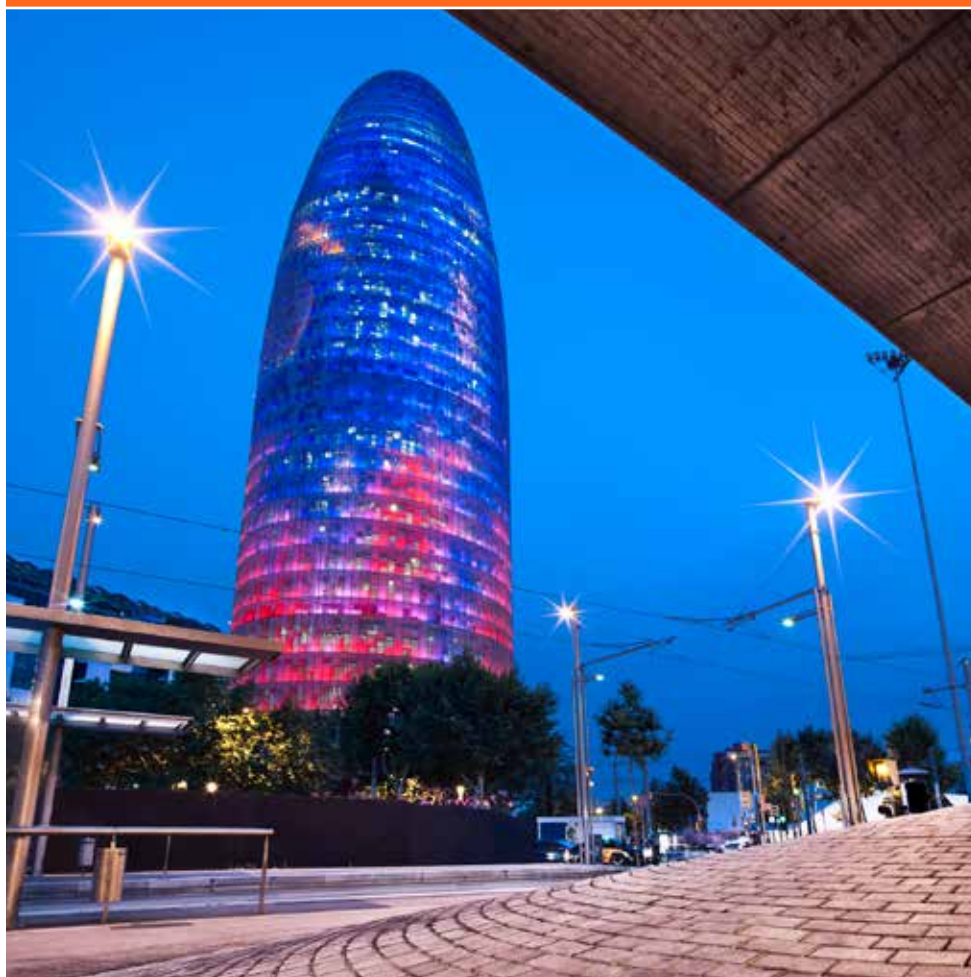
The earlier you sign on, the more visibility your company receives!



To learn more or secure your participation, contact:

Emily Dowling
SPARGO, Inc. (ICO's Exhibit and Sponsorship Team)
Telephone: +1-703-631-6200
or 1-800-564-4220
(toll free available in US only)
wocexhibits@spargo-inc.com
www.icoph.org/woc2018

ABOUT BARCELONA



Barcelona is the capital city of Catalonia in Spain, and it is the second largest city in the country. It is a Roman city and has population of about 1.6 million, being the sixth-most populous urban area in the European Union after Paris, London, Madrid, the Ruhr area, and Milan. It is also the largest metropolis on the Mediterranean Sea.

Barcelona is rich in architectural ensembles, including unique buildings such as the Casa Milà, the Casa Batlló, or the Sagrada Família Church, built by Antoni Gaudí.

Find more details about.....



Visiting Barcelona



Traveling to Barcelona



Barcelona and me

ABOUT THE VENUE

The venue for WOC2018 will be the Fira Gran Via North (Halls 6-8). It is one of the largest and most modern venues in Europe, designed by the Japanese architect Toyo Ito, winner of the Pritzker prize. Its outstanding features are its architecture, functionality and commitment to sustainability: it has one of the largest rooftop photovoltaic installations. Its eight pavilions, connected by a walkway that channels the flow of visitors, provide cutting-edge services and logistics. It is located in a new business development area, very close to Barcelona airport and connected to the public transport network.

FIRA GRAN VIA – NORTH



Important Note: There are two Fira congress centers in Barcelona. WOC2018 is convening at the Fira Gran Via and NOT the Fira Montjuïc.

ABOUT THE WOC HISTORY

An International Audience of Ophthalmology Professionals Attend WOC

WOC HISTORY

| YEAR | LOCATION | REGION |
|--------|-------------|--------------------|
| 2010 * | Berlin | Europe |
| 2012 | Abu Dhabi | Middle East-Africa |
| 2014 | Tokyo | Asia-Pacific |
| 2016 | Guadalajara | The Americas |

* The WOC rotates around the world every other year amongst the four regions with the last event in Europe taking place in Berlin in 2010.

ATTENDANCE

WOC Average 2010-2016

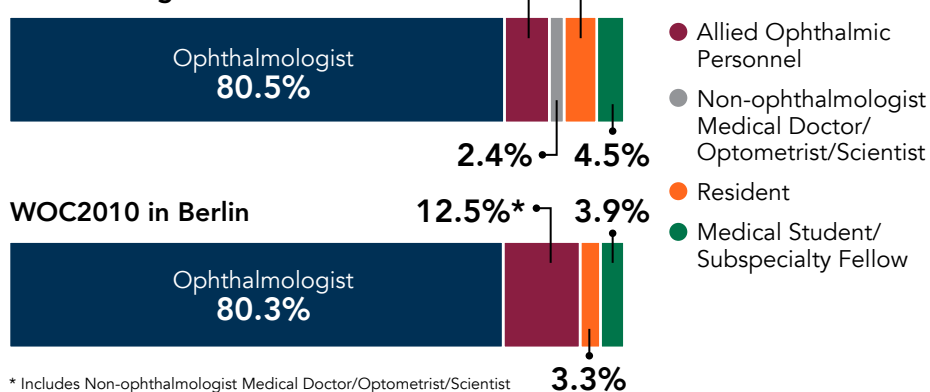
12,682

WOC2010 in Berlin

13,073

BREAKDOWN OF PARTICIPANTS

WOC Average 2010-2016



NUMBER OF COUNTRIES REPRESENTED

WOC Average 2010-2016

133

WOC2010 in Berlin

145

WOC2016 SURVEY RESULTS

86%

of WOC2016 attendees visited the Exhibit Hall.

85%

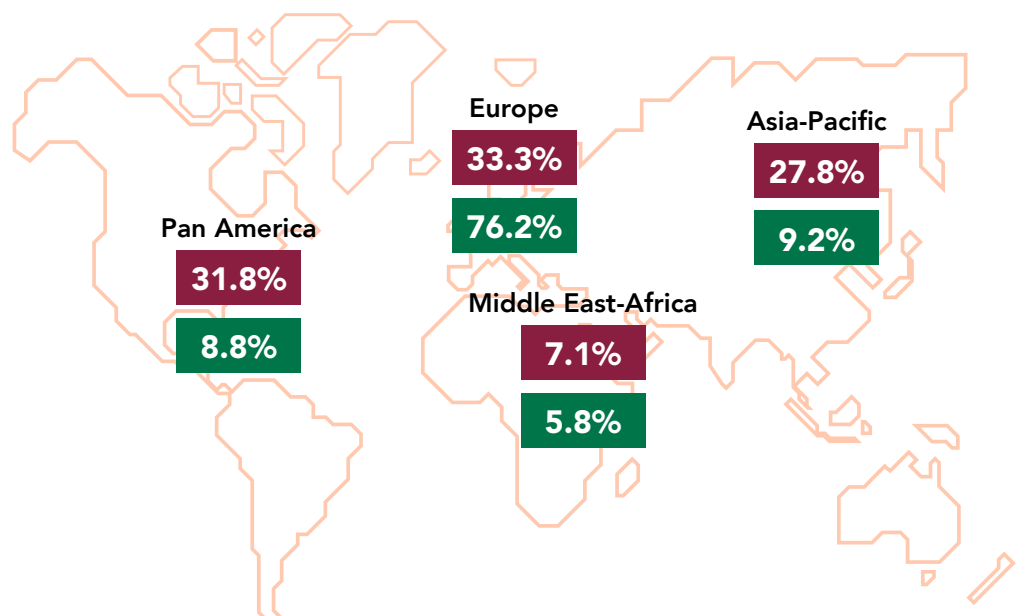
of WOC2016 attendees will use information received in the Exhibit Hall in their practice.

67%

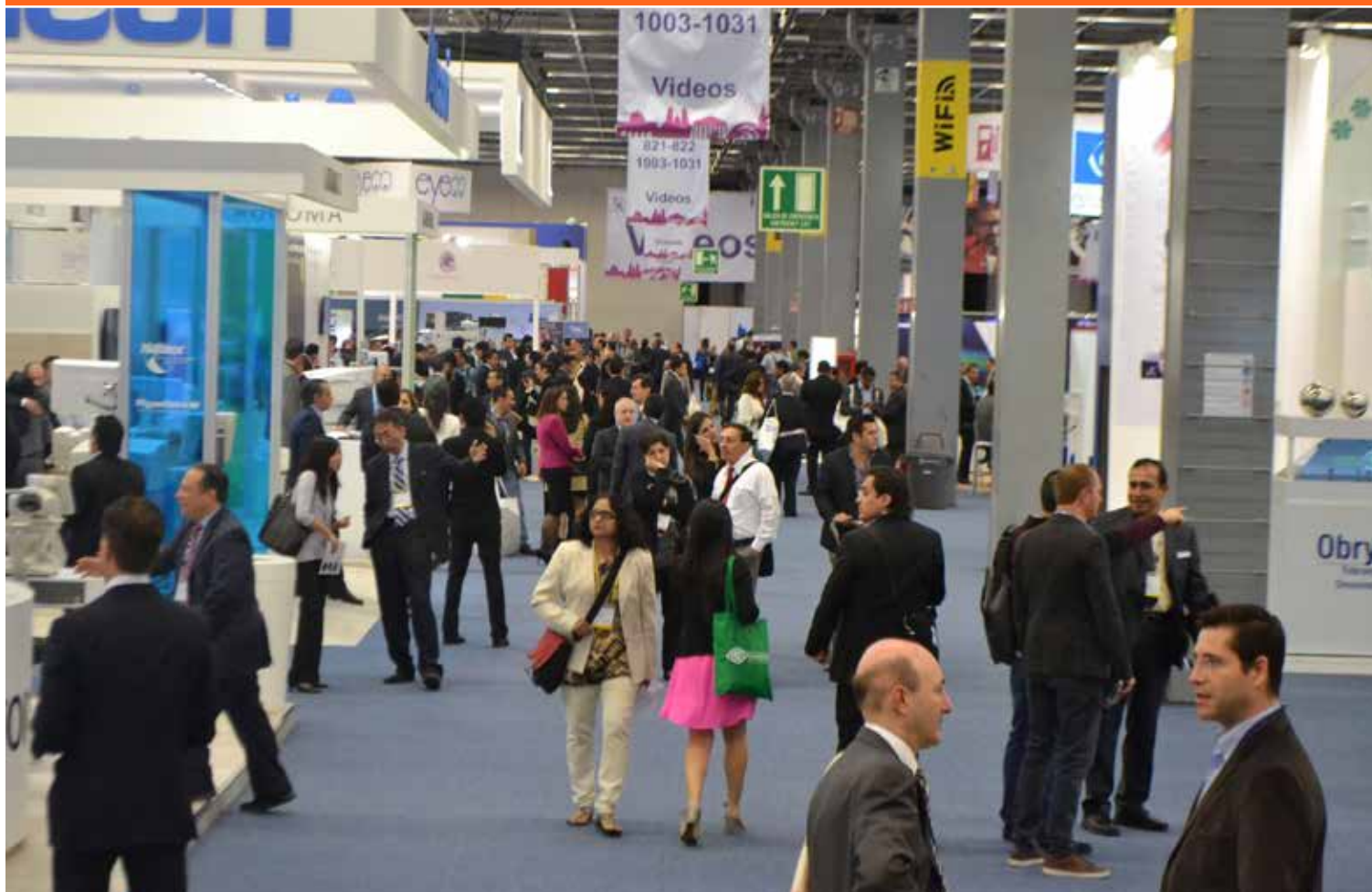
of WOC2016 attendees are the final decision-makers as it relates to purchasing products and services.

ATTENDANCE BY REGION 2010-2016

● WOC Average 2010-2016 ● WOC2010 in Berlin



ABOUT WOC MARKETING



Our Congress marketing initiatives are focused on ensuring that we build attendance in all of our member segments. The ICO Member Societies and individuals within the ICO database will receive email blasts, promotional slides, WOC graphics and URL's leading up to the Congress directing them to the website for in-depth coverage of all aspects of the program. Save-the-Date postcards and the program outline will be distributed at no fewer than 14 various ophthalmology events each year leading up to 2018. This year (2016), the ICO/WOC will have exhibited in the Americas (WOC2016 and AAO), Asia-Pacific (APAO), Middle East (MEACO) and Europe (DOG and SEO) to promote the upcoming WOC. Our "WOC Ambassadors" comprised of the ICO Board of Trustees and Advisory Committee Members are also promoting the Congress worldwide. In addition, updates will be made on a monthly basis (at minimum) to our social media accounts and our two newsletters, "ICO Insight" and "Ophthalmic Educators Letter" along with advertisements in select Journals. Our www.icoph.org/woc2018 website will feature all elements of the Congress program and a rolling scroll of our corporate partners.



**WATCH THIS
RECAP VIDEO OF
WOC2016 TO SEE
THE EXCITEMENT!**

JOIN THE CONVERSATION



Twitter



Facebook



Instagram

Schedule-at-a-Glance

| | SATURDAY JUNE 16, 2018 | SUNDAY JUNE 17, 2018 | MONDAY JUNE 18, 2018 | TUESDAY JUNE 19, 2018 |
|---------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| 07:00 – 08:15 | Industry-sponsored Breakfast Symposia | Industry-sponsored Breakfast Symposia | Industry-sponsored Breakfast Symposia | Industry-sponsored Breakfast Symposia |
| 08:30 – 10:00 | Subspecialty Day Sessions | Scientific Sessions | Scientific Sessions | Scientific Sessions |
| 10:00 – 10:30 | Refreshment Break | Refreshment Break | Refreshment Break | Refreshment Break |
| 10:30 – 12:00 | Subspecialty Day Sessions | Scientific Sessions | Scientific Sessions | Scientific Sessions |
| 12:15 – 13:30 | Industry-sponsored Lunch Symposia | Industry-sponsored Lunch Symposia | Industry-sponsored Lunch Symposia | Industry-sponsored Lunch Symposia |
| 14:00 – 15:30 | Subspecialty Day Sessions | Scientific Sessions | Scientific Sessions | Scientific Sessions |
| 15:30 – 16:00 | Refreshment Break | Refreshment Break | Refreshment Break | Refreshment Break |
| 16:00 – 17:30 | Subspecialty Day Sessions | Scientific Sessions | Scientific Sessions | Scientific Sessions |

Scientific Program Topics

- › Cataract and Lens Surgery
- › Contact Lens and Refraction
- › Cornea, External Eye Diseases, and Eye Banking
- › Education
- › Evidence-Based Medicine
- › Eye Care Delivery
- › Eye Trauma and Emergencies
- › Free Papers
- › Glaucoma
- › ICO Special Symposia and Sessions
- › Interdisciplinary
- › Journal Editors
- › Low Vision and Rehabilitation
- › Neuro-Ophthalmology
- › Ocular Imaging
- › Ophthalmic Epidemiology
- › Ophthalmic Oncology
- › Ophthalmic Pathology and Microbiology
- › Ophthalmic Pharmacology
- › Orbital, Oculoplastic, and Lacrimal Diseases
- › Pediatric Ophthalmology and Strabismus
- › Refractive Surgery
- › Retina
- › Uveitis
- › Visual Sciences
- › World Forum for Sight
- › World Forum of Ophthalmological Journal Editors
- › World Ophthalmic Educational Colloquium

Key Dates

| | |
|---|-------------------|
| Registration & Hotel Reservations Open | August 2016 |
| Exhibit & Support 1st Deposit Due | August 31, 2016 |
| Exhibit & Support 2nd Deposit Due | January 16, 2017 |
| Invited Program Finalized | July 28, 2017 |
| Call for Abstracts Open | August 2017 |
| Invited Speaker Registration Deadline | November 1, 2017 |
| Abstracts Submission Deadline | December 1, 2017 |
| Early-bird Registration Deadline | December 13, 2017 |
| Exhibit & Support Final Payment Due | February 16, 2018 |
| Advertisement & Signage Artwork Due | February 22, 2018 |
| Submission of Industry-sponsored Symposia | March 14, 2018 |
| Submitted Program Finalized | March 16, 2018 |
| Submitted Speaker Registration Deadline | March 21, 2018 |
| Conference Bag Inserts Due | May 6, 2018 |
| Pre-registration Deadline | May 23, 2018 |
| WOC2018 Scientific Program Start | June 16, 2018 |
| WOC2018 Exhibition Opens | June 17, 2018 |
| WOC2018 Concludes | June 19, 2018 |

Visit www.icoph.org/woc2018 for more details!

Position Your Organization in the Forefront! An Exhibit at WOC2018 Provides the Opportunity to:

- › Gather leads to foster new business for your company
- › Connect face-to-face with key prospects not easily accessible to your sales team
- › Demonstrate new products/services and enhancements to existing ones
- › Interact with your clients and customers and strengthen key relationships
- › Reinforce your brand and influence within the ophthalmology community
- › Communicate the science and technology behind your products

The Exhibit Hall is a central gathering point for attendees and one of the busiest places at the Congress. WOC2018 will offer 25 hours of exhibit time, including 9 dedicated hours—unopposed by scientific sessions. In addition to time spent in the Exhibit Hall, our goal is to provide additional enhanced networking opportunities for our corporate supporters and delegates with our social/networking events. Our special event nights have been planned at a number of the most distinguished attractions in Barcelona. These venues will give sponsors tremendous brand recognition and opportunity to leverage their marketing initiatives in support of their investment in the Congress.

EXHIBIT SPACE RATES

| | EARLY-BIRD RATE* (on or before August 31, 2016) | REGULAR RATE (on and after September 1, 2016) |
|---|--|--|
| RAW SPACE (minimum 36 m ²) | €620 per sq. meter | €690 per sq. meter |
| SHELL SCHEME SPACE (minimum is 9 m ²) | €670 per sq. meter | €770 per sq. meter |

* Application and 10% deposit due by early-bird deadline.

VAT TAX: All fees listed DO NOT include 21% VAT. ICO has no control over the VAT charged to ICO participants and only charges the VAT rate that is mandated by Spanish authorities.

PRICE COMPARISON

How does WOC compare to other international ophthalmology congresses in Europe?

OTHER EVENTS are charging €750 to €850 per square meter for events in 2016 and 2017.

WOC IN 2018: €620 to €770 per square meter with higher attendance.

WHAT'S INCLUDED

Each exhibition space includes:

- › Company profile in printed Final Program and mobile WOC2018 App
- › 3 Exhibit Hall only badges per each 9 m² exhibition space (maximum 35 badges, issued to company employees only)
- › Full WOC registration badges: Up to 36 m² = 1 | 37 m² – 100 m² = 2 | 101 m² – 150 m² = 3 | >150 m² = 4
- › Cleaning of exhibit space (first day of show opening, additional days available for hire)
- › Security services throughout Hall from exhibit move-in through move-out

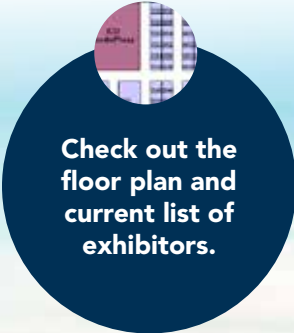
Shell Scheme Booth (per 9 m²):

- › All items listed under What's Included
- › Separation walls on 3 sides (2.5 m high)
- › Carpeting (grey, additional colors available for hire)
- › Customized fascia panel
- › 1 one meter counter with 2 side chairs (additional furniture available for hire)
- › 1 spotlight
- › 1 kw electrical socket (220v)

WHO EXHIBITS?

WOC Attendees Seek Products and Services from Worldwide Partners with Expertise in:

- › Binocular Vision
- › Cataracts
- › Cataract and Refractive Surgery
- › Cornea
- › Education, Research, Publishing
- › Electrophysiology
- › Evidence Based Ophthalmology
- › External Eye Disease
- › Eye Disease Diabetic Retinopathy
- › Eye Trauma and Emergencies
- › Eye Banks
- › Genetics
- › Glaucoma
- › Immunology
- › Low Vision
- › Medical Devices/Equipment
- › Medical Supplies/Furnishings
- › Microbiology
- › Molecular Biology
- › Neuro-Ophthalmology
- › Ophthalmic Pathology
- › Ophthalmic Plastic and Reconstructive Surgery
- › Optics Refraction and Contact Lens
- › Pediatrics
- › Pharmaceuticals/Nutraceuticals/Supplements
- › Practice Management, IT/Software
- › Retina and Vitreous
- › Uveitis and Ocular Immunology
- › Vitreoretinal Diseases
- And More!



Check out the floor plan and current list of exhibitors.

Show Your Commitment to the Market and Advances in Ophthalmology. Chances are Your Competitors Have Already Reserved Their Space!

The earlier you sign on, the more visibility your company receives!



Apply to Exhibit

Exhibit Hall Schedule

THURSDAY, JUNE 14

08:30 – 17:00
Move-in (for large exhibit spaces requiring additional time)

FRIDAY, JUNE 15

08:30 – 17:00
Move-in

SATURDAY, JUNE 16

08:30 – 17:00
Move-in

SUNDAY, JUNE 17

08:30 – 17:30
Exhibit Hall Open

MONDAY, JUNE 18

08:30 – 17:30
Exhibit Hall Open

TUESDAY, JUNE 19

08:30 – 16:00
Exhibit Hall Open
16:15 – 21:00
Move-out

WEDNESDAY, JUNE 20

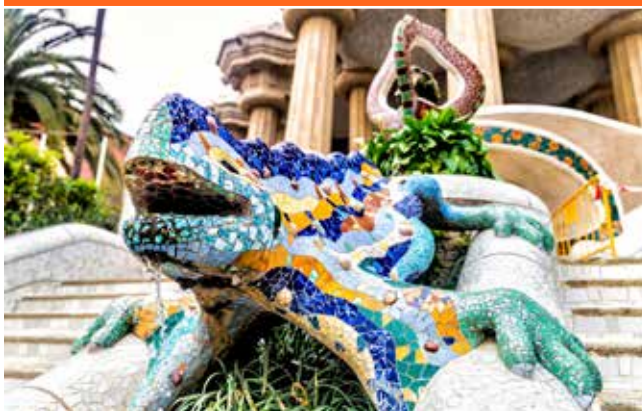
08:30 – 12:00
Move-out

To learn more about the benefits of exhibiting, contact:

Emily Dowling

SPARGO, Inc. (ICO's Exhibit and Sponsorship Team)
Telephone: +1-703-631-6200
or 1-800-564-4220 (toll free available in US only)
wocexhibits@spargoinc.com
www.icoph.org/woc2018

CORPORATE SUPPORT



Think Beyond the Booth with Corporate Support Opportunities

Align your brand with one of the most highly respected organizations in ophthalmology and influence the audience that matters most to you!

The following opportunities allow for maximum company or product exposure including opportunities to support, premier networking events, and many other activities and products that support the Congress. Whether your goal is branding, lead generation, market visibility or all three – you want to encourage attendees to stop by your booth. With this in mind we encourage you to look through the following Support Opportunities that have been designed to enhance your presence and to help you meet or exceed your goals. We can also create a package that is tailor-made to help you reach your marketing goals.



Support Packages

Choose the Support Opportunities that will best meet your objectives and budget as you develop strategies to gain exposure and engage with your customers. If the total value of your contribution, including your exhibit space, reaches one of the following levels of support, your company will receive additional benefits to enhance your visibility.

Please note: opportunities are subject to change and offered on a limited basis.

| | PLATINUM €435,000 | GOLD €290,000 | SILVER €145,000 |
|---|----------------------|------------------|--------------------|
| 10 tickets to attend cultural night at Poble Espanyol | ● | | |
| Complimentary Congress bag insert | ● | | |
| One time use of the pre-Congress attendee list for mailing | ● | ● | |
| Enhanced exhibitor listing | Premium | Extended | Extended |
| Additional priority points | 15 | 10 | 5 |
| Additional full registration badges for company personnel | 20 | 10 | 5 |
| Company logo on WOC2018 website | ● | ● | ● |
| Company logo on walk in slides at the Opening Ceremony | ● | ● | ● |
| Floor sticker in front of company booth | ● | ● | ● |
| Recognition on pre-Congress email confirmations sent to all pre-registrants | ● | ● | ● |
| Recognition on pre-Congress marketing materials | ● | ● | ● |
| Company logo in Final Program recognizing meeting supporters | ● | ● | ● |

Sign up now to get your company name promoted as early as possible prior to the start of WOC2018.

SATELLITE SYMPOSIA AND INDUSTRY MEETINGS

The Congress will offer opportunities for WOC2018 exhibitors to conduct non-exclusive satellite symposia and industry meetings in rooms of various sizes and on different days. Industry-sponsored symposia are 75 minutes each and held only Saturday through Tuesday, June 16-19, from 07:00-08:15 and 12:15-13:30.

€29,000 - Number of people: 400+

€19,500 - Number of people: up to 400

€9,500 - Number of people: up to 200

Support includes the following:

- › Meeting room in the Fira Gran Via
- › Basic audiovisual equipment (LCD projector, screen, cables, podium, and microphones) in the room and technical staff
- › Listing of the symposium on the WOC2018 website
- › Complimentary access to the symposium for company staff with an exhibitor badge
- › Access to the speaker ready room for presentation uploads
- › Listing of the symposium in the printed Final Program

Not included:

- › Travel expenses or other expenses for speakers and/or moderators
- › Food and beverage for participants (note that most rooms will be set theater style – buffets or boxed meals must be provided)
- › Special audiovisual needs and symposium staffing

All satellite symposia are organized by the supporter in consultation with the WOC2018 Organizing Committee. Satellite symposia will take place in the Fira Gran Via. The selection of available dates and times will be made at the time of confirmation.



EDUCATIONAL SUPPORT OPPORTUNITIES

Mobile App – Exclusive

€57,000 **SOLD**

With the WOC2018 mobile app, attendees will be able to access the Congress in the palm of their hand. The app provides participants on-the-go access to meeting information, including sessions, speakers, abstracts, and exhibitors.



Benefits:

- › Company logo on secondary (full page) splash page
- › Rotating company banner on dashboard (can be weighted)
- › Landing page ad (can link to exhibitor listing, URL or multi-media message)
- › Convention Center signage provided by WOC2018
- › Printed Final Program recognition
- › Includes Premium Enhanced Listing

ICO Fellowship Alumni Travel Grants

€3,800 - per grant

These grants are intended for ICO fellowship alumni from developing countries who travel from underserved communities and might not otherwise be able to participate in WOC2018. Travel grants will be made available to help cover registration, travel and lodging costs. Selection of recipients will be decided by a committee organized by the ICO.

Speaker Ready Room

€21,000 - Exclusive

Reach over 2,000 ophthalmology leaders who serve as WOC2018 faculty where they check in, upload presentations, and congregate during the meeting. Entrance signage and Final Program recognition are included.

Interpreters and Interpretation Equipment

€67,000 - Exclusive

Your company will be recognized in meeting rooms where interpreters are stationed to translate the program to or from Spanish and in the Final Program.

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Advertisement in the Final Program

€8,500 - Back Cover **SOLD**

€6,700 - Inside Back Cover **SOLD**

€5,250 - Full Page Inside

Distributed to every attendee, the Final Program contains high-level information for all educational aspects of the meeting, including the schedule of events, session listings, and meeting room locations.



Aisle Signs

€48,500 - Exclusive **SOLD**

Your corporate logo will be displayed on all aisle signs within the Exhibit Hall, ensuring that attendees see your logo as they navigate from one aisle to the next.



Charging Stations

€8,500 - per station

Associate your company with this much appreciated service! Located in high traffic areas, each station is equipped with multiple power connections for charging mobile devices. Your company logo will be placed on multiple areas of customized charging stations.



Congress Bags

NO LONGER AVAILABLE

€95,000 - Exclusive

€48,500 - 2 companies

€24,250 - 4 companies

This is an exceptional opportunity to ensure your company's corporate branding is seen everywhere as attendees carry these bags throughout the Fira Gran Via and the streets of Barcelona! Attendees will use these totes onsite and back in their workplace ensuring your branding will endure beyond the four day event. This opportunity also includes one insert in the registrant bags.



Congress Bag Insert

€3,275

Drive traffic to your booth and promote your company by including a promotional piece in the Congress Bag (on 210 x 297 cm page flyer) that will be given to every attendee when they check in at registration. Supporter is responsible for the production and delivery of literature.



Congress Notebooks

€9,500 - Exclusive

These notebooks will produce immediate exposure plus after-the-fact visibility. Notebooks will be placed in each Congress bag and will include a full page advertisement for your company. Supporter is responsible for the production and delivery of the notebooks.



Convention Center Banners

€20,000 - Set of 10

Reach attendees with your message by securing double-sided, drop-down style banners within the Fira Gran Via.



Digital Totems

€6,500

Advertise your company digitally to capture the attention of all the meeting attendees. Digital Totems host a 46" screen and are capable of broadcasting via flash or video.

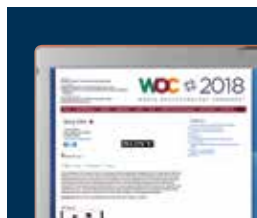


Enhanced Listings

€775 - Extended

€1,150 - Premium

Stand out in the Final Program, online, and in the mobile app by enhancing your exhibitor profile listing. Extended listing includes company listing description with up to 1,000 characters, logo in printed program, and company highlighted on the online floor plan with an enhanced listing icon. Premium includes items in the extended package plus rotating banner on home page of exposition website, video uploads, and up to 3 product photos posted online.



Escalator Panel Clings

€15,000 - Four Available - 2 LEFT

Capture the attention of attendees with your company branding. Escalator clings are a perfect way to help "lift your message." Have a creative graphic display that runs along the escalator that takes WOC2018 attendees to their destination.



Expo-Suites

€6,700 - 6 m x 6 m

€9,500 - 9 m x 9 m

This opportunity will allow you to meet face-to-face with attendees in a private setting within the Exhibit Hall (just steps from your booth space) for all three days of the Exhibition. Rooms are equipped with carpet, a conference table and chairs.



Exhibit Hall Banners

€7,000 - 2 m x 3.85 m (Vertical)

€8,000 - 2 m x 6 m (Vertical)

€9,500 - 5 m x 3 m (Horizontal)

€15,000 - 12 m x 2 m (Horizontal)
Secure one or more double-sided hanging banners in key locations within the Exhibit Hall.



Flagpoles

€12,500

This opportunity will be one of the first things each attendee will see as they arrive and depart the Fira Gran Via. Your branding will be placed on five flag poles.



Freestanding Signs

€3,000 - per sign

Deliver your message and branding on these freestanding signs. Your signs will be placed in prime locations outside of the Exhibit Hall. Attendees will be sure to see them as they navigate through the Fira Gran Via.



ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Floor Stickers

€6,000

Make an impression with your company branding as attendees travel down the main aisle of the Exhibit Hall. This opportunity is one that can't be missed!



Hotel Do Not Disturb Door Hanger

€7,150 - Exclusive

Invite participants to sleep soundly with Do Not Disturb signs. Your message will hang on the door knobs of guests' rooms. Two sided, four color printing (same image on both sides). Supporter is responsible for production, delivery and hotel handling fees.



Hotel Key Cards

€16,275 - Exclusive **SOLD**

Customize the attendee hotel key cards with your company's logo. Participants cannot miss your company's support of WOC2018 with this opportunity. Supporter is responsible for production, delivery and hotel handling fees.



Internet Lounge

€31,000 - Exclusive

Assist in providing WOC2018 participants internet access throughout the conference. Complimentary computers with WiFi will be available to check emails or print boarding passes. Benefits to include:

- › Supporter's website as the Internet Lounge homepage (may be product specific)
- › Company logo printed on computer kiosks
- › Company logo on lounge signage
- › Company logo and booth number as wallpaper on each computer desktop



Lanyards

€19,500 - Exclusive **SOLD**

Take this golden opportunity to promote your company's name and enhance its image by supporting the conference badge lanyards. Your company logo will be placed on each lanyard distributed to the participants and forever captured in WOC photos. Cost includes production and distribution of the lanyards.



Members Lounge

€2,800

A Members Lounge will be available to participants from ICO Member Societies to network and relax. Your company has the opportunity to provide materials within the lounge at a special information table. We will provide our National Societies with opportunities to advertise their own Congress where you might be an exhibitor or sponsor as well. Supporter is responsible for the production and delivery of literature.



Mother's Lounge

€9,500 - Exclusive

The Mothers' Lounge offers a convenient respite at the Fira Gran Via for nursing mothers. High system panels for walls create private rooms near the Exhibit Hall and education session rooms. Includes panels with company images. Comfortable furniture and electricity, refrigerator, and a draped table for sponsor materials.



Moving Walkway Clings

€14,250 - Three Available **SOLD**

Brand the moving walkways that take the attendees through the convention center with double-sided clings!



Attendee Outreach

Call for pricing and details

Several communication options are available to reach attendees pre-Congress and post-Congress.



ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Quadrangle Tower

€9,500

This four sided structure will stand out and display your company's message to attendees as they enter the Fira Gran Via through North Access.



Registration Area

€48,500 - Exclusive

Capture the attention of attendees with your company branding on signage in the registration area and on the attendee registration confirmation e-mail.



Vinyl Around Wall

€48,500 - Exclusive

Make an impact by wrapping this highly visible wall with your company's branding that attendees are sure to see as they travel in the Fira Gran Via.



WiFi Service

€67,000 - Exclusive

Assist in providing WOC2018 participants internet access throughout the conference. Complimentary WiFi service will be available in the Fira Gran Via including the educational session rooms, hallways, and the Exhibit Hall.



WOC Plaza in Exhibit Hall

€31,000

Increase your company's visibility at the hub of the meeting's activity—where participants will network with their colleagues, complete meeting evaluations and plan their daily activities at WOC2018. Local artisans will also be located in the Plaza selling items of interest to participants visiting Barcelona.



SPECIAL EVENTS

Specific costs for each of these popular events will be quoted upon request by emailing SPARGO, Inc. at wocexhibits@spargoinc.com.

Welcome Reception (Saturday, June 16, 2018)

Attended by over 6,000 registrants, this is an opportunity to showcase your company in a social setting. Participants will say hello to both new and old colleagues at the Welcome Reception, which immediately follows the Opening Ceremony and is open to all registrants. Light snacks, drinks and entertainment will be provided.

Speakers Reception (Sunday, June 17, 2018)

As the supporter of this event, your company representatives will attend and greet the "VIP's" of the WOC2018 to recognize their important contributions to the WOC2018 scientific program. This invite-only event includes food, drinks, entertainment and transportation.



CONTACTS AND LINKS

Exhibit & Corporate Support

[Application for Exhibit Space](#)
[Application for Corporate Support](#)

SPARGO, Inc. (based in Fairfax, VA, USA)
Telephone: 1-800-564-4220 or 1-703-631-6200
Main Contact: Emily Dowling, Sales Manager, Healthcare Sector
Fax: 1-703-563-2691
Email: wocexhibits@spargoinc.com

Hotel Reservations, Registration, Visa Assistance and Letters of Invitation

[Reserve Hotel](#)
[Registration Information](#)

MCI Suisse SA (based in Geneva, Switzerland)
Telephone: +41 22 33 99 728
Fax: +41 22 33 99 631
Email: woc2018regshot@mci-group.com

Scientific Program

[Program Details](#)

International Council of Ophthalmology
Main Contact: Jennifer Cooley, Scientific Program Manager
Email: scientificprogram@icoph.org

ICO Membership

[Membership Details](#)

International Council of Ophthalmology
Main Contact: Jen Hanes, Membership and Society Relations Manager
Email: jhanes@icoph.org