



2018 PAO CONGRESS

Philippine Academy of Ophthalmology

December 4-7, 2018 SMX Convention Center, Pasay City



DECEYEPHERING DILEMMAS

PERSPECTIVE IN DECISION MAKING

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Member: **Paul Samuel V. del Mundo, MD**

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Glenn Vincent S. Carandang, MD

SPECIAL REPRESENTATION TO THE CCEO

Community Ophthalmology/Public Health

Maria Victoria A. Rondaris, MD

Low Vision

Carmela Ongsiako-Isabela, MD
Rainier Victor A. Covar, MD

ROP Working Group

Rachelle G. Anzures, MD

Lifelong Educational Access Programs

Paul Samuel V. del Mundo, MD

Research Committee

Marie Joan V. Loy, MD

Ophthalmic Support Staff Program

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

Residents Research Paper Contest

Marie Joan V. Loy, 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 2018 PAO Annual Meeting, the biggest meeting of the premiere Eye MD organization in the country.

SPONSORSHIPS

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

| CATEGORY | DIAMOND (1) | PLATINUM (1) | GOLD (2) | SILVER (2) | BRONZE (2) |
|--|---|---|--|---|--|
| EXHIBIT LOCATION | Prime (8 x 8m) (1st Choice) | Prime (7 x 8m) (2nd Choice) | Prime (7x 8m) (3 rd Choice) | Prime (7x 8m) (4th Choice) | Prime (6 x 8m) |
| EXCLUSIVE HOSPITALITY TABLE IN EXHIBIT AREA | 2 Hospitality Tables | 1 Hospitality Table | | | |
| MEAL SPONSORSHIP | One (1) Lunch Symposium | | | | |
| DIRECTIONAL SIGNAGE / ANNOUNCEMENT | Railings 4m (w) x 3.4m (h) x 2 sites (1st Choice) | Railings 4m (w) x 3.4m (h) x 1 site | Railings 4m (w) x 3.4m (h) x 1 site | | |
| | Two (2) standee tarps at registration area or pre-function area | Two (2) standee tarps at pre function lobby bet. Rms 2&3 and 3&4 | | | |
| COMPANY / PRODUCT DROP BANNERS | 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) | One (1) Drop Banner (3x4m max) each for Function Rooms 1,2,3; location on rear of room (2nd pick of location) | One (1) Drop Banner (3x4m max) each for Function Rooms 1,2,3; location on rear of room (3rd pick of location) | |
| 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 up) | | | |
| | Name and Logo at the Executive & Senior Citizen Lounge 50 VIP tickets for 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 (5th billing, size: ¾ standard logo size) |
| 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 Bag + inserts | Pens + 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 |

| CATEGORY | PARTICULARS | INVESTMENT | |
|---|--|----------------|---------------|
| | | PESO | DOLLAR |
| BOOTHS | | | |
| Prime (<i>Major Sponsors</i>) | | | |
| Venti | 6m x 8m = 48sqm | PhP 550,000.00 | USD 10,500.00 |
| Grande | 6m x 4m = 24sqm | PhP 350,000.00 | USD 6,700.00 |
| Regular | 2m x 4m = 8sqm | PhP 150,000.00 | USD 2,900.00 |
| Piccolo | 2m x 2m = 4sqm | PhP 100,000.00 | USD 1,900.00 |
| Storage | 2m x 2m = 4sqm | PhP 75,000.00 | USD 1,430.00 |
| 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. The CCEO is expending every effort to ensure the high quality and service of our meals. | Per day Maximum of 300 pax | PhP 300,000.00 | USD 5,710.00 |
| 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. The sponsor can choose any day from Day 1 to Day 3 and will be recognized by signs on site. | Per Day (AM and PM) Max 200 pax | PhP 80,000.00 | USD 1,530.00 |
| Wireless Network Provision Wi-Fi connection will be provided at the venue. A branded splash screen will display the logo and password decided upon by the sponsor. A card will be given to attendees indicating the sponsor and password of the wifi connection. | Per Day | PhP 60,000.00 | USD 1,150.00 |
| Digital Session Signs Modern digital signage located at the function rooms and meeting rooms. Digital signs will display session details in real time as well as sponsor logos and messages. | Per Day / Size: 1080 (w) x 1920 (h) pixels Location: Entrance of each function room | PhP 30,000.00 | USD 575.00 |

| | | | |
|---|---|-----------------------|-----------------|
| Programme Advertisements <i>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.</i> | Outside Back Cover (Full Color) | PhP 35,000.00 | USD 670.00 |
| | Inside Section Partitions (Full Color) | PhP 25,000.00 | USD 480.00 |
| | Inside Page (One Color) | PhP 15,000.00 | USD 300.00 |
| | Registration Kit Insert | PhP 15,000.00 | USD 300.00 |
| Railing Banner | Size: 4m (w) x 3.4m (h) Location: 2 nd Flr, Pre-function lobby | PhP 20,000.00 | PhP 385.00 |
| Elevator Posters | Size: 22 in (w) x 30 (h) in Location: North and South elevator | PhP 10,000.00/unit | USD 200.00/unit |
| Exterior Flags | Size: 3 ft (w) x 18 ft (h) Location: South wing of SMX | PhP 10,000.00/pole | USD 200.00/pole |
| Plant Box Banner | Size: 6m (w) x 1.5m (h) Location: North and South plant box | PhP 10,000/area | USD 200.00/area |
| Column Wrap | Size: 1.5m(w) x 2.5m (h) per panel Location: Main Entrance Column | PhP 30,000 for 3 days | USD 300.00 |
| Island Lamp Post Banners | Size: 3ft (w) x 9ft (h) Location: Seashell Lane island and south open parking | Php 10,000/ post | USD 200.00/post |
| Perimeter Island Lamp Post | Size: 1.4m (w) x 2.5m (h) Location: SMX Perimeter (North and South wing and delivery area) | PhP 10,000/ unit | USD 200.00/unit |
| Mall of Asia (MOA) Roundabout Globe LED | Size: 26m in diameter Location: MOA center globe | PhP 30,000/day | USD 300.00/day |

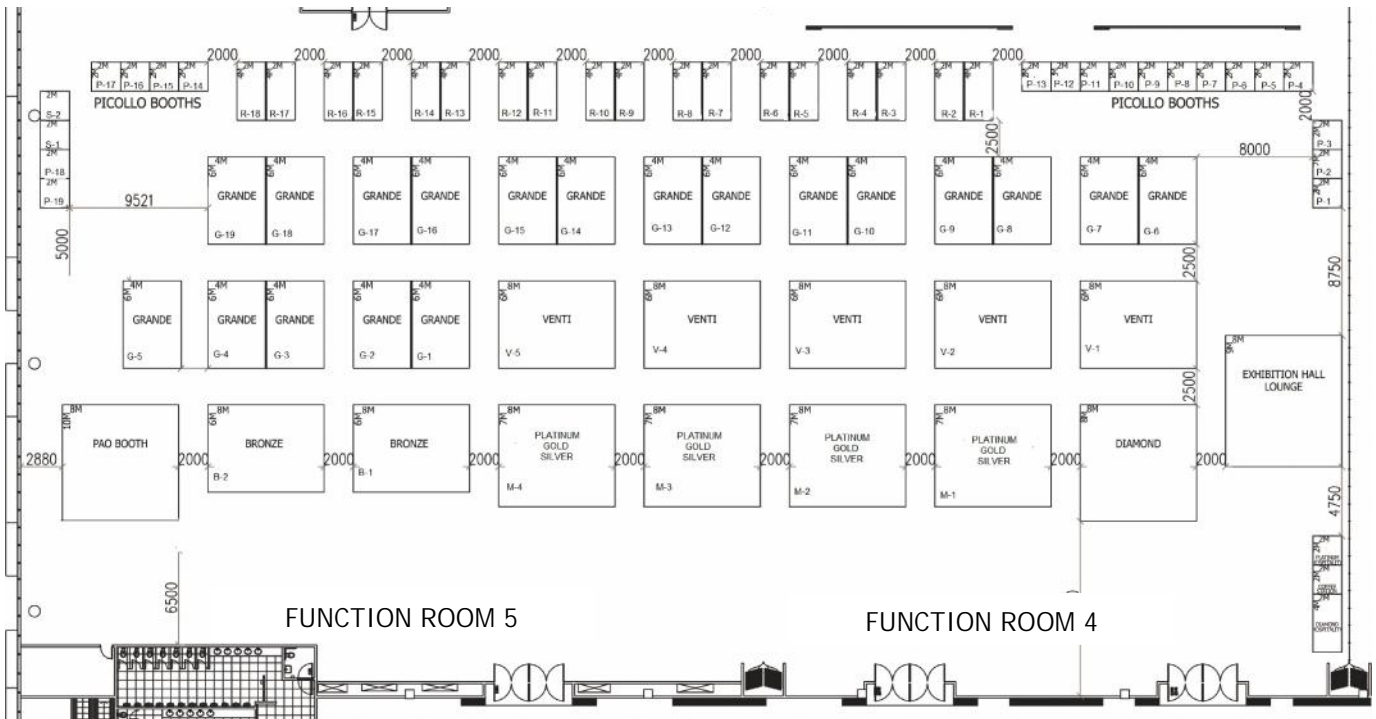
- Drop Banners will be for 3 days, no changing of location
- Coffee Stations (8) per day: Function Room 1, Function Room 2, Function Room 3, Meeting Room 4-6, Meeting Room 7-9, Executive Lounge Area, Exhibition Hall Lounge and Speaker Ready Room
Coffee station: Company or Product Tarp (*not to exceed 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, inserts, pens, notepads and stickers for bottled water.
- For inclusion of Company Name and Logo in printed materials, reservation must be made before the scheduled printing dates.
- Maximum of 3 hours Photobooth or Photoman operation during the Fellowship Night.

SMX Convention Center Floor Plan with Room Assignments & Distribution



EXHIBITS

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.



Rules Governing the Exhibits

Application and Assignment of Booths

Important Dates to Remember:

| | |
|---|------------------------------------|
| Exhibitors Meeting/Start of Application | May 25, 2018 |
| Deadline for Application | September 14, 2018 (Friday) |
| Deadline for Full Payment | October 26, 2018 (Friday) |
| Deadline for Cancellation | August 31, 2018 (Friday) |

Exhibitors should submit the completed Application Form to the Congress Secretariat with a 50% reservation fee. Your preferred booth location 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.

Booth applications not received during the Exhibitors Meeting will be entertained on a first come first served basis. If applications for booth space are received at the same time, priority will be given to the larger booth request. If the applications for the same booth space are received simultaneously, the exhibitor who settles the rest of the payment first will be prioritized.

The Exhibit Application Form may be emailed or delivered to the Congress Secretariat after May 25, 2018. Applications will be accepted only until the end of office hours on September 14, 2018. Payments can be made by cash or check. Payment must follow within 3 days from the submission of the application form otherwise the application will be rejected. Full and final payment must be received on or before October 26, 2018. The Academy reserves the right to cancel booth reservations if payment is not received within the given dates. Request for changes in booth space will be entertained only until September 14, 2018. There will be no refunds for cancellations made after that date.

Cancellation of reservation on or before August 31, 2018 – **50% refund of payment received by the Academy.**

Cancellation of reservation after August 31, 2018 – **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: PhP10,000.00 penalty
- iii. 3rd offense: exhibitor will not be invited the following 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.**

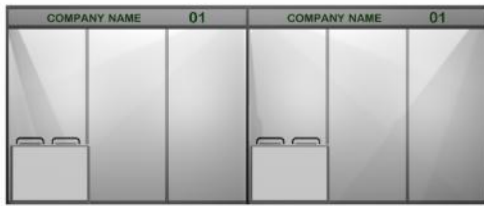
Booth Specifications

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.

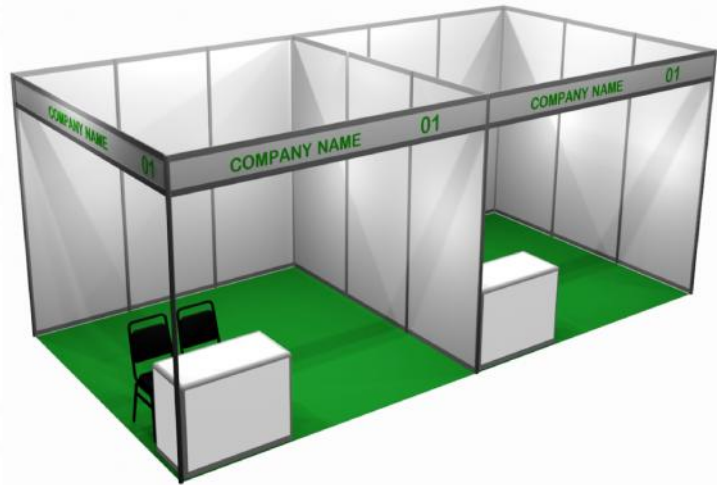
Additional amenities may be installed by the contractor and charged to the account of the exhibitor.

Package Booth Shell System

FRONT VIEW



TOP VIEW



PERSPECTIVE VIEW

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.

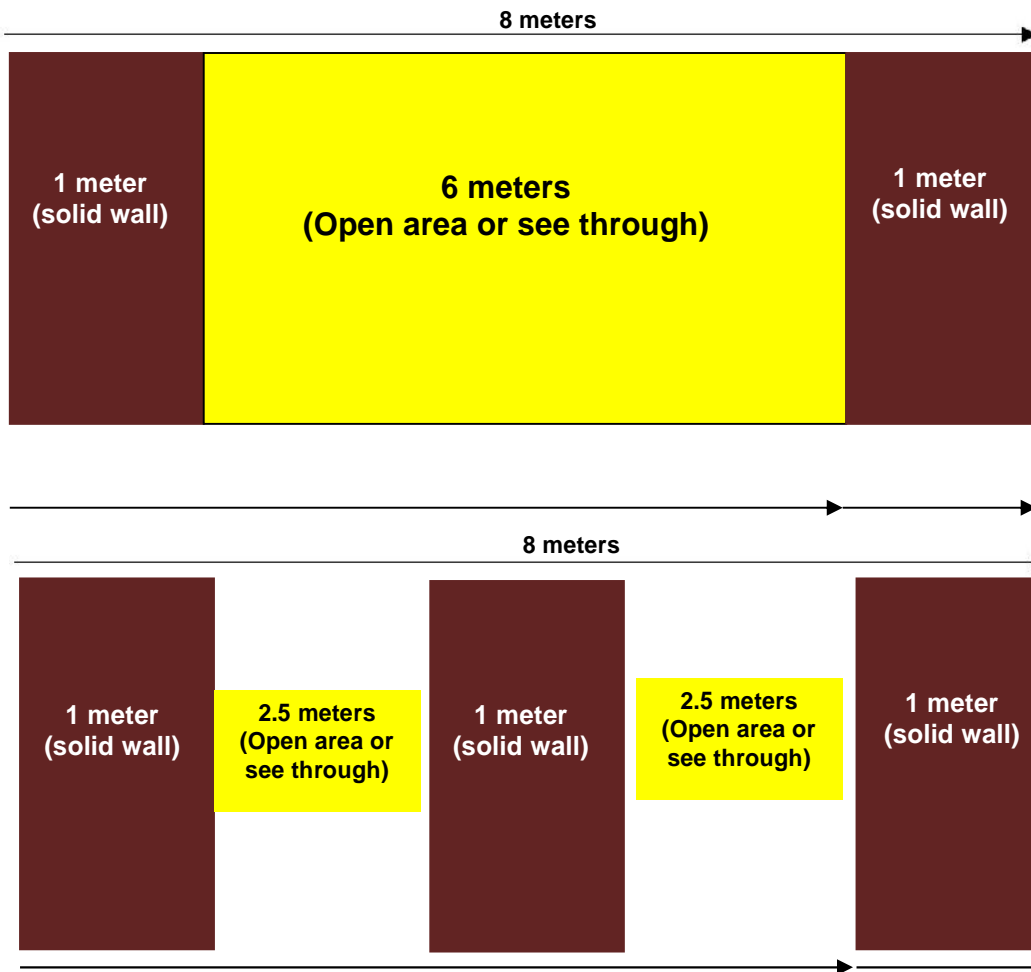
Island Booth or Raw Space

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 26, 2018:

- 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

Long Runs of Walling – Facing Other Booths



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 **4.5mH maximum**. The maximum height of Standard Package booths is **2.5mH**.

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 5-7, 2018.

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.**

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 unmanned 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 December 4 – 7, 2018.

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/ Ms. Annaliza 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

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:

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.msd@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.