



# EXHIBITION AND SPONSORSHIP INFORMATION

XXXX NORDIC CONGRESS  
OF OPHTHALMOLOGY (NOK 2012)

24-28 AUGUST 2012  
PAASITORNI, HELSINKI, FINLAND

[WWW.NOK2012.FI](http://WWW.NOK2012.FI)



## DEAR EXHIBITOR AND SPONSOR, PARTNER IN ADVANCING OPHTHALMOLOGY!



Welcome to NOK 2012, promising to be the biggest Nordic Congress of Ophthalmology so far.

I share the sweet privilege with the Organizing Committee, the Nordic and Baltic Advisory Boards, and the Blue & White Conferences of inviting you to contribute to the NOK 2012 Congress. The place is Helsinki, Finland, and the dates are Friday-Tuesday, August 24-28, 2012. We actually start Wednesday, August 22, with a two-day course for Program Directors, those responsible for nurturing ophthalmologists in the region. NOK 2012 is hosted by the Finnish Society of Ophthalmology under auspices of the Nordic Ophthalmologic Committee. The venue, Helsinki Congress Paasitorni, is a blend of old and new, completing major refurbishing as you read.

We naturally aim to cover medical, surgical and educational perspectives of ophthalmology on the highest possible level. The main theme is preventive ophthalmology. Other themes include cataract, cornea, glaucoma, retina, oncology, oculoplastics, ophthalmic pathology, paediatric ophthalmology, visual rehabilitation, history of ophthalmology and evidence-based ophthalmology. The program is split in educational courses, special interest symposia, free paper sessions, videos, keynote papers, and commercial interest symposia. Most of all, we want to create an atmospheric opportunity to learn, share recent knowledge, get to know novel technology and drugs, get excited, and network with colleagues and company representatives alike - not only from the Nordic countries but also from across the Baltic.

Indeed, this is the first NOK Congress to specifically bring together eight nations, five from the Nordic and three from the Baltic region. This has aroused much interest and we expect the trend to continue. Our goal is to attract a minimum of 800 participants but we will be happy to exceed this number substantially and would love to break 1000 for the first time. After all, there are about 2500 ophthalmologists in the region.

We also wish every participant to feel equal. With your support we can offer a reasonable registration fee agreeable for everyone, wherever they come from. Your support is also paramount for us to be able to present in the exhibition all novel and exciting possibilities that have emerged or are in horizon in diagnostics and therapeutics.

Our goal is to provide opportunities of different scope and type so that partners small and large can contribute in a mutually meaningful and rewarding way. Space for exhibition may be rented or you may sponsor various events and gain visibility in the congress through other sponsorship opportunities. We also offer several packages as shown in the attached forms.

It goes without saying that all sponsors are advertised in the programme book, web, and other material as well as at the congress venue. We as hosts will do our utmost to provide smooth cooperation, a top quality programme and a memorable event professionally and socially, and will do our best to please. The attached portrait verifies that we will go a long way to ensure personally that preparations are perfect.

Please visit [www.nok2012.fi](http://www.nok2012.fi) regularly to find the most recent information regarding the program of the congress. We look forward to hearing from you soon!

*Tero Kivelä, MD, FEBO,  
Congress President*

### Exhibition and sponsorship contacts

The exhibition and sponsorship issues are co-ordinated through the congress secretariat CONGREG:

#### NOK 2012 Congress Secretariat

CONGREG / Blue & White Conferences Oy  
P.O.Box 81, FI-00371 Helsinki, Finland  
E-mail: [nok2012@congreg.fi](mailto:nok2012@congreg.fi)  
Telephone: +358-9-5607500  
Telefax: +358-9-56075020



## GENERAL INFORMATION

### Congress dates and language

The NOK 2012 congress will take place on 24-28 August 2012. The official language is English.

### Preliminary programme outline

	Friday 24 August 2012	Saturday 25 August 2012	Sunday 26 August 2012	Monday 27 August 2012	Tuesday 28 August 2012	
8:00 - 9:30	Build-up of exhibition	Parallel sessions	Parallel sessions	Parallel sessions	Parallel sessions	08:00 - 9:30
9:30 - 10:00		Coffee break (30 min.)	Coffee break (30 min.)	Coffee break (30 min.)	Coffee break (30 min.)	9:30 - 10:00
10:00 - 10:30		Opening ceremony	Keynote lecture	Keynote lecture	Keynote lecture	10:00 - 10:30
10:30 - 12:00			NOK session	ACTA plenary session	Parallel sessions	10:30 - 12:00
12:00 - 13:30	Registration open	Lunch/exhibition (90 min.)	Lunch/exhibition (90 min.)	Lunch/exhibition (90 min.)	Closing ceremony (45 min.)	12:00 - 12:45
13:30 - 15:00		Poster viewing	Poster viewing	Poster viewing	Farewell lunch (45 min.)	12:45 - 13:30
13:30 - 15:00	Pre-congress courses	Parallel sessions	Parallel sessions	Parallel sessions	Dismantling of exhibition	13:30 - 15:00
15:00 - 15:45	Pre-congress courses	Coffee break (45 min.)	Coffee break (45 min.)	Coffee break (45 min.)		15:00 - 15:45
15:45 - 17:15		Parallel sessions	Parallel commercial interest symposia	Parallel sessions	15:45 - 17:15	
18:00 - 18:30		Cruise and informal dinner at Restaurant Saaristo		Helsinki city reception at Helsinki City Hall		18:00 - 18:30
18:30 - 19:00	Get-together at exhibition Helsinki Congress Paasitorni			Concert at Tempellaukio Church	Congress dinner at Hilton Kalastajatorppa	
19:00 - 20:30						19:00 - 20:30

### Congress programme

Detailed congress programme will be available through the congress website, [www.nok2012.fi](http://www.nok2012.fi) or through the secretariat ([nok2012@congrex.fi](mailto:nok2012@congrex.fi)).

### Congress city

Helsinki, often called the "Daughter of the Baltic", is the capital of Finland and in 2012 also the Design Capital of Europe. It is located within good direct flight connections from most European capitals as well as from many other locations world wide. Helsinki-Vantaa Airport is located 20 kilometers from the city center. Helsinki is a pleasant city for visitors. It offers all necessary services for travellers within a compact area.

### Congress venue and accommodation

The congress will be held at Helsinki Congress Paasitorni. In addition to the headquarter Scandic Hotel Paasi, hotels of different price categories located within walking distance or short tram or bus ride from Helsinki Congress Paasitorni have been reserved for congress delegates as well as for exhibitors. See further information through the congress website: [www.nok2012.fi](http://www.nok2012.fi)

### Helsinki Congress Paasitorni and Scandic Paasi Hotel

Street address: Paasivuorenkatu 5 A,

FI-00530 Helsinki, Finland

Website: [www.paasitorni.fi](http://www.paasitorni.fi)



## Sponsorship packages and items

The detailed content of sponsorship packages will always be defined based on negotiations. Additional sponsorship items, such as the congress dinner, coffee and refreshments as well as a possibility to arrange a lunch symposium or a commercial interest symposium are available. We also offer options for advertising (see the sponsorship form on the last page). Please fill in and return the sponsorship form to book sponsorship items.

## Exhibition bookings

### Exhibition timetable (to be confirmed)

Friday, 24 August 2012 at 09-18	Build-up and decoration
Saturday, 25 August 2012 at 09-17	Exhibition open
Sunday, 26 August 2012 at 09-17	Exhibition open
Monday, 27 August 2012 at 09-17	Exhibition open
Tuesday, 28 August 2012 at 09-12	Exhibition open
Tuesday, 28 August 2012 at 12-18	Dismantling of exhibition

### Exhibition areas

The exhibition areas will be located at Helsinki Congress Paasitorni and Scandic Paasi Hotel connected to the lecture hall area. All coffee breaks as well as lunches except the farewell lunch are held at the exhibition areas. A detailed floor plan will be published in spring 2012 as soon as the new premises at Scandic Paasi are available and the exhibition floor plans have been finalised.

### Booking of exhibition space

Exhibition space requirements should be mentioned on the Sponsorship booking form. The actual exhibition space booking form will be provided to preregistered company representatives as soon as the exhibition floor plans have been completed. Sponsorship package holders will have the first option (Platinum > Gold > Silver) in selection of their exhibition space once the exhibition floor plan and bookings will become final.

### Exhibition space allocation

The congress secretariat will book the exhibition spaces according to the exhibitors' wishes pending space availability. The space will be allocated taking into consideration sponsorship packages and the submission date of the exhibition and/or sponsorship form. The exhibitor will receive a confirmation from the congress secretariat after receipt of the form and the corresponding payment.

### Booking of hotel and social events

The congress secretariat will book congress hotel rooms according to your wishes depending on availability. Please see the hotel options at [www.nok2012.fi](http://www.nok2012.fi).

Social events can also be booked later on through the secretariat by e-mail to [nok2012@congrex.fi](mailto:nok2012@congrex.fi). If you participate in the congress, you will need to register through the online registration form.

### Schedule, methods of payment and cancellation terms

The sponsorship package and other items will be invoiced in one part after the booking unless otherwise agreed. Payments are invoiced in euros. No exhibition space bookings will be confirmed before the payment is completed. In case of cancellation, 50% of the payment will be refunded if the cancellation is made by 10 May 2012. After that no refunds will be made.



## 1. Sponsorship packages

The following sponsorship packages are available:

**Platinum sponsorship package** Starting price 30.000 €, based on auction to be held during week 6.

*Instructions will be sent to those who declare interest.*

Unlike the other packages, platinum sponsorship is unique. Rather than relaying who is the fastest to grab it, we find it more democratic to allocate it by auction. Bids will be taken on successively until the highest bidder has emerged.

- First choice of exhibition space, listing as "platinum" sponsor, logo on the congress website and programme book
- Insert in congress bags (max A4 size and max 4 pages).
- First option for lunch symposium and commercial interest symposium

**Gold sponsorship package** 25.000 €

- Second choice of exhibition space (first come, first served), listing as "gold" sponsor, logo on the congress website and programme book
- Insert in congress bags (max A4 size and max 4 pages)
- Second option for lunch symposium and commercial interest symposium (first come, first served),

**Silver sponsorship package** 12.500 €

- Third choice of exhibition space (first come, first served), listing as "silver" sponsor, logo on the congress website and programme book
- Insert in congress bags (max A4 size and max 4 pages)
- Third option for commercial interest symposium (first come, first served)

## 2. Exhibition

Exhibition space is available at 600-700 €/m<sup>2</sup> depending on total number of square meters.

Allocation of exhibition space is on "first come, first served" basis. Sponsor package holders have first choice of exhibition space. The fees include exhibition space and cleaning of the space. One exhibition company staff member is included per each 6 m<sup>2</sup> of exhibition space.



### 3. Advertisements in printed matters

The following publications in A4 format will be available for advertisements:

- Programme book, 1/1 inside pages 800 € per page
- Programme book, 1/2 inside pages 400 € per half page  
*Cover back page as well as inside cover pages of the final program are reserved for possible advertisements of platinum and gold sponsors.*
- Allocation of advertising space is on first come first served basis.

### 4. Additional sponsorship items

A range of additional sponsorship items is available to allow each company the opportunity to showcase their organisation as best suits their needs and budget. See below an overview of the additional sponsorship items.

Sponsorship item	Price in euros (all fees are free of VAT)
Congress bag with company logo	8.000 € (or congress bags paid by the company)
Name badge lanyards	4.000 € (lanyards to be delivered by the company)
Pocket programme	6.000 €
Inserts in the congress bags	1.000 € (insert max A4 size and max 4 pages)
Internet café for congress participants	4.000 €
Get together, 24 August 2012	4.000 €
Welcome drink at congress dinner, 27 August 2012	4.000 €
Lunch symposium, 25 August 2012*	5.000 €
Lunch symposium, 26 August 2012*	5.000 €
Lunch symposium, 27 August 2012*	5.000 €
Sponsored scientific symposium	2.500 €
Commercial interest symposium**	4.000 €
Tea/coffee breaks (per day)	3.000 € per day
Pens for congress participants	600 € (pens to be delivered by the company)
Note pads for congress participants	600 € (note pads to be delivered by the company)

\* *The sponsor is also responsible for providing a lunch bag for participants, invitation of speakers, and their registration, travelling and accommodation expenses.*

\*\* *Up to 7 parallel commercial interest symposia can be scheduled. The sponsor will be responsible for invitation of speakers, and their registration, travelling and accommodation expenses.*

#### Instructions for filling the PDF-form

1. Open the attached PDF form to book sponsorship and advertising options.
2. Fill in the fields of the PDF form carefully. The fields with red stroke are required.
3. Save the completed PDF document on your own computer.
4. Close and reopen the form and check that all the information is saved and correct.
5. Send the saved PDF document by e-mail to **nok2012@congrex.fi** *not later than 10 May 2012.*
6. You can also telefax the form after filling and printing to CONGREX (+358-9-56075020).

Link to the Sponsorship  
booking form (online-PDF)

