

# 31<sup>st</sup> Annual Conference & Exhibition

## Sponsorship Package 2011



## **Sponsorship Packages**

### **1. Conference Sponsor(s): HK\$160,000**

- 1.1 Acknowledgement at the Conference opening
- 1.2 Presentation opportunity in the Conference (topic and speaker should be in line with the Conference theme and subject to the Committee's approval)
- 1.3 Acknowledgement/ logo recognition on *Conference flyers, Brochure and On-site Handbook*
- 1.4 Logo recognition in the Conference venue
- 1.5 Three complimentary seats in the Conference (discount on additional registrations)
- 1.6 Free 4-colour full-page advertisement on **both** *Conference Brochure* and *On-site Handbook*
- 1.7 Free insert in Conference delegate bag
- 1.8 Logo recognition/ acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 1.9 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)
- 1.10 3-month online button ad at HKIHRM website (Main page)
- 1.11 Free exhibition table-stand – standard stand

### **2. Delegate Bag Sponsor: HK\$69,000**

- 2.1 Logo recognition on Conference delegate bag
- 2.2 Company recognition on entrance backdrop
- 2.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 2.4 Two complimentary seats in the Conference
- 2.5 Free 4-colour full-page advertisement on **both** *Conference Brochure* and *On-site Handbook*
- 2.6 Free insert in Conference delegate bag
- 2.7 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 2.8 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)

### **3. Folder Sponsor: HK\$48,000**

- 3.1 Logo recognition on the folder cover (Folder for keeping conference materials)
- 3.2 Company recognition on entrance backdrop
- 3.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 3.4 One complimentary seat in the Conference
- 3.5 Free 4-colour full-page advertisement on *On-site Handbook*
- 3.6 Free insert in Conference delegate bag
- 3.7 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 3.8 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)
- 3.9 2-month online button ad at HKIHRM website (Main page)

### **4. Exhibition Bag Sponsor: HK\$48,000**

- 4.1 Logo recognition on exhibition bags (to be distributed to delegates and visitors)
- 4.2 Company recognition on entrance backdrop
- 4.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 4.4 One complimentary seat in the Conference
- 4.5 Free 4-colour full-page advertisement on *On-site Handbook*
- 4.6 Free insert in Conference delegate bag
- 4.7 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 4.8 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)
- 4.9 2-month online button ad at HKIHRM website (Main page)

### **5. Speaker Sponsor(s): HK\$35,000**

- 5.1 Priority in booking exhibition symposium to be held on Day 2 afternoon with special price \$3,000 (subject to availability)
- 5.2 Company recognition on entrance backdrop
- 5.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 5.4 One complimentary seat in the Conference
- 5.5 Free 4-colour full-page advertisement on *On-site Handbook*
- 5.6 Free insert in Conference delegate bag
- 5.7 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 5.8 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)
- 5.9 2-month online button ad at HKIHRM website (Main page)

**6. Lanyard Sponsor: HK\$35,000**

- 6.1 Company names and websites of sponsoring company and HKIHRM will be printed on lanyards. Badge holders and lanyards will be distributed to conference delegates
- 6.2 Company recognition on entrance backdrop
- 6.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 6.4 One complimentary seat in the Conference
- 6.5 Free insert in Conference delegate bag
- 6.6 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 6.7 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)

**7. Briefcase-Tag Sponsor: HK\$23,000 (Priority will be given to the Delegate Bag Sponsor)**

- 7.1 Logo recognition on briefcase tag. Briefcase tag will be distributed to conference attendees together with the delegate bag.
- 7.2 Company recognition on entrance backdrop
- 7.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 7.4 One complimentary seat in the Conference
- 7.5 Free insert in Conference delegate bag
- 7.6 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 7.7 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)

**8. Publication Sponsor(s): HK\$18,000**

- 8.1 Company recognition on entrance backdrop
- 8.2 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 8.3 One complimentary seat in the Conference
- 8.4 Free insert in Conference delegate bag
- 8.5 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 8.6 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)

**9. Souvenir Sponsor(s): HK\$15,000**

- 9.1 Souvenirs provided by the sponsor will be distributed to all attendees to the conference and exhibition via insertion in delegate bags and / or distribution in counters. Souvenirs such as writing pad, pen etc. will be used as stationery for the conference and exhibition. The organiser reserves the right to reject souvenir items or proposal if they are not appropriate.
- 9.2 Company recognition on entrance backdrop
- 9.3 Acknowledgement/ logo recognition on *Conference Brochure* and *On-site Handbook*
- 9.4 Free insert in Conference delegate bag
- 9.5 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 9.6 Company listing in both *On-site Handbook* & HKIHRM conference webpage (with hyperlink)

**10. Lucky Draw Sponsor(s): prize/coupon**

- 10.1 Prize/coupon donated by the sponsor will be distributed at the lucky draws for the Conference Closing or Exhibition. The organiser reserves the right on the arrangement of the prize list.
- 10.2 Acknowledgement on entrance backdrop
- 10.3 Acknowledgement on *Conference Brochure* and *On-site Handbook*
- 10.4 Acknowledgement in HKIHRM official newsletter/ conference advertisement/ conference webpage
- 10.5 Acknowledgement (with hyperlink) on HKIHRM webpage

Please contact HKIHRM Project Dept (tel: 852-2881 5113 e-mail: [project@hkihrm.org](mailto:project@hkihrm.org)) to discuss the above sponsorship packages or your suggestion for a unique category of sponsorship.

## Summary of Sponsorship Packages 2011

	Exclusive Entitlement(s)	Acknowledgement / Logo Recognition on Promotional Materials (*)	4C Full Page Adv on Conference Publications (@)	Company Listing in Onsite Handbook & Webpage	Acknowledgement in Conference Webpage	Online Button Adv in HKIHRM Website	Insert In Delegate Bag	Recognition at Venue	Number of Complimentary Seat
<b>Conference Sponsor(s)</b> <i>\$160,000</i>	- Acknowledgement at the Conference opening - Presentation opportunity in the Conference (#) - Fee exhibition table-stand - standard stand	✓	on Conference Brochure & Onsite Handbook	✓	Logo with hyperlink	3-month	✓	on entrance backdrop, plenary & concurrent session rooms and lunch venue	3
<b>Delegate Bag Sponsor</b> <i>\$69,000</i>	- Logo recognition on delegate bag (to be distributed to delegates)	✓	on Conference Brochure & Onsite Handbook	✓	Logo with hyperlink	2-month	✓	Name & logo on entrance backdrop	2
<b>Folder Sponsor</b> <i>\$48,000</i>	- Logo recognition on folder cover (for keeping conference materials)	✓	on Onsite Handbook	✓	Logo with hyperlink	2-month	✓	Name & logo on entrance backdrop	1
<b>Exhibition Bag Sponsor</b> <i>\$48,000</i>	- Logo recognition on exhibition bag (to be distributed to both delegates & visitors)	✓	on Onsite Handbook	✓	Logo with hyperlink	2-month	✓	Name & logo on entrance backdrop	1
<b>Speaker Sponsor(s)</b> <i>\$35,000</i>	- Priority in booking exhibition symposium with special price \$3,000 (subject to availability)	✓	on Onsite Handbook	✓	Logo with hyperlink	2-month	✓	Name & logo on entrance backdrop	1
<b>Lanyard Sponsor</b> <i>\$35,000</i>	- Company name & website of company and HKIHRM will be printed on lanyards	✓		✓	Logo with hyperlink		✓	Name & logo on entrance backdrop	1
<b>Briefcase Tag Sponsor</b> <i>\$23,000</i>	- Logo recognition on briefcase tag with delegate bag	✓		✓	Logo with hyperlink		✓	Name & logo on entrance backdrop	1
<b>Publication Sponsor(s)</b> <i>\$18,000</i>		✓		✓	Logo with hyperlink		✓	Name & logo on entrance backdrop	1
<b>Souvenir Sponsor(s)</b> <i>\$15,000</i>	- Distribution of souvenir to all attendees via insertion in delegate bags, exhibition bags and / or counters	✓		✓	Logo with hyperlink		✓	Name & logo on entrance backdrop	
<b>Lucky Draw Sponsor(s)</b>	- Prize/coupon donated will be distributed at the lucky draws during Conference Closing or Exhibition	✓			Company name with hyperlink			Name on entrance backdrop	

### Remarks:

(\*): Promotional materials refer to conference flyers, Brochure, Onsite Handbook, HKIHRM official newsletter and conference advertisement

(#): Topic and speaker should be in line with the Conference theme and subject to the Committee's approval

(@): Conference publications refer to Conference Brochure & Onsite Handbook

## Conference Materials:

### Delegate Bag:



### Briefcase Tag:



### Exhibition Bag:



### Folder:



### Lanyard:



### Conference publications – Brochure & Onsite Handbook

