

# HKIHRM ANNUAL CONFERENCE & EXHIBITION

NOVEMBER 2021 | HKCEC



## SPONSORSHIP PACKAGE

**1300+**

HR PIONEERS &  
PROFESSIONALS

**~40%**

SENIOR  
MANAGEMENT

**60+**

SPEAKERS  
(OVERSEAS & HK)

**55+**

EXHIBITORS &  
SERVICE PROVIDERS

**10+**

HOURS OF  
NETWORKING

**41**

YEARS OF  
LEGACY



**DIAMOND / PLATINUM SPONSOR  
SPEAKING SESSION(S)**



**VIP LUNCH SPONSOR  
NETWORKING**



**REFRESHMENT SPONSOR  
BRAND BUILDING**



**TALENT DEVELOPMENT SPONSOR  
CSR**

T: 2837 3822/17 | E: [project@hkihrm.org](mailto:project@hkihrm.org)  
W: [www.hkihrm-annualconference.org](http://www.hkihrm-annualconference.org)

As the leading HR professional body in Hong Kong, the Hong Kong Institute of Human Resource Management (HKIHRM) is dedicated to promote good people management practices. The HKIHRM Annual Conference & Exhibition is one of the most important people management events in Asia.

## Networking and Branding Opportunities:



Speaking Opportunities



Exhibition Booth



Advertising Foam Board



Online Advertisement



2-day Entry Pass



VIP Lunch

## About the Physical Conference



**41**

Years of Legacy



**60+**

Star Speakers (Overseas & HK)



**1,300+**

HR Pioneers & Professionals



**~40%**

Senior Management



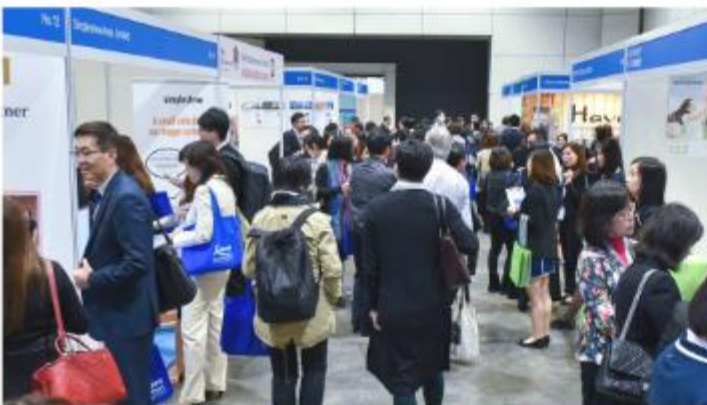
**55+**

Exhibitors & Service Providers



**10+**

Hours of Networking



**ENQUIRY**

[project@hkihrm.org](mailto:project@hkihrm.org) / (852) 2837 3817 / 822

# HKIHRM Annual Conference & Exhibition 2021

## Sponsorship Packages

	<b>Diamond Sponsor</b> <b>HK\$250,000</b> <i>(Exclusive)</i>	<b>Platinum Sponsor(s)</b> <b>HK\$120,000</b>	<b>1-day VIP Lunch Sponsor</b> <b>HK\$160,000</b>	<b>2-day Refreshment Sponsor</b> <b>HK\$100,000</b> <i>(Exclusive)</i>	<b>Talent Development Sponsor(s)*</b> <b>HK\$90,000</b>
<b>Annual Conference &amp; Exhibition (2021)</b>					
Logo	Yes & much more prominent (including Stage Backdrop)	Yes (including Stage Backdrop)	Yes (including Lunch Screen Backdrop)	Yes	Yes
Verbal Acknowledgement	Yes	Yes	Yes (During Lunch)	N/A	N/A
Company Listing (Conference Website & Mobile App)	Yes	Yes	Yes	Yes	Yes
Speaking Opportunities	Plenary Session <b>OR</b> Concurrent Session	Concurrent Session	VIP Lunch	Symposium	N/A
Exhibition Booth	Connected Booth x 1	Corner Booth x 1	Standard Booth x 1	Standard Booth x 1	N/A
Advertising Foam Board Stand	2 @ Exhibition Hall	1 @ Exhibition Hall	1 @ Lunch venue	2 @ Exhibition Hall's Refreshment Area	N/A
Advertising Table Stand	N/A	N/A	N/A	10-15 @ Refreshment Area	N/A
Conference App Advertising	Exclusive Banner x 1 Wall post x 2	Wall post x 1	Wall post x 1	Wall post x 2	N/A
2-day Entry Pass (including VIP Lunch Seat)	6 (including 1 @ VIP Table)	3 (including 1 @ VIP Table)	3 (including 1 @ VIP Table)	3 (including 1 @ VIP Table)	6 (including 1 Lunch Seat @ VIP Table)
Business Meeting Arrangement	2 (1 per day)	N/A	N/A	N/A	N/A
VIP Lunch	N/A	N/A	10 for Staff (including 1 @ Head Table) 30 Selected Delegates Registration Reception Souvenir Distribution @ Lunch Venue	N/A	N/A
Post Conference Seminar	1	N/A	N/A	N/A	N/A
<b>HR Excellence Awards (2021/22)</b>					
Advertisement on Programme Book	Full Page x 1	N/A	N/A	N/A	N/A
Complimentary Seat at the Award Ceremony	3 (including 1 at VIP table)	1 at VIP Table	N/A	N/A	N/A
<b>Pay Trend and Benefits Seminar (2021)</b>					
Complimentary Seat	3	1	N/A	N/A	N/A
<b>**Human Resources Journal (2021)</b>					
Advertisement/ Advertorial	Double Page x 1 Flyer Insertion x 1	Full Page x 1	Full Page x 1	N/A	Full Page x 1
Interview	Full Page x 2	N/A	N/A	N/A	
<b>**HR Service Provider Directory (2021/22)</b>					
Advertisement	Full Page x 1 Flyer Insertion x 1 Company Listing x 1	Full Page x 1 Company Listing x 1	Half Page x1 Company Listing x1	Half Page x 1 Company Listing x 1	N/A
<b>HKIHRM Digital Platform</b>					
**eNews Banner	6 times / month x 2	6 times / month	6 times / month	6 times / month	6 times / month
**eDM Blast to IHRM Members	2	1	N/A	N/A	N/A
Head Banner	Consecutive 3-month	1-month	N/A	N/A	N/A
<b>Others</b>					
Corporate Membership	1 year	50% Discount	N/A	N/A	N/A

\*20 local tertiary students will be sponsored under the Talent Development Scheme to attend the HKIHRM Annual Conference & Exhibition 2021 respectively

\*\*Will be sent to around 5,300 Members

**\*\*\*Sponsorship Offers can be Tailor Made to Your Requirements\*\*\***



**Sponsorship - REPLY SLIP**

I am interested to be a sponsor of HKIHRM Annual Conference & Exhibition 2021 with contribution stated below: (Please ✓ the appropriate box (es))

- Diamond Sponsor                      HK\$250,000
- Platinum Sponsor                      HK\$120,000
- VIP Lunch Sponsor                      HK\$160,000
- Refreshment Sponsor                      HK\$100,000
- Talent Development Sponsor                      HK\$ 90,000

Please enclose a crossed cheque payable to "**Hong Kong Institute of Human Resource Management Limited**" and send to: Event Marketing Department, HKIHRM, Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

Company: (English) \_\_\_\_\_  
(Chinese) \_\_\_\_\_

Contact person: (Mr / Ms / Mrs / Dr): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

HKIHRM membership No.: \_\_\_\_\_  Non-member

Address: \_\_\_\_\_

**Personal Data Collection Statement**

1. Applicants' personal data is collected and kept for processing the application for course enrolment, admission, academic and related administration purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box.

I have read, understood, and agreed to all details of the above declaration.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_