

ASIFMA Annual Conference 2019

- Developing Asia's Capital Markets

10-11 October 2019, Tokyo

Sponsorship Proposal

Sponsorship Packages*	Rate (HKD) Member	Rate (HKD) Non-Member
CONFERENCE		
Lead	250,000	333,000
Gold	77,000	102,700
Silver	38,500	51,300
NETWORKING		
Cocktail (Day 2)	TBC	TBC
Exhibitor	60,500	80,700
Lunch	38,500	51,300
Coffee Break	38,500	51,300
MARKETING		
Delegate Bags	60,500	80,700
Hand-drawn Visual Summaries	60,500	80,700
WiFi	38,500	51,300
Charging Station	38,500	51,300
Pens	38,500	51,300
Website e-Banner	30,700	40,900
On-site Banners	30,700	40,900
Bag Inserts	19,300	25,700
Material Distribution via Shared Tables	12,700	16,900
e-Material Distribution via Email Reminders to Registrants	12,700	16,900
e-Material Distribution via Event Website and Post-Event Email	12,700	16,900

****Lead, Gold and Silver Sponsors can enjoy any additional Networking and Marketing packages at a 25% discount!***

**The sponsorship details are subject to change at the discretion of ASIFMA throughout the conference program planning and evolvement.*

CONFERENCE Sponsorship Packages

LEAD (max 2 allocations) — HKD250,000 for Members / HKD333,000 for Non-Members

- At least 2 preferential speaking slots (sole speaking session, on panel and/or roundtable, subject to mutual agreement with ASIFMA)
- 20 full conference delegate passes for staff and/or qualified guests
- Highest level of logo placement in all event publicity materials
- Prominent and highest level of logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- 1 booth in a designated area on Day 1 and Day 2 throughout conference (managed and set up by Lead Sponsor with priority to choose the booth location than other exhibitors.)
- Display of 4 Lead Sponsor's banners at designated areas (two inside the main conference room, two at the reception/F&B area)
- Distribution of 2 Lead Sponsor's material and/or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Lead Sponsor)
- Distribution of 2 Lead Sponsor's e-Materials via event website
- Company website linking and company profile on event website

GOLD (multiple allocations) – HKD77,000 for Members / HKD102,700 for Non-Members

- At least 1 guaranteed speaking slot (on panel or roundtable, subject to mutual agreement with ASIFMA)
- 5 full conference delegate passes for staff and/or qualified guests
- High level of logo placement in all event publicity materials
- Prominent and high level of logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- Distribution of 1 Gold Sponsor's material or giveaway on a table shared with other supporting organizations (material or giveaway to be provided by Gold Sponsor)
- Distribution of 1 Gold Sponsor's e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- Company website linking and company profile on event website

SILVER (multiple allocations) – HKD38,500 for Members / HKD51,300 for Non-Members

- Preference of 1 speaking slot may be considered with priority subject to availability (on panel or roundtable, at the discretion of ASIFMA)
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement in all event publicity materials
- Logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- Distribution of 1 Silver Sponsor's e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- Company website linking and company profile on event website

NETWORKING Sponsorship Packages

Cocktail (1 allocation for Day 2) – Fees to be confirmed subject to venue selection

- Networking cocktail event for conference participants following the conference (inclusive of drinks and snacks)
- 1 keynote speaking slot at the cocktail
- 20 cocktail passes for staff and/or qualified guests
- Preference of 1 speaking slot at the conference may be considered with priority subject to availability (on panel or roundtable, at the discretion of ASIFMA)
- 5 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgment in all cocktail-related publicity materials
- Company website linking and company profile on event website

Exhibitor (max 8 allocations) – HKD60,500 for Members / HKD80,700 for Non-Members

- 1 booth in a designated area on Day 1 and Day 2 throughout conference (set up and managed by Sponsor, booth location determined at ASIFMA's discretion)
- 2 full conference delegate passes for staff and/or qualified guests
- 1 full conference delegate pass for staff to manage the booth
- Company website linking or company profile on event website

Lunch (max 2 allocations) – HKD38,500 for Members / HKD51,300 for Non-Members

- Acknowledgement of the lunch sponsorship on the program for Day 1 and Day 2
- Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 20 minutes during the lunch breaks via the projection screen(s) inside the main conference room
- Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the lunch breaks
- Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the lunch break (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Coffee Breaks (max 2 allocations) – HKD38,500 for Members / HKD51,300 for Non-Members

- Acknowledgement of the coffee breaks sponsorship on the program for Day 1 and Day 2
- Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 10 minutes during each of the coffee break sessions via the projection screen(s) inside the main conference room
- Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the coffee breaks
- Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the coffee breaks (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

MARKETING Sponsorship Packages

Delegate Bags (1 allocation) – HKD60,500 for Members / HKD80,700 for Non-Members

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Hand-drawn Visual Summaries (1 allocation) – HKD60,500 for Members / HKD80,700 for Non-Members

- Prominent and highest level of logo placement on the graphics which are being hand-drawn by an artist summarizing the speakers' dialogues during the conference on Day 1 and Day 2 (co-branded only with ASIFMA)
- Ownership of the original Hand-drawn Visual Summaries after the conference
- Co-ownership with ASIFMA of the e-copy of the Hand-drawn Visual Summaries
- Distribution of 1 Sponsor's material or giveaway on tables next to the Hand-drawn Visual Summaries (material or giveaway to be provided by Sponsor)
- 2 full conference delegate passes for staff and/or qualified guest
- Company website linking or company profile on event website

WiFi (1 allocation) – HKD38,500 for Members / HKD51,300 for Non-Members

- Logo placement on WiFi signage and WiFi password cards for conference attendees (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Charging Station (1 allocation) – HKD38,500 for Members / HKD51,300 for Non-Members

- Charging station for mobile phones / ipads / laptops for conference attendees with logo placement (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Pens (1 allocation) – HKD38,500 for Members / HKD51,300 for Non-Members

- Pens with logo placement for all conference attendees (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

MARKETING Sponsorship Packages (Con't)

Website e-Banner (max 3 allocations) – HKD30,700 for Members / HKD40,900 for Non-Members

- Opportunity to place 1 e-banner of your organization on the conference website (high level of placement and in rotating style with e-banners of the conference and other Website e-Banner Sponsors)
- Company website linking or company profile on event website

On-site Banners (max 6 allocations) – HKD30,700 for Members / HKD40,900 for Non-Members

- Opportunity to place 2 easy-pull-up-banners of your organization at the conference venue (one inside the main conference room, one in the foyer area)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Bag Inserts (max 6 allocations) – HKD19,300 for Members / HKD25,700 for Non-Members

- Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Material Distribution via Shared Tables (max 6 allocations) – HKD12,700 for Members / HKD16,900 for Non-Members

- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

e-Material Distribution via Email Reminders to Registrants (max 6 allocations) – HKD12,700 for Members / HKD16,900 for Non-Members

- Distribution of 1 item of sponsor's e-material via at least two email reminders to conference registrants (e-materials of other organizations may also be distributed via the same email reminders)
- Company website linking or company profile on event website

e-Material Distribution via Event Website and Post-Event Email (max 6 allocations) – HKD12,700 for Members / HKD16,900 for Non-Members

- Distribution of 1 item of sponsor's e-material via event website and post-event email (e-materials of other organizations may also be distributed via the same event website and post-event email)
- Company website linking or company profile on event website

ENDORSEMENT Opportunities

Branding as an Endorser of the Event for Non-Commercial Industry/Trade Associations Only *(multiple allocations available)*

- 1 full conference delegate pass for staff or qualified guest
- Purchase conference delegate passes at a discounted Member price
- Logo placement in selected event publicity materials
- Company website linking and company profile on event website
- Endorser will promote the event from two to three months prior to the event, by mass email distribution of the event invitation; sending reminders to the Endorser's members, clients and/or guests; posting the event information on the Endorser's website, newsletters and/or social media.

Important Notes:

- All sponsorship opportunities will be allocated on the basis of **first come and confirmed, first served**. If you require time for your internal approval process, ASIFMA can reserve the package(s) for you for a maximum of 1 week.
- The sponsorship rates may be subject to change throughout the conference planning and execution, and mutual agreement will be required.
- Interested parties should contact Alex Lipton at alipton@asifma.org or +852-2531-6517. We appreciate your support and look forward to collaborating with you at the event.