ASIFMA’s 9th China Capital Markets Conference

29 November 2019
Hong Kong

Sponsorship Proposal

<table>
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<tr>
<th>Sponsorship Packages*</th>
<th>Rate (HKD) Member</th>
<th>Rate (HKD) Non-Member</th>
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<tr>
<td><strong>CONFERENCE</strong></td>
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<tr>
<td>Lead</td>
<td>250,000</td>
<td>333,000</td>
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<td>Gold</td>
<td>70,000</td>
<td>93,000</td>
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<td>Silver</td>
<td>35,000</td>
<td>46,500</td>
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<td><strong>NETWORKING</strong></td>
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<tr>
<td>Cocktail (per day)</td>
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<tr>
<td>Exhibitor</td>
<td>45,000</td>
<td>60,000</td>
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<td>Lunch</td>
<td>25,000</td>
<td>33,500</td>
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<tr>
<td>Coffee Break</td>
<td>25,000</td>
<td>33,500</td>
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<td><strong>MARKETING</strong></td>
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<tr>
<td>Delegate Bags</td>
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<td>73,000</td>
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<tr>
<td>Hand-drawn Visual Summaries</td>
<td>45,000</td>
<td>60,000</td>
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<td>WiFi</td>
<td>35,000</td>
<td>46,500</td>
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<tr>
<td>Charging Station</td>
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<td>Pens</td>
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<td>Website e-Banner</td>
<td>23,000</td>
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<td>On-site Banners</td>
<td>23,000</td>
<td>30,500</td>
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<td>Bag Inserts</td>
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<td>Material Distribution via Shared Tables</td>
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<td>e-Material Distribution via Email Reminders to Registrants</td>
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<td>e-Material Distribution via Event Website and Post-Event Email</td>
<td>11,500</td>
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*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 evolution.*
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) – HKD70,000 for Members / HKD93,000 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) – HKD35,000 for Members / HKD46,500 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 per day) – 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) – HKD45,000 for Members / HKD60,000 for Non-Members**
- 1 booth in a designated area 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) – HKD25,000 for Members / HKD33,500 for Non-Members**
- Acknowledgement of the lunch sponsorship on the program
- Display of 1 Sponsor’s multimedia material (video, slideshow or graphic) for 20 minutes during the lunch break 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 break
- 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) – HKD25,000 for Members / HKD33,500 for Non-Members**
- Acknowledgement of the coffee breaks sponsorship on the program
- 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) – HKD55,000 for Members / HKD73,000 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) – HKD45,000 for Members / HKD60,000 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 (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) – HKD35,000 for Members / HKD46,500 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) – HKD35,000 for Members / HKD46,500 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) – HKD35,000 for Members / HKD46,500 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)** – HKD23,000 for Members / HKD30,500 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)** – HKD23,000 for Members / HKD30,500 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)** – HKD17,500 for Members / HKD23,000 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)** – HKD11,500 for Members / HKD15,000 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)** – HKD11,500 for Members / HKD15,000 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)** – HKD11,500 for Members / HKD15,000 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 a first come, first served basis. If you require time for your internal approval process, ASIFMA can reserve the package(s) for you for a maximum of one (1) week.

- The sponsorship rates are subject to change throughout the conference planning and execution, and mutual agreement will be required.

- Interested parties should contact Millie Hung (mhung@asifma.org / +852-2531-6531) or Alex Lipton (alipton@asifma.org / +852 2531-6517). We appreciate your support and look forward to collaborating with you at the event.