

COMPLIANCE & LEGAL CONFERENCE 2020

DESIGNED BY THE INDUSTRY, FOR THE INDUSTRY
Hong Kong 3-4 June 2020



Sponsorship Proposal

Sponsorship Packages*	Rate (HKD) Member	Rate (HKD) Non-Member
CONFERENCE		
Lead	250,000	333,000
Gold	70,000	93,000
Silver	35,000	46,500
Exhibitor	55,000	73,000
PLENARY PANEL P4		
Sponsored Speaking Slot (Exclusive for technology vendors on Plenary Panel 4 - Technology Opportunities for Common Compliance and Legal Requirements)	10,000	13,500
NETWORKING		
Cocktail (per day)	120,000	160,000
Lunch	35,000	46,500
Coffee Break	35,000	46,500
MARKETING		
Delegate Bags	55,000	73,000
Hand-drawn Visual Summaries	55,000	73,000
WiFi	35,000	46,500
Charging Station	35,000	46,500
Pens	35,000	46,500
Website e-Banner	23,000	30,500
On-site Banners	23,000	30,500
Bag Inserts	17,500	23,000
Material Distribution via Shared Tables	11,500	15,000
e-Material Distribution via Email Reminders to Registrants	11,500	15,000
e-Material Distribution via Event Website and Post-Event Email	11,500	15,000

Lead, Gold and Silver Sponsors can enjoy any additional Exhibitor, 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)
- Hosting of 1 sponsored Workshop (about 45 minutes inviting your preferred speakers) or 1 sponsored Learning Lab (about 15 minutes Ted Talk styled), on a topic 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

Exhibitor (max 8 allocations) – HKD55,000 for Members / HKD73,000 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

Comparison Table

		Lead	Gold	Silver	Exhibitor
Price (HKD)	Member	250,000	70,000	35,000	55,000
	Non-Member	333,000	93,000	46,500	73,000
Speaking Slots		At least 2 preferential speaking slots (sole speaking session, on panel and/or roundtable	At least 1 guaranteed speaking slot (on panel or roundtable	Preference of 1 speaking slot may be considered with priority subject to availability	-
Hosting of 1 closed-door roundtable with regulators		✓	-	-	-
Delegate passes		20	5	2	3
Logo placement on publicity materials		Highest level	High level	✓	-
Exhibitor Booth		✓	-	-	✓
Banners		4	-	-	Within booth area
Distribution of sponsors’ materials via shared table		2	1	-	-
Distribution of sponsors’ materials via delegate bag		2	-	-	-
Distribution of e-materials on event website		2	1	1	
Company website linking and company profile on event website		✓	✓	✓	✓

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

PLENARY PANEL P4 Sponsorship Package

Sponsored Speaking Slot (Exclusive for technology vendors on Plenary Panel 4 - Technology Opportunities for Common Compliance and Legal Requirements) (max 3 allocations) – HKD10,000 for Members / HKD13,500 for Non-Members

- 1 guaranteed speaking slot on Plenary Panel 4 - Technology Opportunities for Common Compliance and Legal Requirements
- Company website linking or company profile on event website
 - *Interested vendors must be able to evidence sufficient business experience/knowledge of the compliance and legal opportunities being discussed on this panel identified by ASIFMA's members. More details can be found on the appendix on page 8.

NETWORKING Sponsorship Packages

Cocktail (1 allocation per day) - HKD120,000 for Members / HKD160,000 for Non-Members

- 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

Lunch (max 2 allocations) – HKD35,000 for Members / HKD46,500 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) – HKD35,000 for Members / HKD46,500 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) – 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) – HKD55,000 for Members / HKD73,000 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 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) – 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 (Cont'd)

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

APPENDIX

Sponsored Speaking Slot on Plenary Panel 4 - Technology Opportunities for Common Compliance and Legal Requirements Identified for Interested Technology Vendors

- AML monitoring.
- Monitoring and scanning of changes in regulations and exchange rules, including use of use of data mining and AI; ability to filter for different business users, identify trends and action points for compliance and management.
- An effective, efficient technology solution to record, categorize and track the information they receive from clients to prevent market abuse and insider trading; ability to know at any point in time what information is held.
- Automation of approval process for personal dealing and CPT training.
- Surveillance and monitoring of market misconduct and employee behavior, including identifying exceptions, and making monitoring activity more targeted.
- Use of technology to facilitate BCP