

Annual Conference & Exhibition 2023

*Blueprint for Success:
The Rise of Talent in Hong Kong*

SPONSORSHIP PACKAGES

15 September
Grand Hyatt Hong Kong



42 Years of Legacy



40+ Star Speakers
(Overseas & HK)



~40% of Senior
Management



600+ HR Pioneers &
Professionals



30+ Exhibitors

HKIHRM Annual Conference & Exhibition 2023
Sponsorship Packages

Roundtable Luncheon Sponsor (<i>Exclusive</i>) HK\$200,000	
Pre-event Exposure	
Hyperlinked Corporate Logo @ Event Webpage	✓
Hyperlinked Corporate Logo on eDMs	✓
Hyperlinked Banner in Daily eNews	1 week
Logo Acknowledgement on social media	✓
Onsite Exposure	
Speaking Opportunity @ Luncheon	25-min session
Acknowledgement by EMCEE	✓
Logo Exposure	<ul style="list-style-type: none"> • Conference & Lunch Backdrops <ul style="list-style-type: none"> • Menu • Programme Leaflets
Exhibition Showcase	✓ (Prominent)
Complimentary Pass	<ul style="list-style-type: none"> • Onsite x 4
VIP Luncheon (~70 invited guests)	<ul style="list-style-type: none"> • 10 seats (Head Table x2) • 25 Delegates Selected by Sponsor • Branded Reception Table
Corporate Video Looping in Luncheon (Max. 90 seconds)	✓
Leaflet Distribution	✓
Souvenir Distribution	✓ (Luncheon)
Post-event Exposure	
Branded Webinar Session	<ul style="list-style-type: none"> • 1-hour webinar • 3 tickets
Acknowledgement on social media/ other Marketing Channels	✓
Corporate Logo in Conference Video Highlight	✓
HR Service Providers Directory 2024/25	<ul style="list-style-type: none"> • Special Page x 1 • Company Listing x 1
Online Banner @ HKIHRM Website	Head Banner x 1 month
eDM Blast	1 time

Notes:

1. Publication materials (e.g. leaflets, video, banner, etc) will be provided by sponsors.
2. HKIHRM reserves the right to make the final decision.

Please contact us to tailor sponsorship package that suits your business needs.
Email: project@hkihrm.org Tel: (852) 28373827/28373822

HKIHRM Annual Conference & Exhibition 2023

Sponsorship Packages

	Diamond Sponsor <i>(Exclusive)</i> HK\$240,000	Platinum Sponsor HK\$100,000	Gold Sponsor HK\$80,000	Youth Development Sponsor HK\$60,000	Souvenir Sponsor HK\$50,000
Pre-event Exposure					
Hyperlinked Corporate Logo @ Event Webpage	✓	✓	✓	✓	✓
Hyperlinked Corporate Logo on eDMs	✓	✓	✓	✓	✓
Hyperlinked Banner in Daily eNews	1 week	1 week	1 week	1 week	
Logo Acknowledgement on social media	✓	✓	✓	✓	✓
Onsite Exposure					
Speaking Opportunity @Conference	45-min session				
Speaking Opportunity @Concurrent Session	1-hr session	1-hr session			
Acknowledgement by EMCEE	✓	✓	✓	✓	✓
Logo Exposure <ul style="list-style-type: none"> Stage E-backdrop Photo Backdrop Programme Leaflets 	✓	✓	✓	✓	✓
Exhibition Showcase	✓ (Prominent)	✓ (Prominent)	✓ (Prominent)		
Complimentary Pass	• Onsite x 6	• Onsite x 3	• Onsite x 3	• Onsite x 3	• Onsite x 2
VIP Luncheon	4 seats (Head Table x1 & VIP Table x1)	2 seats	1 seat		
Leaflet Distribution	✓				
Goody Bag Acknowledge					✓
Corporate Video Looping at Refreshment Break (Max. 90 seconds)	✓				
Local Tertiary Student Sponsors				10	
Post-event Exposure					
Branded Webinar Session by Sponsor	• 10 admission tickets	• 5 admission tickets	• 1-hour webinar		
Acknowledgement on social media/ other Marketing Channels	✓	✓	✓	✓	✓
Corporate Logo in Conference Video Highlight	✓	✓	✓	✓	✓
HR Service Providers Directory 2024/25	• Centre Spread • Company Listing x 1	• Half Page x1 • Company Listing x 1	Company Listing x 1	Company Listing x 1	Company Listing x 1
Online Banner @ HKIHRM Website	Head banner x 1 month	Position A x 1 month	Position B x 1 month	Position B x 1 month	
eDM Blast	1 time				
e-Journal Contribution	✓				

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HKIHRM Annual Conference & Exhibition Sponsorship - Booking Form

I am interested to be the sponsor of HKIHRM Annual Conference and Exhibition 2023 below (Please ✓ the appropriate box (es)):

- | | |
|---|-------------|
| <input type="checkbox"/> Diamond Sponsor (<i>Exclusive</i>) | HK\$240,000 |
| <input type="checkbox"/> Roundtable Luncheon Sponsor (<i>Exclusive</i>) | HK\$200,000 |
| <input type="checkbox"/> Platinum Sponsor | HK\$100,000 |
| <input type="checkbox"/> Gold Sponsor | HK\$80,000 |
| <input type="checkbox"/> Youth Development Sponsor | HK\$60,000 |
| <input type="checkbox"/> Souvenir Sponsor | HK\$50,000 |

Contact Details

Company (Eng):
Company (Chi):
Address:

Contact person (Mr/ Ms/ Mrs/ Dr):
Tel: Email:
HKIHRM membership No.: ☐ Non-member

An agreement and invoice will be sent to the sponsor upon receipt of the booking form.

Personal Data Collection Statement

1. Clients' personal data is collected and kept for processing the sponsorship for the HKIHRM Annual Conference & Exhibition 2023 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:
Name: Title:
Company:

Company Stamp: