



THE 10th HONG KONG FORUM

Connecting China and the World through Hong Kong

Date: 1 – 2 December 2009

Venue: Hong Kong Convention and Exhibition Centre

Sponsorship Packages



Strengthen your brand globally in Hong Kong!



Federation of Hong Kong
Business Associations Worldwide



What is the Hong Kong Forum?

The Hong Kong Forum is the annual flagship event of the Federation. Every year, around 400 members of the Federation converge in Hong Kong from across the globe. From more than 20 countries, they come to identify the latest opportunities in the region, to network with like-minded business people and to upgrade their China knowledge.

In its 10th anniversary, the Hong Kong Forum this year continues to provide a high calibre programme including briefings from very experienced local business figures and senior officials of the Hong Kong SAR Government, as well as networking luncheons, workshops and side-visit to the Pearl River Delta region.



How can you benefit?

The presence of your company in the Hong Kong Forum will **make a strong impression on our participants, as a key supporter of Hong Kong's trade development initiatives** and as a **leading company in your industry**. Not only do they travel frequently to Hong Kong for business, they are also influential figures in their respective communities. As a sponsor, you will also be able to **gain direct access to the database of the participants**, who are potential clients, partners and multipliers for your brand.

To feature in the Hong Kong Forum, you can either be one of the three types of **Cash Sponsors**, with which your brand can feature prominently during the Forum, or take these potential clients to your doorsteps by being a **Privilege Pack Sponsor** through offering coupons or in-kinds.

To suit your promotional needs, **tailor-made sponsorship packages** are also available upon request.

The Federation of Hong Kong Business Associations Worldwide

The Federation of Hong Kong Business Associations Worldwide (the Federation) is a unique network of **32 Hong Kong Business Associations** in **24 countries** with more than **10,000 individual associates**.

These Hong Kong Business Associations were founded by overseas traders, buyers and professionals who have strong business links to Hong Kong in their respective countries, for the purpose of networking and exchanging business information and ideas.

With the help of the Hong Kong Trade Development Council, these associations formed the Federation of Hong Kong Business Associations Worldwide in November 2000. The Federation's mission is to promote global cooperation, communication, exchanges and synergy among the Hong Kong business associations worldwide and to provide a unified global voice



Sponsorship Packages at a Glance

| | Platinum (One per industry) | Gold | Silver | Privilege Pack |
|---|--------------------------------|------------------|----------|-----------------------------|
| Sponsorship Amount (HKD) | \$88,000 | \$48,000 | \$28,000 | \$5000 + Coupons/In-kind |
| Online Publicity | | | | |
| Hyperlinked corporate logo sponsor acknowledgement on the Forum website, | ✓ | ✓ | ✓ | ✓ |
| Banner advertisement on the Forum website (<i>Artwork to be provided by sponsor</i>) | ✓ | | | |
| Pop-up screen sponsor acknowledgement on Forum registration website | ✓ | | | |
| Publicity in Print | | | | |
| Acknowledgement as sponsor with corporate logo in 2009 Hong Kong Forum Directory and Pocket-size programme (circulation at ~ 400 to Forum participants) | ✓ | ✓ | ✓ | |
| One single four-colour advertisement in the 2009 Forum Directory (<i>Artwork to be provided by sponsor</i>) | ✓ (full page) | ✓ (half page) | | |
| One single special feature of sponsor's profile in the 2009 Forum Directory | ✓ (full page) | ✓ (half page) | | |
| Corporate logo in 2009 Hong Kong Forum Directory | | | | ✓ |
| On-site Promotion | | | | |
| Company logo on backdrop at conference venue | ✓ | ✓ | ✓ | |
| Advertising banners at conference venue - <i>Size: 830mm x 2000mm (Artwork to be provided by sponsor)</i> | ✓ (x2) | ✓ (x1) | ✓ (x1) | |
| A promotional counter at conference venue to promote your services and display company brochures | ✓ | | | |
| Distribution of corporate premium/ brochures | ✓ | ✓ | | |
| Display area for corporate brochure | | ✓ | ✓ | |
| Participation in Hong Kong Forum | | | | |
| Complimentary admission badges to selective events with opportunity to mingle with Forum participants | ✓ (x5) | ✓ (x 30) | ✓ (x 2) | ✓ (x1) |
| Tickets to the Business Dating session and Cocktail Reception | ✓ (x3) | ✓ (x 2) | | |
| Tickets to the welcome luncheon | ✓ (x2) | ✓ (x 1) | | |
| Tickets to the farewell dinner | ✓ (x2) | ✓ (x 1) | | |
| Optional Package (Platinum Sponsors ONLY) | | | | |
| <p>With an additional sponsorship of HK\$ 30,000, your company will be offered:</p> <ul style="list-style-type: none"> a 5-minute speaking opportunity at the Cocktail Reception on 1 Dec, where over 300 Federation associates and leading figures of local chambers and professional associations will be present An Advertising Banner at the Cocktail Venue Verbal acknowledgement as the Platinum sponsor and cocktail sponsor at the cocktail reception To be a guest on-stage for the toasting ceremony at the Cocktail Reception | | | | |

Final confirmation of being a sponsor is subject to the organisers' final decision.

