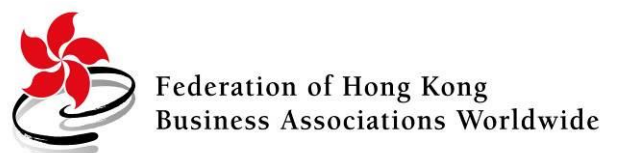




**Date: 3-4 December 2019**  
**Venue: Hong Kong Convention & Exhibition Centre**

# Sponsoring the **Hong Kong Forum** TO WORLDWIDE AUDIENCE



## What is the Hong Kong Forum?

The Hong Kong Forum is the annual flagship event of the Federation. Every year, around 400 associates of the Federation converge in Hong Kong from more than 34 countries and economies. They come to learn about the latest development of Hong Kong and also to upgrade their knowledge of Mainland China.

In its 20th year, the Hong Kong Forum continues to provide a comprehensive programme of high calibre Hong Kong business leaders, including panel discussions with successful enterprises, briefings from senior HKSARG officials, networking events, practical workshops, local visits and a side trip to Mainland China.



## How can you benefit?

The presence of your company at 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**. As a sponsor, you will also be able to network with the participants, who are potential clients, partners and multipliers for your company.

To be featured in the Hong Kong Forum, you can either be a **Platinum/Gold/Silver Sponsor**, with which your brand can be highlighted prominently during the Forum. You can also take these potential clients to your doorsteps by being a **Farewell Dinner Sponsor** or **Privilege Pack Sponsor** through offering **incentive coupons or in-kind**.

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 **45 Hong Kong Business Associations in 34 countries** and economies with more than 13,000 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. For further information, please visit our website: <http://www.hkfederation.org.hk>



## Sponsorship Packages of 2019 at a Glance

	Platinum (one per industry)	Gold	Silver	Farewell Dinner Sponsor	Privilege Pack
Sponsorship Amount (HK\$)	<b>\$98,000</b>	<b>\$58,000</b>	<b>\$35,000</b>	<b>\$15,000</b>	<b>\$5,000 + in-kind</b>
<b>Publicity in Print</b>					
Corporate Logo in Hong Kong Forum Directory 2019 (Distribute to around 400 Forum participants)	✓	✓	✓		✓
Four-colour advertisement in the 2019 Forum Directory <i>(Artwork to be provided by sponsor)</i>	✓ (2 pages)	✓ (full page)			
One single page special feature of sponsor's profile in the Forum Directory 2019 <i>(Artwork to be provided by sponsor)</i>	✓ (full page)				
<b>On-site Promotion</b>					
Display area for corporate brochures	✓	✓			
Acknowledgement as sponsor with corporate logo in the menu of luncheon	✓	✓	✓		
Company logo on backdrop of conference and luncheon	✓	✓	✓	✓ (at dinner)	
Advertising banners at conference venue – Size: 850mm x 2000mm <i>(Artwork to be provided by sponsor)</i>	✓ (x2)	✓ (x1)	✓ (x1)		
Distribution of corporate premium/ brochures, if any, to the forum participants	✓	✓		✓ (at dinner)	
One promotional counter at conference venue with representative, if any, to promote corporate services	✓				
<b>Online Publicity</b>					
Hyperlinked corporate logo with sponsor acknowledgement on the Forum website	✓	✓	✓		✓
Banner advertisement on the Forum website <i>(Artwork to be provided by Sponsor)</i>	✓	✓			
<b>Participation in the Hong Kong Forum</b>					
Complimentary admission badges to selective events with opportunity to mingle with Forum participants	✓ (x10)	✓ (x5)	✓ (x4)		✓ (x2)
Admission to the luncheon	✓ (x5)	✓ (x2)			
Admission to the farewell dinner				✓ (x2)	

# EXPAND YOUR REACH TO OVER 13,000 ASSOCIATES OF THE FEDERATION NOW!

Asia & Australasia	Europe	North America
<b>Latin America</b>		

## Contact Us

For further information about sponsorship opportunities, please contact Mr Alex Fung of the Federation Secretariat at:

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