

# ASIFMA Market Liquidity Conference 2016

## Fixed Income and Foreign Exchange

14 June 2016  
Hong Kong

### Sponsorship Proposal

Sponsorship Packages	Price (HKD) Member	Price (HKD) Non-Member
Gold*	64,800	86,400
Silver*	32,400	43,200
Cocktail*	150,000	200,000
VIP Luncheon*	86,400	115,200
Exhibition Booth*	43,200	57,600
Interactive Event Mobile App*	54,000	72,000
E-Banner on Interactive Event Mobile App	5,400	7,200
Delegate Bags*	32,400	43,200
Name Badge Lanyards*	21,600	28,800
On-site Banner Placement*	21,600	28,800
Conference Pens*	21,600	28,800
Delegate Bag Inserts	16,200	21,600
Material Distribution via Shared Tables	10,800	14,400

**\*Early-bird Discount:**

10% off for confirmation of more than one sponsorship package on or before 3 months prior to the event.

## CONFERENCE Sponsorship Opportunities

*Multiple allocations available*

### **Gold** – HK\$64,800 for Members and HK\$86,400 for Non-Members

- 1 preferential speaking slot (panelist or moderator role to be determined at ASIFMA's discretion)
- 5 full conference delegate passes for staff and/or qualified guests
- Highest level of logo placement and acknowledgement in all conference publicity materials
- Company profile and advertisement in conference program

### **Silver** – HK\$32,400 for Members and HK\$43,200 for Non-Members

- 2 full conference delegate passes for staff and/or qualified guests
- Middle level logo placement and acknowledgement in all conference publicity materials
- Company profile and advertisement in conference program

## NETWORKING Sponsorship Opportunities

*Single allocation available*

### **Cocktail Reception** - HK\$150,000 for Members and HK\$200,000 for Non-Members

- Exclusive cocktail event for conference participants following the conference (inclusive of drinks)
- 1 keynote speaking slot at the cocktail
- 20 cocktail passes for staff and/or qualified guests
- 1 speaking slot at the conference (panelist or moderator role to be determined at ASIFMA's discretion)
- 5 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgment in all conference and cocktail publicity materials
- Company profile and advertisement in conference program

### **VIP Conference Lunch** – HK\$86,400 for Members and HK\$115,200 for Non-Members

- Exclusive lunch event for a selection of 50 conference participants (inclusive of catering)
- 1 keynote speaking slot at the lunch
- 2 VIP lunch passes for staff and/or qualified guests
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgment in all conference and lunch event publicity materials
- Company profile and advertisement in conference program

## MARKETING Sponsorship Opportunities

### Exhibition Stand (max 8 allocations) – HK\$43,200 for Members and HK\$57,600 for Non-Members

- 1 booth in a designated area (set up and managed by sponsor, location determined at ASIFMA's discretion)
- 2 conference staff passes for sponsor to manage the booth
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

### Interactive Event Mobile App (1 allocation) – HK\$54,000 for Members and HK\$72,000 for Non-Members

- Exclusive sponsorship for the advanced, multi-use conference communications tool using conference participants' own mobile phones for real-time posting of questions, polling, emailing, attendee messaging and conference information updates
- Leading sole e-banner advertisement in the mobile app (with link to your preferred website, e-banner design by the Sponsor, 640x150 pixels and 552x150 pixels. Only PNG, JPEG, or GIF images)
- 3 e-documents under 'Reference Info' section for app users to download
- 1 preferred icon image under 'Sponsors and Supporters' section (icon design by the Sponsor, 216 x 216 pixels, PNG only)
- Branded at 1 preferred polling session during the conference
- 3 delegate passes for Sponsor's staff and/or qualified guests
- Logo placement and acknowledgment in all conference publicity materials
- Company profile and advertisement in conference program

### E-Banner on Interactive Event Mobile App (max 8 allocations) – HK\$5,400 for Members and HK\$7,200 for Non-Members

***\*only if the above "Interactive Mobile App Service" package is not taken.***

- 1 e-banner advertising opportunity in the mobile app (with link to your preferred website, rotating with other e-banner sponsors, e-banner design by the Sponsor, 640x150 pixels and 552x150 pixels. Only PNG, JPEG, or GIF images)
- 1 e-document available under 'Reference Info' section for app users to download

### Delegate Bags (1 allocation) – HK\$32,400 for Members and HK\$43,200 for Non-Members

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

## MARKETING Sponsorship Opportunities (Con't)

### Name Badge Lanyards (1 allocation) – HK\$21,600 for Members and HK\$28,800 for Non-Members

- Lanyards with logo placement for all conference attendees (co-branded only with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

### On-site Banner Placement (max 8 allocations) – HK\$21,600 for Members and HK\$28,800 for Non-Members

- Opportunity to place 2 easy-pull-up-banners of your organization at the conference venue (one on the staircase entrance in the foyer area, one inside the main conference room)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

### Conference Pens (1 allocation) – HK\$21,600 for Members and HK\$28,800 for Non-Members

- Pens with logo placement for all conference attendees (co-branded with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

### Delegate Bag Inserts - Sponsor's Own Material (max 6 allocations) – HK\$16,200 for Members and HK\$21,600 for Non-Members

- Opportunity to distribute 1 unique branded giveaway or 1 item of your own marketing material via the conference delegate bags for all conference attendees
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

### Material Distribution via Shared Tables (max 6 allocations) – HK\$10,800 for Members and HK\$14,400 for Non-Members

- Opportunity to distribute 1 branded giveaway or 1 item of your own marketing material via the shared tables at the conference venue (Note: Materials of other organizations may also be distributed via the same shared tables.)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

## ENDORSER Opportunities

### **Branding as the Conference's Endorser for Non-Member Trade Associations**

- 1 full conference delegate pass for staff and/or qualified guest
- Purchase delegate passes at Member price
- Logo placement and acknowledgement in all conference publicity materials
- Endorser will promote the conference by mass email distribution of the conference invitation and issue reminders to the Endorser's members and/or clients, posting the conference information on the Endorser's website and newsletters from three months prior to the conference.

### **Important Notes:**

\*\* All sponsorship opportunities will be allocated on the basis of **first come and confirmed, first served**. If you require time for your internal approval process, ASIFMA can reserve the package(s) for you for a maximum of 1 week.

\*\* The sponsorship prices may be subject to change and mutual agreement will be required.

Interested parties should contact Michelle Cheung at [mcheung@asifma.org](mailto:mcheung@asifma.org) or +852-2531-6531.

**We appreciate your continued support of ASIFMA and look forward to seeing you at the conference.**