

ASIFMA Structured Finance Conference 2018: Asian Securitization and Covered Bonds

27 September 2018, Singapore

Sponsorship Proposal

Sponsorship Packages*	Price (HKD) Member	Price (HKD) Non-Member
CONFERENCE Sponsorship		
(SOLD!) Venue Lead Sponsor	In-kind Sponsorship	
Gold	64,800	86,400
Silver	32,400	43,200
NETWORKING Sponsorship		
Exhibitor	43,200	57,600
MARKETING Sponsorship		
Hand-drawn Visual Summaries	43,200	57,600
WiFi	32,400	43,200
Charging Station	32,400	43,200
Delegate Bags	32,400	43,200
Pens	21,600	28,800
On-site Banners	21,600	28,800
Bag Inserts	16,200	21,600
Material Distribution via Shared Tables	10,800	14,400
(NEW!) e-Material Distribution via Email Reminders to Registrants	10,800	14,400
(NEW!) e-Material Distribution via Event Website and Post-Event Email	10,800	14,400

***Early-bird Discount before 2 months prior to the event:**

For confirmation of more than one sponsorship package,
25% off will apply to the package of the lower price.

*The sponsorship details are subject to change at the discretion of ASIFMA throughout the conference program planning and evolution.

CONFERENCE Sponsorship Opportunities

(SOLD!) VENUE LEAD SPONSOR (1 allocation) – In-kind Sponsorship

- Sponsor to provide a venue for around 200 attendees, including AV equipment, F&B, reception/exhibiting area, setup and logistical support to facilitate the program running
- At least 2 preferential speaking slots (sole speaking session, panel and/or roundtable, subject to mutual agreement with ASIFMA)
- 15 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 Venue Lead, Gold and Silver Sponsors in the category of sponsors)
- 1 booth in a designated area on the conference day (set up and managed by Sponsor, Venue Lead Sponsor has priority to choose the booth location than other exhibitors.)
- Display of 2 Venue Lead Sponsor's banners at designated areas (one inside the main conference room, one at the reception/F&B area)
- Distribution of 2 Venue Lead Sponsor's materials and/or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Venue Lead Sponsor)
- Distribution of 2 Venue Lead Sponsor's e-Materials 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

GOLD (multiple allocations) – HKD64,800 for Members / HKD86,400 for Non-Members

- At least 1 guaranteed speaking slot (on panel, 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 Venue 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) – HKD32,400 for Members / HKD43,200 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 Venue 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

NETWORKING Sponsorship Opportunities

Exhibitor (max 8 allocations) – HKD43,200 for Members / HKD57,600 for Non-Members

- 1 booth in a designated area (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

MARKETING Sponsorship Opportunities

Hand-drawn Visual Summaries (1 allocation) – HKD43,200 for Members / HKD57,600 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 (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 a table next to the Hand-drawn Visual Summaries (material or giveaway to be provided by Sponsor)
- 1 full conference delegate pass for staff or qualified guest
- Company website linking or company profile on event website

WiFi (1 allocation) – HKD32,400 for Members / HKD43,200 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 a table 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) – HKD32,400 for Members / HKD43,200 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 a table shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Delegate Bags (1 allocation) – HKD32,400 for Members / HKD43,200 for Non-Members

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA)
- Company website linking or company profile on event website

MARKETING Sponsorship Opportunities (Con't)

Pens (1 allocation) – HKD21,600 for Members / HKD28,800 for Non-Members

- Pens with logo placement for all conference attendees (co-branded only with ASIFMA)
- Company website linking or company profile on event website

On-site Banners (max 6 allocations) – HKD21,600 for Members / HKD28,800 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)
- Company website linking or company profile on event website

Bag Inserts (max 6 allocations) – HKD16,200 for Members / HKD21,600 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) – HKD10,800 for Members / HKD14,400 for Non-Members

- Distribution of 1 Sponsor's material or giveaway on a table 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) – HKD10,800 for Members / HKD14,400 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) – HKD10,800 for Members / HKD14,400 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

ENDORSER Opportunities

Branding as the Event's Endorser 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 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 or +852-2531-6531.

We appreciate your support and look forward to collaborating with you at the event.