



**APFF and ASIFMA Conference:
Corporate Bonds, Repo & OTC Derivatives
Developments in China
16-17 March 2017, Beijing**

Sponsorship Proposal (as of 11 Jan 2017)

Sponsorship Packages*	Price (RMB) Member	Price (RMB) Non-Member
Gold	58,000	77,000
Silver	29,000	38,500
VIP Lunch (Day 1)	58,000	77,000
VIP Lunch (Day 2)	58,000	77,000
Exhibition Booth	48,000	64,000
Delegate Bags	29,000	38,500
Lanyards	19,000	25,000
Pens	19,000	25,000
On-site Banners	19,000	25,000
Bag Inserts	14,000	18,500
Material Distribution	9,500	12,500

***Early-bird Discount:**

10% off for confirmation of more than one sponsorship package
before 2 months prior to the event.



CONFERENCE Sponsorship Opportunities

Multiple allocations available

Gold – RMB58,000 for Members / RMB77,000 for Non-Members

- At least 1 preferential speaking slot (subject to mutual agreement with ASIFMA and co-organizers)
- 5 full conference delegate passes for staff and/or qualified guests
- Highest level of logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

Silver – RMB29,000 for Members / RMB38,500 for Non-Members

- 1 speaking slot (at the discretion of ASIFMA and co-organizers)
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

NETWORKING Sponsorship Opportunities

Single allocation available

VIP Lunch (Day 1) – RMB58,000 for Members / RMB77,000 for Non-Members

- Exclusive 1-hour served lunch for a selection of 40-50 event participants
- 1 keynote speaking slot (10-15 min) at the VIP Lunch on Day 1
- 2 VIP Lunch passes for staff and/or qualified guests on Day 1
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

VIP Lunch (Day 2) – RMB58,000 for Members / RMB77,000 for Non-Members

- Exclusive 1-hour served lunch for a selection of 40-50 event participants
- 1 keynote speaking slot (10-15 min) at the VIP Lunch on Day 2
- 2 VIP Lunch passes for staff and/or qualified guests on Day 2
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

MARKETING Sponsorship Opportunities

Exhibition Stand (max 8 allocations) – RMB48,000 for Members / RMB64,000 for Non-Members

- 1 speaking slot (at the discretion of ASIFMA and co-organizers)
- 1 booth in a designated area on Day 1 and Day 2 (set up and managed by sponsor, booth location determined at ASIFMA's discretion)
- 2 full conference delegate passes for sponsor to attend the conference and manage the booth
- Logo placement and acknowledgement in all event publicity materials



- Company website linking from event website and company profile on event e-program

MARKETING Sponsorship Opportunities (Con't)

Delegate Bags (1 allocation) – RMB29,000 for Members / RMB38,500 for Non-Members

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA and co-organizers)
- Opportunity to distribute 1 item of sponsor's own marketing material or giveaway via the conference delegate bags
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

Lanyards (1 allocation) – RMB19,000 for Members / RMB25,000 for Non-Members

- Lanyards with logo placement for all conference attendees (co-branded only with ASIFMA and co-organizers)
- Opportunity to distribute 1 item of sponsor's own marketing material or giveaway via the conference delegate bags
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

Pens (1 allocation) – RMB19,000 for Members / RMB25,000 for Non-Members

- Pens with logo placement for all conference attendees (co-branded only with ASIFMA and co-organizers)
- Opportunity to distribute 1 item of sponsor's own marketing material or giveaway via the conference delegate bags
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

On-site Banners (max 8 allocations) –RMB19,000 for Members / RMB25,000 for Non-Members

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

Bag Inserts (max 6 allocations) – RMB14,000 for Members / RMB18,500 for Non-Members

- Opportunity to distribute 1 unique branded giveaway or 1 item of sponsor's own marketing material via the conference delegate bags for all conference attendees
- Logo placement and acknowledgement in all event publicity materials
- Company website linking from event website and company profile on event e-program

Material Distribution (max 6 allocations) – RMB9,500 for Members / RMB12,500 for Non-Members

- Opportunity to distribute 1 branded giveaway or 1 item of sponsor's 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 event publicity materials



- Company website linking from event website and company profile on event e-program

ENDORSER Opportunities

Multiple allocations available

Branding as the Event's Endorser for Non-Member Trade Associations

- 1 full conference delegate pass for staff or qualified guest
- Purchase conference delegate passes at a discounted Member price
- Logo placement and acknowledgement in selected event publicity materials
- Company website linking from event website and company profile on event e-program
- 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 and/or newsletters.

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.