

Hong Kong International Printing & Packaging Fair 2019 - Sponsorship Packages

To provide additional opportunities for industry players to increase exposure and enhance brand recognition via the international platform, a range of sponsorship packages are available in the Hong Kong International Printing & Packaging Fair 2019.

Application Deadline:	15 March 2019 (Friday)
Eligibilities:	<ul style="list-style-type: none"> - All printing & packaging companies are eligible to take the sponsorship packages (except otherwise specified), with priority given to the Fair's exhibitors. - Each company can sponsor a maximum of 2 items
Policies:	<ul style="list-style-type: none"> - In case of over-subscription for any sponsorship items, exhibitors taking larger area will be given priority. If all conditions remain the same, the Organisers will offer the sponsorship opportunity on a first-come-first-served basis. - The Organisers reserve the rights to vary the terms and conditions of the sponsorship packages. In case of any disputes, the decision of the Organisers shall be final and binding.

General Sponsorship Items:

1. Hanging Banner Sponsorship
2. Show Bag Sponsorship (for Exhibitors only)
3. Networking Reception – Title Sponsor
4. Networking Reception Sponsorship
5. Networking Reception Invitation Card Sponsorship

Sponsorship Items for De Luxe Zone:

6. VIP Lounge Decoration Sponsorship
7. De Luxe Zone Paper Bag Sponsorship (for Exhibitors only)
8. De Luxe Zone Hanging Banner / Structure Sponsorship

1. Hanging Banner Sponsorship (No. of Sponsor: 1)

By sponsoring the hanging banners, you are able to demonstrate to fair attendees your wide-format printing capability. In addition, it allows your company to stand out from other industry players and creates extra exposure.

Quantity:	Around 20 banners (to be confirmed by the Organizers)
Size:	Minimum 1,500mm (W) x 3,500mm (H)
Color:	4-Color
Other specifications:	Digital print on front-lit matt finished vinyl (440g/sqm), double sided, with pockets at top and bottom for insertion of metal tubes
Location:	All signage banners inside halls*
Sponsor's entitlement:	<ul style="list-style-type: none"> ➤ Acknowledgement on the banners with the title "This Banner is Printed by" ➤ Logo exposure on the Fair Catalogue's acknowledgement page if applicable with title "Banner Sponsor and Printer" ➤ Feature of products/services in the eFair Daily ➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Printing production of the hanging banners ➤ Delivery to AsiaWorld-Expo on 25 April 2019
Organisers'	<ul style="list-style-type: none"> ➤ Banner designs

responsibilities:	<ul style="list-style-type: none"> ➤ Rental costs of the banners' hanging points ➤ Banners' hanging & corresponding labour costs ➤ Disposal of the banners after the Fair
Sponsorship price for Exhibitor:	HK\$3,000

*** Remarks:**

- For **non-exhibitor**, a showcase (1m x 1m) will be included in the package and the sponsorship price is **HK\$7,500**.
- In case there is a confirmed application for Item #8 (De Luxe Zone Hanging Banner / Structure Sponsorship), the corresponding hanging banners in the De Luxe Zone will be arranged by the sponsor of Item #7 and be excluded from this package.

2. Show Bag Sponsorship (For exhibitors only; No. of Sponsors: 2)

To create an ultimate moving billboard, you may consider the show bag sponsor and let the buyers advertise for you at the exhibition halls as well as in town during the fair period. This premium sponsorship may keep you one step ahead of your competitors and literally drive visitors to your booth.

Quantity:	5,000 pieces each
Distribution:	To all exhibitors, buyers, VIP guests and journalists
Size:	380 mm (L) x 310 mm (H) x 75 mm (W)
Materials:	Printed on recyclable paper
Sponsor's entitlement:	<ul style="list-style-type: none"> ➤ Advertisement on one side of the show bag, with design subject to the Organisers' approval. The other side will bear the fair's advertisement prepared by the Organisers ➤ Logo exposure on the Fair Catalogue's acknowledgement page with the title "Show Bag Sponsor and Printer" ➤ Feature of products/services in the eFair Daily ➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper ➤ Leaflet insertion in the show bag (optional)
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Production of the artwork file for the show bag ➤ Printing production of show bags ➤ Delivery to AsiaWorld-Expo on 25 April 2019
Organisers' responsibilities:	<ul style="list-style-type: none"> ➤ Preparation of the design artwork for the Fair's advertisement to be sent to the sponsor for printing production ➤ Distribution to exhibitors, buyers, VIP guests and journalists during the Fair
Sponsorship price for Exhibitor:	<ul style="list-style-type: none"> ➤ With leaflet insertion: HK\$5,000 ➤ Without leaflet insertion: HK\$3,000

3. Networking Reception – Title Sponsor (No. of Sponsor: 1)

A networking reception will be held on 28 April 2019 (Day 2 evening) at the fairground. Exhibitors, buyers and VIP guests will be invited to mingle and to identify business partners in the reception. It will be a perfect occasion for the sponsor to reach out to target audience.

Date:	28 April 2019 (Sunday)
Time:	4:30pm – 6:00pm (tentative)
Venue:	Forum Area, Hall 8, AsiaWorld-Expo
Theme:	Open to Title Sponsor's suggestion

Capacity:	Around 150 guests (50 guests to be invited by the sponsor and 100 guests by the Organisers)
Format:	Standing Cocktail with free flow of party snacks and drinks
Guests' Profile:	Buyers, Exhibitors, VIP Guests and Journalists
Sponsor's entitlement:	<u>Onsite Exposure</u> <ul style="list-style-type: none"> Event name entitlement (e.g. Networking Reception powered by <i>Sponsor's name</i>) Verbal acknowledgement by emcee at the event Display of the sponsor's leaflet Logo exposure on the backdrop, invitation and the Fair Catalogue's acknowledgement page Lightbox at the event venue Corporate gifts for reception guests (provided by the sponsor) <u>Online Exposure</u> <ul style="list-style-type: none"> Acknowledgement at fair website Acknowledgement at e-fair daily <u>Business Networking Game</u> <ul style="list-style-type: none"> Corporate gifts provided by the sponsor <u>VIP Participations</u> <ul style="list-style-type: none"> A 2-minute speaking opportunity at the Reception 50 invitation cards for the sponsor to join the Networking Reception 10 VIP badges for the sponsor's VIPs to visit the Fair Lucky draw by the sponsor
Organisers' responsibilities:	➤ Provision of all logistical arrangements
Sponsorship price for Exhibitor:	HK\$47,000

4. Networking Reception Sponsorship (No. of Sponsors: 4)

* Only available if there are 4 sponsors or above

Date:	28 April 2019 (Sunday)
Time:	4:30pm – 6:00pm (tentative)
Venue:	Forum Area, Hall 8, AsiaWorld-Expo
Theme:	To be confirmed
Capacity:	Around 150 guests
Format:	Standing Cocktail with free flow of party snacks and drinks
Guests' Profile:	Buyers, Exhibitors, VIP Guests and Journalists
Sponsor's entitlement:	<u>Onsite Exposure</u> <ul style="list-style-type: none"> Verbal acknowledgement by emcee at the event Display of the sponsor's leaflet Logo exposure at the event venue Corporate gifts for reception guests (provided by the sponsor) <u>Online Exposure</u> <ul style="list-style-type: none"> Acknowledgement at e-fair daily <u>Business Networking Game</u> <ul style="list-style-type: none"> Corporate gifts provided by the sponsor(s) <u>VIP Participations</u> <ul style="list-style-type: none"> 10 invitation cards for the sponsor to join the Networking Reception

	<ul style="list-style-type: none"> • 6 VIP badges for the sponsor's VIPs to visit the Fair • Lucky draw by the sponsor(s)
Organisers' responsibilities:	➤ Provision of all logistical arrangements
Sponsorship price for Exhibitor:	HK\$12,000

5. Networking Reception Invitation Card Sponsorship (No. of Sponsor: 1)

This package allows the sponsor to place an advertisement on the back of the Invitation Card for the networking reception, providing a promotional opportunity which may draw enquires from potential visitors before and during the Fair.

Quantity:	Around 800 pieces
Distribution:	To all invited VIP guests, buyers and selected exhibitors
Size:	270mm x 135mm (TBC)
Materials:	Print on 350 GSM paper with eco ink; double sided printing (TBC)
Sponsor's entitlement:	<p>Onsite Exposure</p> <ul style="list-style-type: none"> • Advertising space on the back of the Invitation Card • Logo exposure on the Fair Catalogue's acknowledgement page if applicable with the title "Networking Reception Invitation Card Sponsor" <p>Online Exposure</p> <ul style="list-style-type: none"> • Feature of products/services in the eFair Daily • Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper <p>VIP Participation</p> <ul style="list-style-type: none"> • 10 invitation cards for the sponsor to join the Networking Reception • 3 VIPs badges for the sponsor's VIPs to visit the Fair
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Printing production of the Invitation Card & Envelope ➤ Preparation of the advertisement on the back side of the card, while the front side will bear the Fair's advertisement designed by the Organisers ➤ Delivery to Exhibitions Department, Hong Kong Trade Development Council (Address: Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong) on 3 April 2019
Organisers' responsibilities:	<ul style="list-style-type: none"> ➤ Design of Invitation Card & Envelope ➤ Distribution of the Card to invited exhibitors, buyers, VIP guests and journalists
Sponsorship price for Exhibitor:	HK\$3,000

- In case there is a confirmed application for Item #3 (Networking Reception – Title Sponsor) or Item #4 (Networking Reception Sponsorship), this sponsorship opportunity will not be offered.

6. VIP Lounge Decoration Sponsorship (No. of Sponsors: 1)

The VIP Lounge is where buyers gather for breaks during their visit. By presenting your innovative decorations in these areas, your company will be able to impress the buyers with your outstanding printing quality and distinctive product design.

Quantity:	Not Specific
Size:	Not Specific

Locations:	VIP Lounge
Sponsor's entitlement:	<ul style="list-style-type: none"> ➤ Company name and logo exposure around the VIP Lounge ➤ Logo exposure on the Fair Catalogue's acknowledgement page if applicable with the title "VIP Lounge Sponsor" ➤ Feature of products/services in the eFair Daily ➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper ➤ A display showcase in the De Luxe Zone (0.5m x 0.5 m)
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Provision of the decorations / materials for the decorations upon organizers' request to decorate the VIP Lounge ➤ Delivery of the decoration items to AsiaWorld-Expo on 26 April 2019
Organisers' responsibilities:	<ul style="list-style-type: none"> ➤ Provision of all logistics including the arrangement of display artist for set up and disposal of the decorations after Fair ➤ Construction of the VIP Lounge ➤ Promotion of the VIP Lounge to selected buyers ➤ Construction of the display showcase
Sponsorship price:	HK\$20,000

7. De Luxe Zone Paper Bag Sponsorship *(For exhibitors only; No. of Sponsors: 2)*

The De Luxe Zone Paper Bag Sponsorship aims to provide a unique brand building experience for companies who want to promote their products to the high-end market.

Quantity:	1,000 pieces each
Distribution:	To exhibitors, buyers, VIP guests and journalists at designated locations in the De Luxe Zone and inside the Fair Management Office
Size:	292 mm (L) x 420 mm (H) x 90 mm (W)
Materials:	Printed on recyclable paper
Sponsor's entitlement:	<ul style="list-style-type: none"> ➤ Advertisement on one side of the show bag, with design subject to the Organisers' approval. The other side will bear the Fair's advertisement prepared by the Organisers ➤ Logo exposure on the Fair Catalogue's acknowledgement page with the title "De Luxe Zone Paper Bag Sponsor and Printer" ➤ Feature of products/services in the eFair Daily ➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper ➤ A display showcase in the De Luxe Zone (0.5m x 0.5 m) ➤ Leaflet insertion in the show bag (optional)
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Production of the artwork file for the show bag ➤ Printing production of show bags ➤ Delivery to AsiaWorld-Expo on 25 April 2019
Organisers' responsibilities:	<ul style="list-style-type: none"> ➤ Organisers will prepare design artwork of the Fair's advertisement and send to the sponsor for printing production ➤ Distribution to exhibitors, buyers, VIP guests and journalists during the Fair ➤ Construction of the display showcase
Sponsorship price:	<ul style="list-style-type: none"> ➤ With leaflet insertion: HK\$10,000 ➤ Without leaflet insertion: HK\$8,000

8. De Luxe Zone Hanging Banner / Structure Sponsorship (No. of Sponsor: 1)

By sponsoring the hanging structures for the De Luxe Zone, you are able to showcase your creative idea and exciting printing quality which are ready to serve your customers with excellent quality. In addition, it allows your company to stand out from other industry players with greater exposure for more business opportunities.

Quantity:	Around 5 banners / structures
Size:	Minimum 1,500mm (W) x 3,500mm (H)
Color:	4-Color
Other Specifications:	Digital print on structures showing the product sections details
Location:	Any Signage Banners with hanging location above the De Luxe Zone
Sponsor's entitlement:	<ul style="list-style-type: none"> ➤ Acknowledgement on the banner / structure with title "This banner / structure is created by" ➤ Logo exposure on the Fair Catalogue's acknowledgement page with the title "De Luxe Zone Hanging Banner / Structure Sponsor" ➤ Feature of products/services in the eFair Daily ➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper ➤ A display showcase in the De Luxe Zone (0.5m x 0.5 m)
Sponsor's responsibilities:	<ul style="list-style-type: none"> ➤ Production of the De Luxe Zone hanging banners / structures, and ➤ Delivery to AsiaWorld-Expo on 25 April 2019
Organisers' responsibilities:	<ul style="list-style-type: none"> ➤ Rental costs of banners / structures' hanging points; ➤ Structures' hanging & labour costs ➤ Disposal of the structures after the Fair ➤ Construction of the display showcase
Sponsorship price:	HK\$10,000