

## Hong Kong International Printing & Packaging Fair 2024 - Sponsorship Packages

To enhance industry players' promotion impact via this international platform and extend their brand influence outside the booth, a range of sponsorship packages are available in the Hong Kong International Printing & Packaging Fair 2024.

Application Deadline:	15 March 2024 (Friday)
Eligibilities:	<ul style="list-style-type: none"> <li>- All printing &amp; packaging companies are eligible to take the sponsorship packages (except otherwise specified), with priority given to the Fair's exhibitors.</li> <li>- Each company can sponsor a maximum of 2 items</li> </ul>
Policies:	<ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul>

### General Sponsorship Items:

1. Hanging Banner Sponsorship
2. Show Bag Sponsorship (for exhibitors only)
3. Networking Reception – Title Sponsor
4. Networking Reception Sponsorship
5. VIP Lounge Decoration 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"> <li>➤ Acknowledgement on the banners with the title <b>"This Banner is Printed by"</b></li> <li>➤ Logo exposure on the Fair Catalogue's acknowledgement page if applicable with title <b>"Banner Sponsor and Printer"</b></li> <li>➤ Feature of products/services in Organiser's eDM promotion</li> <li>➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper</li> </ul>
Sponsor's responsibilities:	<ul style="list-style-type: none"> <li>➤ Printing production of the hanging banners</li> <li>➤ Delivery to AsiaWorld-Expo on 25 April 2024</li> </ul>
Organisers' responsibilities:	<ul style="list-style-type: none"> <li>➤ Banner designs</li> <li>➤ Rental costs of the banners' hanging points</li> <li>➤ Banners' hanging &amp; corresponding labour costs</li> <li>➤ Disposal of the banners after the Fair</li> </ul>
<b>Sponsorship price for Exhibitor:</b>	<b>HK\$3,000 / US\$385</b>

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

To create an ultimate moving billboard, you may consider the show bag sponsorship 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"> <li>➤ 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</li> <li>➤ Logo exposure on the Fair Catalogue's acknowledgement page with the title <b>"Show Bag Sponsor and Printer"</b></li> <li>➤ Feature of products/services in Organiser's eDM promotion</li> <li>➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper</li> <li>➤ Leaflet insertion in the show bag (optional)</li> </ul>
Sponsor's responsibilities:	<ul style="list-style-type: none"> <li>➤ Production of the artwork file for the show bag</li> <li>➤ Printing production of show bags</li> <li>➤ Delivery to AsiaWorld-Expo on 25 April 2024</li> </ul>
Organisers' responsibilities:	<ul style="list-style-type: none"> <li>➤ Preparation of the design artwork for the Fair's advertisement to be sent to the sponsor for printing production</li> <li>➤ Distribution to exhibitors, buyers, VIP guests and journalists during the Fair</li> </ul>
<b>Sponsorship price for Exhibitor:</b>	<ul style="list-style-type: none"> <li>➤ <b>With leaflet insertion: HK\$5,500 / US\$705</b></li> <li>➤ <b>Without leaflet insertion: HK\$3,500 / US\$450</b></li> </ul>

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

A networking reception will be held on 28 April 2024 (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 2024 (Sunday)
Time:	4:30pm – 6:00pm (tentative)
Venue:	The STAGE, Hall 8, AsiaWorld-Expo
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:	<p><b><u>Onsite Exposure</u></b></p> <ul style="list-style-type: none"> <li>Event name entitlement (e.g. Networking Reception powered by <i>Sponsor's name</i>)</li> <li>Verbal acknowledgement by emcee at the event</li> <li>Display of the sponsor's leaflet</li> <li>A 2-minute speaking opportunity at the Reception</li> <li>Logo exposure on the backdrop, invitation and the Fair Catalogue's acknowledgement page</li> <li>Corporate gifts for reception guests (provided by the sponsor)</li> </ul> <p><b><u>Online Exposure</u></b></p> <ul style="list-style-type: none"> <li>Acknowledgement at fair website and e-fair daily</li> </ul> <p><b><u>VIP Participations</u></b></p> <ul style="list-style-type: none"> <li>10 VIP badges for the sponsor's VIPs to visit the Fair</li> <li>Lucky draw by the sponsor</li> </ul>
Organisers' responsibilities:	➤ Provision of all logistical arrangements
<b>Sponsorship price for Exhibitor:</b>	<b>HK\$47,000 / USD\$6,025</b>

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

*\* Only available if there are 4 sponsors or above*

A networking reception will be held on 28 April 2024 (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 2024 (Sunday)
Time:	4:30pm – 6:00pm (tentative)
Venue:	The STAGE, Hall 8, AsiaWorld-Expo
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:	<p><b><u>Onsite Exposure</u></b></p> <ul style="list-style-type: none"> <li>Verbal acknowledgement by emcee at the event</li> <li>Display of the sponsor's leaflet</li> <li>Logo exposure at the event venue</li> <li>Corporate gifts for reception guests (provided by the sponsor)</li> </ul> <p><b><u>Online Exposure</u></b></p> <ul style="list-style-type: none"> <li>Acknowledgement at e-fair daily</li> </ul> <p><b><u>VIP Participations</u></b></p> <ul style="list-style-type: none"> <li>6 VIP badges for the sponsor's VIPs to visit the Fair</li> <li>Lucky draw by the sponsor(s)</li> </ul>
Organisers' responsibilities:	➤ Provision of all logistical arrangements
<b>Sponsorship price for Exhibitor:</b>	<b>HK\$12,000 / US\$1,540</b>

## 5. 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"> <li>➤ Company name and logo exposure around the VIP Lounge</li> <li>➤ Logo exposure on the e-Fair Catalogue's acknowledgement page if applicable with the title "<b>VIP Lounge Sponsor</b>"</li> <li>➤ Feature of products/services in the eDM</li> <li>➤ Feature of products/services in pre-fair advertorial in major Hong Kong daily newspaper</li> <li>➤ A display showcase (0.5m x 0.5 m x 1.5mH) inside exhibition hall</li> </ul>
Sponsor's responsibilities:	<ul style="list-style-type: none"> <li>➤ Provision of the decorations / materials for the decorations upon organizers' request to decorate the VIP Lounge</li> <li>➤ Delivery of the decoration items to AsiaWorld-Expo on 26 April 2024</li> </ul>
Organisers' responsibilities:	<ul style="list-style-type: none"> <li>➤ Provision of all logistics including the arrangement of display artist for set up and disposal of the decorations after Fair</li> <li>➤ Construction of the VIP Lounge</li> <li>➤ Promotion of the VIP Lounge to selected buyers</li> <li>➤ Construction of the display showcase</li> </ul>
<b>Sponsorship price:</b>	<b>HK\$22,000 / US\$2,820</b>