

# 2025 HKIHRM ANNUAL CONFERENCE & EXHIBITION

## SPONSORSHIP PACKAGE

### MAIN CONFERENCE, CONCURRENT SESSIONS & EXHIBITION

25 Sep | 9:00am - 5:00pm | Hong Kong Ocean Park Marriott Hotel



700+

Participants in  
Main Conference



120+

RSVPs in Each  
Concurrent Session



35%

of Senior  
Management  
Attendance



35+

Star  
Speakers



30+

Sponsors



40

Exhibitors

**INTERACTIVE WORKSHOP WITH  
WORLD A-LIST HR THOUGHT LEADER - JOSH BERSIN**

**100+**  
RSVPs

26 Sep | 9:00am - 12:00nn | Hong Kong Ocean Park Marriott Hotel

## HKIHRM Annual Conference & Exhibition 2025

### Sponsorship Package - 25 September Main Conference, Concurrent Sessions & Exhibition

Roundtable Luncheon Sponsor [Exclusive] HK\$200,000	
HKIHRM <a href="#">Corporate Membership</a>	1-year
Pre-event Exposure	
Hyperlinked Corporate Logo @ <a href="#">Event Webpage</a>	✓
Corporate Logo @ eDMs	✓
Corporate Logo @ Social Media	✓
Hyperlinked Banner @ Daily e-Newsletter	1 week
Onsite Exposure	
Speaking Opportunity @ Luncheon	20-min session
Acknowledgement by EMCEE	✓
Logo Exposure	<ul style="list-style-type: none"> <li>• Conference &amp; Luncheon Backdrops</li> <li>• Menu</li> </ul>
Exhibition Showcase - 2 Exhibitor passes - Company backdrop foamboard - Table front foamboard - 1 Exhibition table - 2 Chairs - 1 Power socket - Refreshment for 2 staff	✓ (Prominent)
Conference Pass	Onsite x 4
Conference VIP Luncheon (~80 invited guests)	<ul style="list-style-type: none"> <li>• 10 seats (with 2 seats at Head Table)</li> <li>• 30 delegates selected by Sponsor</li> <li>• Branded reception table</li> <li>• Branded table place cards</li> </ul>
Corporate Video Looping in Luncheon (Max. 90 seconds)	✓
Souvenir Distribution @ Luncheon	✓
Post-event Exposure	
<a href="#">Interactive Workshop</a> Ticket (26 Sep)	Onsite x 4
Corporate Logo @ Social Media / other Marketing Channels	✓
Corporate Logo @ Conference Video Highlight	✓
<a href="#">HR Service Providers Directory</a> 2026/27	<ul style="list-style-type: none"> <li>• Special Page x 1</li> <li>• Company Listing x 1</li> </ul>
Online Banner @ <a href="#">HKIHRM Website</a>	Head Banner x 1 month
eDM Blast	1 time

**Notes:**

1. Publication materials (e.g. banner, video, etc) will be provided by sponsors.
2. Exhibition locations will be allocated based on the total sponsorship amount and the date of full payment received.
3. HKIHRM reserves the right to make the final decision.

**Please contact us to customise a sponsorship package that suits your business needs.**  
**Email: [project@hkihrm.org](mailto:project@hkihrm.org) Tel: (852) 2837 3824 / 2837 3829**

## HKIHRM Annual Conference & Exhibition 2025

### Sponsorship Package - 25 September Main Conference, Concurrent Sessions & Exhibition

	<b>Diamond Sponsor [ FULL ]</b>	<b>Platinum Sponsor HK\$100,000</b>	<b>Gold Sponsor HK\$80,000</b>	<b>Youth Development Sponsor HK\$60,000</b>	<b>Conference Booth Sponsor HK\$50,000</b>
HKIHRM <a href="#">Corporate Membership</a>	1-year	1-year	1-year		
<b>Pre-event Exposure</b>					
Hyperlinked Corporate Logo @ <a href="#">Event Webpage</a>	✓	✓	✓	✓	✓
Corporate Logo @ eDMs	✓	✓	✓	✓	✓
Corporate Logo @ Social Media	✓	✓	✓	✓	✓
Hyperlinked Banner @ Daily e-Newsletter	1 week	1 week	1 week	1 week	
<b>Onsite Exposure</b>					
Speaking Opportunity @ Conference	20-min session				
Speaking Opportunity @ Concurrent Session	45-min session	45-min session			
Acknowledgement by EMCEE	✓	✓	✓	✓	✓
Logo Exposure @ Conference - Stage E-backdrop - Photo Backdrop	✓	✓	✓	✓	✓
Exhibition Showcase - 2 Exhibitor passes - Company backdrop foamboard - Table front foamboard - 1 Exhibition table - 2 Chairs - 1 Power socket - Refreshment for 2 staff	✓ (Prominent) @Conference	✓ (Prominent) @Conference	✓ (Prominent) @Conference		✓ (Prominent) @Conference
Conference Pass	Onsite x 6	Onsite x 3	Onsite x 3	Onsite x 3	Onsite x 2
Conference VIP Luncheon	4 seats (with 1 seat at Head Table & 1 seat at VIP Table)	2 seats	2 seats	1 seat	1 seat
Corporate Video Looping at each Refreshment Break (Max. 90 seconds)	✓				
Local Tertiary Student Pass				Onsite x 10	
<b>Post-event Exposure</b>					
<a href="#">Interactive Workshop</a> Ticket (26 Sep)	Onsite x 4	Onsite x 2	Onsite x 2		
Branded Webinar Session by Gold Sponsor (Q4 2025)	5 spots to attend	5 spots to attend	1-hour webinar		
Corporate Logo @ Social Media / other Marketing Channels	✓	✓	✓	✓	✓
Corporate Logo @ Conference Video Highlight	✓	✓	✓	✓	✓
<a href="#">HR Service Providers Directory</a> 2026/27	• Special Page x1 • Company Listing x 1	• Full Page x1 • Company Listing x 1	Company Listing x 1	Company Listing x 1	Company Listing x 1
Online Banner @ <a href="#">HKIHRM Website</a>	Head banner x 1 month	Position A x 1 month	Position B x 1 month	Position B x 1 month	
eDM Blast	1 time				
<a href="#">e-Journal</a> Contribution	✓				

Notes:



1. Publication materials (e.g. banner, video, etc) will be provided by sponsors.
2. Exhibition locations will be allocated based on the total sponsorship amount and the date of full payment received.
3. HKIHRM reserves the right to make the final decision.

**Please contact us to customise a sponsorship package that suits your business needs.**

Email: [project@hkihrm.org](mailto:project@hkihrm.org) Tel: (852) 2837 3824 / 2837 3829

# HKIHRM Annual Conference & Exhibition 2025

## Sponsorship Package

<b>25 September</b>	<b>Main Conference, Concurrent Sessions &amp; Exhibition</b>	
<b>26 September</b> 9:00am to 12:00nn	<b>Interactive Workshop with World A-List HR Thought Leaders</b>	
 <b>Josh Bersin</b> Global Analyst & Founder Josh Bersin Academy	 <b>Bill Pelster</b> Global Analyst & Co-Founder Josh Bersin Academy	
	<b>Workshop Title Sponsor</b> <b>[Exclusive]</b> <b>HK\$90,000</b>	<b>Workshop Booth Sponsor</b> <b>HK\$38,000</b>
HKIHRM <a href="#">Corporate Membership</a>	1-year	
<b>Pre-event Exposure</b>		
Title Acknowledgement of Interactive Workshop	✓	
Hyperlinked Corporate Logo @ <a href="#">Event Webpage</a>	✓	✓
Corporate Logo @ eDMs	✓	✓
Corporate Logo @ Social Media	✓	✓
Hyperlinked Banner @ Daily e-Newsletter	1 week	
<b>Onsite Exposure</b>		
Acknowledgement by EMCEE	✓	✓
Logo Exposure - Conference & Workshop Stage E-backdrop (25 - 26 Sep) - Conference Photo Backdrop (25 Sep)	✓	✓
Exhibition Showcase - 2 Exhibitor passes - Company backdrop foamboard - Table front foamboard - 1 Exhibition table - 2 Chairs - 1 Power socket - Refreshment for 2 staff	✓ (Prominent) @Conference & Workshop 25 - 26 Sep	✓ (Prominent) @Workshop 26 Sep
Conference Pass (25 Sep)	Onsite x 3	Onsite x 1
Conference VIP Luncheon (25 Sep)	2 seats	1 seat
Corporate Video Looping at Refreshment Break (26 Sep) (Max. 90 seconds)	✓	
<a href="#">Interactive Workshop</a> Ticket (26 Sep)	Onsite x 4	Onsite x 1
<b>Post-event Exposure</b>		
Branded Webinar Session by Gold Sponsor (Q4 2025)	5 spots to attend	
Corporate Logo @ Social Media / other Marketing Channels	✓	✓
Corporate Logo @ Conference Video Highlight	✓	✓
<a href="#">HR Service Providers Directory</a> 2026/27	• Full Page x1 • Company Listing x 1	Company Listing x 1
Online Banner @ <a href="#">HKIHRM Website</a>	Position A x 1 month	

**Notes:**

1. Publication materials (e.g. banner, video, etc) will be provided by sponsors.
2. Exhibition locations will be allocated based on the total sponsorship amount and the date of full payment received.
3. HKIHRM reserves the right to make the final decision.

**Please contact us to customise a sponsorship package that suits your business needs.**  
Email: [project@hkihrm.org](mailto:project@hkihrm.org) Tel: (852) 2837 3824 / 2837 3829

# **HKIHRM Annual Conference & Exhibition 2025**

## **Sponsorship - Booking Form**

I confirm to be the sponsor of HKIHRM Annual Conference and Exhibition 2025 below  
(Please ✓ the appropriate box (es)):

- |   |             |
|---|-------------|
| <input type="checkbox"/> Roundtable Luncheon Sponsor ( <i>Exclusive</i> ) | HK\$200,000 |
| <input type="checkbox"/> Diamond Sponsor                                  | [ FULL ]    |
| <input type="checkbox"/> Platinum Sponsor                                 | HK\$100,000 |
| <input type="checkbox"/> Gold Sponsor                                     | HK\$80,000  |
| <input type="checkbox"/> Youth Development Sponsor                        | HK\$60,000  |
| <input type="checkbox"/> Conference Booth Sponsor                         | HK\$50,000  |
|   |             |
| <input type="checkbox"/> Workshop Title Sponsor ( <i>Exclusive</i> )      | HK\$90,000  |
| <input type="checkbox"/> Workshop Booth Sponsor                           | HK\$38,000  |

### **Contact Details**

Company:

Address:

Contact person (Mr/ Ms/ Mrs/ Dr):

Tel:  Email:

HKIHRM membership No.:  ☐ Non-member

**An agreement and invoice will be sent to the sponsor upon receipt of the booking form.**

### **Personal Data Collection Statement**

1. Clients' personal data is collected and kept for processing the sponsorship for the HKIHRM Annual Conference & Exhibition 2025 purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g., special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box. ☐

☐ I have read, understood and agreed to all details of the above declaration.

Signature:  Date:

Name:  Title:

Company:

Company Stamp: