

# 2025 HKIHRM ANNUAL CONFERENCE & EXHIBITION

## SPONSORSHIP PACKAGE

**MAIN CONFERENCE,  
CONCURRENT SESSIONS & EXHIBITION**

25 September | Hong Kong Ocean Park Marriott Hotel



**680+**

Participants in  
Main Conference



**120+**

RSVPs in Each  
Concurrent Session



**35%**

of Senior  
Management  
Attendance



**35+**

Star  
Speakers



**30+**

Sponsors



**40**

Exhibitors

**POST-CONFERENCE WORKSHOP**

**100+**  
RSVPs

26 September | Hong Kong Ocean Park Marriott Hotel



2837 3824 / 2837 3829



project@hkihrm.org

## **HKIHRM Annual Conference & Exhibition 2025**

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

<b>Roundtable Luncheon Sponsor [Exclusive] HK\$200,000</b>	
HKIHRM Corporate Membership	1-year
Pre-event Exposure	
Hyperlinked Corporate Logo @ Event Webpage	✓
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	
Post-Conference Workshop Ticket (26 Sep)	Onsite x 4
Corporate Logo @ Social Media / other Marketing Channels	✓
Corporate Logo @ Conference Video Highlight	✓
HR Service Providers Directory 2025/26 or 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 HK\$200,000</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 Corporate Membership	1-year	1-year	1-year		
<b>Pre-event Exposure</b>					
Hyperlinked Corporate Logo @ Event Webpage	✓	✓	✓	✓	✓
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>					
Post-Conference Workshop 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	✓	✓	✓	✓	✓
HR Service Providers Directory 2025/26 or 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="https://www.hkihrm.org">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				
e-Journal Contribution	✓				



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# 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>Post-Conference Workshop by 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> [Exclusive] <b>HK\$90,000</b>	<b>Workshop Booth Sponsor</b> <b>HK\$38,000</b>
HKIHRM Corporate Membership	1-year	
<b>Pre-event Exposure</b>		
Title Acknowledgement of Post-Conference Workshop	✓	
Hyperlinked Corporate Logo @ Event Webpage	✓	✓
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)	✓	
Post-Conference Workshop 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	✓	✓
HR Service Providers Directory 2025/26 or 2026/27	• Full Page x1 • Company Listing x 1	Company Listing x 1
Online Banner @ <a href="https://www.hkihrm.org">HKIHRM Website</a>	Position A x 1 month	

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# **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                                  | HK\$200,000 |
| <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: