



15th ASIA-PACIFIC
CONFERENCE
of German Business
3-5 November 2016
H O N G K O N G

Where German and Asian business interests meet

SPONSORSHIP INFORMATION





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3-5 November 2016
HONG KONG

APK IS THE SIGNATURE EVENT FOR BUSINESS AND GOVERNMENT LEADERS FROM GERMANY AND ASIA to Explore and Strengthen Economic Ties between Germany and Asia

ESTABLISHED: 1986 in Tokyo, Japan

FREQUENCY: Every two years in the Asia-Pacific Region

PURPOSE: To combine high level business discussions with networking opportunities

ADVANTAGE: APK is a MUST for both the experienced and those who want to get involved in business relations between Germany and Asia

The 14th APK in Ho Chi Minh City, Vietnam

attracted some *900 Top Business and Political Leaders!*

15th APK Information

Date: 3-5 November 2016 in Hong Kong for the first time

Chair: The German Federal Minister for Economic Affairs and Energy (BMWi) Mr. Sigmar Gabriel and Chairman of Asia Pacific Association (APA) Dr. Hubert Lienhard

Local Host / Organiser: German Industry and Commerce Hong Kong (GIC/AHK)

Venue: The Hong Kong Convention and Exhibition Centre (HKCEC)

Format: Two-Day conference with evening receptions

Language: English

Attendance: Around 900 delegates are expected, primarily from Germany, Hong Kong, China, and the Asia Pacific region



For general information, statistics
on participants, & previous
sponsors of the 14th APK
Please Click Here



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MAIN SPONSORSHIP:

GIC/AHK offers the following

APK Sponsorship Packages: Diamond, Platinum, Gold and Silver

Sponsors will enjoy attractive and wide visibility throughout the conference venue, conference materials as well as media coverage through primarily the display of their company logo



Signage at APK 2014 Vietnam & 2010 Singapore

LOGO VISIBILITY FOR DIAMOND, PLATINUM, GOLD AND SILVER SPONSORSHIP

Logo Visibility: Conference Venue

- Venue signage and backdrops on & off-Stage

Logo Visibility: Correspondence

- In all core conference communication

REASONS TO BECOME A SPONSOR

- ◆ Reach CEOs of major German and Asian corporations
- ◆ Reach influential government leaders who shape the business environment in Germany and Asia
- ◆ Capture international media attention
- ◆ Be associated with the flagship event for German business
- ◆ Benefit from up to 15 months of promotion period



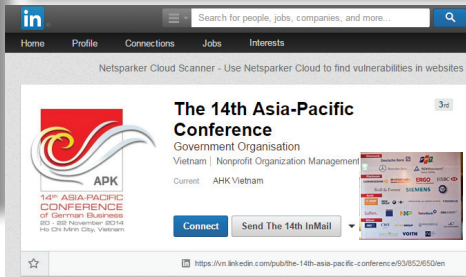
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Website
& App



LinkedIn
& Twitter



Logo Visibility: Media

- On APK website with hyperlink to sponsor's company website
- Within conference app
- On APK social media channels, where possible
- Advertising opportunities in the conference app (feasibility to be confirmed)
- Within Pre- and Post-APK GIC/GCC Media Coverage

Logo Visibility: Conference material

- On printed conference material distributed at conference venue

Sponsor's Material

- Marketing materials at a designated area within the conference venue (location to be decided)



Special Note:

- The order of the logo placement is determined by the date of FULL payment.
- The logo size is subject to the sponsorship category. For further details, please refer to 'Sponsorship Entitlement Overview'.



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SPONSORSHIP ENTITLEMENT OVERVIEW

CONTRIBUTION	CASH SPONSORSHIP CATEGORY & ENTITLEMENT OVERVIEW			
	DIAMOND	PLATINUM	GOLD	SILVER
PACKAGE RATE (HK\$)	\$432,000	\$320,000	\$209,000	\$132,000
EURO REFERENCE RATE*	€54,000	€40,000	€26,125	€16,500
ENTITLEMENT				
EXCLUSIVE EXPOSURE				
Branded Corporate Lounge @ Convention Foyer (Appendix A)	✓	✗	✗	✗
Display Panel at prime location @ Convention Foyer (Appendix B)	✗	✓	✗	✗
Invitation to APK Press Conference	✓	✗	✗	✗
Sponsor acknowledgement during Welcome Speech	✓	✗	✗	✗
Corporate Video (≤ 2 minutes) @ Common Area / Foyer	✓	✓	✗	✗
GENERAL EXPOSURE				
Complimentary Entrance tickets (@HK\$14,300)	10	8	5	3
Reserved seats** @ VIP zone	3	2	1	0
Display of Marketing materials within the conference venue (with limitations)	✓	✓	✓	✓
LOGO VISIBILITY: CONFERENCE VENUE Signage, Backdrops on stage and venue	Major Size	Large Size	Medium Size	Normal Size
LOGO VISIBILITY: CORRESPONDENCE Mass Conference Communication	✓	✓	✓	✓
LOGO VISIBILITY: CONFERENCE MATERIAL Printed conference material	✓	✓	✓	✓
LOGO VISIBILITY: MEDIA				
Pre- and Post-APK GIC/GCC media coverage	✓	✓	✓	✓
Website	Major Size	Large Size	Medium Size	Normal Size
Conference App	✓	✓	✓	✓
Social Media Channels (Logo and/or Announcement)	✓	✓	✓	✓
ADVERTISING OPPORTUNITIES: In Conference App (First come, first served)	✓	✓	✓	✓
*EURO RATE QUOTED IS FOR REFERENCE ONLY. INVOICES WILL BE MADE OUT IN HKD AND PAYMENT WILL BE RECEIVED IN HONG KONG (RATES EXCLUDE ALL BANK CHARGES).				
**THE NUMBER OF COMPLIMENTARY TICKETS THAT HAVE RESERVED VIP SEATING.				



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SPECIAL SPONSORSHIP

Apart from the main Sponsorship Packages, special or in-kind sponsorships are available such as:

- Host for Evening Reception
- Working Breakfast Sponsor
- Coach or Shuttle Bus Service / VIP shuttle* (sponsorship shall include drivers and miscellaneous expenses)
- Coffee bar / lounge
- Charging Station
- Venue Design / Decoration
- Official Media Partners
- Technical equipment
- Other possibilities to be discussed

**offered to cash sponsors only*

APK 2014
VIP Shuttle
in Vietnam



Sample of
charging station



APK 2014 Evening Reception in
Vietnam, hosted by Deutsches Haus



APK 2012 Evening Reception
in India, hosted by BMW

AHK WORKING BREAKFAST SPONSORSHIP

(Individual sponsorship per session at a contribution of HK\$55,000)

Outline:

- On 4th and 5th November 2016, four Parallel Working Breakfast sessions per morning focussing on Asia-Pacific related topics will be held prior to the Conference Programme
- Local experts will share their insights of the region's developments in German

Sponsorship Benefits

- Exclusive corporate exposure
- Acknowledgment in breakfast session
- Display of marketing material at the breakfast venue
- Two complimentary seats to the sponsored Breakfast session.
- Logo display on detailed programme

Sponsorship does not include:

- APK Conference Ticket
- Sponsor speaking opportunity during the Breakfast Session
- Logo visibility in conjunction with other sponsorship packages



Sample of APK 2014
programme w/logo



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BRANDED CORPORATE LOUNGE

(applicable to Diamond Sponsor only)

APPENDIX A

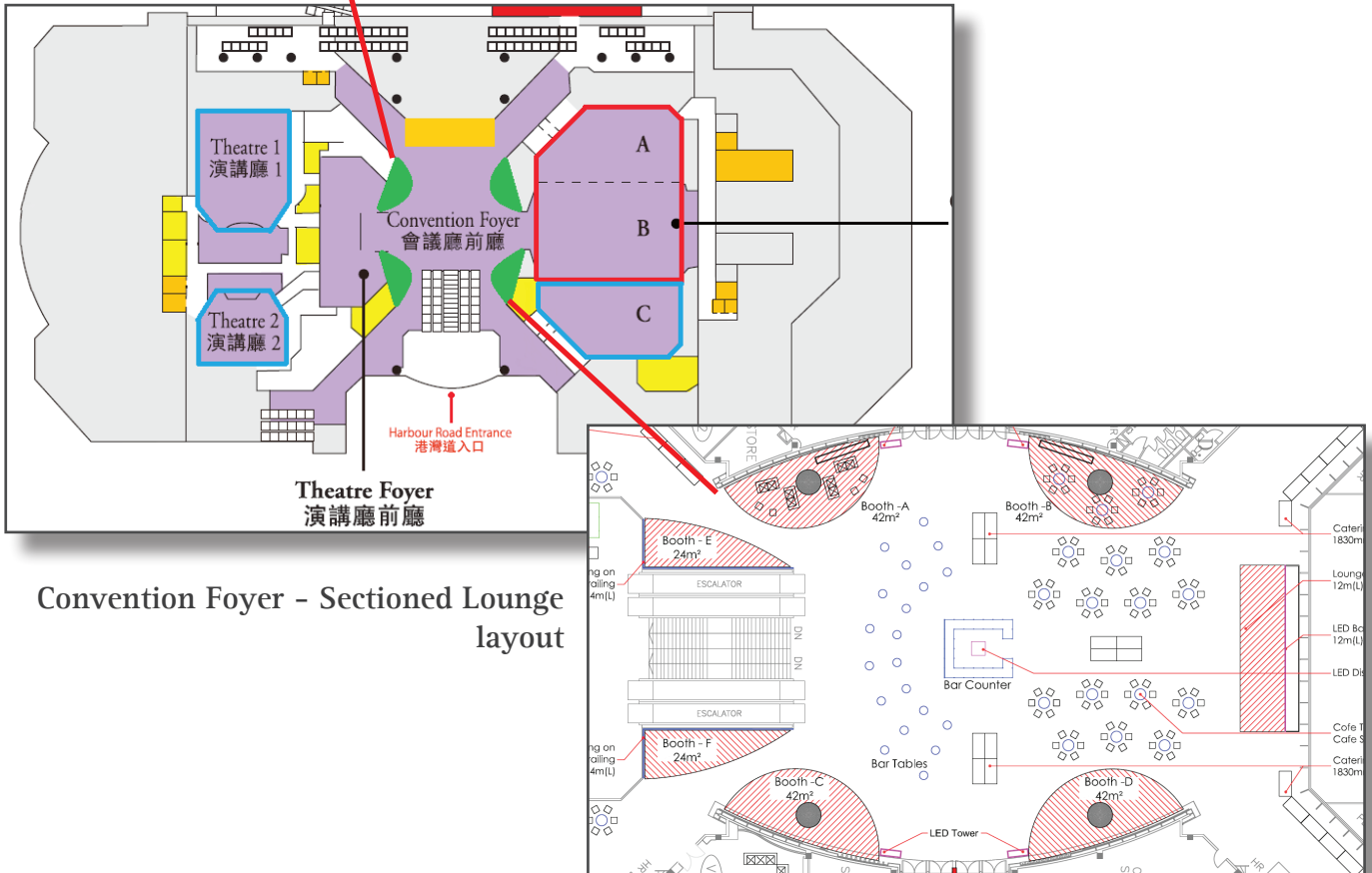
Branded Corporate Lounge Package includes:

- ~40 sqm of gross space at Convention Foyer (First Come, First Served)
- 2 days venue rental fee
- Basic set up such as system panelling, lighting, rigging, audio
- 2 Staff Badges included



Branded Corporate Lounge – Concept

Lounge Location – HKCEC Convention Foyer



Convention Foyer - Sectioned Lounge layout



DISPLAY PANEL AT PRIME LOCATION

(applicable to Platinum Sponsor only)

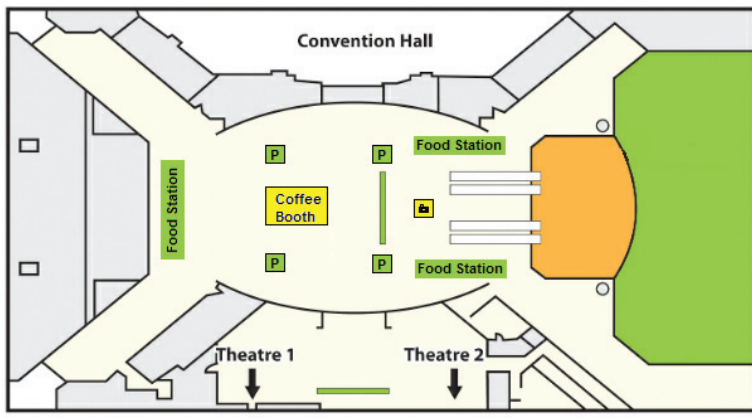
APPENDIX B

Display Panel includes:

- 1m wide x 2.5m high Display Panel
- Printing
- Panel Construction
- Lighting
- Labour and logistics
- Setup and dismantling
- Optional shelves or catalogue racks



Display Panel – Concept



Proposed Display Panel location
– Convention Foyer

Disclaimer: All information presented in this sponsorship package is subject to change by GIC/AHK and associated organising parties.

For general queries please contact:
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SPONSORSHIP REPLY FORM

Please complete the form and return to German Industry & Commerce Ltd. by email:
apk2016@hongkong.ahk.de or via fax: +852 2810 6083.

COMPANY NAME: _____	CONTACT POINT#:
Company Address: _____ _____ _____	Name of Contact Person: _____ Job Title: _____ Direct E-Mail: _____ Direct Telephone Line: _____ Address (if different from left): _____ _____
Telephone Number: _____	#(the person stated above shall be the main contact and act as a liaison party for internal communication of the sponsoring company)
Email Address: _____	
(details provided above will be used in the Sponsorship Agreement and for accounting purposes)	

- Yes, I would like to sponsor the 15TH ASIA-PACIFIC CONFERENCE OF GERMAN BUSINESS (APK) 2016 under the category of:
- DIAMOND* (HK\$ 432,000)
 - Yes, we include a Branded Corporate Lounge in addition to our cash sponsorship.
 - No, thank you. We will become DIAMOND Sponsor without a Branded Corporate Lounge.
 - PLATINUM (HK\$ 320,000)
includes 1m wide x 2.5m high Display Panel. Printing, Construction, Lighting, Labour, Logistics and Dismantling are included in the Cash Sponsorship.
 - GOLD (HK\$ 209,000)
 - SILVER (HK\$ 132,000)
 - SPECIAL SPONSORSHIP:
 - AHK Working Breakfast Sponsorship (HK\$ 55,000 per session)
 - Coach / Shuttle Bus Service**
 - Coffee bar
 - Charging Station
 - Venue Design / Decoration
 - Technical equipment
 - Others (please specify) _____

* Branded Corporate Lounges are exclusively reserved for DIAMOND Sponsors, but are optional. Cost beyond the Branded Corporate Lounge Package are borne by the sponsor. The number of Branded Corporate Lounges is limited and the allocation of a lounge shall be treated on a first paid, first served basis.

**Sponsorship shall include drivers, fuel and other miscellaneous expenses



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