



Institute of **S**ystems **M**anagement
系統管理研究院 ISM

International Conference in Information Technology and Management (ICITM 2007)

Sponsorship Scheme

Details of the Conference

Date: 3-5 January, 2007

Time: 9:00pm – 5:30pm

Venue: The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

Enquiry: (852) 3400 2865 or (852) 3400 2687

Email: icitm2006@comp.polyu.edu.hk or manchung.chan@inet.polyu.edu.hk

A. SPONSORS STYLE

1. **Diamond sponsor** (*see p.3 for details*)
Sponsor amount: HK\$ 500,000 (Quota:1)
2. **Platinum sponsor** (*see p.4 for details*)
Sponsor amount: HK\$ 300,000
3. **Gold sponsor** (*see p.5 for details*)
Sponsor amount: HK\$ 200,000
4. **Silver sponsor** (*see p.6 for details*)
Sponsor amount: HK\$ 100,000
5. **Cocktail & Banquet sponsor (on 3 January 2007)**
Sponsor amount: HK\$ 60,000 (Quota:1)
 - a. Banquet Sponsor recognition in the conference programme, and dinner menu
 - b. One full-page color advertisement in the conference programme
 - c. Dominant placing company banner (provided by sponsor) at the Banquet site
 - d. Acknowledgement as Dinner Sponsor and a hotlink to company website
 - e. Opportunity to place appropriate promotional material on dinner tables (to be approved by the Committee)
 - f. 20 minutes presentation about the sponsored company at the Banquet site
 - g. Acknowledgement as Dinner Sponsor by the MC at the Banquet
 - h. 5 free admission to dinner

6. Luncheon (on 4 or 5 January 2007)

Sponsor amount: HK\$40,000 (Quota: 2)

- a. Luncheon Sponsor recognition in the conference programme and menu
- b. One full-page black and white advertisement in the conference programme
- c. Dominant placing company banner (provided by sponsor) at the luncheon site
- d. Acknowledgement as Luncheon Sponsor and a hotlink to company website
- e. Opportunity to place appropriate promotional material on luncheon tables (to be approved by the Committee)
- f. 10 minutes presentation about the sponsored company at the luncheon site

7. Refreshment breaks for 3 days

Sponsor amount: HK\$ 50,000 (Quota: 1)

- a. Refreshment Breaks Sponsor recognition in the conference programme
- b. One full-page black and white advertisement in the conference programme
- c. Dominant placing company banner (provided by sponsor) at the refreshment service points
- d. Acknowledgement as Refreshment Breaks Sponsor and a hotlink to company website

8. Booth rental (3m x 3m per booth)

Rental amount: HK\$ 10,000 per booth

B. Cooperation details

Note: All sponsors will automatically become strategic partners of all the Chinese bases of ISM in Wuxi and Chengdu. Wuxi base is a Science and technology park and incubating institute fully funded by the Wuxi municipal government. Sponsors will have priority over others in using facilities of ISM bases and joining its projects and enjoy governmental policy and support for business wherever applicable.

Those ISM bases are currently in different stage of establishment. Full detail should refer to the “co-operation” page, which will be constantly updated, of the official web page:

www.ism-polyu.hk

1. Diamond sponsor

i. Sponsor amount: HK\$ 500,000

ii. Sponsor reward:

a. Honor reward: The organisation enjoys the conference naming right, i.e. " ×× international information systems management conference ". The organisation will be invited as the Director Council Member of the Institute of System Management for 1 year.

b. Participation reward: The organisation is eligible for a representative to speak for 10-minute speech in the opening ceremony. The titles for the 2 representatives as "Specially invited honorable guest". They will be invited to join the whole activity includes: opening ceremony and media related activities. And 10 conference tickets will be given to the organisation.

c. Advertisement propaganda reward: All along the campaign period, the company name will be appeared as the exclusive sponsor on all the materials including the marketing materials, venue, posters within PolyU campus & etc. Conference Website – Acknowledgement as the Main Conference Sponsor and a hotlink can be linked back to the sponsor's company website.

In the conference booklet, the company will be offered 2 color pages advertisement for promotion. The company's speaker details will be published in the conference booklet.

d. Media propaganda reward: Such as newspapers, periodicals, magazine and other media channels to report this event as the exclusive sponsor.

e. Exhibition booths: 3 exhibition booths at conference at prominent location (booth size: 3m x 3m per booth).

f. Given a chance to promote sponsor's company products and services in a workshop during the conference period up to 3 hours.

g. Free of charge to participate in all ISM activities for one year.

h. 1st Day Dinner: 5 free admissions to conference dinner on 3 Jan 2007

2. Platinum sponsor

i. Sponsor amount: HK\$ 300,000

ii. Sponsor reward:

a. Honor reward: The company will be invited as ISM's honourable corporate member for one year.

b. Participation reward: One senior executive of the company will be invited to speak during lunch / special session. Two of the company's senior executives will be invited as honourable guests to participate on the whole conference's opening ceremony and related media activities. And 5 conference tickets will be given to the organisation.

c. Advertisement propaganda reward: All along the campaign period, the company name will be appeared on all the materials including the marketing materials, venue, posters within PolyU campus & etc. Conference Website – Acknowledgement as the Platinum Conference Sponsor and a hotlink can be linked back to the sponsor's company website.

In the conference booklet, the company will be offered a color page for promotion.

d. Media propaganda reward: Such as newspapers, periodicals, magazine and other media channels to report this event as the platinum sponsors.

e. Exhibition booths: 2 exhibition booths at conference at prominent location (booth size: 3m x 3m per booth).

f. Given a chance to promote sponsor's company products and services in a workshop up to 1.5 hours during the conference period.

g. Free of charge for all ISM activities for one year.

h. 1st Day Dinner: 3 free admissions to conference dinner on 3 Jan 2007

3. Gold Sponsor

i. Sponsor amount: HK\$ 200,000

ii. Sponsor reward:

- a. Your company name will be bear the title of sponsor in the conference.
- b. Participation reward: One senior executive of your company will be invited to speak during lunch / special session. One of your company's senior executives will be invited as honourable guest to participate on the whole conference's opening ceremony and related activities. And 3 tickets will be free to your company.
- c. Advertisement propaganda reward: All along the campagin period, the company name will be appeared on all the materials including the marketing materials, venue, posters within PolyU campus & etc. Conference Website – Acknowledgement as the Gold Conference Sponsor and a hotlink can be linked back to the sponsor's company website.

In the conference booklet, the company will offer a full page black and white advertisement for promotion.
- d. Media propaganda reward: Such as newspapers, periodicals, magazine and other media channels to report this event as the gold sponsors.
- e. Exhibition booths: 1 exhibition booth at conference at prominent location (booth size: 3m x 3m per booth).
- f. Given a chance to promote sponsor's company products and services in a workshop up to 1 hour during the conference period.
- g. Free of charge for all ISM activities for one year.
- h. 1st Day Dinner: 2 free admissions to conference dinner on 3 Jan 2007

4. Silver Sponsor

i. Sponsor amount: HK\$ 100,000

ii. Sponsor reward:

- a. Honor reward: Your company name will bear the title of sponsor in the conference.
- b. Participation reward: One senior executive of the company will be invited to speak during lunch / special session. One of your company's senior executives will be invited as honourable guest to participate on the whole conference's opening ceremony and related activities. And 2 tickets will be free to your company.
- c. Advertisement propaganda reward: All along the campaign period, the company name will be appeared on all the materials including the marketing materials, venue, posters with PolyU campus & etc. Conference Website – Acknowledgement as the Silver Conference Sponsor and a hotlink can be linked back to the sponsor's company website.

In the conference booklet,, the company will offer a half-page black and white advertisement for promotion.
- d. Media propaganda reward: Such as newspapers, periodicals, magazine and other media channels to report this event as the silver sponsors.
- e. Exhibition booth: 1 exhibition booth at conference at prominent location (booth size: 3m x 3m per booth).
- f. Given a chance to promote sponsor's company products and services in a workshop up to 30 minutes during the conference period.
- g. Free of charge for all ISM activities valid for one year.
- h. 1st Day Dinner: 1 free admission to conference dinner on 3 Jan 2007

Sponsorship Summary

	Diamond (\$500,000)	Platinum (\$300,000)	Gold (\$200,000)	Silver (\$100,000)
Naming Right	✓	×	×	×
Membership	Director Council Member	Honorable Corporate Member	×	×
Speech	10 mins (Opening Ceremony)	10 mins (Lunch / Special Session)	10 mins (Lunch / Special Session)	10 mins (Lunch / Special Session)
Conference Honorable Guest	2	2	1	1
Conference Free Ticket	10	5	3	2
Free Booth	3	2	1	1
Free Advertisement in Conference Booklet	2 Color Page	1 Color Page	1 B/W Page	1/2 B/W Page
Product / Service Promotional Workshop	3 hrs	1.5 hrs	1 hr	1/2 hr
Free Seats for the 1st Day Dinner	5	3	2	1