

An Invitation to Sponsor

The Institute of Financial Planners of Hong Kong

Financial Planning Conference 2018

20 September 2018 (Thursday)

9:15am – 5:15pm

Meeting Room N101

Hong Kong Convention and Exhibition Centre

Organized by:



Introduction

In today's challenging markets, keeping abreast of the best practices in financial planning, learning new financial product features and the latest consumer trends are of paramount priorities to many professional financial planners.

As the leading institute in financial planning, the Institute of Financial Planners of Hong Kong (IFPHK) regularly invites experts across the industry to speak at our conference. The annual conference reviews and discusses key issues that are pertinent in the arena of financial planning. The conference provides an excellent platform for financial planners to benefit from the wisdoms of the industry's leaders and visionaries, as well as enhance knowledge on the most important industry topics.

Previous Supporting Organizations



Previous Sponsoring Organizations



Event Highlights in 2017

The Financial Planning Conference was successfully held on 26 September, 2017 at Hong Kong Convention and Exhibition Centre. The theme of the Conference is “Stepping Up for the Future of Financial Planning” and it attracted over 400 CFP^{CM} professionals and financial planners. More than ten speakers, including senior government regulators, prominent financial experts and industry figures shared their wisdom on hot financial topics such as the latest regulatory updates on financial planning, social media best practices for financial planners, new thoughts on retirement planning, as well as real estate investment tactics. The Conference saw an overwhelming positive response from the financial services industry.



IFPHK Financial Planning Conference 2018 Sponsorship Options at a Glance

Book early to maximize your exposure!
Please contact **Kevin Law, Senior Manager of Professional Development Department,**
at kevinlaw@ifphk.org or 2982 7869 for assistance.

	Options	Sponsors Amount HK\$42,000
Public Exposure		
1	Logo exposure on Conference website and key marketing materials, including promotional flyers and e-blast to IFPHK members and non-members	✓ Regular Logo
2	Logo exposure on special Conference advertisements (2 advertisements in major Hong Kong Newspapers / Magazines)	✓ Regular Logo
3	Logo exposure on Conference Facebook feeds	✓ Regular Logo
4	NEW – Hashtag Sponsors' Facebook pages to Conference Facebook feeds (boosted or regular feeds) <i>(Number of fans in IFPHK Facebook page: 11,189 as at April 2018)</i>	✓ Sponsors' Facebook Page
5	NEW – Active link to recognize / thank you sponsors in Conference-related emails (e.g. invitation to IFPHK members, event acknowledgement and etc)	Regular Logo
On Event Exposure		
6	Complimentary tickets x 10 Valued HK\$ HK\$19,800	10
7	Logo exposure on all on-site display (backdrops, conference room, brochure, registration counter, projector screen, etc)	✓ Regular Logo
8	NEW – Opportunity for company executive to speak at Conference / to show corporate video at event opening/ interlude session (on a first-come, first-served basis)	✓
9	Verbal acknowledgement by MC	✓
10	Delegate pack insert (1-page A4 insert)	✓
11	Complimentary advertisement in IFPHK Journal - Advisors Today Valued HK\$12,000	Full-page, 4C

IFPHK Financial Planning Conference 2018 Sponsorship Reply Form

Mr. Kevin Law | Tel: 2982 7869 | email: kevinlaw@ifphk.org | fax: 2982 7777

Our sponsorship packages are designed to offer you greater flexibility and better value for money. Your participation is important and will no doubt add to the success of this event. Take advantage of the numerous benefits and book early to avoid disappointment!

SPONSORSHIP PACKAGE	
Sponsor – HK\$42,000	

Company : _____

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To confirm the above sponsorship, please sign at below duly with the company chop, and return a copy to the IFPHK by email to kevinlaw@ifphk.org or fax to 2982 7777.

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Name:

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