

An Invitation to sponsor

*Financial  
Planning  
Conference 2019*



MONDAY

SEP

23

9:15AM - 5:15PM

MEETING ROOM N101  
HKCEC



## *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 wisdom of the industry's leaders and visionaries, as well as enhance knowledge on the most important industry topics.



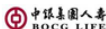
## Previous Supporting Organisation



粵港俱大湾区经贸協會  
Guangdong-Hong Kong-Macao-Bay Area  
Economic And Trade Association



## Previous Sponsoring Organisation



## *Event Highlight*

The financial planning conference was successfully held on 20 September, 2018 at Hong Kong Convention and Exhibition Centre.

The theme of the conference is “Embracing Changes with Confidence” and it attracted nearly 600 CFP<sup>CM</sup> 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, challenges and opportunities of Greater-Bay Area, Voluntary Health Insurance Scheme in-depth discussion, building sources of retirement income, as well as blockchain technology and wealth management. The conference saw an overwhelming positive response from the financial services industry.

# Event Highlight



# IFPHK Financial Planning Conference 2019

	Options	Sponsors Amount HK\$45,000
<b>Public Exposure</b>		
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	Hashtag Sponsors' Facebook pages to Conference Facebook feeds (boosted or regular feeds) <i>(Number of fans in IFPHK Facebook page: 11,662 as at May 2019)</i>	✓ Sponsors' Facebook Page
5	Logo exposure on event recap video	Regular Logo
<b>On Event Exposure</b>		
6	Complimentary tickets x 10 Valued HK\$20,200	10
7	Logo exposure on all on-site display (backdrops, conference room, brochure, registration counter, projector screen, etc)	✓ Regular Logo
8	Verbal acknowledgement by MC	✓
9	Delegate pack insert (1-page A4 insert)	✓
10	Complimentary advertisement in IFPHK Journal - Advisors Today Valued HK\$12,000	Full-page, 4C

Book early to maximize your exposure!

Please contact Kevin Law, Senior Manager,  
Professional Development and Training Department,  
at [kevinlaw@ifphk.org](mailto:kevinlaw@ifphk.org) or 2982 7869 for assistance.



## IFPHK Financial Planning Conference 2019 Sponsorship Reply Form

Mr. Kevin Law | Tel: 2982 7869 | email: [kevinlaw@ifphk.org](mailto: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\$45,000

Company : \_\_\_\_\_

Contact person : \_\_\_\_\_

Position : \_\_\_\_\_

Address : \_\_\_\_\_  
\_\_\_\_\_

Telephone No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_

Email address : \_\_\_\_\_

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](mailto:kevinlaw@ifphk.org) or fax to 2982 7777.

Confirmed and Agreed by

\_\_\_\_\_  
(Please sign with company chop)

Name:

Title:

Date: