



# Pay Trend & Benefits (PTB) Seminar 2023

## 19 October

Physical event at Royal Plaza Hotel



**\*330+** C&B and HR Professionals

### Reasons To Sponsor



Build Your Employer Brand



Showcase Your Products / Services



Connect with the Industry



Share C&B Best Practices



**50%** Senior Management

# SPEAKING & BRANDING OPPORTUNITIES



**PTB Seminar Website**

\*The number of attendees depends on the latest social distancing measures announced by the Government.

**HKIHRM Pay Trend & Benefits (PTB) Seminar 2023**  
**Sponsorship Packages**

	<b>VIP Luncheon Sponsor (Exclusive) HK\$150,000</b>	<b>Refreshment Sponsor (Exclusive) HK\$100,000</b>
<b>Pre-event Exposure</b>		
Hyperlinked Corporate Logo @ Event Webpage	✓	✓
Hyperlinked Corporate Logo on eDMs	✓	✓
Hyperlinked Banner in Daily eNews	1 week	1 week
Logo Acknowledgement on social media	✓	✓
<b>Onsite Exposure</b>		
Speaking Opportunity @ Luncheon	15-min session	
Acknowledgement by EMCEE	✓	✓
Logo Exposure	<ul style="list-style-type: none"> <li>• Conference &amp; Luncheon Backdrops</li> <li>• Luncheon Menu</li> <li>• Programme Leaflet</li> </ul>	<ul style="list-style-type: none"> <li>• Conference Backdrop</li> <li>• Refreshment tables</li> <li>• Programme Leaflet</li> </ul>
Exhibition Showcase	✓ (Prominent)	✓ (Prominent)
Complimentary Pass	5	5
VIP Luncheon (~70 invited guests)	<ul style="list-style-type: none"> <li>• 5 seats (Head Table x2)</li> <li>• 20 Delegates Selected by Sponsor</li> <li>• Branded Reception Table</li> </ul>	2 seats
Leaflet Distribution	✓	✓
Souvenir Distribution	✓ (Luncheon)	✓
Corporate Video Looping at refreshment breaks (Max. 90 seconds) @ Seminar	✓	✓
<b>Post-event Exposure</b>		
Online Advertorial/ Advertisement @ 2023 Hong Kong Pay Trend Survey Report	Full Page x 1	Full Page x 1
Acknowledgement on social media/ other Marketing Channels	✓	✓
HR Service Providers Directory 2024/25	<ul style="list-style-type: none"> <li>• Special Page x 1</li> <li>• Company Listing x 1</li> </ul>	<ul style="list-style-type: none"> <li>• Special Page x 1</li> <li>• Company Listing x 1</li> </ul>
Online Banner @ <a href="http://HKIHRM Website">HKIHRM Website</a>	Head banner x 1 month	Position A x 1 month
eDM Blast	1 time	1 time

**Notes:**

1. Publication materials (e.g. leaflets, video, banner, etc) will be provided by sponsors.
2. All conditions are subject to the latest arrangement of the Social Distancing Policy issued by the HKSAR Government as well as the final arrangement from HKIHRM.
3. HKIHRM reserves the right to make the final decision.

**Please contact us to tailor sponsorship package that suits your business needs.**  
**Email: [project@hkihrm.org](mailto:project@hkihrm.org) Tel: (852) 28373822/3827**

**HKIHRM Pay Trend & Benefits (PTB) Seminar 2023**  
**Sponsorship Packages**

	<b>Diamond Sponsor</b> HK\$100,000	<b>Platinum Sponsor</b> HK\$80,000	<b>Gold Sponsor</b> HK\$50,000	<b>Youth Development Sponsor</b> HK\$40,000	<b>Souvenir Sponsor</b> HK\$30,000
<b>Pre-event Exposure</b>					
Hyperlinked Corporate Logo @ Event Webpage	✓	✓	✓	✓	✓
Hyperlinked Corporate Logo on eDMs	✓	✓	✓	✓	✓
Hyperlinked Banner in Daily eNews	1 week	1 week			
Logo Acknowledgement on social media	✓	✓	✓	✓	✓
<b>Onsite Exposure</b>					
Speaking Opportunity	30-min session				
Acknowledgement by EMCEE	✓	✓	✓	✓	✓
Logo Exposure <ul style="list-style-type: none"> <li>• Stage E-backdrop</li> <li>• Programme Leaflet</li> </ul>	✓	✓	✓	✓	✓
Exhibition Showcase	✓	✓			
Complimentary Pass	5	3	1	1	1
VIP Luncheon	2 seats	2 seats	1 seat	1 seat	1 seat
Leaflet Distribution	✓	✓			
Souvenir Acknowledgement					✓
Local Tertiary Student Sponsors				10	
<b>Post-event Exposure</b>					
Online Advertorial/ Advertisement @ 2023 Hong Kong Pay Trend Survey Report	Full Page x1	Half Page x1	Half Page x1		
Acknowledgement on social media/ other Marketing Channels	✓	✓	✓	✓	✓
HR Service Providers Directory 2024/25	<ul style="list-style-type: none"> <li>• Centre Spread</li> <li>• Company Listing x 1</li> </ul>	<ul style="list-style-type: none"> <li>• Half Page x1</li> <li>• Company Listing x 1</li> </ul>	Company Listing x 1	Company Listing x 1	Company Listing x 1
Online Banner @ <a href="http://HKIHRM Website">HKIHRM Website</a>	Position A x 1 month	Position B x 1 month	Position C x 1 month		
eDM Blast	1 time	1 time			
e-Journal Contribution	✓				

**Notes:**

1. Publication materials (e.g. leaflets, video, banner, etc) will be provided by sponsors.
2. All conditions are subject to the latest arrangement of the Social Distancing Policy issued by the HKSAR Government as well as the final arrangement from HKIHRM.
3. HKIHRM reserves the right to make the final decision.

**Please contact us to tailor sponsorship package that suits your business needs.**  
**Email: [project@hkihrm.org](mailto:project@hkihrm.org) Tel: (852) 28373822/3827**

## **HKIHRM Pay Trend & Benefits (PTB) Seminar Sponsorship - Booking Form**

I am interested to be the sponsor of HKIHRM Pay Trend & Benefits (PTB) Seminar 2023 below:  
(Please ✓ the appropriate box(es))

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> <b>VIP Luncheon Sponsor (<i>Exclusive</i>)</b> | <b>HK\$150,000</b> |
| <input type="checkbox"/> <b>Refreshment Sponsor (<i>Exclusive</i>)</b>  | <b>HK\$100,000</b> |
| <input type="checkbox"/> <b>Diamond Sponsor</b>                         | <b>HK\$100,000</b> |
| <input type="checkbox"/> <b>Platinum Sponsor</b>                        | <b>HK\$80,000</b>  |
| <input type="checkbox"/> <b>Gold Sponsor</b>                            | <b>HK\$50,000</b>  |
| <input type="checkbox"/> <b>Youth Development Sponsor</b>               | <b>HK\$40,000</b>  |
| <input type="checkbox"/> <b>Souvenir Sponsor</b>                        | <b>HK\$30,000</b>  |

### **Contact Details**

Company (Eng): \_\_\_\_\_

Company (Chi): \_\_\_\_\_

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 Pay Trend & Benefits (PTB) Seminar 2023 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:  
|