

# 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism

## Sponsorship Prospectus

HONG KONG  
2016



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

School of  
Hotel & Tourism Management  
酒店及旅遊業管理學院



# Invitation from Dean Chon



I am very pleased to extend to you a personal invitation for you to participate in HONG KONG 2016: 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism. Scheduled to take place on 16-18 May 2016, HONG KONG 2016 will provide exceptional opportunities for you to showcase your organisation to hospitality and tourism professionals.

Organised by the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU), I am delighted that HONG KONG 2016 will take place in vibrant Hong Kong and at our state-of-the-art teaching and research hotel, Hotel ICON. HONG KONG 2016 takes the theme "Innovation · Education · Research" which aptly reflects the aim of this conference which is to provide a networking platform for educators, thought leaders, students and industry professionals to exchange insights related to innovations and trends in the global tourism and hospitality industry, as well as opportunities and challenges that the industry is currently facing.

It is anticipated that around 400 international delegates will attend HONG KONG 2016, making it one of the most dynamic and iconic hospitality and tourism conferences in the Asia Pacific region.

HONG KONG 2016 is run entirely by a team of dedicated SHTM students and faculty members who are working tirelessly behind the scenes to ensure that delegates are provided with an exceptional platform to exchange dialogue, to connect and network. All of us are committed to making HONG KONG 2016 a central gathering place for delegates with hospitality and tourism background. We also offer unique sponsorship opportunities to organisations with an aim of greatly enhancing their presence and exposure.

Please take a few moments to go through the HONG KONG 2016 – Sponsorship Package we prepared for your perusal. Our Conference Organising Committee is ready to share with you all the exciting details about HONG KONG 2016 as well as the customised benefits and opportunities it presents. Rest assured that our student specialists will contact you in due course to provide you with further information.

We look forward to working more closely with you. Let's join hands to nurture tomorrow's leaders and shape the global landscape of hospitality and tourism.

Yours sincerely,

Professor Kaye Chon  
Walter Kwok Foundation Professor in  
International Hospitality Management  
Dean and Chair Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
*and*  
Chairman  
HONG KONG 2016



# Who Are We?



## PolyU SHTM – Leading Hospitality and Tourism (Organiser)

In tourism and hospitality education sector, SHTM is a world leader. It was ranked no. 2 internationally among hotel and tourism schools based on research and scholarship, according to a study published in the Journal of Hospitality and Tourism Research in November 2009.

As a global center of excellence in tourism and hospitality education and research, it serves our industry and academic communities through the advancement of education and dissemination of knowledge.

## Organising Committee

The organising committee of HONG KONG 2016 is formed by a group of 53 undergraduate students from the SHTM of PolyU. From September 2016, the committee starts taking responsibilities in different areas of the conference in terms of planning, organisation and management. With the support and guidance from the school professionals, the committee shows enthusiasm in the process and is dedicated to achieving the goals and delivering a successful conference.



# About the Conference



HONG KONG 2016: 2nd Global Tourism & Hospitality Conference and  
15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism



Date: 16 – 18 May 2016  
Venue: Hotel ICON, Hong Kong

## Goal

To provide a networking platform for education, students and industry practitioners to exchange insights related to innovations, trends, opportunities and challenges of global tourism and hospitality.

## Theme

“Innovation · Education · Research”

## Programme Highlights

- Keynote Presentations
- Plenary Sessions
- Paper Presentations
- Poster Sessions
- Pre-Conference Workshops

## Social Programmes

- Pre-Conference Tour
- Welcome Reception
- Gala Dinner
- Best Paper Awards Presentation
- Optional Dinner with Speakers

# About the Conference



	Early Bird 15 Feb - 20 Mar 2016	Regular 21 Mar - 23 Apr 2016	Optional Programmes
General Delegates	USD 400 (HKD 3120)	USD 500 (HKD 3900)	Optional Dinner with Speakers USD 60 (HKD 468)
Full-time Students	USD 260 (HKD 2028)	USD 400 (HKD 3120)	Pre-Conference Tour USD 65 (HKD 507)

- \* USD 1=HKD 7.8
- \* All payments should be made in HKD.
- \* Confirmation letter/ copy of student ID must be presented when attending the conference.
- \* Only online registration is available.
- \* More details are available on the website.

# Featured Speakers



**Prof. Dimitrios Buhalis**  
Bournemouth University



**Prof. Kaye Chon**  
The Hong Kong Polytechnic University



**Prof. Geoffrey Crouch**  
La Trobe University



**Prof. Daniel Fesenmaier**  
University of Florida



**Prof. Fabien Fresnel**  
École hôtelière de Lausanne



**Prof. Cathy Hsu**  
The Hong Kong Polytechnic University



**Prof. Brian King**  
The Hong Kong Polytechnic University



**Prof. Rob Law**  
The Hong Kong Polytechnic University



**Prof. Bob McKercher**  
The Hong Kong Polytechnic University



**Prof. Fevzi Okumus**  
University of Central Florida



**Prof. Abraham Pizam**  
University of Central Florida



**Ms. Kathy Pugh**  
edX



**Prof. Hanqin Qiu**  
The Hong Kong Polytechnic University



**Prof. Dennis Reynolds**  
University of Houston



**Prof. Chris Roberts**  
DePaul University



**Prof. Chris Ryan**  
Waikato University



**Prof. Haiyan Song**  
The Hong Kong Polytechnic University



**Prof. John Tribe**  
University of Surrey



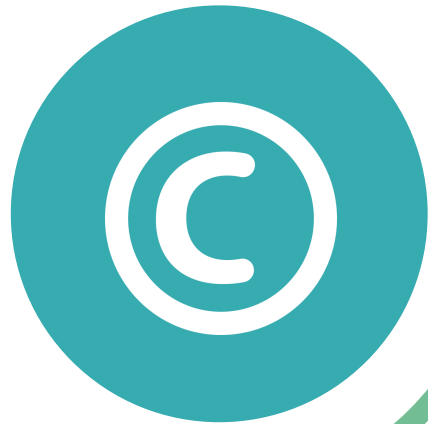
**Mr. Duane Vinson**  
STR SHARE Center

# *Reasons and Benefits*



## Awareness & Understanding Creation

- Enhance your brand image through associating with our conference
- Enhance awareness towards your brand, products and services in both the market and industry



## Business & Networking Opportunities

- Grab the opportunities to connect with a large potential customer base
- Connect with other sponsors, suppliers, government officials and scholars
- Participate in the conference, communicate and network within various tourism and professionals from hospitality industry



## Enhance reputation

- Create positive public relation value

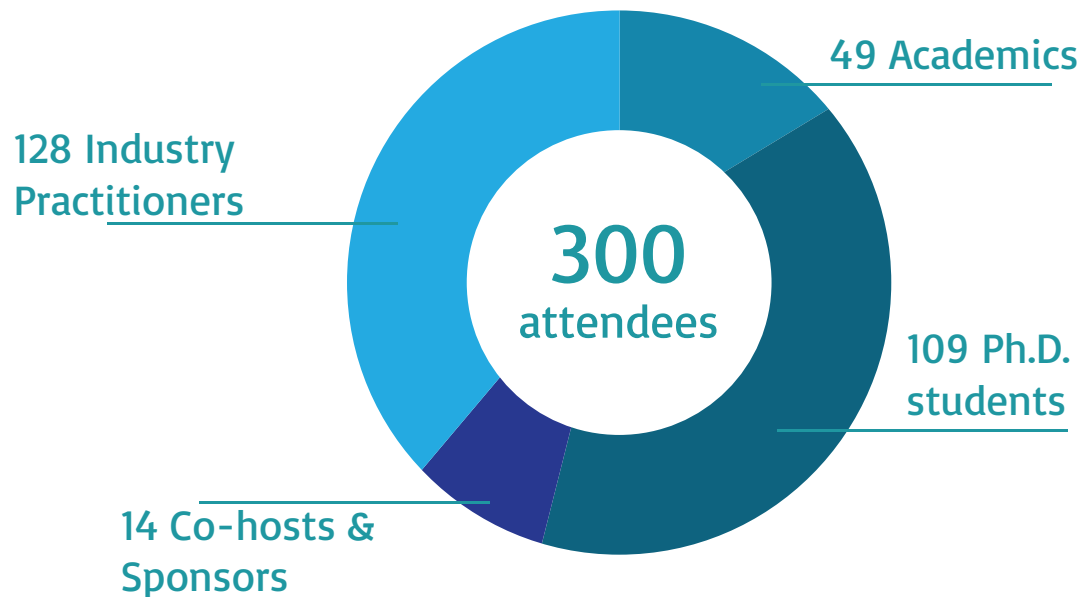


# Previous Conference

1st Global Tourism &  
Hospitality Conference 2014

FOUNDED IN  
**2014**

Total number of papers  
submitted: **248**



**26**  
poster presentations

**220**  
stand-up presentations

**45**  
concurrent sessions

# *Profile of Past Delegates*



## Global Tourism & Hospitality Conference and 11th Asia Pacific Forum

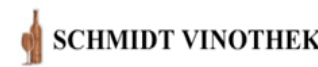


From more than 30 countries or regions in the world including Australia, Belarus, Canada, Dubai, France, Hong Kong, Indonesia, Japan, Kenya, Korea, Laos, Macau, Mainland China, Malaysia, Maldives, Malta, Myanmar, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Philippines, Portugal, Russia, Switzerland, Taiwan, Thailand, Turkey, UK, USA, Vietnam, Zambia, etc.

# Previous Sponsors



## Global Tourism & Hospitality Conference



## 11th APF in Hong Kong



# Photos of Past Conferences



# Sponsorship Package



	Diamond USD 7,500 and above	Platinum USD 5,000	Gold USD 3,000	Silver USD 1,500
5-minute speech opportunity in gala dinner	✓	-	-	-
Exhibition opportunities (Table size: 2' x 6')	2 tables	1 table	1 table	-
Verbal acknowledgements: opening and closing ceremony	✓ (plus 1 slide each)	✓ (plus 1 slide each)	✓	✓
Ad on programme book #	Full page (back inner)	Full page	Half page	Half page
Material inserts in conference satchel #	ONE item	1-page collateral	-	-
Logo placement on conference backdrop # (All are in standard size)	✓	✓	✓	-
Logo placement on marketing materials #	✓	✓	✓	✓
Logo placement on promotion videos # (pre- and post- conference videos)	Permanent	Individual List	Individual List	-
Acknowledgement on all social media platforms Λ (pre- and post- conference feed)	Single Feed	Single Feed	A list	A list
Complimentary registration of Optional Dinner with Speakers	4	3	20% off (max. 2)	-
Complimentary full conference registration	4	3	2	1
Complimentary registration of pre-conference tour	4	3	-	-
Complimentary proceedings (on request)	2	1	-	-

# Materials to be provided by Sponsors    Λ Contents to be provided by Sponsors

# *Supporting Sponsorship Opportunities*



Media Partners



Conference Program  
Sponsor



Social Event Sponsor



Mobile App  
Sponsor



Wifi  
Sponsor



Lanyard  
Sponsor

The title of sponsors will be shown as the name provided. Other than the above sponsors, remaining sponsors will be considered as “Supporting Organisations”.

Every sponsorship package is on a **FIRST-COME-FIRST SERVED** basis. If you are interested, please contact us as soon as possible. The earlier in-touch, the greater flexibility can be provided. We are also delighted to create a customized sponsorship package best suit you, and offer exclusive benefits for you as a sponsor as well as for delegates. You are most welcomed to share ideas and tell us about how we can help on promoting your brand.

**We value your precious support.**  
**COME AND JOIN US NOW!**

# Terms and Conditions



## General Conference Information

The Conference content on this prospectus ("Conference") is being organised by the School of Hotel & Tourism Management (SHTM), The Hong Kong Polytechnic University (PolyU). The Conference is conditioned upon the facility in which the Conference is scheduled to be held at SHTM and Hotel ICON. SHTM kicks no responsibilities regarding the number of attendees.

## Sponsorship Confirmation

All sponsorship opportunities will be assigned on a first-come, first-served basis with half deposit within 14 working days and full payment settled within 30 working days. The Organising Committee has the right to terminate the agreement without receipts of both payments.

## Payment Policy

Sponsorship payment once received is non-refundable and the payment can be settled by Hong Kong Dollars. The currency rate is fixed at USD1: HKD7.8 under any circumstances. Sponsors shall make bank draft payable to the following bank account:

Account Name: The Hong Kong Polytechnic University

Bank Name: Hang Seng Bank Limited

Bank Address: 83 Des Voeux Road Central, Hong Kong

Bank Account Number: 024-280-277476-001

Mail sponsor payment to:

HONG KONG 2016 Organising Committee, Room 613, School of Hotel & Tourism Management, 17 Science Museum Road, TST East, Kowloon, Hong Kong

## Insurance

Sponsors shall maintain sufficient liability insurance covers all potential problems during the Conference. Sponsors are required to carry insurance to cover their property against damage or loss and public liability insurance for claims of injury to the person and property of others, including property owned by Hotel ICON and SHTM.

## Exhibition Booth / Space Variation

The Organising Committee in any circumstances has the right to change the exhibit booth / space allocation if necessary. Sponsors shall accept the variation without any claims for reduction in charges or otherwise.

## Distribution of Exhibition Materials

All kinds of materials for distribution in the Conference by sponsors shall only be distributed at the Exhibition booth but not any other areas, except the consent given by the Organising Committee.

## Nature of Exhibition Materials

No advertising related to other competitions or awards can be distributed by sponsors without the approval of the Organising Committee.

## Content of Exhibition Materials

Sponsors shall take full responsibility for the contents of all exhibition materials. The Organising Committee will take no liability for the contents of any such materials.

## Format of Exhibition

Sponsors must not use any sound effect for attracting attention of attendees of the Conference which creates annoyance or inconvenience of other sponsors. No sale transaction shall be made within the Conference. The Organising Committee reserves the right to cease any activity (including the use of any promotional material) on the part of the sponsors that may consider as inappropriate or damaging to the reputation of the Organising Committee, or the Conference.

## Limitation on Exhibition Booth Setting

The Exhibitors shall not insert any nail, screw or hook into any of the walls, or fixtures in SHTM. Sponsors may decorate their table(s) or space(s) in accordance to the relevant guidelines and instructions issued by the Organising Committee.

## Safety Regulations of Exhibition

Sponsors must ensure that all exhibits are properly protected to avoid causing any danger to any individuals in the Conference. Aisles and fire exits must, at all time, be kept clear of exhibits. Sponsors will adhere to all fire and safety regulations which affect, or apply to, the Conference, and the venue. The use of inflammable materials for stand or space decoration is prohibited. All inflammable materials (such as empty boxes and packaging) shall be removed immediately from the Exhibition venue.

## Arrangement of the Exhibition Booth

Sponsors are required to ensure that the exhibition booth is staffed during the opening hours of the Conference, and must not remove any equipment before the published closing time of any day of the Conference. All exhibits and displayed materials must be removed as soon as possible thereafter and, in any event, by the time given by the Organising Committee.

## Selecting Contractors

Sponsors are free to select any contractor and/or forwarder at their own discretion. For an efficient and regulated flow inside the conference venue building, the Organising Committee has appointed an Official Contractor and Official Forwarder for the conference. If your company has a local forwarding team, please contact the Organising Committee immediately to apply for an exemption.

## Subletting

No sponsor shall assign, sublet or share the whole or any part of the exhibit booth / space allocated without the consent of the Organising Committee.

## Exhibit Signage Regulations

Signage place is included for sponsors in some sponsorship packages. Please note that the signage space is limited. The Organising Committee will inform sponsors of the maximum number and size of the signage / banner.

## Registration of Staff

Sponsors shall understand all attendees must officially register for the Conference. One who will attend the Conference must register as a full conference delegate. The sponsorship fee does not include the registration fee unless specifically stated in this sponsorship agreement. The complimentary conference registration cannot be resold to other attendees.

## Photography

No videos or photos shall be taken without the prior written consent of the Organising Committee. Committee members allow sponsors may take videos or photos of their own booth display, display materials and personnel for any promotional or marketing use by the Conference.

## Liability

The Conference Organiser and the Committee act only to procure and arrange these activities and do not accept responsibilities for any act or omission on the part of the service providers. No liabilities accepted for any inaccuracy or misdescription, nor for any delay or damage, including personal injury or death, howsoever caused resulting from arising out of any reliance upon general or specific information published in this brochure. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.

## Force Majeure

The Organiser and Organising Committee are not liable for any claims for damages and/or losses if the entire conference has to be cancelled due to a force majeure incident.

## Termination

When sponsors fail to comply with the Terms & Conditions and sponsorship schedule, the Organising Committee has the right to cancel the sponsorship agreement and all paid amount shall be forfeited.

## Sponsorship Agreement

This Agreement will supersede any prior oral or written understanding between the parties, and may not be amended or modified except in writing signed by both parties.

## Miscellaneous

Deadline of Company Logo:

14 working days after signing agreement (Psd or Ai format & 300dpi)

Company Message on Social Media Platforms:

14 working days after signing agreement

Major Materials Deadline:

On or before 29 April 2016 (including posters, banners, flyers)

Advertisement Requirement: Full page (A4): 210mm(w) x 297mm(h)& 300dpi

# Enquiries and Booking



If you have further enquiries regarding Sponsorship Packages, Terms and Conditions or other sponsorship opportunities, please contact:

HONG KONG 2016 - Sponsorship Committee

Room TH613, School of Hotel and Tourism Management

17 Science Museum Road TST East, Kowloon, Hong Kong

Tel: +852 3400-2317 Email: [sponsorship.gapf@polyu.edu.hk](mailto:sponsorship.gapf@polyu.edu.hk)

## Important Reminders

**Deposit Deadline  
(50% of full payment) +  
Deadline of Company Logo &  
Company Message on  
Social Media Platforms**

14 working days after  
signing agreement

**Advertisement  
Requirement**

Full page (A4): 210mm(w) x 297mm(h)  
& 300dpi

**Logo Requirement**

Psd/Ai and png/jpg format  
& 300dpi or above

**Full payment  
Deadline**

30 working days after  
signing agreement

**Major Materials Deadline**

(including posters, banners, flyers, etc.)  
on or before 29 April 2016

