

Faces of English:

Theory, Practice and Pedagogy

Conference Sponsorship and Exhibition

“**Faces of English: Theory, Practice and Pedagogy**” scheduled from 11th to 13th June, 2015 is a 3-day international conference organized by the Centre for Applied English Studies (CAES) of the University of Hong Kong. It features cutting-edge research on multiple themes relating to English language education and applied linguistics. In addition to our plenary speakers who are internationally renowned applied linguists, we envisage this academic event will attract 500-800 scholars from all over the world. Sponsoring this conference offers opportunities for your company to:

- ✓ maximize visibility and strengthen corporate image,
- ✓ establish a network with the conference speakers and participants, and
- ✓ promote your products or services to the participants.



CAES
Centre for Applied English Studies



I. Sponsorship

Types of Sponsorship (please indicate your choice)	<input type="checkbox"/> Diamond	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold
Amount	≥ HK\$25,000	HK\$15,000	HK\$8,000
Exhibit space:			
- Your company can display and promote your products or services at the exhibition booth during the 3-day international conference.	2 booths ¹	1 booth	1 booth
- An easy-roll stand ² at all presentation classrooms.	✓	-	-
- Your company can use the poster stand ³ at the conference area during the 3-day international conference.	✓	✓	✓
Promotional materials: Your company logo will appear			
- on the conference website (with a link to your company website).	✓	✓	✓
- in the conference programme booklet (to be distributed to all registered conference participants).	✓	✓	✓
- on conference banners and posters at the conference venue and HKU campus.	✓	✓	-
- in conference leaflets to be distributed to potential conference participants.	✓	-	-
- in looping PowerPoint slideshows between conference paper sessions in each presentation classroom.	✓	✓	-
Acknowledgement at the opening session and closing session:			
- The conference chair will acknowledge your sponsorship to the conference at the opening session and the closing session.	✓	-	-
- A certificate of appreciation will be given to your company.	✓	✓	✓
Complimentary inserts:			
- Your promotional flyers and leaflets ⁴ will be included in the conference bags which will be distributed to all conference participants.	✓	✓	-
Ticket to Welcome Reception⁵:			
- Free admission to the Welcome Reception to which all conference participants are invited.	3 tickets	2 tickets	1 ticket

¹ Each booth consists of one chair and one table of 180cm x 75cm. You may assign one member of staff to man one booth. Please contact the Registration and Finance Committee if you would like to send additional staff to man your booth(s). Exhibition hours are from 8:00 – 18:00 on 11th and 12th June, 2015, and 8:00-12:00 on 13th June, 2015.

² The easy roll stand will be prepared by your company.

³ The poster stand which fits an A3 size poster will be provided by the conference organiser.

⁴ All inserts are subject to approval by the conference organiser.

⁵ The Welcome Reception is held from 18:30 – 20:30 on the first day of the conference (11th June, 2015).

II. Other Sponsorship opportunities

Please indicate your choice(s)

Catering Services

- Bottled water
- Tea break
- Lunch
- Welcome reception
- Conference dinner
- Others (please specify)

Souvenirs for Conference Participants

- Conference bags
- Badge holders
- Lanyards
- Stationery
(e.g. USB stickers, pens, colour markers, memo pads, stickers, writing pads, folders, files). Please specify the items you would like to sponsor:

Activities

- Cultural performance
- Tours

Others

- T-shirts for student helpers
- Accommodation for plenary speakers
- Air tickets for plenary speakers

Benefits and acknowledgements in return for your sponsorship for any items within Section II are negotiable on a case-by-case basis. Please contact the **Registration and Finance Committee** for more information about this. You are also welcome to contact this committee if you are interested in other forms of sponsorship.

Email: jocylee@hku.hk

Phone: (+852)39177327

Confirmation of your sponsorship

Please provide the following information:

Name of the Company _____

Company Website _____

Contact Person⁶ _____

Contact details (phone) _____ (email) _____

Company Address _____

(city) _____ (if applicable) (state) _____ (if applicable)

Payment Methods:

Cash

Cheque (payable to *The University of Hong Kong*)

Credit card

Visa / Master (* Please circle)

Name of cardholder _____

Card number _____

Expiry date _____

Bank draft

Please complete the confirmation form and return it to **Dr. Joanna Lee**
(email: jocylee@hku.hk).

Terms and Conditions: 50% non-refundable deposit of the conference sponsorship amount must be paid by **30th November, 2014**; full payment by **31st March, 2015**.

Please contact the conference organiser via email: facesofenglish@hku.hk if you have any questions about the conference.

⁶ Information of staff manning the booth(s) will be collected in due course.

III. Opportunities for advertising

If you are interested in advertising your products and/or services through our conference, the following options are available:

- Advertisement in the programme booklet
(Half-page/Full-page; colour/black and white)
- Advertisement on conference website (size to be negotiated)
- Conference bag inserts

Please contact **Dr. Joanna Lee** to explore opportunities for advertising:

Email: jocylee@hku.hk

Phone: (+852)39177327



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