



14TH ECR ASIA PACIFIC CONFERENCE & EXHIBITION
4th-5th November 2014, Hong Kong
"Collaborating for a Better Future"
REGAL AIRPORT HOTEL, HONG KONG

SPONSORSHIP & EXHIBITION OPPORTUNITIES

1. Background - How ECR Began?

ECR stands for "Efficient Consumer Response". The ECR movement effectively began in the mid-nineties with the understanding that companies can serve consumers better, faster and at less cost by working together with trading partners.

Efficient Consumer Response Asia Pacific (ECR AP) is an independent joint trade and industry body, launched in 1999, to promote the use of ECR techniques to remove unnecessary costs from the supply chain and make the sector, as a whole, more responsive to consumer demand. With its secretariat in Singapore, ECR Asia Pacific works closely with national ECR initiatives in several of the Asia Pacific countries. Through participation in collaborative projects in Asia Pacific and national level, best practices are identified which enable retailers and manufacturers to reduce inefficiencies in their supply chain and to optimize consumer value.

2. Conference Objectives

This conference is a network session for the ECR community to touch base on the directions and advances in our FMCG industries where it drives major economic growth, touching each and every individual living across the globe. At this conference we will examine how ECR can improve consumers' value in collaborating for a better future. The programme will be strategically designed with series of inspirational keynote presentation, plenary and leadership panel discussion, industry-focused tracks for addressing the future consumers' emerging trends and challenges. In addition, the conference provides a platform for the industry players to explore ideas and learn about the latest supply chain technologies that will revolutionise the industry.

3. Conference Details

Venue : Regal Airport Hotel, Hong Kong
Date : 4th-5th November 2014, (6th optional social programme)
Time : 9:00 am to 5:00 pm
Audience : 600 - 800 pax
: consist of CEOs, C-Levels, senior executives, technology leaders, government agencies, consultants from the fast moving consumer goods (FMCG) retail, logistics, supply chain and manufacturing industries

4. Sponsorship & Exhibition Opportunities

SPONSORSHIP CATEGORIES	DIAMOND	GOLD	SILVER
Price	USD 35,000	USD 15,000	USD 8,000
KEY ENTITLEMENTS			
Keynote Speaking Slot (20mins) (Day 2)	Yes	No	No
Breakout Track Speaking Slot (20mins) (Day 1)	No	Yes	No
Solution Booth Size (subject to space availability)	Premium, Size 6m x 3m	Grand, Size 3m x 3m	Standard, Size 1m x 1m
Private Meeting Room	Yes	No	No
Access to The VIP Dinner (Day 1)	2 seats	No	No
Free Delegate pass	12	8	5
Media Exposure	Interview timeslot	No	No
Conference Kit Insertion	Collaterals x 2	Collaterals x 1	N/A
Logo Exposure at Website/ Flyers/ eDM	Yes	Yes	Yes
Logo Exposure at Conference Backdrop	Premium	Grand	Standard
Logo Exposure at Event Website	Premium	Grand	Standard
Logo Exposure at Conference Kit	Yes	No	No

SPONSORSHIP CATEGORIES	LUNCHEON	COCKTAIL	COFFEE BREAK	CONFERENCE KIT & SOUVENIR
Number of Sponsors	2	1	2	1
Price	USD 10,000	USD 7,500	USD 5,000	USD 5,000
Free Delegate Pass	6	6	4	4
KEY ENTITLEMENTS				
Conference Kit Insertion	No	No	No	Collaterals x 2
Logo Exposure at Conference Backdrop	Standard	Standard	Standard	Standard
Logo Exposure at Event Website	Standard	Standard	Standard	Standard
Logo Exposure at Conference Kit	Yes	Yes	Yes	Yes
Logo Exposure at Souvenir	No	No	No	Yes

Sponsorship Confirmation

(Please submit the form to :
Ms Anna Ng, GS1 Hong Kong
at annang@gs1hk.org)

I/We, hereby submit this Application for participation as sponsor to the Organiser of the 14th ECR Asia Pacific Conference & Exhibition 2014, and also acknowledge and agree to the terms and Conditions set forth herein. I/We further agree that upon acceptance of this Application by the Organiser, this Application shall become a legally binding contract, enforceable against the Sponsor in accordance with its terms.

SPONSOR DETAILS

Please print legibly in the space provide below. This will be used in the marketing and promotional materials.

Company: _____

Contact Person: _____ Designation: _____

Address: _____

Postal Code: _____ City: _____ Country: _____

Tel/ Mobile: _____ Fax: _____ Email: _____

SPONSORSHIP FEES

Please tick (✓) the corresponding box to indicate your participation for:

- | | | | |
|----------------------------------|---------------|--|---------------|
| <input type="checkbox"/> Diamond | USD 35,000.00 | <input type="checkbox"/> Luncheon | USD 10,000.00 |
| <input type="checkbox"/> Gold | USD 15,000.00 | <input type="checkbox"/> Cocktail | USD 7,500.00 |
| <input type="checkbox"/> Silver | USD 8,000.00 | <input type="checkbox"/> Coffee Break | USD 5,000.00 |
| | | <input type="checkbox"/> Conference Kit & Souvenir | USD 5,000.00 |

PAYMENT METHODS

Sponsorship Fee: Invoice will be issued upon signing of the sponsorship confirmation, please follow the payment methods and schedule mark in the invoice

CANCELLATION POLICY

Cancellation: In the case of withdrawal of sponsorship, please be informed that unless that particular area of sponsorship is resold, the Organiser reserves the right to retain any payment received

CONFIRMATION SIGNATURE

I/We understand that the sponsorship package and associated benefits will be allocated in order or receipt of the Application form. A confirmation invoice will be issued to sponsor for payment.

Name: _____ Designation: _____

Signature: _____ Date: _____