



IFMA's WORLD WORKPLACE Conference & Expo

ASIA

June 21-22, 2011 | Cyberport | Hong Kong



The WORLD'S BEST conference and expo for those who manage, maintain and support facilities!

This year the Hong Kong Chapter of IFMA and IFMA headquarters have partnered to combine the best of "Integrate" and "IFMA's World Workplace" at IFMA's World Workplace Asia – Hong Kong Conference & Expo.

IFMA's World Workplace Conference & Expo is hosted by the International Facility Management Association, the largest, strongest and most well-connected global association for facility management professionals. As the association's signature event, World Workplace is backed by 30 years of IFMA knowledge, experience and a commitment to quality. The event combines a comprehensive educational program and a diverse exposition with networking opportunities and activities geared toward enhancing knowledge of managed environments. In addition to the annual World Workplace conference coming to Phoenix, Ariz., USA this October, IFMA is pleased to expand this year's World Workplace offerings by holding a conference in Hong Kong June 21-22.



The Hong Kong Chapter of IFMA has a reputation for staging excellent conferences. Hong Kong's "Integrate" conference was one of the largest annual facility conferences in the Asia Pacific. In the past, 25 percent of Integrate attendees traveled from outside Hong Kong to attend the event. The conference brought local and international speakers together to interact with and educate a global audience on all disciplines and activities associated with the life cycle of the built environment. Prior to this was the Transform conference held in 2005 (also at Cyberport). In earlier years conferences were generally held annually under the banner of the Hong Kong Chapter of IFMA, either in conjunction with other facility management associations or as a stand-alone Chapter event.

The 15th anniversary of the Chapter in 2007 saw the conference expand to a two day event with breakout sessions to accommodate the range and number of speakers. This was also the first year of the conference annual dinner, an event that has since been continued each subsequent year and is now a tradition for the chapter.

IFMA's World Workplace Asia – Hong Kong Conference & Expo will provide attendees and exhibitors with a unique opportunity to gain a truly global perspective on facility management. It will highlight the rise of Asia as a place to do business and the consequent need to effectively manage the built environment for business in the region. Businesses worldwide share an interest in enhancing the performance of their facilities and employees. World Workplace Asia promises a relevant and well-rounded program focused on strategies for managing facilities, teams and workplace projects.

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Logo on IFMA website with hyperlink to Sponsor's web site	1	1	1	1	1
Logo on conference banner & promotional materials	1	1	1	1	1
Recognition in all promotional materials & IFMA web site in advance	1	1	1	1	1
Full page advertisement in conference proceedings, 4-color (Layout design not included)	5	4	2	1	1
Conference attendee list (If Requested)	1	1	0	0	0
Delegate bag promotional document insert	1	1	0	0	0
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Corporate display booth in WWPA EXPO area : standard size	1	1	0	0	0
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Presentation at conference : 30 mins. (If Requested)	1	1	1	0	0
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Speech at lunch : 10 mins. (If Requested)	0	1	0	0	0
Speech at dinner : 10 mins (If Requested)	1	1	0	0	0
Annual dinner passes	5	3	2	1	1

ADVERTISING AND EXHIBITION OPPORTUNITIES

Exhibition Booth Package	Special offer for WWPA Sponsors	Standard Price
Standard Booth (3m x 3m) 3m x 3m R8 system booth with artwork design and digital inkjet printing on foam board 3-side panels, with lighting, carpet, 1 table & 2 chairs	HK\$5,000	HK\$9,000
Deluxe Booth (3m x 6m) 3m x 6m R8 system booth with artwork design and digital inkjet printing on foam board 3-side panels, with lighting, carpet, 2 table & 4 chairs	HK\$9,000	HK\$15,000
Advertisement Package	One page (A4 size)	Two pages (A4 size) or One page (A3 size)
Full page advertisement in conference proceedings, 4-color, design not included	HK\$5,000	HK\$9,000

WHO SHOULD SPONSOR

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Becoming a sponsor to IFMA's World Workplace Asia will make a powerful statement in support of facility management and expression of your concern to share IFMA's mission to provide the profession with the best in education, information and interaction. You will also get cost effective marketing exposure to your target audience and increase your brand recognition.

Your participation in World Workplace Asia will be the best opportunity for you to develop new relationship through new networking activities.

If you are looking for a place to promote your business, World Workplace Asia will be your best choice.

For more information, please complete the form below and fax to +(852) 2512 0555, or E-mail to hk-ifma.administrator@ifma.org.hk for a tailor-made package

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