

Sponsorship Proposal



86th Textile Institute World Conference

**"Fashion and Textiles: Heading
Towards New Horizons"**

18-21 November 2008

Organized by:

Institute of Textiles and Clothing, The Hong Kong
Polytechnic University

The Textile Institute, UK

INVITATION

The 86th Textile Institute World Conference will be held at the Hong Kong International Trade and Exhibition Centre from 18 to 21 November 2008. This year conference is jointly organized by The Textile Institute (TI), UK and the Institute of Textiles and Clothing (ITC) of The Hong Kong Polytechnic University. The conference is recognized as the principal annual event within the global textile industry, and has attracted a large number of delegates worldwide.

Potential Delegates

The conference is open to ALL members of The Textile Institute and anyone who is engaging in the fashion and textile industry. This will include industrialists, academics, students and professionals from related fields.

The conference will provide investment opportunities for companies that wish to sponsor the event. The Conference will include a 4-day programme from Tuesday 18th November to Friday 21st November 2008.

This valuable investment opportunity will allow your company to get in touch with important and influential audience from around the world. Moreover, it also enables you to demonstrate your genuine support and commitment to the world textile industry.

As an investor of the conference, your company will be associated with the industry's premier event. The 86th Textile Institute World Conference extends a cordial invitation to all interested companies to join us as an investor, play a part in making the conference a huge success ; together

achieving the "best and most impressive" Textile Institute World Conference ever.

I look forward to welcoming you all to Hong Kong.

Prof. Xiaoming Tao
Conference Chair

Aims

- Disseminate the latest information on research and development activities to all delegates from the textile and fashion industry.
- Provide a platform for fashion and textile professionals, research academics and entrepreneurs to exchange views and share their experience.
- Allow delegates to explore the wide range of business opportunities in fashion and textile design, fashion technology and fashion marketing, merchandising and retailing
- Facilitate fashion and textiles developments and enhance co-operation among professionals in the textile and fashion industry.

Recent Conferences

2007 Colombo, Sri Lanka
2005 North Carolina, USA
2004 Shanghai, PR China

Expected Number of Delegates

Around 400

Tentative Programme

18th November 2008

1400 - 1700 - Registration, Cocktail Reception

19th November 2008

0830 - 0900 - Registration
0900 - 1030 - Inauguration & Plenary Session by Keynote Speakers
1030 - 1045 - Tea & Guide delegates to assigned session venues
1045 - 1230 - Parallel Session (discussion and presentation)
1230 - 1400 - Lunch
1400 - 1530 - Parallel Session (discussion and presentation)
1530 - 1545 - Tea
1545 - 1700 - Parallel Session (discussion and presentation)
1900 - 2100 - Conference Banquet

20th November 2008

0830 - 0900 - Registration
0900 - 1030 - Plenary Session by Keynote Speakers
1030 - 1045 - Tea
1045 - 1230 - Parallel Session (discussion and presentation)
1230 - 1400 - Lunch
1400 - 1530 - Parallel Session (discussion and presentation)
1530 - 1545 - Tea
1545 - 1700 - Parallel Session (discussion and presentation)

21st November 2008

0830 - 0900 - Registration
0900 - 1030 - Plenary Session by Keynote Speakers
1030 - 1045 - Tea
1045 - 1230 - Parallel Session (discussion and presentation)
1230 - 1400 - Lunch
1400 - 1700 - Post Conference Tours or Visits (Inclusive)

(The organizer reserves the right to adjust or change the programmes as circumstance needs)

The conference will provide investment opportunities for companies wishing to sponsor the event on the following basis

DIAMOND SPONSORS

As a diamond sponsor your company will be affiliated closely with all aspects of this premier event within the fashion and textile industry. This special investment opportunity will enable your company to show genuine support and commitment to the perpetuation of excellence in the Hong Kong fashion and textile industry.

Benefit Package

- Company name and logo displayed as “DIAMOND SPONSOR” on
 - Official Website
 - Conference advertisement in *textiles* (If confirmations obtained before deadline)
 - Printed advertisements
 - Backdrop/e-backdrop at the opening ceremony
 - Conference literature (CD, abstract booklet, participants handbook etc.)
 - Backdrop at Conference Banquet
- Three banners can be displayed during the conference sessions
- Five complimentary registrations as official delegates for the conference.
- Five invitations for the Conference Banquet
- Twenty Five invitations for the opening ceremony
- Packages from The Textile Institute:
 - One full page advertisements in *textiles**.
 - Company details on the TI’s website.
 - Company name appearing in all email marketing relating to the conference which goes out to members.
 - Company name mentions in post event write ups in Textiles.

SPONSORSHIP AMOUNT

HK \$ 200,000 or US \$ 26,000

***textiles**

The international membership publication of The Textile Institute, *textiles* has a broad coverage and readership encompassing a wide range of disciplines – arts, science, technology, management, economics, and fashion – united by a professional interest in fiber based products.

PLATINUM SPONSORS

As a platinum sponsor your company will be closely affiliated with certain aspects of this premier event.

Benefit Package

- Company name and logo displayed as “PLATINUM SPONSOR” on
 - Official Website
 - Conference advertisement in “*textiles*” (If confirmations obtained before deadline)
 - Backdrop/e-backdrop at the opening ceremony
 - Conference literature (CD, abstract booklet, participants’ handbook etc.)
- One banner can be displayed during conference sessions.
- Three complimentary registrations as official delegates.
- Three invitations for the Conference Banquet.
- Ten invitations for the opening ceremony.
- Half page advertisement in Textiles.

SPONSORSHIP AMOUNT

HK \$ 60,000 – 100,000 or US \$ 7,700 – 13,000

GOLD SPONSORS

Benefit Package

- Company name and logo displayed as “GOLD SPONSOR” on
 - Official Website
 - Conference advertisement in *textiles* magazine (If confirmations obtained before deadline)
 - Backdrop/e-backdrop at the opening ceremony
- Two complimentary registrations as an official delegate.
- Two invitations for the Conference Banquet.
- Ten invitations for the opening ceremony.

SPONSORHIP AMOUNT

HK \$ 20,000 – 50,000 or US \$ 2,600 – 6,400

SPONSOR GUIDELINES

Sponsors participate on the understanding that:

Sponsorship monies will be utilized as budget for planning and promotion of the conference also subsidizing the costs of management, communication, expenses for keynote speakers, programme, publications, etc.

Sponsorship monies will not be expended on any entertainment incurred which is incidental to the activities of the conference.

Banners and any other promotional materials should be provided by Sponsors.

All information stated in the Sponsorship Proposal is considered to be correct at the time of print. However, if the document is subjected to any changes, Sponsors will be notified prior to the conference.

Event Logo

Sponsors are eligible to use the conference logo in their own promotions. However, all kinds of use must follow the strict guidelines set by The Textile Institute and the Institute of Textiles and Clothing and is subject to approval. All artwork and printing specifications must be viewed by the Conference Organizers before production.

Hospitality (Other than Conference Scheduled functions)

It would be appreciated if companies organize separate social functions for participating delegates could ensure that their events will not clash with the scheduled Conference social functions. The scheduled programme will be available well before the Conference to assist Sponsors in their own marketing and social planning. Should you need any assistance in planning your social function, please do not hesitate to contact the Conference Organizers, who will be able to assist you in all areas of event management.

Sponsors Schedule

A Schedule will be provided to all Sponsors prior to the event, and will include specific details relating to each individual sponsor. The Schedule will cover information relating to: entitlements, deadlines for receipt of advertising material and banners.

Payment and Booking Conditions

All monies quoted in this document are in HK dollars or United States dollars equivalent. Sponsors are required to ensure that all payments therefore paid in US dollars or its equivalent in Hong Kong Dollars. On receipt of signed Booking Forms, participation will be confirmed in writing, together with a demand note for the deposit amount.

Sponsorship payments are as follows:

- a) One-off payment or
- b) Deposit: 50% deposit due 30 days from issue of demand note.
Balance: Payable 31st August 2008.
Booking forms received after 31st August 2008, full payment is required.

86th Textile Institute World Conference
Conference Secretariat
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Email: tctiwc08@inet.polyu.edu.hk
Website: www.itc.polyu.edu.hk/tiwc08
www.textileinstitute.org

Booking and Payment Conditions

- Confirmation of Sponsorship must be forwarded to the Conference Secretariat.
- Upon receipt of a signed form, entitlements will be confirmed in writing by the secretariat together with a demand note. A 50% deposit of the full amount is due and payable 30 days from date of demand note. Final payment is due by 31st August 2008 or as agreed with the Conference Organizers. For booking forms received after 31st August 2008, full payment is required.
- In the event of cancellation no refund of monies will be payable.
- Cheques should be made payable to: The Hong Kong Polytechnic University and forwarded to the Conference Secretariat at the above address.
- All cheques are payable in US dollar or its equivalent in Hong Kong Dollars.
- Except for stipulated service charge, there is no GST for services and food provided by the Conference Organizers.