



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

GLOBAL CHALLENGE ASIAN SOLUTION

Sponsorship Prospectus



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

Invitation

Dear Prospective Sponsors and Exhibitors,

On behalf of the Organizing Committee of the Asian Conference on Emergency Medicine 2021 (ACEM 2021), we cordially invite you to participate and support the first ever virtual ACEM 2021 to be held from 17 to 19 December 2021.

The theme for this year is “Global Challenge Asian Solution”. The Organizing Committee will develop a first-class program showcasing the latest research in the full scope of Emergency Medicine and delivering the benchmark for best practice.

Undoubtedly the exhibition is a vital part of the ACEM 2021. ACEM is a biennial, international event in Emergency Medicine that has historically attracted between 1,500 and 2,500 participants. Given the international position to host the conference virtually, we expect that more than 1,000 delegates will join ACEM 2021 from around the world.

As our valued partners, we sincerely invite you to review the enclosed Sponsorship & Exhibition Prospectus. Since the demand for sponsoring opportunities is expected to be great, we strongly advise you to act promptly to ensure that your preferred options will be secured. Early application will maximize your investment through our extensive online marketing campaign. Your support is very much appreciated.

Application is now open! Looking forward to greeting you in Virtual ACEM 2021!

Dr Ludwig Chun-Hing TSOI & Dr Ben Kuang-An WAN

Co-Chairpersons

Organizing Committee

Asian Conference on Emergency Medicine 2021



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

Virtual Conference Information

Date

17 – 19 December 2021

Conference Website

www.acem2021.hk

Conference Format

Virtual Conference

Tentative Program-at-a-glance available at

<https://acem2021.hk/index/programme>

Organizing Committee:

Honorary Advisors:

Dr. Hui-Fai HO
Dr. Axel Yuet-Chung SIU

Co-Chairpersons:

Dr. Ludwig Chun-Hing TSOI
Dr. Ben Kuang-An WAN

Scientific Committee Chairpersons:

Dr. Rex Pui-Kin LAM
Dr. Kevin Kei-Ching HUNG

Co-organized by:



Hong Kong College of
Emergency Medicine



Hong Kong Society for
Emergency Medicine & Surgery

Presented by:



Asian Society for Emergency
Medicine

Endorsed by:



International Federation of Emergency
Medicine

Supported by:



Ambulance Service Institute
(Hong Kong Branch)



香港急症科護理學院
Hong Kong College of Emergency Nursing



Hong Kong Emergency
Nurses Association



Chinese University of Hong Kong
– Accident and Emergency
Medicine Academic Unit



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Hong Kong Baptist University –
School of Chinese Medicine



LKS Faculty of Medicine
The University of Hong Kong
香港大學李嘉誠醫學院
The University of Hong Kong –
LKS Faculty of Medicine



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

Don't miss this opportunity to strengthen awareness of your brand!

- ✓ Affiliate your organization with a credible and reputable international event in this field.
- ✓ Significant brand exposure to over 1,000 delegates from across the globe.
- ✓ Develop business connections and strengthen partnerships.
- ✓ Generate new leads, develop your brand or launch a new product via the virtual exhibition or sponsored symposium.
- ✓ Stay abreast of the latest developments in the emergency medicine community and find out how your organization can assist.

Marketing Reach

ACEM 2021 will be marketed through a variety of mediums to ensure maximum exposure to your organization throughout Europe, North and South America, Africa and the Asia Pacific Region. Avenues for marketing include:

- **Online**
A website devoted to the Conference is now live and will be updated continuously to provide all the most up-to-date information on the program, speakers, workshops. There is a separate section dedicated to sponsors and exhibitors on the website.
- **Advertising**
In addition to the Conference website, a number of advertisements will be presented through the local and international media including industry publications, websites, other related events and member associations.
- **Networking**
ACEM 2021 will be promoted at related events in the lead up to the Conference. These opportunities provide your organization with long and sustained exposure to your target audience both locally and internationally.



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

Sponsorship Opportunities

	Platinum HK\$250,000	Gold HK\$220,000	Silver HK\$200,000
Priority to select Sponsored Lunch Symposium slot	1 st Priority	2 nd Priority	3 rd Priority
Priority to select Conference Sponsored Symposium slot			
Online Lunch Symposium (40mins)	1 session	1 session	-
Online Conference Sponsored Symposium (40mins)	1 session	-	1 session
Virtual Exhibit Space	1	1	1
Opportunity for prime placement in Virtual Exhibition	Yes	-	-
Virtual Meeting Room for exclusive use	Yes	Yes	Yes
Logo with hyperlink on ACEM 2021 website	Yes	Yes	Yes
Logo on a Virtual Banner within the Virtual Conference linked to company's website	Yes	Yes	Yes
Introduction video shown during conference	2 x 30 sec	1 x 30 sec	1 x 10 sec
Slide with company logo and slogan included in loop during breaks on each day of the Virtual Conference	Yes	Yes	Yes
Logo in e-marketing in event	Yes	Yes	Yes
Acknowledgement and company profile (100 words) in the e-program book	Yes	Yes	Yes
Full-page Ad on ACEM 2021 e-program book (Artwork to be provided by sponsors)	2 pages	2 pages	1 page
Complimentary registration to ACEM 2021	10	8	6

REMARKS

- Sponsor will also be given a support level status dependent upon the total amount of your support. The total contribution will consist of items on page SPONSORSHIP BENEFITS.
- Priority of choice is valid until 15 September 2021. Allocation will be done according to the Sponsorship Level/ Total Contribution to the Conference. After this deadline, all bookings will be accepted on a first come, first serve basis. The organizing committee reserves the right to make decisions on any conflicts in priority of choice if agreement cannot be reached between parties.
- No product logos or advertisements are permitted for sponsored symposium.
- In addition to the sponsorship fee, the sponsor company must cover all expenses of sponsor's invited speakers. Special requests, tailored packages can be arranged to suit your objectives. Please feel free to contact the Conference Secretariat to discuss your needs.



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

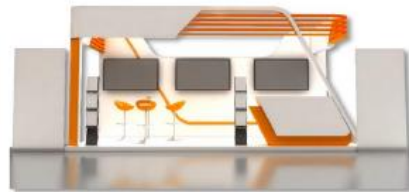
VIRTUAL CONFERENCE

Other Sponsorship Items

Type of Sponsorship	Item	Sponsorship Fee	Benefits
Exhibition	Virtual Exhibit Space	HK\$50,000	<ul style="list-style-type: none"> - Exhibitors can have their customizable display booth showcasing company multimedia elements including e-brochures, posters, videos and more. - Branding booths with custom template - Enable to upload logo, banner, leaflet - Company details
Advertisement	Run-of-Page	HK\$25,000	<ul style="list-style-type: none"> - Full-page colored advertisement in program booklet (Electronic version) - Company name will be listed in the acknowledgement page of the program booklet (Electronic version) and website
	Introduction Video	HK\$45,000	<ul style="list-style-type: none"> - 15-second video shown during Virtual Conference
	Promotion Slide	HK\$30,000	<ul style="list-style-type: none"> - 5-second slide with company logo and slogan included in loop during breaks on each day of the Virtual Conference
Entertainment /Wellbeing Activity Sponsor		HK\$10,000	<ul style="list-style-type: none"> - As the Entertainment/Wellbeing Activity Sponsor, your company can provide entertainment or a wellbeing activity during the conference break, such as an artist to provide background music or a yoga instructor for virtual yoga class.

**Production cost is not included in the sponsor amount

Virtual Exhibition Experience



Key Features:

- Display exhibitor banner and logo
- Link with exhibitor's website
- Chat with exhibitor function
- Play video
- Download leaflet
- Integrate exhibitors' personal web meeting room
- Statistics report

VIRTUAL BOOTHS

Exhibitors can have their customizable display booth showcasing company multimedia elements including e-brochures, posters, videos and more.

- Branding booths with custom template
- Enable to upload logo, banner, leaflet
- Company details

INTERACTIONS AT BOOTHS

Visitors can chat with company representatives at the booth. Visitor count is instantly reflected to show your booth popularity like what we see at a physical event floor.

- Business networking
- Integrate exhibitors' personal web meeting room
- Direct message
- Schedule meeting



ASIAN CONFERENCE ON EMERGENCY MEDICINE

17-19 DECEMBER 2021

VIRTUAL CONFERENCE

Payment

Payment Schedule

50% deposit is required within 1 month after the confirmation of sponsorship item. Payment will be accepted in HK dollar. Full payment will be required 1 month before the Conference.

Payment Methods

A. Bank Telegraphic Transfer (T/T)

Connexus Travel Ltd	
Account Name:	Connexus Travel Ltd
Bank Code:	004
Account No.:	111-016275-002
Bank Name:	The Hongkong & Shanghai Banking Corporation Limited
Bank Address:	No. 1 Queen's Road Central, Hong Kong
Swift code:	HSBCHKHCHKH

Important: A clear indication of name and purpose of the remitters is required when you are filling in the message box of the Application Form for the T/T. Example: Company Name / ACEM 2021

B. Bank Draft / Local Cheque

Please make a bank draft or cheque payable to "Connexus Travel Ltd" and mail it to the Conference Secretariat:

Enquiry

To discuss or design a package that best suits your marketing needs, please contact:

Ms. Rainbow Tam/ Ms. Elaine Wong
ACEM 2021 Conference Secretariat
c/o Connexus Travel Limited
Address: Unit 501, 5/F Tower B,
Manulife Financial Centre,
223 Wai Yip Street, Kwun Tong,
Kowloon, Hong Kong
Tel: (852) 3151 8900
Email: acem2021@connexustravel.com