

HKRMA 2017 RETAIL CONFERENCE

REJUVENATION OF RETAIL – CHALLENGES AND SOLUTIONS

9 MAY 2017 (TUESDAY) 10:00AM - 5:00PM

MEETING ROOM S221, HKCEC, HK



SPONSORSHIP

- A Signature Event of HKRMA with **Over 680 Senior Executives** from Retail
- **The Best Opportunity** to Build New Connections
- Entitled to **Extraordinary Benefits**

[Click Here to Sponsor Us Now!](#)

SPONSOR US!

The Association sincerely invites your kind sponsorship for the 2017 Retail Conference – “Rejuvenation of Retail – Challenges and Solutions”, a key industry forum for entrepreneurs, corporate leaders and senior retail executives. **This Sponsor will be provided the best opportunity to build new connections and get exclusive networking opportunities.**

***Exclusive**
TITLE SPONSOR
冠名贊助
HK\$80,000

***Exclusive**
LUNCHEON SPONSOR
午餐會贊助
HK\$50,000

***Opportunity for Solution Showcase**
CORPORATE SPONSOR
企業贊助
HK\$10,000

PLATINUM SPONSOR
白金贊助
HK\$50,000

GOLD SPONSOR
金贊助
HK\$20,000

DEADLINE: 7 APR 2017

ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG

SPONSORSHIP PACKAGES

HKRMA 2017 RETAIL CONFERENCE

TITLE SPONSOR 冠名贊助 HK\$80,000 *Exclusive

- Various **FREE** Advertisements and Opportunities for Company Exposure
- **EXCLUSIVE** Networking Opportunities
- **FREE** Booth to Showcase Your Brand and Service

[Click Here for Sponsorship Package Table Summary](#)

ENTITLEMENTS

1. FREE ADVERTISEMENTS

- One (1) Full Page Advertisement in Conference Brochure (Valued at \$7,000)
- One (1) Full Page Colour Advertisement in HKRMA Newsletter "Retailers" – Summer 2017 (Valued at \$7,150)
- Bottom Banner Advertisement (982W X 110H pixels) on Home Page of HKRMA Official Website for Two (2) Months (Valued at \$24,400)
- Bottom Banner Advertisement (739W X 90H pixels) on Two (2) Issues of E-Newsletter (Valued at \$16,000)
- Online Button Advertisement (200W X 155H pixels) on One (1) Issue of E-Newsletter (Valued at \$4,000)

2. VENUE SHOWCASE

- One (1) Exhibition Booth at Foyer with Display Table (30"x 6' x 29") x 1 pc, Chair x 2 pcs, Electricity, Free WiFi
- Company Introduction on Event Brochure

3. EXCLUSIVE NETWORKING OPPORTUNITIES

- 2 Tickets to CEO Luncheon
- Sit at VIP Area

4. LOGO EXPOSURE

Pre-event

- HKRMA Official Website
- Promotional Flyer to HKRMA Members
- Confirmation Email to Participants

On Event Day

- Stage Backdrop
- Conference Brochure Cover
- Sponsors Acknowledgement Powerpoint

5. ACKNOWLEDGMENT

On event day

Event MC with Prominent Powerpoint
Recognition to Include Logo

Post-Event Highlights

HKRMA Newsletter "Retailers" – Summer 2017
Newspaper Supplement
Monthly E-Newsletter
HKRMA Facebook

6. COMPLIMENTARY TICKETS

Six (6) Full Day Passes to the Conference (Valued at \$3,900)
Enjoy Special Offer of "Buy 5 Get 1 Free" for Purchase of Additional Tickets

**CLICK HERE TO
SPONSOR US NOW!**

DEADLINE: 7 APR 2017

**ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG**

SPECIAL OFFER
+ \$3,250 (50% off) only for Extra
1 Page Brochure Advertisement
(Original: \$7,000)

SPONSORSHIP PACKAGES

HKRMA 2017 RETAIL CONFERENCE

PLATINUM SPONSOR 白金贊助 HK\$50,000

- Various **FREE** Advertisements
- **FREE** Opportunities for Company Exposure
- **EXCLUSIVE** Networking Opportunities

[Click Here for Sponsorship Package Table Summary](#)

ENTITLEMENTS

1. FREE ADVERTISEMENTS

- One (1) Full Page Advertisement in Conference Brochure (Valued at \$7,000)
- One (1) Full Page Colour Advertisement in HKRMA Newsletter "Retailers" – Summer 2017 (Valued at \$7,150)
- Bottom Banner Advertisement (982W X 110H pixels) on Home Page of HKRMA Official Website for One (1) Month (Valued at \$12,200)
- Online Button Advertisement (200W X 155H pixels) on One (1) Issue of E-Newsletter (Valued at \$4,000)

2. EXCLUSIVE NETWORKING OPPORTUNITIES

- 1 Ticket to CEO Luncheon
- Sit at VIP Area

3. LOGO EXPOSURE

Pre-event

- HKRMA Official Website
- Promotional Flyer to HKRMA Members
- Confirmation Email to Participants

On Event Day

- Stage Backdrop
- Conference Brochure Cover
- Sponsors Acknowledgement Powerpoint

4. ACKNOWLEDGMENT

On event day

Event MC with Prominent Powerpoint
Recognition to Include Logo

Post-event Highlights

- HKRMA Newsletter "Retailers" – Summer 2017
- Newspaper Supplement
- Monthly E-Newsletter
- HKRMA Facebook

5. COMPLIMENTARY TICKETS

- Three (3) Full Day Passes to the Conference (Valued at \$1,950)
- Enjoy Special Offer of "Buy 5 Get 1 Free" for Purchase of Additional Tickets

**CLICK HERE TO
SPONSOR US NOW!**

DEADLINE: 7 APR 2017

**ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG**

SPECIAL OFFER
+ \$3,250 (50% off) only for Extra
1 Page Brochure Advertisement
(Original: \$7,000)

SPONSORSHIP PACKAGES

HKRMA 2017 RETAIL CONFERENCE

LUNCHEON SPONSOR

午餐會贊助

HK\$50,000 *Exclusive

- Various **FREE** Advertisements
- **FREE** Opportunities for Company Exposure
- **EXCLUSIVE** Networking Opportunities

[Click Here for Sponsorship Package Table Summary](#)

ENTITLEMENTS

1. FREE ADVERTISEMENTS

- One (1) Full Page Advertisement in Conference Brochure (Valued at \$7,000)
- One (1) Full Page Colour Advertisement in HKRMA Newsletter "Retailers" – Summer 2017 (Valued at \$7,150)
- Bottom Banner Advertisement (982W X 110H pixels) on Home Page of HKRMA Official Website for One (1) Month (Valued at \$12,200)

2. EXCLUSIVE NETWORKING OPPORTUNITIES

- 2 Tickets to CEO Luncheon
- Sit at VIP Area

3. LOGO EXPOSURE

Pre-event

- HKRMA Official Website
- Promotional Flyer to HKRMA Members
- Confirmation Email to Participants

On Event Day

- Luncheon room backdrop
- Conference Brochure Cover
- Sponsors Acknowledgement Powerpoint

4. ACKNOWLEDGMENT

On event day

Event MC with Prominent Powerpoint Recognition to Include Logo

Post-event Highlights

- HKRMA Newsletter "Retailers" – Summer 2017
- Newspaper Supplement
- Monthly E-Newsletter
- HKRMA Facebook

5. COMPLIMENTARY TICKETS

- Three (3) Full Day Passes to the Conference (Valued at \$1,950)
- Enjoy Special Offer of "Buy 5 Get 1 Free" for Purchase of Additional Tickets

CLICK HERE TO SPONSOR US NOW!

DEADLINE: 7 APR 2017

**ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG**

SPECIAL OFFER
+ \$3,250 (50% off) only for Extra
1 Page Brochure Advertisement
(Original: \$7,000)

SPONSORSHIP PACKAGES

HKRMA 2017 RETAIL CONFERENCE

GOLD SPONSOR 金贊助 HK\$20,000

- **FREE** Advertisements
- **FREE** Opportunities for Company Exposure
- **FREE** Conference Tickets

[Click Here for Sponsorship Package Table Summary](#)

ENTITLEMENTS

1. FREE ADVERTISEMENTS

- One (1) Full Page Colour Advertisement in HKRMA Newsletter "Retailers" – Summer 2017 (Valued at \$7,150)
- Bottom Banner Advertisement (739W X 90H pixels) on One (1) Issue of E-Newsletter (Valued at \$8,000)

2. LOGO EXPOSURE

Pre-event

- HKRMA Official Website
- Promotional Flyer to HKRMA Members
- Confirmation Email to Participants

On Event Day

- Conference Brochure Cover
- Sponsors Acknowledgement Powerpoint

3. ACKNOWLEDGMENT

On event day

Event MC with Prominent Powerpoint
Recognition to Include Logo

Post-event Highlights

- HKRMA Newsletter "Retailers" – Summer 2017
- Newspaper Supplement
- Monthly E-Newsletter
- HKRMA Facebook

4. COMPLIMENTARY TICKETS

- Two (2) Full Day Passes to the Conference (Valued at \$1,300)
- Enjoy Special Offer of "Buy 5 Get 1 Free" for Purchase of Additional Tickets

**CLICK HERE TO
SPONSOR US NOW!**

DEADLINE: 7 APR 2017

**ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG**

SPECIAL OFFER
+ \$3,250 (50% off) only for 1 Page
Brochure Advertisement
(Original: \$7,000)

SPONSORSHIP PACKAGES

HKRMA 2017 RETAIL CONFERENCE

CORPORATE SPONSOR 企業贊助 HK\$10,000

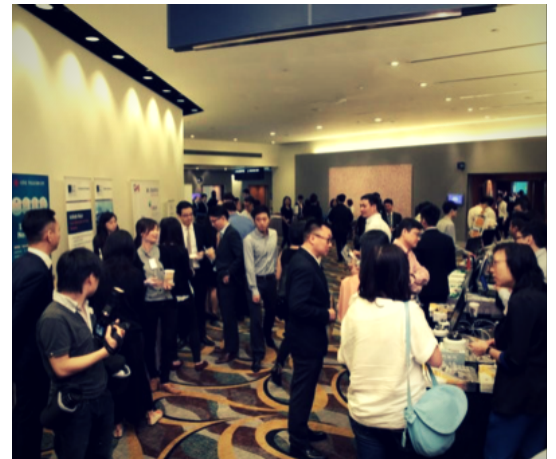
- The BEST Networking Platform with an Exhibition Booth
- **FREE** Opportunities for Company Exposure
- **FREE** Conference Ticket

[Click Here for Sponsorship Package Table Summary](#)

ENTITLEMENTS

1. VENUE SHOWCASE

- **One (1) Exhibition Booth** in "Retail Innovation Lab Area" at Foyer with Display Table (30"x 6' x 29") x 1 pc, Chair x 2 pcs, Electricity, Free WiFi
- **Company Introduction** on Event Brochure



2. LOGO EXPOSURE

- **Pre-event:** HKRMA Official Website
- **On event day:** Conference Brochure Cover

3. ACKNOWLEDGMENT

Post-event highlights: HKRMA Newsletter "Retailers" – Summer 2017

4. COMPLIMENTARY TICKETS

- Two (2) Full Day Passes to the Conference (Valued at \$1,300)
- Enjoy Special Offer of "Buy 5 Get 1 Free" for Purchase of Additional Tickets



**CLICK HERE TO
SPONSOR US NOW!**

DEADLINE: 7 APR 2017

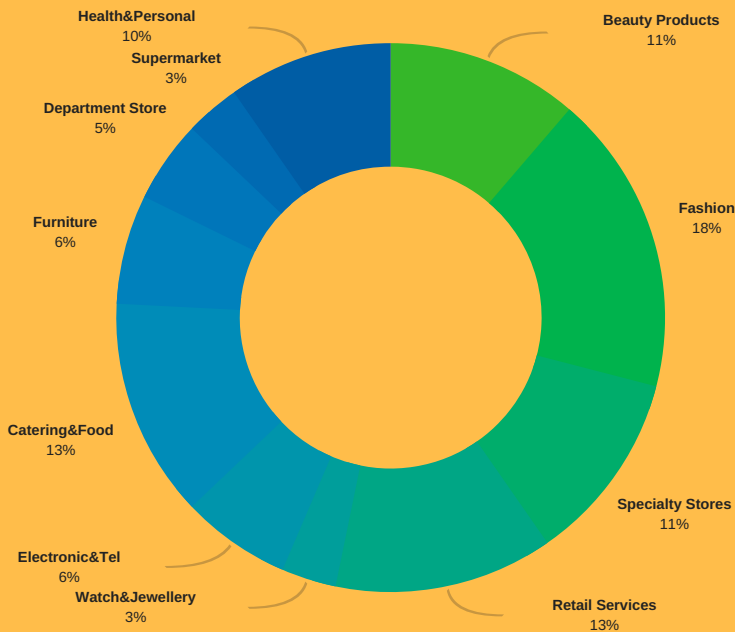
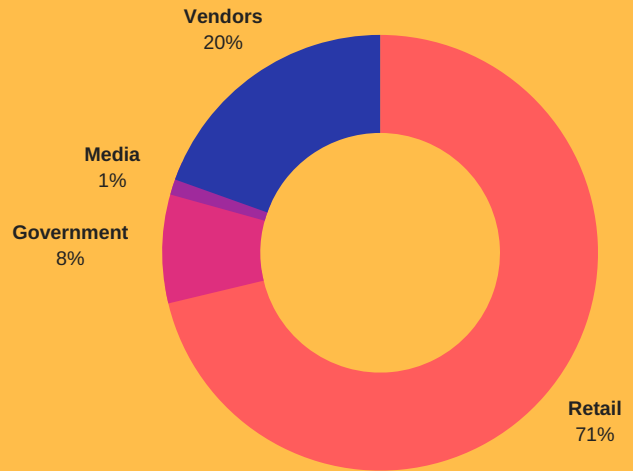
**ENQUIRY: MS. MICHELLE LI
21799408 EVENT@HKRMA.ORG**

SPECIAL OFFER
+ \$3,250 (50% off) only for 1 Page
Brochure Advertisement
(Original: \$7,000)

PARTICIPANT PROFILE OF 2016 RETAIL CONFERENCE

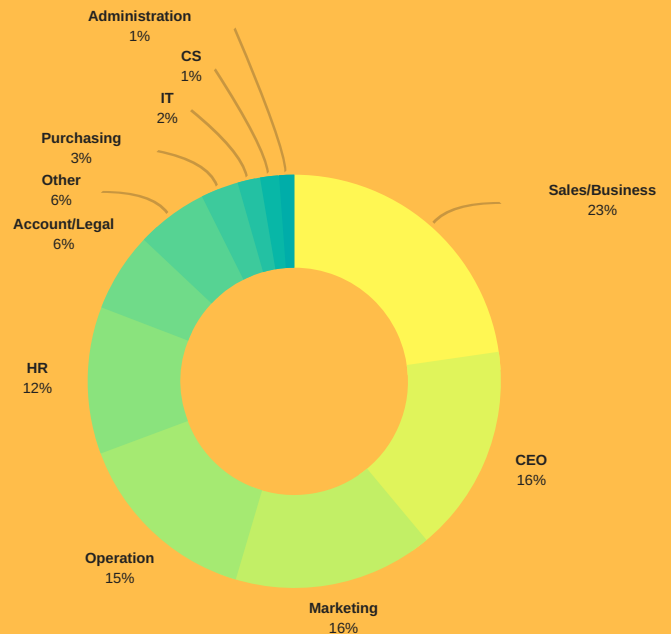


682
GUESTS



87
PARTICIPATING
COMPANIES

71%
ARE RETAIL
ENTERPRISES



About HKRMA

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. Over the years, the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training. Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 8,000 retail outlets employing over half of the local retail workforce.

ENQUIRY: MS. MICHELLE LI 21799408 EVENT@HKRMA.ORG

HKRMA 2017 RETAIL CONFERENCE

REJUVENATION OF RETAIL – CHALLENGES AND SOLUTIONS

9 MAY 2017 (TUESDAY) 10:00AM - 5:00PM

MEETING ROOM S221 (2/F, OLD WING), HKCEC, HK

PROGRAMME RUNDOWN

AM Session

- 09:30am** Registration & Exhibition Time
- 10:00am** Welcome Remarks
Mr. Thomson Cheng, Chairman of HKRMA
- 10:15am** **Session I**
To Have, or not to Have: Omni-Channel Retailing – Double- edged sword of unfulfilling promises and opportunities?
全渠道零售商機 – 一把兩刃的劍?
Speaker 1: Mr. Sebastian Picardo
Chief Retail Officer of Lane Crawford
Speaker 2: Mr. Chan Sai-cheong
Executive Director of Chow Tai Fook Jewellery Group Ltd
- 11:20am** Networking & Exhibition Time
- 11:40am** **Speaker 3: Mr. Danny Shum**
Chief Executive Officer of Zstore (士多)
- 12:10pm** **Panel Discussion**
Moderator: Mr. Ricky Szeto
Executive Director of Hung Fook Tong Holdings Limited & Ex-Co Member of HKRMA

Business Luncheon

12:45pm - 02:00pm

A New Era of Retail: E-Commerce Megatrends in 2017

Speaker: Ms. Lucy Werner

Head of Export Sales, Hong Kong, GOOGLE HONG KONG

PM Session

- 02:00pm** Registration & Exhibition Time
- 02:30pm** **Session II**
The Breaking of: The Disappearing of Golden Selling Rules?
消失中的黃金銷售法則?
Speaker 1: Mr. Vincent Tsui
Chief Marketing Officer of Apple Daily
Speaker 2: Ms. Amy Wu
Territory General Manager - Hong Kong, Nike Hong Kong Ltd.
- 03:40pm** Networking & Exhibition Time
- 04:00pm** **Speaker 3: Ms. Maureen Fung**
Director of Sun Hung Kai Development (China) Ltd.
- 04:30pm** **Panel Discussion**
Moderator: Mr. Thomson Cheng
President of Walton Brown (Hong Kong) Ltd & Chairman of HKRMA
- 05:00pm** End of Conference

**Click Here to
Buy Tickets Now!**