

# 3RD GLOBAL TOURISM & HOSPITALITY CONFERENCE

## *Sponsorship Prospectus*

HONG KONG  
2017





# *Invitation from Dean Kaye Chon*

It is my great pleasure to present to you HONG KONG 2017: 3rd Global Tourism & Hospitality Conference organised by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU). Run by 48 undergraduate students of our School, the conference will take place at our one-of-a-kind teaching and research hotel, Hotel ICON, on 5-7 June in Hong Kong.

Taking the theme “Innovation · Research · Education”, the conference aims to provide a unique platform that fosters the discussion of innovation and trends in the global tourism and hospitality through the presentation of recent research and current industry thinking by educators, thought leaders, researchers, industry executives as well as tourism and hospitality students.

This exceptional platform is organised by our talented students for delegates to connect, network and exchange ideas and insights. Along with faculty members and industry professionals, they are committed to create an unlike-any-other experience for our international delegates.

The year 2017 is a special year for all of us at PolyU as it marks the 80th anniversary of the University. This is a time for us to look back with pride and forward in confidence. This is also a time for us to convene and celebrate. I look forward to welcoming you to the conference and the celebrations.

Please take a few moments to go through the HONG KONG 2017 – Sponsorship Package we prepared for your perusal. Our Conference Organising Committee is ready to share with you all the exciting details about HONG KONG 2017 as well as the customised benefits and opportunities it presents. Rest assured that our student specialists will contact you to provide you with further information.

We look forward to working more closely with you. Let's join hands to nurture tomorrow's leaders and shape the global landscape of tourism leaders and shape the global landscape of tourism and hospitality.

Yours sincerely,

Professor Kaye Chon  
Dean and Chair Professor  
Walter Kwok Foundation Professor in  
International Hospitality Management  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
and  
Chairman  
HONG KONG 2017





# *Who Are We ?*

## PolyU SHTM – Global Centre of Excellence

For 37 years, the SHTM has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Ranked among the top hotel and tourism schools in the world, the SHTM is a symbol of excellence in the field, exemplifying its motto of Leading Hospitality and Tourism.

## Organising Committee

The Organising Committee of HONG KONG 2017 is formed by a group of 48 undergraduate students from the Special Event Class of the SHTM at PolyU. As committee members took office in September 2016, they pledged to devote their best to delivering a world-class conference. With the support and guidance from SHTM faculty members, committee members are enthusiastic, committed and working whole-heartedly towards one goal, for one conference.



# *About the Conference*

## HONG KONG 2017: 3rd Global Tourism and Hospitality Conference



Date: 5-7 June 2017

Venue: Hotel ICON, Hong Kong

### Goal

The conference serves as a platform for academics, researchers, industry leaders and students to exchange dialogue, research findings and insights, related to innovations and trends of global tourism and hospitality industry.

### Theme

Innovation · Research · Education

### Programme Highlights

- Keynote Presentations
- Plenary Sessions
- Paper Presentations
- Poster Sessions
- Post-Conference Tour

### Social Programmes

- Welcome Reception
- Gala Dinner
- Best Paper Awards Presentation
- Optional Dinner with Speakers



# *Registration Fee*

	Early Bird 1 Feb - 14 April 2017	Regular 15 April – 7 June 2017	Optional Programmes
General Delegates	USD 420	USD 520	Optional Dinner with Speakers USD 65
Full-time Students	USD 300	USD 420	Post-conference Tour USD 65

- USD 1 = HKD 7.8
- All payment should be made in HKD.
- Valid student ID card copy is required for full-time student registration.
- Only online registration is available.
- More details are available on the website: <http://hotelschool.shtm.polyu.edu.hk/www/hongkong2017>.
- All dates refer to time zone GMT+8



# *Featured Speakers*



**Prof David Airey**  
University of Surrey  
2006 UNWTO  
Ulysses Prize Laureate



**Prof Richard Butler**  
University of Strathclyde  
2016 UNWTO  
Ulysses Prize Laureate



**Dr Catherine Cheung**  
The Hong Kong  
Polytechnic University



**Prof Kaye Chon**  
The Hong Kong  
Polytechnic University  
2011 UNWTO  
Ulysses Prize Laureate



**Dr Jennifer Cronin**  
President  
Marco Polo Hotels



**Prof Eduardo Fayos-Solà**  
University of Valencia  
2014 UNWTO  
Ulysses Prize Laureate



**Prof Fabien Fresnel**  
Chief Operating Officer  
Sommet Education



**Prof Donald Hawkins**  
George Washington University  
2003 UNWTO  
Ulysses Prize Laureate



**Prof Cathy Hsu**  
The Hong Kong  
Polytechnic University



**Prof Jafar Jafari**  
University of Wisconsin-Stout  
2005 UNWTO  
Ulysses Prize Laureate



**Prof Brian King**  
The Hong Kong  
Polytechnic University



**Prof Sheryl Kline**  
University of Delaware

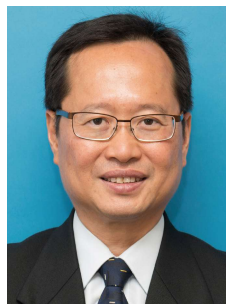




# *Featured Speakers*



**Mr Nazeer Aziz-Ladhani**  
Aga Khan University



**Prof Rob Law**  
The Hong Kong  
Polytechnic University



**Prof Anna Mattila**  
The Pennsylvania  
State University



**Prof Bob McKercher**  
The Hong Kong  
Polytechnic University



**Prof Hanqin Qiu**  
The Hong Kong  
Polytechnic University



**Prof Chris Roberts**  
DePaul University



**Prof Pauline Sheldon**  
University of Hawaii  
2008 UNWTO  
Ulysses Prize Laureate



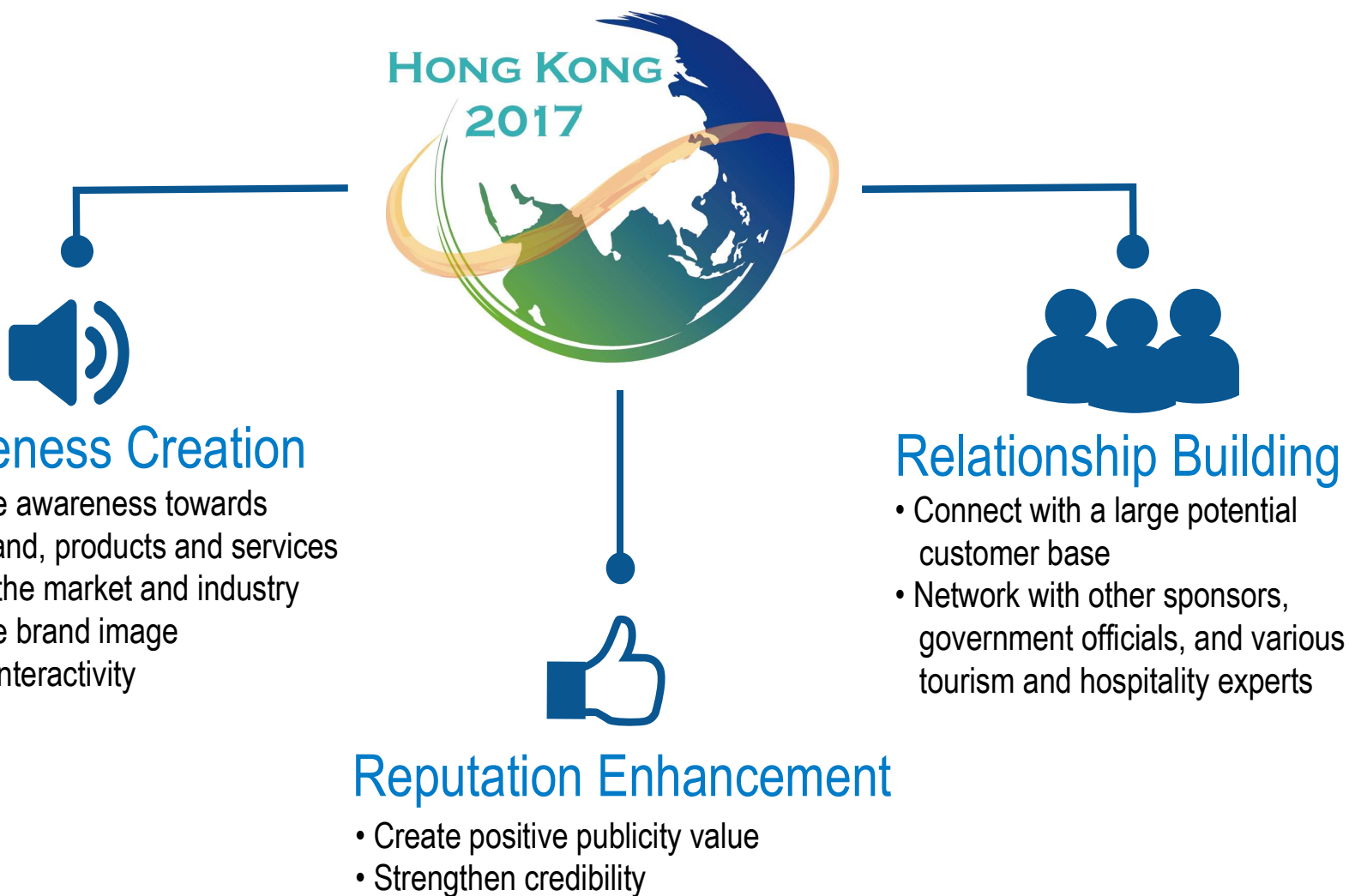
**Prof Haiyan Song**  
The Hong Kong  
Polytechnic University



**Mr Jeremy Tredinnick**  
Editor  
Business Traveller Aisa Pacific  
(Invited)



# *Reasons and Benefits*







## *Past Conferences*

- 1st Global Tourism & Hospitality Conference 2014
- 2nd Global Tourism & Hospitality Conference 2016

For each conference:

Average Number of Attendees: **350+**

Average Number of Papers Submitted: **200+**





# *Profile of Past Delegates*



**From more than 30 countries or regions around the world:**

including Australia, Belarus, Canada, Dubai, France, Hong Kong, Indonesia, Japan, Kenya, Korea, Laos, Macau, Mainland China, Malaysia, Maldives, Malta Myanmar, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Philippines, Portugal, Russia, Switzerland, Taiwan, Thailand, Turkey, UK, USA, Vietnam and Zambia.



# Sponsors of Past Conferences



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

Business  
Traveller

M!x ASIA'S CREATIVE  
MEETINGS MAGAZINE

EBSCO  
INFORMATION SERVICES

AH editing



Taylor & Francis  
Taylor & Francis Group

SHARE  
center  
powered by STR

SGS

怡園酒莊  
GRACE VINEYARD



ebra

MC/ASIA  
MEETINGS AND CONVENTIONS

ROUTLEDGE  
Routledge  
Taylor & Francis Group

# Supporting Organisations

TWENTY SIX  
BY LIBERTY  
FINE FOODS

CLASSIC  
FINE FOODS

CEMHK  
Specialised in Event Planning, Event Management, Meeting & Exhibition  
Product, Logistics, Marketing Strategy, Trade Shows, Fund Raising

Island Shangri-La  
HONG KONG

L'hotel  
ISLAND SOUTH  
知心商務海邊酒店

mehk  
A division of Hong Kong Tourism Board  
Meetings & Exhibitions  
Hong Kong

e-print  
e-banner



the  
BAKERY  
Bakery

潮族 Yellfuls  
HK3D  
MUSEUM  
香港3D奇幻世界

SHTM

ISLAND PACIFIC  
HOTEL  
HONG KONG  
港島太平洋酒店  
Econo Hotels

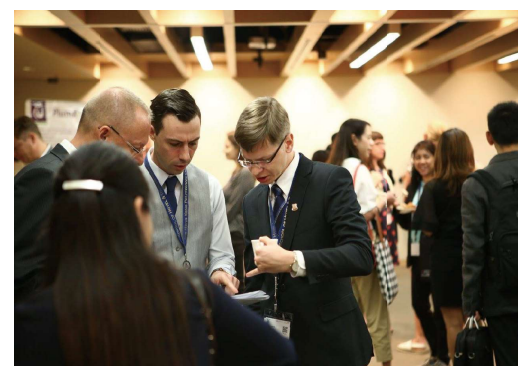
empire hotels  
皇悅酒店集團

hong kong  
foodie  
TASTING TOURS 香港風味特約





# *Photos of Past Conferences*





# Sponsorship Package

	Diamond USD 8000 or more	Platinum USD 5500	Gold USD 3500	Silver USD 2000
Verbal acknowledgment at the opening ceremony	◆	◆	-	-
Logo in programme booklet	◆	◆	◆	◆
Logo in conference visual ad	◆	◆	◆	◆
Logo on mobile app sponsor page	◆	◆	◆	◆
Logo with hyperlink on conference website	◆	◆	-	-
Logo on backdrop	◆	◆	◆	-
Logo in our conference website	◆	◆	◆	◆
Acknowledgement on all social media platforms	◆ (single feed)	◆ (single feed)	◆ (multiple feed)	◆ (multiple feed)
Ad in programme booklet	◆ (full page)	◆ (full page)	◆ (half page)	-
Logo on promotion video	◆	◆	-	-
Complementary registrations	5	4	3	2
USD50 discounts for additional registration	4	3	2	1
Join opening ceremony	◆	-	-	-
One table for exhibition (table size: 2' x 6')	◆	◆	◆	-
Profile (Max. 50 words) under logo on conference website	◆	-	-	-
Logo at the letter foot of thank you letter for attendees	◆	◆	-	-
Material inserts in conference satchel (item)	◆	◆	-	-
Material inserts in conference satchel (1-page collateral)	-	-	◆	◆



# *Sponsorship Opportunities*



Refreshment Break Sponsorship



Lunch / Dinner Sponsorship



Welcome Reception Sponsorship



Lanyard Sponsorship



Conference Bag Sponsorship



Signage Sponsorship



Mobile Application Sponsorship



Selfie Station Sponsorship

We offer sponsorship packages on a **first-come first-served** basis. If you do not see a package that fit your needs, please contact us immediately so that we can customise a sponsorship packages that best suit you. If you are ready to reserve your sponsorship package, please contact Jeffrey Chan by email at [sponsorship.hk2017@polyu.edu.hk](mailto:sponsorship.hk2017@polyu.edu.hk) or by phone at 3400-2265.





# Terms and Conditions

## General Conference Information

The Conference content on this prospectus ("Conference") is being organised by the School of Hotel & Tourism Management (SHTM), The Hong Kong Polytechnic University (PolyU). The Conference is conditioned upon the facility in which the Conference is scheduled to be held at SHTM and Hotel ICON. SHTM kicks no responsibilities regarding the number of attendees.

## Sponsorship Confirmation

All sponsorship opportunities will be assigned on a first-come, first-served basis with full payment settled within 3 weeks. The Organising Committee has the right to terminate the agreement without receipts of both payments.

## Payment Policy

Sponsorship payment once received is non-refundable and the payment can be settled by Hong Kong Dollars. The currency rate is fixed at USD1: HKD7.8 under any circumstances. Sponsors shall make bank draft payable to the following bank account:

Account Name: The Hong Kong Polytechnic University

Bank Name: Hang Seng Bank Limited

Bank Address: 83 Des Voeux Road Central, Hong Kong, PR. China

Account Number: 024-280-277476-001

Mail sponsor payment to: HONG KONG 2016 Organising Committee, Room 613, School of Hotel & Tourism Management, 17 Science Museum Road, TST East, Kowloon, Hong Kong

## Insurance

Sponsors shall maintain sufficient liability insurance covers all potential problems during the Conference. Sponsors are required to carry insurance to cover their property against damage or loss and public liability insurance for claims of injury to the person and property of others, including property owned by Hotel ICON and SHTM.

## Exhibition Booth / Space Variation

The Organising Committee in any circumstances has the right to change the exhibit booth / space allocation if necessary. Sponsors shall accept the variation without any claims for reduction in charges or otherwise.

## Distribution of Exhibition Materials

All kinds of materials for distribution in the Conference by sponsors shall only be distributed at the Exhibition booth but not any other areas, except the consent given by the Organising Committee.

## Nature of Exhibition Materials

No advertising related to other competitions or awards can be distributed by sponsors without the approval of the Organising Committee.

## Content of Exhibition Materials

Sponsors shall take full responsibility for the contents of all exhibition materials. The Organising Committee will take no liability for the contents of any such materials.

## Limitation on Exhibition Booth Setting

The Exhibitors shall not insert any nail, screw or hook into any of the walls, or fixtures in SHTM. Sponsors may decorate their table(s) or space(s) in accordance to the relevant guidelines and instructions issued by the Organising Committee.

## Format of Exhibition

Sponsors must not use any sound effect for attracting attention of attendees of the Conference which creates annoyance or inconvenience of other sponsors. No sale transaction shall be made within the Conference. The Organising Committee reserves the right to cease any activity (including the use of any promotional material) on the part of the sponsors that may consider as inappropriate or damaging to the reputation of the Organising Committee, or the Conference.

## Safety Regulations of Exhibition

Sponsors must ensure that all exhibits are properly protected to avoid causing any danger to any individuals in the Conference. Aisles and fire exits must, at all time, be kept clear of exhibits. Sponsors will adhere to all fire and safety regulations which affect, or apply to, the Conference, and the venue. The use of inflammable materials for stand or space decoration is prohibited. All inflammable materials (such as empty boxes and packaging) shall be removed immediately from the Exhibition venue.

## Arrangement of the Exhibition Booth

Sponsors are required to ensure that the exhibition booth is staffed during the opening hours of the Conference, and must not remove any equipment before the published closing time of any day of the Conference. All exhibits and displayed materials must be removed as soon as possible thereafter and, in any event, by the time given by the Organising Committee.

## Selecting Contractors

Sponsor are free to select any contractor and/or forwarder at their own discretion. For an efficient and regulated flow inside the conference venue building, the Organising Committee has appointed an Official Contractor and Official Forwarder for the conference. If your company has a local forwarding team, please contact the Organising Committee immediately to apply for an exemption.

## Subletting

No sponsor shall assign, sublet or share the whole or any part of the exhibit booth / space allocated without the consent of the Organising Committee.

## Exhibit Signage Regulations

Signage place is included for sponsors in some sponsorship packages. Please note that the signage space is limited. The Organising Committee will inform sponsors of the maximum number and size of the signage / banner.

## Registration of Staff

Sponsors shall understand all attendees must officially register for the Conference. One who will attend the Conference must register as a full conference delegate. The sponsorship fee does not include the registration fee unless specifically stated in this sponsorship agreement. The complementary conference registration cannot be resold to other attendees.

## Photography

No videos or photos shall be taken without the prior written consent of the Organising Committee. Committee members allow sponsors may take videos or photos of their own booth display, display materials and personnel for any promotional or marketing use by the Conference.

## Liability

The Conference Organiser and the Committee act only to procure and arrange these activities and do not accept responsibilities for any act or omission on the part of the service providers. No liabilities accepted for any inaccuracy or misdescription, nor for any delay or damage, including personal injury or death, however caused resulting from arising out of any reliance upon general or specific information published in this brochure. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.

## Force Majeure

The Organiser and Organising Committee are not liable for any claims for damages and/or losses if the entire conference has to be cancelled due to a force majeure incident.

## Termination

When sponsors fail to comply with the Terms & Conditions and sponsorship schedule, the Organising Committee has the right to cancel the sponsorship agreement and all paid amount shall be forfeited.

## Sponsorship Agreement

This Agreement will supersede any prior oral or written understanding between the parties, and may not be amended or modified except in writing signed by both parties.

## Miscellaneous

Deadline of Company Logo: 14 working days after signing agreement (Psd or Ai format & 300dpi)

Company Message on Social Media Platforms: 14 working days after signing agreement

Major Materials Deadline: On or before 29 April 2017 (including posters, banners, flyers)

Advertisement Requirement: Full page (A4): 210mm(w) x 297mm(h) & 300dpi

# *Enquiries and Booking*

HONG KONG 2017 – Sponsorship Committee  
Room TH613, School of Hotel and Tourism Management  
17 Science Museum Road TST East, Kowloon, Hong Kong  
Tel: +852 3400-2265  
Fax: +852 2362-9362  
Email: [sponsorship.hk2017@polyu.edu.hk](mailto:sponsorship.hk2017@polyu.edu.hk)  
Website: <http://hotelschool.shtm.polyu.edu.hk/www/hongkong2017>



## *Important Reminders*

### **Full Payment Deadline**

3 weeks after signing of agreement

### **Advertisement Requirement**

Full page (A5): 148.5mm(w) x 210mm(h) & 300dpi

### **Logo Requirement**

psd / ai / png format & 300dpi or above