



7-8
DEC 2020
The Chinese University of Hong Kong



eLearning Forum Asia 2020

Enhanced Teaching and Learning with Technology: Present and Future

The Chinese University of Hong Kong

7 - 8 December 2020

Sponsorship Package



eLearning Forum Asia

The first eLearning Forum Asia (eLFAAsia) conference was held in 2006 in Hong Kong to promote and facilitate the sharing of knowledge and experience in the application of information technology to student learning. Since then, with the support from industry and service providers of eLearning applications and solutions, the Forums had been held annually in turn in Hong Kong, Taiwan, Mainland China, and Singapore. Over the years, the Forum had been attracting an increasing level of participation from around the region and is fast becoming a major event for the Asian educational community. To facilitate the organizing of future Forums in different countries, eLearning Forum Asia (eLFAAsia) has now been registered as a non-profit organization in Hong Kong.

To learn more about eLearning Forum Asia (eLFAAsia), please visit <http://elfasia.org/elfasia/>.

Sponsorship Opportunities

NEW

NEW

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Exhibitor	Sponsor	Poster Session (Day Two)	Event Sponsor			
							Mobile Charging Station	Espresso Bar	Refreshment Breaks	Wine & Beverage Corner (at Gala Dinner)
Description/Price	USD30,000	USD20,000	USD10,000	USD5,000	USD3,000	USD2,500	USD3,000 per day/ USD4,500 for two days	USD3,000 per day/ USD5,000 for two days	USD4,000 per day/ USD6,000 for two days	USD4,000
One 2-5 mins verbal/video engagement at the keynote presentation	✓					Engagement at poster presentation session and/or promotion in poster area	Branded Mobile Charging Station	Branded Espresso Bar	Named Refreshment Break	- One (1) promotional counter at Gala Dinner - One (1) complimentary dinner participation
A 45-60 mins plenary presentation	✓									
Recognition at the conference’s opening, closing and/or general sessions	✓	✓	✓	✓	✓					
One 2-5 mins verbal/video engagement at plenary presentation		✓								
One 30 mins Sponsor Session	✓	✓	✓							
Exhibition booth/space in the conference area	✓	✓	✓	✓						
Additional promotional area at the venue of luncheon	✓	✓								
Join the poster session sponsorship with discounted price USD500 (optional)	✓	✓	✓	✓	✓					
Promotional video on the conference website	✓									
Promotional image on the conference website	✓	✓								
Promotional text on the conference website	✓	✓	✓							
Complimentary participation in the pre–event welcome dinner (by invitation only)	4	2	2	1	1					
Complimentary conference kit insert(s)	2	2	1	1	1					
Verbal acknowledgement at the logistics introductory session of the day						✓	✓	✓	✓	
Verbal acknowledgement at Gala Dinner										✓
Complimentary regist ration pass(es)	4	2	2	1	1	1	1	1	1	1
Opportunity to register additional conference pass at group registration rate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on conference marketing materials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Remarks:

- The duration of plenary presentation, sponsor session and the verbal/ video engagement in keynote/plenary presentation, is **subject to final event program**.
- All speaking/presentation/workshop proposals will be part of the formal Conference program, and has to be reviewed and accepted by the event Organizing Committee (“OC”). Please submit your SPONSORSHIP REGISTRATION FORM and speaking/presentation/workshop proposal to sponsor2020@elfasia.org on or before **6 July 2020, Monday (HKT 23:59 or GMT +8 hours)**. Late submissions may not be considered.
- In addition to the above outlined packages, the conference working team are happy to discuss further opportunities to best suit your organization. Please email us at sponsor2020@elfasia.org.

Platinum Sponsor

USD30,000

- A TWO to FIVE (2 - 5) minutes verbal/video engagement opportunity at the conclusion of one of the keynote presentations (duration is subject to final event programme).
- ONE (1) guest speaker can be nominated to present at a plenary presentation (45 minutes to 1 hour, subject to final event program).
- Opportunity to conduct ONE (1) Sponsor Session* (a 30 minutes presentation or workshop; subject to final event program) on Day 1 or Day 2. The Sponsor Session should focus on hands-on knowledge or case studies relevant to the conference's themes. Exact arrangement on the schedule is to be confirmed with the hosting university. Venue will be provided (maximum 40 seats).
- An exhibition booth with TWO (2) tables and TWO (2) chairs will be provided (actual size to be confirmed).
- An additional promotional area at the venue of luncheon will be provided subject to availability.
- Opportunity to join the poster session sponsorship at discounted price USD500 (subject to the number of poster presentation).
- FOUR (4) complimentary registration passes can be allocated to sponsor staff or guests.
- Opportunity to purchase additional conference pass at group registration rate.
- Daily recognition as Platinum Sponsor at the conference's opening, closing and/or general sessions.
- Logo recognition as Platinum Sponsor in a prominent position on all conference marketing materials, including the conference's website and mobile app.
- Opportunity to include a short promotional video (30 seconds to 1 minute), a small promotional image, a 100-word description and a URL on the sponsorship page of the conference website (subject to the website layout).
- TWO (2) complimentary inserts in the delegate conference kit to be supplied by the sponsor five weeks prior to the event.
- Opportunity to provide sponsor-supplied promotional item(s) to the guests of Gala Dinner.
- FOUR (4) complimentary seats to participate in Pre-Event Welcome Dinner.

Gold Sponsor

USD20,000

- A TWO to FIVE (2 - 5) minutes verbal/video engagement opportunity at the conclusion of one of the plenary presentations (duration subject to final event programme).
- Opportunity to conduct ONE (1) Sponsor Session* (a 30 minutes presentation or workshop; subject to final event program) on Day 1 or Day 2. The Sponsor Session should focus on hands-on knowledge or case studies relevant to the conference's themes. Exact arrangement on the schedule is to be confirmed with the hosting university. Venue will be provided (maximum 40 seats).
- An exhibition booth with ONE (1) table and TWO (2) chairs will be provided (actual size to be confirmed).
- An additional promotional area at the venue of luncheon will be provided subject to availability.
- Opportunity to join the poster session sponsorship at discounted price USD500 (subject to the number of poster presentation).
- TWO (2) complimentary registration passes can be allocated to sponsor staff or guests.
- Opportunity to purchase additional conference pass at group registration rate.
- Daily recognition as Sponsor at the conference's opening, closing and/or general sessions.
- Logo recognition as Gold Sponsor in a prominent position on all conference marketing materials, including the conference's website and mobile app.
- Opportunity to include a small promotional image, a 100-word description and a URL on the sponsorship page of the conference website (subject to the website layout).
- TWO (2) complimentary inserts in the delegate conference kit to be supplied by the sponsor five weeks prior to the event.
- Opportunity to provide sponsor-supplied promotional item(s) to the guests of Gala Dinner.
- TWO (2) complimentary seats to participate in Pre-Event Welcome Dinner.

Silver Sponsor

USD10,000

- Opportunity to conduct ONE (1) Sponsor Session* (a 30 minutes presentation or workshop; subject to final event program) on Day 1 or Day 2. The Sponsor Session should focus on hands-on knowledge or case studies relevant to the conference’s themes. Exact arrangement on the schedule is to be confirmed with the hosting university. Venue will be provided (maximum 40 seats).
- An exhibition booth with ONE (1) table and TWO (2) chairs will be provided (actual size to be confirmed).
- Opportunity to join the poster session sponsorship at discounted price USD500 (subject to the number of poster presentation).
- TWO (2) complimentary registration passes can be allocated to sponsor staff or guests.
- Opportunity to purchase additional conference pass at group registration rate.
- Daily recognition as Sponsor at the conference’s opening, closing and/or general sessions.
- Logo recognition as Silver Sponsor in a prominent position on all conference marketing materials, including the conference’s website and mobile app.
- Opportunity to provide a 100-word description and a URL on the sponsorship page of the conference website (subject to the website layout).
- ONE (1) complimentary insert in the delegate conference kit to be supplied by the sponsor five weeks prior to the event.
- Opportunity to provide sponsor-supplied promotional item(s) to the guests of Gala Dinner.
- TWO (2) complimentary seats to participate in Pre-Event Welcome Dinner.

* *Each qualified sponsor (Platinum, Gold and Silver Sponsor status) will be invited to deliver one presentation or workshop as “Sponsor Session” on Day One or Day Two of the event. Exact schedule and length of presentation of the Sponsor Session is to be arranged by the hosting university, subject to the final event program. Typical session length may be 30 mins. Qualified sponsors will be able to make use of the Sponsor Sessions to:*

- a. *Present best practices of their technologies and products. This can be done by an academic presenter, trainer, guest speaker or the sponsor*
- b. *Conduct workshops*
- c. *Host user group meetings where users can share their user experiences and feedback on the products or services which they are currently engaged with. Individual users may also include Professors or Scholars, etc., and or*
- d. *Demonstrate their latest products/systems and allow attendees to have hands on experiences and ask questions during the demonstration.*

Note: *As the participants of eLFA includes practitioners and academic leadership, the presentations should focus on exemplar case studies of the use of technologies and adopting new pedagogies.*

Exhibitor

USD5,000

- An exhibition space in the conference area with ONE (1) table and TWO (2) chairs will be provided (actual size to be confirmed).
- Opportunity to join the poster session sponsorship at discounted price USD500 (subject to the number of poster presentation).
- ONE (1) complimentary registration pass can be allocated to sponsor staff or guests.
- Opportunity to register additional conference pass at group registration rate.
- Daily recognition as Sponsor at the conference’s opening, closing and/or general sessions.
- Logo recognition on all conference marketing materials, including the conference website.
- ONE (1) complimentary insert in the delegate conference kit to be supplied by the sponsor five weeks prior to the event.
- ONE (1) complimentary seat to participate in Pre-Event Welcome Dinner.

Sponsor

USD3,000

- ONE (1) complimentary registration pass can be allocated to sponsor staff or guests.
- Opportunity to join the poster session sponsorship at discounted price USD500 (subject to the number of poster presentation).
- Opportunity to register additional conference pass at group registration rate.
- Daily recognition as Sponsor at the conference’s opening, closing and/or general sessions.
- Logo recognition on all conference marketing materials, including the conference website.
- ONE (1) complimentary insert in the delegate conference kit to be supplied by the sponsor five weeks prior to the event.
- ONE (1) complimentary seat to participate in Pre-Event Welcome Dinner.

Poster Session Sponsor

USD2,500

The Poster Session allows interactive discussion between the presenters and the participants which provides a great opportunity for your organization to gain exposure. As Poster Session Sponsor, your organization will receive the following:

- Opportunity to deliver ONE (1) poster presentation which focuses on the best practices of the technologies and products of your organization. This can be done by an academic presenter, trainer, guest speaker or the sponsor. And/or, your organization can provide ONE (1) pull-up banner in the poster area. The poster or banner is to be provided by the sponsor.
- Verbal acknowledgement by the MC at the logistics introductory session for the day.
- ONE (1) complimentary registration pass can be allocated to sponsor staff or guests.
- Opportunity to register additional conference pass at group registration rate.
- Logo recognition on all conference marketing materials, including the conference website.

Event Sponsor

Mobile Charging Station Sponsor

USD3,000 per day/ USD4,500 for two days

The Mobile Charging Station provides free mobile charging service to participants. As Mobile Charging Station Sponsor, your organization will receive the following:

- A mobile charging station that is named after your organization and a signage with your organization's logo displayed on it on Day One and/or Day Two (depending on the number of sponsors).
- ONE (1) pull-up banner to be placed in the station area (to be provided by the sponsor).
- Verbal acknowledgement by the MC at the logistics introductory session for the day.
- ONE (1) complimentary registration pass can be allocated to the staff or guests of the sponsor.
- Opportunity to register additional conference pass at group registration rate.
- Logo recognition on all conference marketing materials, including the conference website.

Espresso Bar Sponsor

USD3,000 per day/ USD5,000 for two days

The Espresso Bar provides complimentary coffee to participants during the conference. As the sponsor for this conference's hotspot, your organization will receive the following:

- An espresso bar that is named after your organization and a signage with your organization's logo displayed on it on Day One and/or Day Two (depending on the number of sponsors).
- One (1) pull-up banner to be placed in the bar area (to be provided by the sponsor).
- Verbal acknowledgement by the MC at the logistics introductory session for the day.
- ONE (1) complimentary registration pass can be allocated to the staff or guests of the sponsor.
- Opportunity to register additional conference pass at group registration rate.
- Logo recognition on all conference marketing materials, including the conference website.

Event Sponsor

Refreshment Breaks Sponsor

USD4,000 per day/ USD6,000 for two days

Refreshment breaks provide a networking time for the participants and a great opportunity for promotion. As the Refreshment Break Sponsor, your organization will receive the following:

- Naming rights of the refreshment break and a signage with your organization's logo on the catering table on Day One and/or Day Two (depending on the number of sponsors).
- One (1) pull-up banner to be placed in the catering area (to be provided by the sponsor).
- Verbal acknowledgement by the MC at the logistics introductory session for the day.
- ONE (1) complimentary registration pass can be allocated to the staff or guests of the sponsor.
- Opportunity to register additional conference pass at group registration rate.
- Logo recognition on all conference marketing materials, including the conference website.

Wine & Beverage Corner Sponsor

USD4,000

The Gala Dinner provides a networking place for the participants. The branded Wine & Beverage Corner and a promotional counter at Gala dinner will offer excellent exposure for your organization. The Wine & Beverage Sponsor at Gala Dinner will receive the following:

- A wine and beverage corner named after your organization and a signage with your organization’s logo displayed in the area throughout the Gala Dinner.
- A promotional counter at the venue of Gala Dinner with ONE (1) table and TWO (2) chairs, and a signage with your logo displayed on it will be provided.
- ONE (1) pull-up banner to be placed at the counter area (to be provided by the sponsor)
- Verbal acknowledgement by the MC at the Gala Dinner.
- ONE (1) complimentary seat to participate in Gala Dinner.
- ONE (1) complimentary registration pass can be allocated to the staff or guests of the sponsor.
- Opportunity to register additional conference pass at group registration rate.
- Logo recognition on all conference marketing materials, including the conference website.

Sponsorship Registration

- Please submit your SPONSORSHIP REGISTRATION FORM and speaking/presentation/workshop proposal (depending Platinum, Gold or Silver Sponsor status) to sponsor2020@elfasia.org **on or before 6 July 2020, Monday (HKT 23:59 or GMT +8 hours)**. Late submissions may not be considered.
- eLFA is open to suggestions. If qualified sponsors are interested to customize your own Sponsor Sessions, please send us your proposals at sponsor2020@elfasia.org **on or before 6 July 2020, Monday (HKT 23:59 or GMT +8 hours)** for eLFA2020 Organizing Committee's review and consideration. Late submissions may not be considered.



eLearning Forum Asia (eLFA) 2020

Sponsorship Registration Form

NOTE:

- 1) Participation will only be confirmed upon receipt of the first payment.
- 2) Allocation of sponsorship will be made strictly in order of receipt of application and payment.
- 3) The invoice will be issued according to the billing information provided by you in this form.
- 4) Please kindly email the completed registration form with your proposed sponsor session topic (*depending Platinum, Gold or Silver Sponsor status*) to sponsor2020@elfasia.org by **6 July 2020, Monday (HKT 23:59 or GMT +8 hours)**.

COMPANY DETAILS (Please print or type)	
Company Name:	
Billing Name (if different from above):	
Billing Address:	
Name of Booth/Signage (if applicable):	

SPONSOR/ EXHIBITOR CONTACT (Please print or type)	
Name:	
Job Title:	
Phone no.:	(Office) (Mobile)
Email:	

SPONSORSHIP (Please select the sponsorship you would like to take)		
<input type="checkbox"/> Platinum Sponsor (US\$30,000 and above)	US\$	
<input type="checkbox"/> Gold Sponsor (US\$20,000 and above)	US\$	
<input type="checkbox"/> Silver Sponsor (US\$10,000 and above)	US\$	
<input type="checkbox"/> Exhibitor (US\$5,000 and above)	US\$	
<input type="checkbox"/> Sponsor (US\$3,000 and above)	US\$	
<input type="checkbox"/> Poster Session (US\$2,500 and above)	US\$	
EVENT SPONSORSHIP (Please select the sponsorship you would like to take)		
<input type="checkbox"/> Mobile Charging Station (US\$3,000 per day/ US\$4,500 for two days, and above)	US\$	
<input type="checkbox"/> Espresso Bar (US\$3,000 per day/ US\$5,000 for two days, and above)	US\$	
<input type="checkbox"/> Refreshment Breaks (US\$4,000 per day/ US\$6,000 for two days, and above)	US\$	
<input type="checkbox"/> Wine & Beverage Corner at Gala Dinner (US\$4,000 and above)	US\$	
TOTAL: US\$		

I/We understand that the Sponsorship will be subject to Committee approval and final decision.

Authorized Signature: _____

(For and behalf of the Sponsor listed above)

Name in Print: _____

Position: _____

Date: _____

Company Chop: _____

Personal Information Collection Statement

The information collected in the form will be used by the eLearning Forum Asia (eLFA) and the authorized personnel for processing captioned purpose only. All personal data you provided will not be disclosed to any third parties unless with your prior consent.