



“University-Industry Collaboration for Real Life Education”

SPONSORSHIP OPPORTUNITIES

US\$20,000 (HK\$160,000) DIAMOND Sponsor

Corporate Sponsor

The sponsor will be recognized as the corporate sponsor in the banners to be placed at various locations in the campus, announcing the conference and showing the conference venues. The sponsor will have a full-page advertisement on the first page of the Programme Book.

US\$15,000 (HK\$120,000) GOLD Sponsors

Keynote Speakers

A banner, announcing the sponsor, will be placed on the stage on which the keynote speakers (on the morning of the first day) will speak. The sponsor will receive a full-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the keynote session will be shown.

Conference Complimentary Tote-bags

The logo of the sponsor will be imprinted on the conference tote-bags (to be given to all delegates). Sponsor can place materials in the tote-bags. The sponsor will receive a full-page advertisement in the Programme book.

Performance before Reception

A banner, announcing the sponsor, will be placed on the stage on which the performance by the PolyU students will be given in the early evening of the first day. The sponsor will receive a full-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the performance will be shown. If a representative of the sponsor wants to address the audience (on the importance of WIL, how they programme it, etc.), then the sponsor will be upgraded to a DIAMOND sponsor, and requested to donate US\$20,000 (HK\$160,000).

Luncheon

The sponsor of the luncheon, which will mark the official close of the conference, will be recognized by a placards placed on the tables, and a representative of the sponsor will address the delegates during the luncheon. The sponsor will receive a full-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the luncheon will be shown.

Harbour Cruise Dinner

The sponsor of the entertainment highlight of the conference, the Harbour Cruise Dinner, will be recognized by placing a banner in the dinner section of the ship. The sponsor will receive a full-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the Harbour Cruise Dinner will be shown.

US\$10,000 (HK\$80,000) JADE Sponsors

Plenary Panel Sessions

A banner, announcing the sponsor, will be placed on the stage on which the plenary sessions (of students and industrialists on the last day of the conference) will be held. The sponsor will receive a half-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the plenary sessions will be shown.

Conference Reception

Sponsor's name will be shown on the small placards to be placed on the tables. Sponsor will receive half-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the Reception will be shown.

Coffee Breaks

Sponsor's name will be shown on the small placards to be placed on the tables. Sponsor will receive half-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the Coffee Breaks will be shown.

Sponsor for Mainland Academics

Same as for the SILVER sponsor, but sponsor will be regarded as a JADE sponsor if they agree to sponsor 6 academics from the Mainland. Advertisement is upgraded to half a page.



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SPONSORSHIP OPPORTUNITIES (CONT.)

US\$4,000 (HK\$30,000) SILVER Sponsors

Delegate Name Badges

Sponsor’s logo will be imprinted on each name badge. Sponsor receives a quarter-page advertisement in the Programme Book.

Sponsor for Mainland Academics

The sponsorship provided will enable 3 academics from the Mainland to attend the conference. Sponsor receives a quarter-page advertisement in the Programme Book.

University sponsor for visit to university campuses

The university which sponsors this visit will receive a quarter-page advertisement in the Programme Book and the name of the sponsor will be printed in the Schedule of Events at the point where the industrial visits will be shown. (To be shared by the two/three universities whose campuses will be visited.)

International Conference Planning Committee

Prof. Suleyman Demokan (Co-Chairman)
 Vice President
 The Hong Kong Polytechnic University

Dr. Paul Stonely (Co-Chairman)
 CEO
 WACE

Mrs. Dorinda Fung
 Director of Student Affairs
 The Hong Kong Polytechnic University

Mrs. Michelle Hansford
 Director
 WACE

Ms. Carol Yuen
 Senior Manager
 Management & Executive Development Centre
 The Hong Kong Polytechnic University

Miss Edna Choi
 Assistant Manager
 Management & Executive Development Centre
 The Hong Kong Polytechnic University

Ms. Louisa So
 Senior Career Development Manager
 Student Affairs Office
 The Hong Kong Polytechnic University

Dr. Angela Ho
 Director of Educational Development
 The Hong Kong Polytechnic University

Prof. Winnie Cheng
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 Department of English
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Dr. Robert Wright
 Associate Professor
 Department of Management and Marketing
 The Hong Kong Polytechnic University

Dr. Rocky Chang
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