



Asia-Pacific Partnerships  
for the Global Good



APAIE 2026 Conference and Exhibition

# Sponsorship Prospectus

23-27 February 2026  
Hong Kong Conference  
and Exhibition Centre (HKCEC)

[www.apaie.net/conferences/apaie-2026](http://www.apaie.net/conferences/apaie-2026)



香港中文大學  
The Chinese University of Hong Kong



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



THE HONG KONG UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
香港科技大學



THE UNIVERSITY OF HONG KONG  
香港大學



Lead Host

Co-Hosts









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# Message from the President of APAIE

On behalf of APAIE, it is my pleasure to extend a warm invitation to you to join us for the APAIE 2026 Conference and Exhibition in Hong Kong, taking place a little earlier in the year than usual, over 23-27 February 2026.

We are honoured to have The Chinese University of Hong Kong (CUHK), a founding member of APAIE, leading the local Hong Kong higher education community in welcoming APAIE to their vibrant city. Back in 2013, CUHK hosted the APAIE Conference and Exhibition event which attracted 1,250 delegates. As we return to Hong Kong, some 13 years later, we are expecting 2,500 delegates from over 65 countries/regions for the 19th iteration of the event – testament to the growth of APAIE and global interest in the region's higher education sector.

The fundamental purpose of APAIE remains unchanged since its inception in 2004: to serve as a

platform for international educators to come together, fostering connections within the Asia-Pacific region and bridging it with the global community. APAIE also strives to incorporate an emphasis on sustainability in our mission. It is a privilege to be part of such a diverse region, with its array of cultures, histories, perspectives, and experiences. We are honoured to have the opportunity to share this richness with you through the annual APAIE conference and exhibition. Our program is designed to foster mutual sharing of ideas through the 2026 theme of "Asia-Pacific Partnerships for the Global Good".

I encourage you to take full advantage of all APAIE 2026 Hong Kong has to offer, as a delegate, sponsor, exhibitor, and presenter. Furthermore, I hope you extend your stay to explore the remarkable city that is Hong Kong.



**President of the Asia-Pacific Association for International Education**

Prof Venky SHANKARARAMAN

# APAIE Executive Committee and Advisory Council

## Executive Committee



### President

Prof Venky SHANKARARAMAN  
Vice Provost (Education)  
Singapore Management University, Singapore



### Vice President

A/Prof Nopraenue DHIRATHITI  
Vice President for Global Partnerships  
& University Council, Mahidol University,  
Thailand



### Vice President

Prof Brent WHITE  
Chief Global Officer, University of Hawaii  
at Manoa, USA



### Exec Member

Ms Marnie WATSON  
Vice President Global, Griffith University,  
Australia



### Exec Member

Prof Shanton CHANG  
Professor of Information Behaviour and  
Information Systems, and Associate Dean  
(International), Faculty of Engineering and  
Information Technology, The University of  
Melbourne, Australia



### Exec Member

Prof Mohd Ariffin ABU HASSAN  
Director, UTM International, Universiti Teknologi,  
Malaysia



# APAIE Executive Committee and Advisory Council

## Advisory Council

Name/Role	University	Country/Region
Prof Xiaotian ZHANG <b>Deputy Vice Chancellor Global</b>	Curtin University	Australia
Dr LI Meihua <b>Director, Office of Global Engagement, and Dean, College of International Education</b>	Jilin University	China
Dr ZHANG Damiao <b>Executive Deputy Director of the International Office</b>	Renmin University of China	China
Prof Isabella Wai-yin POON <b>Provost</b>	The Chinese University of Hong Kong	Hong Kong SAR
Dr Akhil BHARDWAJ <b>Associate Dean and Director Office of International Affairs &amp; Global Initiatives</b>	O.P. Jindal Global University	India
Prof Puji ASTUTI <b>Director for Partnership, and Global Relations</b>	Universitas Gadjah Mada	Indonesia
Prof Motohiro TSUCHIYA <b>Vice-President for Global Engagement</b>	Keio University	Japan
Prof Serik MEIRMANOV <b>Vice-President for Student Affairs and International Cooperation</b>	Ritsumeikan Asia-Pacific University	Japan
Prof Masahiko GEMMA <b>Vice President for International Affairs</b>	Waseda University	Japan
Dr Erik LITHANDER <b>Deputy Vice-Chancellor Strategic Engagement</b>	The University of Auckland	New Zealand
Prof LUM Sau Kim <b>Associate Vice President for Global Relations</b>	National University of Singapore	Singapore
Prof Han Sung KIM <b>Vice President for International Affairs</b>	Hanyang University	South Korea
Prof Sang Kee SONG <b>Vice President for International Affairs</b>	Korea University	South Korea
Prof Yong-Chan KIM <b>Vice President for International Affairs</b>	Yonsei University	South Korea
Prof Chih Wen KUO <b>Vice President for International Affairs</b>	National Sun Yat-Sen University	Taiwan



# Lead host & co-host universities

## Lead host



香港中文大學

The Chinese University of Hong Kong

## APAIE is proud to announce The Chinese University of Hong Kong (CUHK) as the APAIE 2026 lead host university.

The Chinese University of Hong Kong (CUHK) is a leading university in Asia known for its commitment to excellence in teaching, research, and innovation. As a comprehensive research university, CUHK offers a wide range of undergraduate, postgraduate, and doctoral programs across various disciplines. The University's unique college system fosters a close-knit community and holistic education, setting it apart from other universities in the region. CUHK has established numerous partnerships with prestigious universities worldwide, promoting academic exchange and collaboration. Its vibrant campus life, state-of-the-art facilities, and strategic location in Hong Kong provide an enriching environment for both local and international students.

Over the past decade, Hong Kong has gained a reputation as a world-class international education hub. The city is

home to five universities ranked in the top 100 globally, reflecting its commitment to academic excellence and innovation. Hong Kong's cosmopolitan environment attracts students and scholars from around the world, enhancing the academic experience and providing a rich cultural backdrop for learning and development.

CUHK last hosted the APAIE conference in 2013 and we are pleased to host it again in 2026. With the seven other publicly funded universities under the University Grants Committee as co-hosts, we are looking forward to welcoming you to Hong Kong in 2026. The event will bring together educators, administrators, and policymakers from around the world to discuss and share best practices in fostering global citizenship and enhancing the quality of higher education. Hong Kong's commitment to academic excellence, innovation, and international collaboration will undoubtedly contribute to the success of the conference and the advancement of international education in the Asia-Pacific region.

I look forward to seeing you in Hong Kong.



**Vice-Chancellor and President**  
Prof Dennis LO Yuk-ming

## Co-hosts



For all sponsorship and exhibition enquiries please contact  
APAIE 2026 Hong Kong Conference Organiser

### Thomas Howden

Sponsorship and exhibition manager  
APAIE 2026 Conference and Exhibition c/o MCI Australia

T: +61 2 9213 4016  
E: [Thomas.howden@wearemci.com](mailto:Thomas.howden@wearemci.com)



# Venue

## The Hong Kong Convention and Exhibition Centre (HKCEC)

The Hong Kong Convention and Exhibition Centre (HKCEC) is a premier venue located in the heart of Hong Kong, renowned for hosting major international conferences and exhibitions.

As the host venue for APAIE 2026, HKCEC offers state-of-the-art facilities, including expansive exhibition halls, versatile meeting rooms, and advanced technological infrastructure.

Its strategic location provides easy access to transportation, hotels, and cultural attractions, making it an ideal setting for fostering global educational collaborations and networking opportunities.

📍 1Expo Dr, Wan Chai, Hong Kong



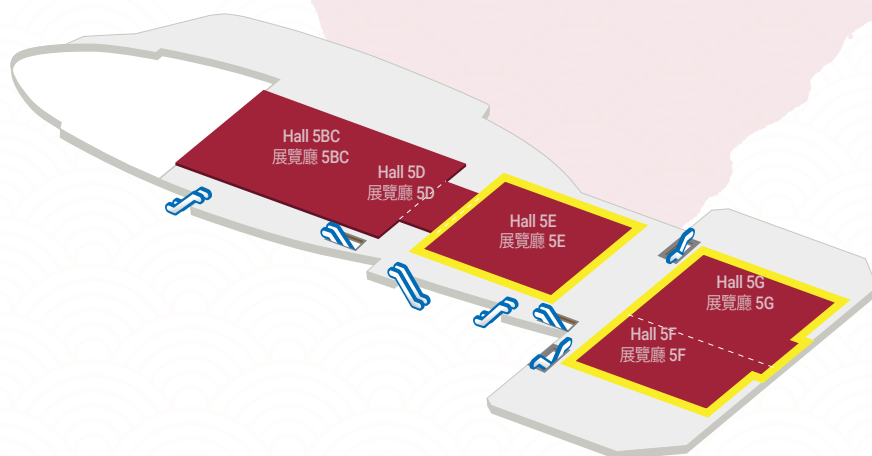
# Floor plans

## Level 5

Exhibition and Catering 5F-G

Plenary 5E

Catering 5E



## Level 4

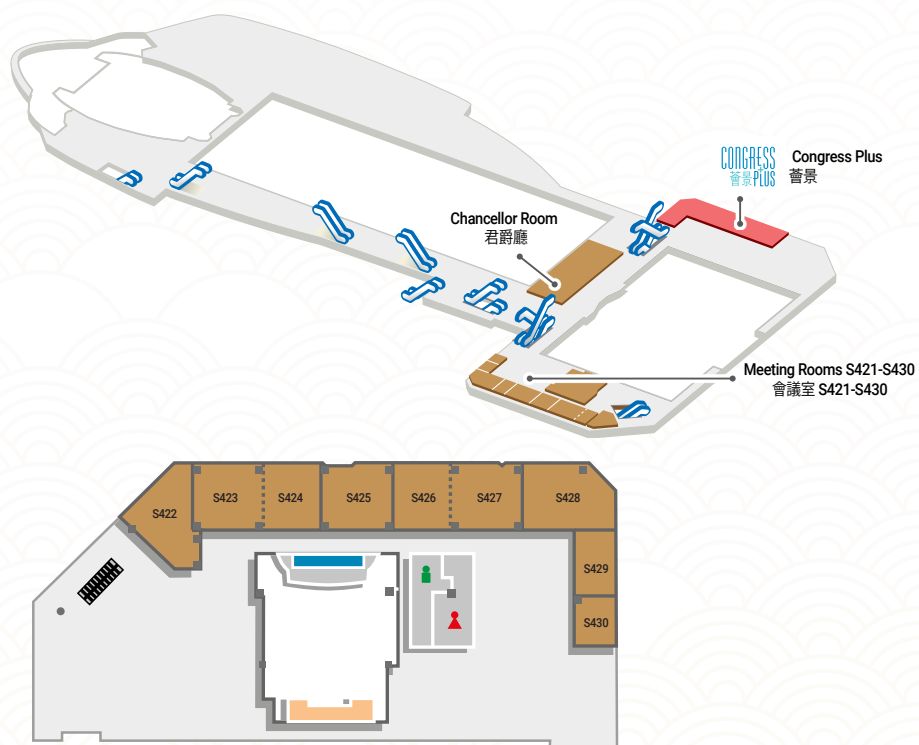
Concurrent sessions

Workshops

Speakers room

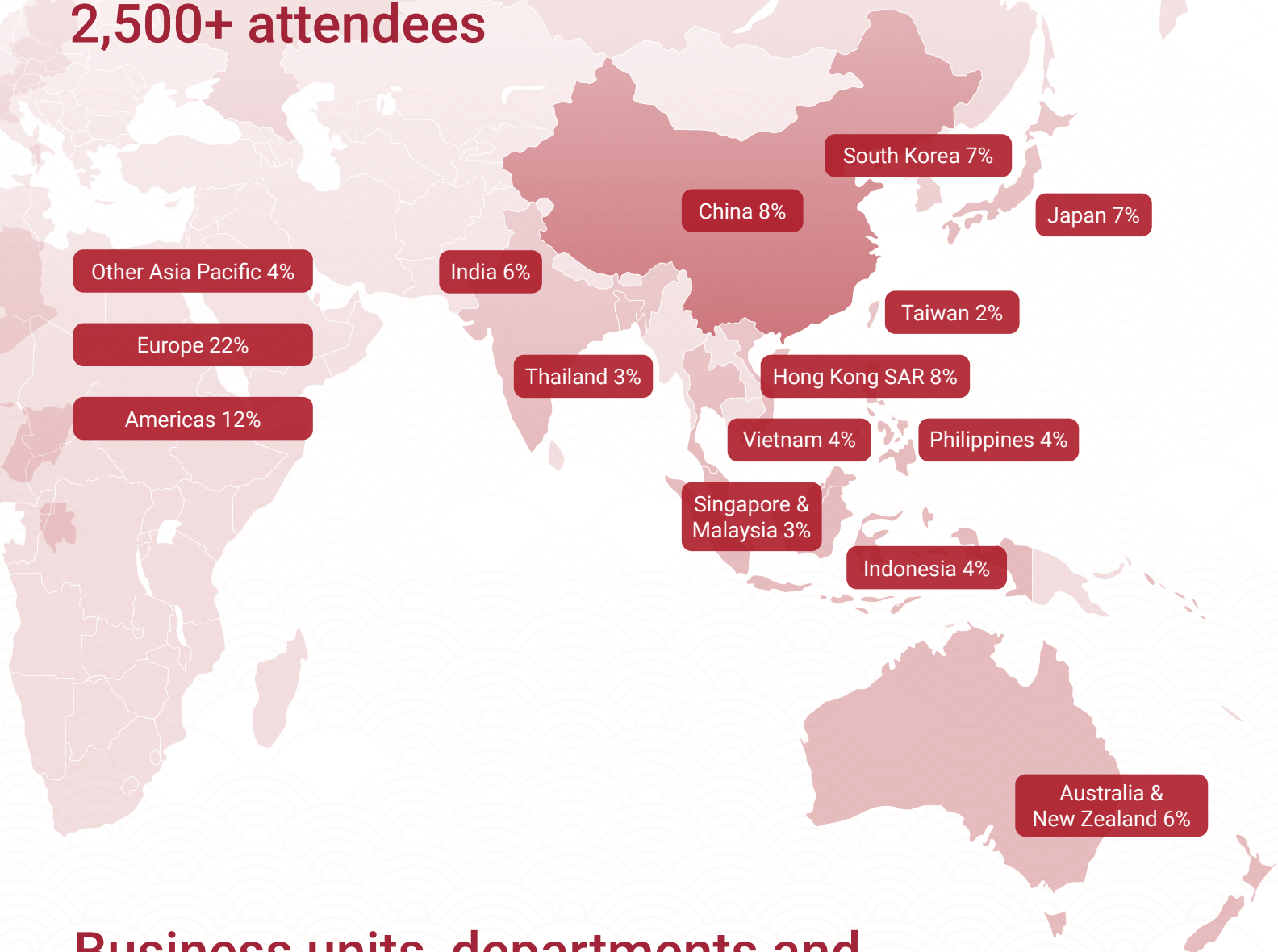
Prayer room

Ad hoc meeting rooms



# Who's attending?

Expected 2026 audience  
2,500+ attendees



## Business units, departments and offices joining APAIE 2026

- International Partnerships
- Global Engagement
- Student Mobility
- International Recruitment
- International Education
- Global Programs
- International Affairs
- International Relations
- International Office
- Global Learning



# What's new at APAIE 2026?

APAIE 2026 is proud to introduce exciting new sponsorship opportunities designed to maximise visibility and engagement. Highlights include innovative program elements such as exclusive networking lounges, bespoke branding packages, and interactive digital platforms.

Additionally, we're thrilled to unveil novel delegate experiences, like immersive breakout sessions, curated entertainment options, and personalised welcome kits, ensuring a memorable and impactful event for all attendees.

- Increased exhibition and networking time under a new program format
- Innovative new sustainability efforts and outcomes – continued Canie program partnership
- LMIC (Low- & Middle-Income Country/Region) APAIE Access grant program expansion
- Sponsor-led long-form workshops for skills transfer and upskilling
- Networking and sponsor hosted breakfast seminar program
- In-exhibition "APAIE Theatre" for access to the latest in Edu-tech, equity of education access, novel international education pilots, assessments, professional services and professional development solutions



# Program overview

Pre-conference Monday 23 February 2026						
Room	ROOM S421 Theatre 380pax	ROOM S422 Theatre 94pax	ROOM S423-S424 Theatre 180pax	ROOM S425 Theatre 102pax	ROOM S426-S427 Theatre 180pax	ROOM S428 Theatre 120pax
0900 - 1015	Pre-conference Plenary					
1015 - 1030	Morning tea					
1030 - 1200	Pre-conference Plenary (continues)					
1200 - 1300	Lunch (no lunch provided)					
1300 - 1600	Pre-conference Workshop 1 (Sponsored - \$8,500)		Pre-conference Workshop 2 (Sponsored - \$8,500)		Pre-conference Workshop 3 (Sponsored - \$8,500)	

Day 1 Tuesday 24 February 2026							
Room	PLENARY Main Hall 5E Theatre 1500 pax	CONCURRENT 1 ROOM S421 Theatre 380pax	CONCURRENT 2 ROOM S422 Theatre 94pax	CONCURRENT 3 ROOM S423-S424 Theatre 180pax	CONCURRENT 4 ROOM S425 Theatre 102pax	CONCURRENT 5 ROOM S426-S427 Theatre 180pax	CONCURRENT 6 ROOM S428 Theatre 120pax
0815 - 0915			Breakfast Seminar 1 (Sponsored - \$11,000)				
0915 - 0920	Session Transition (5min)						
0830 - 0915		Concurrent session 1A	Concurrent session 1B	Concurrent session 1C	Concurrent session 1D	Concurrent session 1E	Concurrent session 1F
0915 - 0920	Session Transition (5min)						
0920 - 0950		Concurrent session 2A	Concurrent session 2B	Concurrent session 2C	Concurrent session 2D	Concurrent session 2E	Concurrent session 2F
0950 - 1000	Session Transition (10min)						
1000 - 1100	Opening Ceremony						
1100 - 1130	Dedicated Expo Time*			APAIE Theatre Session 1 - \$8,500 (11.15 - 11.45)*			
1130 - 1230	Networking Lunch and Poster Discussions *			APAIE Theatre Session 2 - \$8,500 (11.55 - 12.25)*			
1230 - 1315		Concurrent session 3A	Concurrent session 3B	Concurrent session 3C	Concurrent session 3D	Concurrent session 3E	Concurrent session 3F
1315 - 1320	Session Transition (5min)						
1320 - 1405		Concurrent session 4A	Concurrent session 4B	Concurrent session 4C	Concurrent session 4D	Concurrent session 4E	Concurrent session 4F
1405 - 1410	Session Transition (5min)						
1410 - 1445		Concurrent session 5A	Concurrent session 5B	Concurrent session 5C	Concurrent session 5D	Concurrent session 5E	Concurrent session 5F
1455 - 1555	Afternoon Tea and Poster Discussions*			APAIE Theatre Session 3 - \$8,500 (15.10 - 15.40)*			
1555 - 1640		Concurrent session 6A	Concurrent session 6B	Concurrent session 6C	Concurrent session 6D	Concurrent session 6E	Concurrent session 6F
1640 - 1645	Session Transition (5min)						
1645 - 1730		Concurrent session 7A	Concurrent session 7B	Concurrent session 7C	Concurrent session 7D	Concurrent session 7E	Concurrent session 7F
1730 - 1900	APAIE Welcome Reception (90 min)						

Program is a draft version and subject to change

- Sponsored Sessions
- Conference Sessions
- Breaks/Transitions

\* All Exhibition and Theatre Sessions are in Hall 5FG

# Program overview

Day 2 Wednesday 25 February 2026							
Room	PLENARY Main Hall 5E Theatre 1500 pax	CONCURRENT 1 ROOM S421 Theatre 380pax	CONCURRENT 2 ROOM S422 Theatre 94pax	CONCURRENT 3 ROOM S423-S424 Theatre 180pax	CONCURRENT 4 ROOM S425 Theatre 102pax	CONCURRENT 3 ROOM S426-S427 Theatre 180pax	CONCURRENT 6 ROOM S428 Theatre 120pax
0715 - 0815			Breakfast Seminar 2 (\$11,000)		Breakfast Seminar 3 (\$11,000)		
0815 - 0830	Session Transition (15min)						
0830 - 0915		Concurrent session 8A	Concurrent session 8B	Concurrent session 8C	Concurrent session 8D	Concurrent session 8E	Concurrent session 8F
0915 - 0920	Session Transition (5min)						
0920 - 0950		Concurrent session 9A	Concurrent session 9B	Concurrent session 9C	Concurrent session 9D	Concurrent session 9E	Concurrent session 9F
0950 - 1000	Session Transition (10min)						
1000 - 1100	Plenary session						
1100 - 1130	Dedicated Expo Time*			APAIE Theatre Session 4 - \$8,500 (11.15 - 11.45)*			
1130 - 1230	Networking Lunch and Poster Discussions*			APAIE Theatre Session 5 - \$8,500 (11.55 - 12.25)*			
1230 - 1315		Concurrent session 10A	Concurrent session 10B	Concurrent session 10C	Concurrent session 10D	Concurrent session 10E	Concurrent session 10F
1315 - 1320	Session Transition (5min)						
1320 - 1405		Concurrent session 11A	Concurrent session 11B	Concurrent session 11C	Concurrent session 11D	Concurrent session 11E	Concurrent session 11F
1405 - 1410	Session Transition (5min)						
1410 - 1455		Concurrent session 12A	Concurrent session 12B	Concurrent session 12C	Concurrent session 12D	Concurrent session 12E	Concurrent session 12F
1455 - 1555	Afternoon Tea and Poster Discussions*			APAIE Theatre Session 6 - \$8,500 (15.10 - 15.40)*			
1555 - 1640		Concurrent session 13A	Concurrent session 13B	Concurrent session 13C	Concurrent session 13D	Concurrent session 13E	Concurrent session 13F
1640 - 1645	Session Transition (5min)						
1645 - 1730		Concurrent session 14A	Concurrent session 14B	Concurrent session 14C	Concurrent session 14D	Concurrent session 14E	Concurrent session 14F

Day 3 Thursday 26 February 2026							
Room	PLENARY Main Hall 5E Theatre 1500 pax	CONCURRENT 1 ROOM S421 Theatre 380pax	CONCURRENT 2 ROOM S422 Theatre 94pax	CONCURRENT 3 ROOM S423-S424 Theatre 180pax	CONCURRENT 4 ROOM S425 Theatre 102pax	CONCURRENT 3 ROOM S426-S427 Theatre 180pax	CONCURRENT 6 ROOM S428 Theatre 120pax
0830 - 0915		Concurrent session 15A	Concurrent session 15B	Concurrent session 15C	Concurrent session 15D	Concurrent session 15E	Concurrent session 15F
0915 - 0920	Session Transition (5min)						
0920 - 1005		Concurrent session 16A	Concurrent session 16B	Concurrent session 16C	Concurrent session 16D	Concurrent session 16E	Concurrent session 16F
1005 - 1010	Session Transition (5min)						
1010 - 1055		Concurrent session 17A	Concurrent session 17B	Concurrent session 17C	Concurrent session 17D	Concurrent session 17E	Concurrent session 17F
1055 - 1100	Session Transition (5min)						
1100 - 1130	Dedicated Expo Time*			APAIE Theatre Session 7 - \$8,500 (11.15 - 11.45)*			
1130 - 1230	Networking Lunch and Poster Discussions*			APAIE Theatre Session 8 - \$8,500 (11.55 - 12.25)*			
1230 - 1315		Concurrent session 18A	Concurrent session 18B	Concurrent session 18C	Concurrent session 18D	Concurrent session 18E	Concurrent session 18F
1315 - 1320	Session Transition (5min)						
1320 - 1405		Concurrent session 19A	Concurrent session 19B	Concurrent session 19C	Concurrent session 19D	Concurrent session 19E	Concurrent session 19F
1405 - 1415	Session Transition (10min)						
1415 - 1515	Global Dialogue						
1515 - 1545	Closing Ceremony						

Program is a draft version and subject to change

# Sponsorship tiers

All prospectus prices are in USD and inclusive of tax

All entitlements are subject to availability and production deadlines. The sponsor is responsible for supplying artwork and text for printed/published materials. Please see page 32-33 for full sponsorship and exhibition terms and conditions.

Partner Level	Legacy Partner	Diamond	Platinum	Gold	Silver
Investment level	P.O.A. (4 thematic opportunities only)	\$25,000	\$20,000	\$15,000	\$10,000
<b>Engagement</b>					
Pre-conference workshop				1	
APAIE Theatre presentation (maximum eight opportunities)			1		
Breakfast seminar (maximum three opportunities)		1			
Legacy partner engagement activity and plenary speaking opportunity	1				
<b>Acknowledgements</b>					
Acknowledgement of sponsor level in all marketing material		✓	✓	✓	✓
Logo on website, app, sponsor signage, AV holding slides, promotional EDMs		✓	✓	✓	✓
Sponsor profile on website and app		✓	✓	✓	✓
Banner in choice of promotional EDM (max three banners per EDM)		2	1		
Advertisement in e-proceedings publication		Full	Half	Half	
Access to post-conference APAIE impact report		✓	✓	✓	✓
<b>Registrations and tickets</b>					
Complimentary conference registrations		4 (+2 w/ exhibition booth)	3 (+2 w/ exhibition booth)	2 (+2 w/ exhibition booth)	1 (+2 w/ exhibition booth)
Discount on additional sponsor group registrations (at early-bird pricing. Until one month to the conference dates)		10%	5%	5%	
Tickets to President's Reception		4	3	2	1
<b>Networking</b>					
Exhibition space		1 x 6sqm booth	1 x 6sqm booth	1 x 6sqm booth	1 x 6sqm booth



# Individual sponsorships

All prospectus prices are in USD and inclusive of tax

Flexibility is possible on the option to develop your own sponsorship from our individual sponsorship opportunities up to the value of our sponsorship tiers. Please ask us about tailoring a sponsorship for you.

Sessions/program/thought leadership	Investment (USD)	# of opportunities	Location
Pre-conference workshop	\$8,500	Three opportunities	Session rooms
APAIE Theatre presentation	\$8,500	Eight opportunities	Expo hall
Breakfast seminar	\$11,000	Three opportunities	Session rooms
Wednesday Plenary: Student Voice	\$10,000	Exclusive	Session rooms
First Timers' Briefing & Networking	\$10,000	Exclusive	Session rooms
Global Dialogue and Closing Ceremony	\$15,000	Exclusive	Session rooms
Poster area	\$10,000	Exclusive	Expo hall
Networking	Investment (USD)	# of opportunities	Location
Private meeting suite	\$10,000	Multiple rooms available	
Networking F&B Area (Exhibition)	\$15,000	Exclusive	Expo hall
Networking F&B Area (5E)	\$15,000	Exclusive	Catering hall
Lounges	Investment (USD)	# of opportunities	Location
Barista lounge	\$18,000	Two	Expo hall
Feature lounge	\$10,000	Two opportunities	Expo hall
Delegate Experience	Investment (USD)	# of opportunities	Location
Conference app	\$15,000	Exclusive	
Delegate lanyards	\$12,000	Exclusive	
Delegate bags	\$20,000	Exclusive	
Graffiti wall	\$10,000	Exclusive	Expo hall
Self-registration terminals	\$15,000	Exclusive	Registration desk
Student guide T-shirts	\$12,000	Exclusive	
Social media wall	\$10,000	Exclusive	Registration desk
Water bottle	\$15,000	Exclusive	
Charging station	\$10,000	Four	Expo hall
Advertising	Investment (USD)	# of opportunities	Location
Pre-conference			
Electronic direct mailer banner	\$2,500	Multiple	
During Conference			
Daily news electronic direct mailer banner	\$3,000	Two per EDM	
Post-conference			
Electronic direct mailer banner	\$3,000	Two	

# Exhibition

**All prospectus prices are in USD and inclusive of tax**

You have the option to personalise your exhibition booth package by combining individual sponsorship opportunities to align with the value of our sponsorship tiers. Connect with our sponsorship team to design a customised solution that perfectly fits your goals.

	Space only booth	Standard booth	Turnkey
Description	A footprint only stand space on which to build a custom booth	A simple format of exhibition ready stand	A semi-custom, polished exhibition option to reduce build costs
Size	6sqm (3m x 2m)	6sqm (3m x 2m)	12sqm (6m x 2m) or 24sqm (6m x 4m) options only
Cost	USD\$3,800	USD\$4,100	See turnkey options
Exhibitor listing (logo, 50-word profile, contact details)	✓	✓	✓
App-based QR-code lead tracking (Ability to compile GDPR compliant leads list. Includes name, org, state, country/region, email of contacts for export)	✓	✓	✓
Complimentary conference registrations	Two (2) per 6sqm	Two (2) per 6sqm	Two (2) per 6sqm
Inclusions	Carpet (standard hall colour)	Carpet Booth walls (panels) Fascia board with exhibitor name and booth number 1 x round table 4 x chairs 1 x wastepaper basket 1 x power socket Lighting	See turnkey solution renders for details

## Standard booth

Size: 3mL x 2mD x 2.5mH



2 open sides



1 open side



## Turnkey booth - B2 | USD\$18,400

Size: 6mL x 2mD x 3mH



2 open sides



1 open side

## Turnkey booth - D2 | USD\$16,400

Size: 6mL x 2mD x 3mH



2 open sides



1 open side

## Turnkey booth B3 | USD\$27,600

Size: 4mL x 6mD x 3mH



## Turnkey booth D3 | USD\$24,600

Size: 4mL x 6mD x 3mH





# APAIE Legacy Partnerships

Consult with our sponsorship team on the options to have a unique presence at APAIE 2026, focused on making a positive social impact. Benefits are directed to one of the following areas. What will your legacy be?

## 1. Access

The Access Legacy Partner shares APAIE's principles of equity, diversity and inclusivity. Funds will be applied to enable access to the annual APAIE conference by delegates from underrepresented regions of the Asia-Pacific region who do not have the economic resources to participate. This may include a subsidy to enable attendance and a mentor program to provide skills and experience to get the most out of an international education conference.

## 2. Sustainability

The Sustainability Legacy Partner shares APAIE's principles of sustainability, aiming to adopt and promote sustainable practices wherever feasible. Sustainability elements that can be covered under this legacy partnership include environmental, social and economic foci.

## 3. Research

The Research Legacy Partner supports APAIE's aims to promote the internationalisation of higher education through research, collaboration and sharing of ideas. Funds will support emerging scholars and early career researchers to enhance their international research networks both within the Asia Pacific and globally, to enable the sharing of their research to a broader audience.

## 4. Indigenous

The Indigenous Legacy Partner shares APAIE's principles of respect for indigenous groups across the world, such as collaborating with indigenous people to ensure inclusion in the APAIE program. Funds will provide subsidies to enable more indigenous representation at APAIE's annual conference, run a workshop for indigenous participants, and establish an Indigenous Networking Group.



# Sponsorship in detail

All prospectus prices are in USD and inclusive of tax

## Thought Leadership

All packaged registrations listed are for stand-alone sponsorship purchase only and do not apply to tiered sponsorships with bundled registrations.

## Pre-conference

### Pre-conference workshop (3 opportunities) USD \$8,500

Host a face-to-face workshop with a targeted group of attendees as part of the pre-conference program. Session format is flexible.

- 100pax capacity rooms
- 3 hour duration including afternoon tea break of 15mins. Afternoon tea included.
- Standard session AV and room hire included
- Acknowledgement of sponsorship on the conference website, app and in all conference promotion associated with the workshop
- Dedicated workshop information page on the conference website
- 5 complimentary workshop registrations for sponsor's use (e.g. own staff, clients, guests)
- For workshop facilitators; 1 x full conference registration plus up to two speaker-rate registrations
- GDPR compliant registrant list provided 14 days and 7 days prior to the conference. Delegate list provided within 48 hours of the session.
- NB: Hosting of a workshop is subject to program committee review and approval of your proposed topic through submission of an abstract



## Main Program

### APAIE Theatre presentation

#### (8 opportunities) USD \$8,500

Showcase innovations and thought leadership in a presentation slot at the APAIE Theatre. A silent theatrette for 80 attendees in a highly-visible location on the exhibition floor.

- 80pax capacity (theatre within exhibition hall)
- 30min duration
- Theatre style room setup and standard AV included
- Acknowledgement of sponsorship on the conference website, app and in all conference promotion associated with the presentation, including on dedicated theatre program signage
- Dedicated theatre information page on the conference website
- Two full conference registrations for staff
- Delegate attendance tracking managed by the conference. GDPR compliant attendee list provided within 48 hours of the close of session
- Subject to conference committee review and approval of your proposed content through submission of a summary



### Breakfast seminar

#### (3 opportunities) USD \$11,000

Engage with delegates during a breakfast seminar. A combination of thought leadership, networking and forging new relationships

- 90-100pax capacity rooms
- 60min duration
- Light breakfast provided for first 50pax, sponsor may opt to fund additional catering at own expense
- Theatre style room setup and standard AV included
- Acknowledgement of sponsorship on the conference website, app and in all conference promotion associated with the seminar
- Dedicated distribution email to promote hosted seminar pre-conference
- Dedicated breakfast seminar information page on the conference website
- Two full conference registrations for staff
- Delegate pre-registration and attendance tracking managed by the conference
- GDPR compliant registrant list provided 14 days and 7 days prior to the conference. Delegate list provided within 48 hours of the session.
- Subject to conference committee review and approval of your proposed content through submission of a summary

### **Wednesday Plenary: Student voice**

#### **(Exclusive) USD \$10,000**

Featuring student voices on relevant topics in a plenary panel discussion.

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the panel
  - 2min speaking opportunity for sponsor representative
  - Logo and acknowledgement on digital room signage, in program and on AV slides
  - Two full conference registrations for staff
- 

### **First Timers' Briefing & Networking**

#### **(Exclusive) USD \$10,000**

Network and learn in a pre-conference briefing designed for first-time attendees.

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the forum
  - Acknowledgement of sponsorship in all conference promotion associated with the panel
  - 2min speaking opportunity for sponsor representative
  - Logo and acknowledgement on digital room signage, in program and on AV slides
  - Two full conference registrations for staff and invitation to the forum
- 

### **Global Dialogue and Closing Ceremony**

#### **(Exclusive) USD \$15,000**

Sponsorship of the Global Dialogue - a panel of regional experts discusses key APAIE 2026 outcomes, and Closing Ceremony - celebrate the end of APAIE 2026 and launch APAIE 2027.

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the ceremony
  - Verbal introduction and acknowledgement as exclusive sponsor by the ceremony MC
  - Logo and acknowledgement on digital room signage, in program and on AV slides
  - Two full conference registrations for staff
- 

### **Poster area**

#### **(Exclusive) USD \$10,000**

The poster area sits in a dedicated space for delegates to access, review and discuss the latest expert opinions raised at the conference

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the poster area
- Sponsor logo included on all prominent signage for the poster area



## Networking

### Private meeting suite

#### (Multiple rooms available) USD \$10,000

A dedicated exclusive-use meeting room within the conference venue to facilitate closed door meetings during the conference proceedings.

- Up to 16pax capacity
- Hours of operation mirror conference main program dates and duration. Does not include after-hours usage.
- Sponsors are not able to deliver sessions, workshops or educational content in the networking suites, these are for meetings only
- Rooms are setup in boardroom format with plug-and-play screen
- Logo and acknowledgement on digital room signage
- Wayfinding and location listing in conference app

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### Networking area

#### Networking F&B Area (5E) or Exhibition

#### (Two opportunities) USD \$15,000

A lounge area for networking and refreshments.

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the lounge
- Sponsor logo incorporated into lounge build and signage

## Lounges

### Barista lounge

**USD \$18,000**

A hospitality lounge with a barista service

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the lounge
- Sponsor logo incorporated into lounge build and signage
- All operating costs of the lounge covered by the conference
- Option for sponsor to have branded cups at additional cost

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### Feature lounge

**(Two opportunities) USD \$10,000**

A feature lounge for delegates setup in the exhibition and operating over break times

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the lounge
- Sponsor logo included on lounge signage





## Delegate Experience

### Conference app (Exclusive) USD \$15,000

Launched three to four weeks prior to the conference, and hosted for at least 90 days post, the conference app serves as a crucial resource for attendees to review the program, build their on-site meeting schedule, connect with peers, exchange digital business cards and more.

- Prominent Sponsor banner on opening screen and all pages of the app
- PDF advertisement in the "industry zone" of the conference app
- Logo and acknowledgement on the conference website, app and against all promotion and mention of the app



### Delegate lanyards (Exclusive) USD \$12,000

Sponsorship of the delegate lanyards.

- Sponsor logo included with the conference logo on all delegate lanyards
- Logo and acknowledgement on the conference website and app, as well as on promotional materials which mention the delegate lanyards.
- Lanyards provided by APAIE 2026



### Delegate bags (Exclusive) USD \$20,000

Sponsorship of the delegate bags or totes. Provided to all full delegate registrants.

- Sponsor logo included on all delegate bags or totes
- Delegate bags produced by the APAIE 2026 organisers
- Logo and acknowledgement on the conference website and app, as well as on promotional materials which mention the conference bags.



### Charging station (4 opportunities) USD \$10,000

Charging stations for delegates are located within the exhibition

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the charging stations
- Sponsor logo included on build design for the stations





## Graffiti wall

### (Exclusive) USD \$10,000

A graffiti wall for delegates to express themselves and share their experiences from the conference

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the graffiti wall
- Sponsor logo included on design of the graffiti wall
- Sponsor may suggest a quote, related to the conference theme, to be printed on the graffiti wall to prompt delegates to contribute their thought



## Self-registration terminals

### (Exclusive) USD \$15,000

Sponsorship of the self-registration terminals housed in the conference registration lobby area

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the terminals
- Sponsor logo included on design of the terminals and signage



## Social media wall

### (Exclusive) USD \$10,000

The social media wall is an interactive installation that promotes the live social media feeds for the conference, and encourages sharing your APAIE story on these channels

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the social media wall
- Sponsor logo included on build design for the wall



## Student guide T-shirts

### (Exclusive) USD \$12,000

Sponsorship of the student guide T-shirts. APAIE hosts its international visitors with support from local student guides

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the student T-shirts
- Sponsor logo included on all student guide T-shirts' design

## Water bottle

### (Exclusive) USD \$15,000

Sponsorship of the delegate water bottles. Provided to all full delegate registrants.

- Sponsor logo included on all water bottles
- Water bottles produced by the APAIE 2026 organisers
- Logo and acknowledgement on the conference website and app, as well as on promotional materials which mention the water bottles



# Advertising

All prospectus prices are in USD and inclusive of tax

APAIE 2026 offers a range of pre, during and post-conference advertising and branding opportunities in both physical and digital formats. The promotional opportunities are categorised into “brand-only” promotion of company names, and “Product and Brand” compliant areas in which HCP-only promotion of both registered products and brand names can be displayed.

## Pre-conference

Pre-conference distribution emails are sent regularly to a global mailing list	
<div> <div>Electronic direct mail banner</div> <div>Limited to maximum two banners per EDM.</div> <div> <ul style="list-style-type: none"> <li>Full page width banner for inclusion in your choice of pre-conference EDM</li> <li>Schedule provided at date of application</li> <li>Banner artwork subject to approval</li> </ul> </div> </div> <div> </div>	<div> <div>\$2,500 Multiple</div> </div>



# Advertising (cont.)

All prospectus prices are in USD and inclusive of tax

## During conference

During conference distribution emails are sent to conference registrants	
<b>Electronic direct mail banner</b> Limited to maximum two banners per EDM <ul style="list-style-type: none"><li>• Full page width banner for inclusion in your choice of pre-conference EDM</li><li>• Schedule provided at date of application</li><li>• Banner artwork subject to approval</li></ul>	\$2,500 Two per day

## Post conference

The post-conference distribution email is sent to a global mailing list and all registrants	
<b>Electronic direct mail banner</b> Limited to maximum two banners on our post-conference thank you direct mail to delegates, this is a great way to ensure your visibility as a significant sponsor continues into the final stages of our delegate communications. <ul style="list-style-type: none"><li>• Full page width banner for inclusion in your choice of post-conference EDM</li><li>• Banner artwork subject to approval</li></ul>	\$3,000 Two





# Key information for sponsors

## APAIE 2026 Hong Kong (First right of refusal window)

First right of refusal window (NAFSA 2025)	Sponsor and exhibitor technical manual release date	Sponsor program promotions start	APAIE 2026 Hong Kong
30 May 2025	Aug 2025	Nov 2025	23-27 Feb 2026

## APAIE 2026 Conference and Exhibition format (face-to-face)

APAIE 2026 Hong Kong is a face-to-face conference. All sessions are hosted live sessions with Q&A for a physical audience.

## APAIE 2026 Conference and Exhibition sponsor program promotion

APAIE 2026 facilitates the promotion of each sponsor's workshop and seminar in the Sponsors Program. This includes:

- APAIE 2026 Hong Kong conference sponsor program listing on the conference website, app, on-site signage and the social media channels managed by the conference secretariat
- Pre-registration of expressions of interest to join your hosted workshop, theatre or seminar through delegate registration
- Tracking and provision of GDPR compliant attendee lists via a QR-code scanning tool for attendees to your hosted educational activity

## APAIE 2026 Conference and Exhibition lead tracking and delegate data

- All sponsor program workshop/seminar/theatres supported by sponsors, and the exhibition delegate tracking is managed by a QR-code for registered attendees.
- All delegate data shared with third-party sponsors and exhibitors is GDPR compliant and provided only at the delegate's consent.
- All delegate information available to industry sponsors and exhibitors is limited to name, title, organisation, state, country/region and email address.

## Registration details

- Delegate registrations include - program of professional development and concurrent presentations, all plenary sessions, Welcome Reception, daily lunch and afternoon break F&B, and access to the exhibition hall.

	Early Bird 20 August – 20 November 2025	Standard 21 November 2025 – 22 February 2026	Onsite From 23 February 2026
Delegate	\$800	\$900	\$1,120
Speaker*	\$700	\$700	\$700
Student**	\$600	\$600	\$600

\*Speaker rate will apply after email notification has been sent to submitters. Speaker status will be checked regularly.

\*\*Evidence of full-time student status at the time of the conference will be required.

# Terms and conditions

## Things you need to know

- You (Sponsoring /Exhibiting organisation) by returning the sponsorship booking form or the exhibition booking form accept these Terms and Conditions.
- We/Us (MCI Australia Pty Ltd, 3a Level 3 200 Creek Street, Brisbane, QLD, 4000, ABN 76 108 781 988) representing the Organising Committee and the Host Body (APAIE) do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the website (<https://apaie.net>) for the latest information on the event.
- MCI has been engaged by the Host to provide Event-Management Services in respect of the Event (APAIE 2026 Conference and Exhibition)

## Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited— i.e. you will be billed at the next highest level (early rate to standard, etc.).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated in order of sponsorship/exhibition level) until all monies have been paid.
- All sponsorship and exhibition prices are in USD.
- Payments can be made via EFT.
- If you pay by electronic fund transfer, you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay by credit card a payment processing fee of 3.5% – 5.5% (depending on card type) may be applied.
- You must notify us in writing if you need to cancel.
- Cancellations made before 18 August 2025 will be refunded less a 15% cancellation fee. Cancellations received between 19 August and 19 October 2025 will be refunded less a 50% cancellation fee.
- Cancellations made after 20 October 2025 will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.
- No exhibitor shall occupy allocated space until all monies owing to the organiser are paid in full.

## In the unlikely case that the event cancels

- The Sponsor acknowledges and agrees that the Event may be cancelled from time to time for any reason, including but not limited to Intervening Occurrences, either by MCI or by the Host.
- The Sponsor agrees that neither MCI nor the Host is liable for any losses, damage, liability or claim caused to the Sponsor directly or indirectly by cancellation of the Event for any reason whatsoever.
- If the Event is cancelled for any reason whatsoever before its commencement, MCI must promptly notify the Sponsor in writing and provide reasons, and both parties are discharged from further performance of their obligations under this Agreement, excepting that obligations contained in this clause 4, and provisions that survive upon the termination of this Agreement, remain binding on the parties; and
- MCI must, within 90 days of cancellation, reimburse all monies paid by the Sponsor under this Agreement, after deduction of reasonable expenses already incurred by MCI in connection with this Agreement, up until the time of cancellation of the Event.
- If the Event is cancelled for any reason whatsoever during the Event, MCI must promptly notify the Sponsor in writing and provide reasons, and both parties are discharged from further performance of their obligations under this Agreement, and provisions that survive upon the termination of this Agreement, remain binding on the parties and APAIE.
- MCI must, within 90 days of cancellation, reimburse such portion of the monies paid by the Sponsor as reasonably reflects the reduction in value of the sponsorship benefits to which the Sponsor is entitled under this Agreement, and after deduction of reasonable expenses incurred by MCI in connection with this Agreement, up until the time of cancellation of the Event.
- The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

## Termination

On termination of the Agreement by either party for any reason:

- All Sponsorship Benefits and all Sponsorship Contributions cease, provided that the Sponsor must pay all Sponsorship Contributions payable to MCI that are due and payable under this Agreement up to and including the date of termination;
- The Sponsor must cease referring to itself as a sponsor of MCI, the Host or the Event, as the case may be;
- MCI must, at the option of the Sponsor, return to the Sponsor or destroy all information, promotional and other materials in its possession that contain any such reference;
- Each party must cease making further use of the Intellectual Property of the other party
- Such termination is without prejudice to any and all rights and remedies which had accrued to the benefit of the parties to the date of termination.

## You and your staff—onsite

- Your application to sponsor and/or exhibit does not constitute an attendee registration. You will need to do that separately online.
- All exhibition staff must be registered online—i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

## Print entitlements

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated conference spot colour/s OR mono depending on method of production.
- The sponsor must provide suitable material to meet our publication requirements and deadlines.
- Please provide all material at 300 DPI at 100% in jpeg (preferred for website) AND eps (preferred for print format including, where possible, RGB or Pantone colour equivalents).
- Where applicable, advertisements are to be supplied by the sponsor.
- No print or web recognition will be given unless payment terms have been met.

## Sponsor notes

- All sponsor functions must be endorsed by the APAIE 2026 conference managers.
- Failure to notify or receive approval for hosting a sponsor function during APAIE 2026 may result in forfeiture of sponsorship fees/entitlements.

## Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval. Please email the conference manager for further information.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the conference managers.
- Any supplier you use onsite must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current public liability insurance policy for a minimum of USD10,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us at least four weeks prior to the event. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the conference managers to discuss options.

## Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation, country/state of origin may be published on the list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.





## Application Form

To apply, complete this form and send to [thomas.howden@wearemci.com](mailto:thomas.howden@wearemci.com)

**IMPORTANT:** Your organisation's entitlements will be confirmed in writing and will become effective once agreed payment has been received.

### Contact Details

Title: ☐ Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Dr ☐ Prof ☐ Other

Given name: \_\_\_\_\_ Family name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation name (for invoicing purposes): \_\_\_\_\_

Organisation name (for marketing purposes): \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Country/Region: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Website: \_\_\_\_\_ Mobile: \_\_\_\_\_

Onsite contact name: \_\_\_\_\_ Onsite contact number: \_\_\_\_\_

Major Sponsor	
<input type="checkbox"/> Diamond	\$25,000
<input type="checkbox"/> Platinum	\$20,000
<input type="checkbox"/> Gold	\$15,000
<input type="checkbox"/> Silver	\$10,000

Pre-conference Monday 23 February 2026	
<input type="checkbox"/> Pre-conference workshop 1	\$8,500
<input type="checkbox"/> Pre-conference workshop 2	\$8,500
<input type="checkbox"/> Pre-conference workshop 3	\$8,500

Day 1 Tuesday 24 February 2026	
<input type="checkbox"/> Breakfast Seminar 1	\$11,000
<input type="checkbox"/> APAIE Theatre Session 1	\$8,500
<input type="checkbox"/> APAIE Theatre Session 2	\$8,500
<input type="checkbox"/> APAIE Theatre Session 3	\$8,500

Day 2 Wednesday 25 February 2026	
<input type="checkbox"/> Breakfast Seminar 2	\$11,000
<input type="checkbox"/> Breakfast Seminar 3	\$11,000
<input type="checkbox"/> APAIE Theatre Session 4	\$8,500
<input type="checkbox"/> APAIE Theatre Session 5	\$8,500
<input type="checkbox"/> APAIE Theatre Session 6	\$8,500

Day 3 Thursday 26 February 2026	
<input type="checkbox"/> APAIE Theatre Session 7	\$8,500
<input type="checkbox"/> APAIE Theatre Session 8	\$8,500

Sessions/program/ thought leadership	Investment (USD)	Opportunities
Pre-conference workshop	\$8,500	3 opportunities
APAIE Theatre presentation	\$8,500	8 opportunities
Breakfast seminar	\$11,000	6 opportunities
<input type="checkbox"/> Wednesday Plenary: Student Voice	\$10,000	Exclusive
<input type="checkbox"/> First Timers' Briefing & Networking	\$10,000	Exclusive
<input type="checkbox"/> Global Dialogue and Closing Ceremony	\$15,000	Exclusive
<input type="checkbox"/> Poster area	\$15,000	Exclusive

Delegate Experience	Investment (USD)	Opportunities
<input type="checkbox"/> Conference app	\$15,000	Exclusive
<input type="checkbox"/> Delegate lanyards	\$15,000	Exclusive
<input type="checkbox"/> Delegate bags	\$20,000	Exclusive
<input type="checkbox"/> Graffiti wall	\$10,000	Exclusive
<input type="checkbox"/> Self-registration terminals	\$15,000	Exclusive
<input type="checkbox"/> Student guide T-shirts	\$10,000	Exclusive
<input type="checkbox"/> Social media wall	\$10,000	Exclusive
<input type="checkbox"/> Charging station	\$10,000	4 opportunities
<input type="checkbox"/> Water bottle	\$15,000	Exclusive

Networking	Investment (USD)	Opportunities
<input type="checkbox"/> Private meeting suite	\$10,000	Multiple rooms available
<input type="checkbox"/> Networking area (Exhibition)	\$15,000	Exclusive
<input type="checkbox"/> Networking F&B Area (5E)	\$15,000	Exclusive

Advertising	Investment (USD)	Opportunities
<b>Pre-conference</b>		
<input type="checkbox"/> Electronic direct mailer banner	\$2,500	Multiple
<b>During Conference</b>		
<input type="checkbox"/> Daily news electronic direct mailer banner	\$3,000	2 per EDM
<b>Post-conference</b>		
<input type="checkbox"/> Electronic direct mailer banner	\$3,000	2

Lounges	Investment (USD)	Opportunities
<input type="checkbox"/> Barista lounge	\$18,000	2 opportunities
<input type="checkbox"/> Feature lounge	\$10,000	2 opportunities

Exhibitors – please indicate your chosen participation				
Booth type	Number of booths/sqm required	Price	Booth position	Total
Standard booth 6sqm		<input type="checkbox"/> \$4,100 per 6sqm	#	
Space only 6sqm		<input type="checkbox"/> \$3,800 per 6sqm	#	
Turnkey		Turnkey type -	#	

Confirmation		
<p>My signature below denotes that I accept the points listed in the terms and conditions, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus. I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in the APAIE 2026 Conference and Exhibition.</p>		
Total USD amount payable (including any local taxes)	Title	Name (please print clearly)
USD		
Signature	Date	
<input type="checkbox"/> Please tick if you do NOT wish to receive APAIE 2026 updates via email		

Please send completed applications to APAIE 2026 sponsorship and exhibition manager Thomas Howden at [thomas.howden@wearemci.com](mailto:thomas.howden@wearemci.com) or call +61 2 9213 4016 with enquiries.



**For all sponsorship and exhibition enquiries please  
contact APAIE 2026 Conference and Exhibition Organiser**

Thomas Howden  
Sponsorship and exhibition manager  
APAIE 2026 Hong Kong Conference c/o MCI Australia

T: +61 2 9213 4016  
E: [Thomas.howden@wearemci.com](mailto:Thomas.howden@wearemci.com)