



EXCLUSIVELY SENIOR HR OFFICERS

HRO
FORUM

TODAY

APAC

27-28 SEPTEMBER, 2017 • HONG KONG

2017 SPONSORSHIP PROSPECTUS



95%

of practitioners would
recommend the conference
to colleagues.

WWW.HROTDAYFORUM.COM/APAC

■ @HROTDAY #HROTAPAC

CAPTURE NEW QUALIFIED LEADS, INCREASE BRAND AWARENESS AND MARKET SHARE AT THE *HRO TODAY* FORUM APAC.

The *HRO Today* Forum is the first fully-interactive HR conference designed specifically for HR executives in the APAC region. This collaborative event is workshop-based and focuses on problem solving in order to help executives “Drive Corporate Strategy.” All participating sponsors will help attendees tackle workplace challenges and will have the opportunity to take those findings and publish them in a case study or white paper distributed to the *HRO Today* APAC subscriber base. In addition, all practitioners in attendance will be cited in these publications.

Today’s workforce is changing at light-speed pace and savvy HR executives are leveraging cloud, mobile, and social technologies to attract, engage, and retain top performers. This year’s event will examine how HR executives can drive corporate strategy. As an attendee, you’ll engage in thoughtful networking sessions and best-practice sharing with the most influential HR leaders in the world.

All sponsors are recognized prominently before, during and after the event as leading supporters of the *HRO Today* Forum APAC and the HR movement. The opportunities listed in the prospectus are designed to fit a variety of budgets and may be combined to meet the desired levels. Maximize your participation with an *HRO Today* Sponsorship and network with senior-level HR practitioners who have expiring vendor contracts.

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

D. Zachary Misko
Vice President
Global Executive Director, HRO Today Services and Technology Association
Office Phone: +1 (215) 606-9552
Email: Zachary.Misko@SharedXpertise.com

Allie Williams
Vice President, SharedXpertise
Office Phone: +1 (215) 606-9523
Email: Allie.Williams@SharedXpertise.com



EDUCATIONAL OPPORTUNITIES

Interactive Workshop Sponsorship - \$20,000 - Only 6 Available!

- An exclusive 75-minute workshop on the main stage at the HRO Today Forum APAC event. Your workshop must be consistent with the theme of the program.
- Display a :30 second video throughout the event, one of which will be in advance of introducing the workshop.
- Acknowledgment at the opening and the end of the event.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage and throughout the event.
- 10 complimentary passes to the *HRO Today Forum APAC* event for your clients. (Value: US\$5,750)
- 10 complimentary staff passes. (Value: US\$5,750)
- Distribution of your collateral in a "Thought Leadership" area at the event.
- Allocated a six-foot tabletop prime display space for your own exhibition stand.
- One complimentary full-page ad in the *HRO Today Forum APAC* event guide.
- Company profile in the *HRO Today Forum APAC* event guide.
- Inclusion in all press releases related to the *HRO Today Forum APAC* event.
- Receive the *HRO Today Forum APAC* opt-in attendee list with full contact information.
- Advanced logo recognition on the *HRO Today Forum APAC* website with a hyperlink back to your website.
- A :30 second video prominently posted on the *HRO Today Forum APAC* website.



PREVIOUS ATTENDEES INCLUDE:

ABS	Flextronics International Pte Ltd Flowserve Pte Ltd	Pan Pacific Singapore
AchieveGlobal	Fonterra Co-operative Group Limited	Parkway Group Healthcare Pte Ltd
Aeroflex Asia Limited	Frasers Hospitality Pte Ltd Fujitsu Asia Pte Ltd	Parkway Hospitals Singapore Pte Ltd
Affymetrix Pte Ltd	GE	Parkway Pantai
Agility Logistics	Goodrich Global Pte Ltd	Philips Singapore
Air Products Asia	Google Asia Pacific Pte. Ltd Grass Valley	Procter & Gamble
Alliance Healthcare Group	Greene, Tweed & Co Pte Ltd	Prudential Assurance Company Singapore (Pte) Limited
American Bureau of Shipping AIA	Grundfos (S) Pte Ltd HeidelbergCement	Publicis Singapore
AmFraser Securities Pte Ltd	Hewlett-Packard	Qantas
ANZ	Hilton Worldwide	R & J Consulting
Applied Materials	Hitachi Asia Ltd.	RBS Coutts Research in Motion Rio Tinto
Arvato Digital Services	Honeywell Pte Ltd	Rohde & Schwarz Asia Pte Ltd
Asia-Pacific Connections	HSBC	Rolls Royce
Asterix Pte Ltd	IDEMA Asia-Pacific Pte Ltd	Royal Bank of Scotland Plc Saipem
AT&T Singapore Pte Ltd	Ideocracy	Singapore Pte Ltd
AusGroup Singapore Pte Ltd	Imagination	SAP Asia Pte Ltd
Australia & New Zealand Bank	impactus! Pte Ltd	Seagate Singapore International
Avnet Electronic Marketing	Independent Reward Consultant	Seertech Solutions
Avon	Integrated Marketing Solutions Group Pte Ltd	Sequoia Associates Pte Ltd
Bank of America Merrill Lynch	Invensys	Siemens
Banyan Tree Corporate	IT Works Consultancy Pte Ltd	Singapore Airport Terminal Services
Banyan Tree Hotel & Resorts	J.P. Morgan	Singapore Pools Pte Ltd
Bintang Maris Technology	Jabil Circuit (Singapore) Pte Ltd	Singapore Workforce Development Agency
Bintang Maris Technology	JDSU	SMOE Pte Ltd
Black Mountain (HK) Ltd	Johnson & Johnson Pte Ltd Johnson Controls	Sony Electronics Asia Pacific
British Council	International Jones Lang LaSalle	ST Electronics (e-Services) Pte Ltd
BTI Consultants	Kaba Singapore	Standard Chartered Bank
Buck Consultants LLC	Keppel FELS Ltd	Stanton Chase International -Singapore
Cape Group Global Capitaland	Le Baark	STATS ChipPAC (Singapore) Limited
Cargill	Lee Hecht Harrison DBM	Syngenta Asia Pacific Pte. Ltd.
CDP Group, Ltd.	Lenovo Singapore Pte Ltd LinkedIN	Talent Corp Malaysia Berhad
Celestica	M+W Singapore Pte Ltd	Taylor's Education Group
Certis Cisco Security Pte Ltd	Macquarie	The Royal Bank of Scotland
CEVA Asia Pacific Holdings Co. Charoen	Maersk Singapore	The TLC Company
Pokphand Foods PCL Chartis	Mediacorp	Tionale Pte Ltd
Citi Asia Pacific	Micron Semiconductor Asia Pte Ltd	Tiong Aik Construction Pte Ltd
Citibank	Microsoft	TITAN GPS
Citrus Public Relations Pte Ltd CommScope	Mubadala	TMF Hong Kong Limited - APAC
Corning China	Multimedia Development Corporation	TNS
Coutts	Nagravision Asia	Towers Watson
Creative Technology Ltd	Nalco Pacific Pte Ltd	UBM Aviation Worldwide Limited
Credit Suisse	Neptune Orient Lines Ltd	UBS AG
CSS Industrial Pte Ltd	Network For Electronic Transfers (Singapore) Pte Ltd	Venture Corporation Ltd
Datacraft Asia Pte Ltd	Nielson	Verigy Ltd
DBS Bank	Nike Singapore Pte Ltd	Vestas Technology R&D (S) Pte Ltd
Decode HR	Nityo Infotech	Visa Worldwide Pte. Limited Vishay
Deutsche Bank	Nokia Siemens Networks	Intertechnology Asia Wildlife Reserves
DHL	NOL	Singapore Worley Parsons
DHL Pte Ltd	Numonyx Asia Pacific Pte Ltd	Yokogawa Electric International
Dimension Data Asia Pacific	Orhis Pte Ltd	
DPS Engineering	Orica Mining Services	
DuPont Singapore	Pacnet	
Eemrson Process Management	PAE Singapore Pte Ltd	
ESP Management & Consulting Services Pte Ltd	Pan Pacific Hotels Group	
Estee Lauder Company		
Excel Media Group		
ExxonMobil Asia Pacific Pte Ltd Faurecia		

SPONSORSHIP OPPORTUNITIES

NETWORKING EVENTS

Make a stronger connection with your customers and prospects by sponsoring a networking event at the *HRO Today* Forum APAC.

HRO Today Awards and Networking Reception - \$15,000

The *HRO Today* Awards Networking Reception has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don't miss your chance to sponsor this prestigious reception and connect with the world's most influential HR executives in the APAC region.

HRO Today Forum APAC LUNCH SPONSOR - US \$15,000

Provide *HRO Today* Forum APAC attendees with a full lunch that will let them graze and schmooze happily. Fire them up for the rest of the day! You can give the attendees company information and/or gifts for each table.

HRO Today Forum APAC CLOSING RECEPTION - US \$9,000

Celebrate the closing of the *HRO Today* Forum APAC as the exclusive sponsor of this reception. Provide remarks and have your logo featured on event signage and beverage napkins.

HRO Today Forum APAC BREAKFAST SPONSOR - US \$10,000

Your mom was right... breakfast IS the most important meal of the day! Help the *HRO Today* Forum APAC attendees get their eyes open and their day started by giving them coffee, bagels, fruit juice, and other delicious delicacies. They'll be ever so grateful.

Networking Break - US \$10,000

Have your logo printed on signs and table tents during the coffee breaks at the *HRO Today* Forum APAC.



SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum APAC attendees.

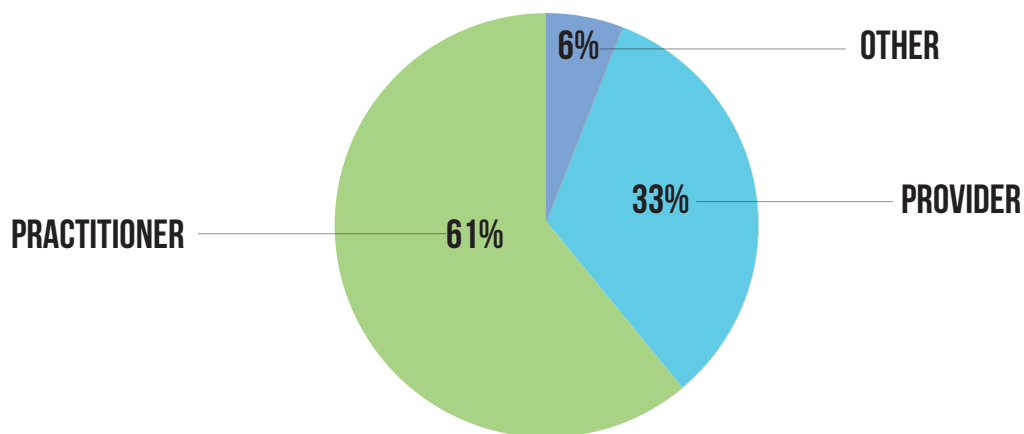
***HRO Today* Forum APAC SOCIAL MEDIA - US \$15,000**

Be involved in a year-long campaign around the event, and at-event online media. Recognition includes your logo and hyperlink across social media tools.

LANYARDS - US \$10,000

Provide your own lanyards for all the delegates to wear for the duration of the event.

***HRO TODAY* FORUM APAC APAC ATTENDEE BREAKDOWN:**



HRO TODAY FORUM APAC SUPPORTING ORGANIZATIONS



EVENT TESTIMONIALS

“The *HRO Today* Forum APAC event was very eventful. I had the opportunity to learn and network with fellow HR practitioners and key speakers on how HR can be more strategic.”

Karen Tan, Senior Manager, Total Rewards Ops, APAC, Tyco International, Asia, Inc.

“I really enjoyed the opportunity to network with peers and colleagues at the *HRO Today* Forum APAC event. The theme around innovation was fantastic, and knowing that some of my peers and colleagues are having the same experiences, and the ability to share those experiences has been fantastic. Really enjoyed it, just absolutely loved it.”

Mark Howes, Head of Human Resources, Ericsson Australia & NZ

“I was a speaker at the *HRO Today* Forum APAC event and it was a tremendous success. It motivated me to think more broadly about the possibilities of HR and the different roles that providers can play in terms of providing services to organizations, but also how the field can evolve to think about more innovative solutions to the types of business challenges various organizations are facing. I think this is an exciting time for the Asian Pacific region, and I definitely was able to get more insight about what that looks like today, and what it might look like tomorrow.”

Ian O. Williamson, Associate Dean of International Relations, Melbourne Business School (Australia)

“The *HRO Today* event hosted in Singapore is a must for any senior HR and talent acquisition professionals in Asia. A great balance of vendors and buyers creates a relaxed and informal environment where people can share insights, build valuable relationships and learn from great case studies and inspirational speakers about the key trends impacting our industry. This year we were fortunate to have Graeme Codrington from Today Tomorrow sharing his ‘five disruptive forces shaping the new world of work’ – in a word, awesome. Miss it and miss out!”

Andy Willshaw, Hiring Solutions, Asia, LinkedIn

“This was the second year that I have attended. I think it is a really great opportunity to come and learn from competitors and other companies in different industries about what’s going on within the HRO world and also from the providers as well. You get a lot of great information from people about what they are doing, what their challenges are and that is something that I can take back to my organisation to help us to improve.”

Mark Heldey, SVP Regional Head of Resourcing, Citibank