



Youth Conference

May 21-23, 2013



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Hospitality and Gaming Management Program
Faculty of Business Administration, University of Macau

SPONSORSHIP PACKAGE





THE 4TH ASIA PACIFIC CHRIE (APAC-CHRIE) YOUTH CONFERENCE

**MACAU SAR, CHINA
MAY 21 – 23, 2013**

Sponsorship Package

About the APac-CHRIE Youth Conference

Founded in 1946, the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) is the global advocate of hospitality and tourism education for schools, colleges, and universities offering programs in hotel and restaurant management, foodservice management and culinary arts. Asia Pacific CHRIE – better known as APac-CHRIE – is a Federation of the ICHRIE. Members of APac-CHRIE constitute all countries at the Pacific Rim who are registered members of ICHRIE. The APac-CHRIE conference aims to provide an open platform to bring together practitioners, academics and government officials worldwide to present research results and to stimulate discussions on new developments in tourism and hospitality education and the industry. Over the past ten years, the APac-CHRIE Main Conference has been hosted in various countries throughout Asia, for example, South Korea, Australia, Taiwan, Thailand, China, Malaysia, Singapore, and the Philippines.

The Youth Conference of the Asia Pacific Chapter of ICHRIE was first initiated and hosted by the University of Nevada Las Vegas (Singapore Campus) in 2009. Since then, the APac-CHRIE Main Conference and the APac-CHRIE Youth Conference have been hosted concurrently. The APac-CHRIE Youth Conference aims to encourage the exchanges of idea, knowledge, and experience in relation to the hospitality and tourism industry among students of diverse cultural backgrounds. With this in mind, particularly leading hospitality universities throughout Asia were nominated to be the hosts for the conference. For example, the 2011 conference was hosted by the Hong Kong Polytechnic University, which is ranked as one of the top five hospitality programs in the world. The 2012 conference was hosted by the University of Santo Tomas, which is the oldest university in the Philippines (founded in 1611). In 2013, it is such an honor that University of Macau is chosen to be the host of such a renowned hospitality event in Macau.

The 4th APac-CHRIE Youth Conference (May 21 – 23, 2013)

It is of utmost importance to have young hospitality professionals and students involved in hospitality discussion and research, as they are what shape the hospitality industry in the future. With the theme of “RICH-E” for the APac-CHRIE Youth Conference 2013, the four letters of the word ‘RICH’ represent the four characters we are to instill in our future hospitality leaders: Responsible, Innovative, Charming, and Hopeful. Through them, great Entrepreneurs are thus developed. We believe that it is only by doing so, the future of our industry will be a certain one, even with all the great challenges ahead.

The delegates

The total expected number of attendees of the two conferences will be over 600 including world class educators, researchers, industry leaders, partners and representatives of professional associations, government officials, postgraduate as well as undergraduate students around the world. In particular, the youth conference alone is expected to receive 150 to 200 young delegates.

About Previous APac-CHRIE conference

The APac-CHRIE conference usually attracted more than 300 delegates attending the conferences each year. These delegates were mainly educators, researchers, industry entrepreneurs, government officials, and postgraduate students. The conference in Hong Kong in 2011, established a record of more than 600 delegates, the majority of them are from Asia, United States and Europe. Given the interest in Macao’s development in the hospitality and gaming industries, we are expecting to receive even more delegates than the previous conferences.

Besides its popularity in terms of attendance, the APac-CHRIE conference in the past also received positive responses from the sponsors. Here are some of the examples as your kind reference:

Previous sponsorship for APac-CHRIE 2009 in Singapore



Educational Sponsors



Previous sponsorship for APac-CHRIE 2011 in Hong Kong





Types of Sponsorship Opportunities Available in APac-CHRIE Youth Conference 2013

One of the main objectives of the 2013 Youth Conference is to connect the future hospitality leaders with the existing ones. With this in mind, we would like to engage our conference participants in gaining insights of the most up-to-date industry trends in a fun and interactive way as part of the conference programme. In return, the young delegates can get to know more about your company and might potentially be ones of your company's invaluable clients, partners, or intangible assets in the future.

To build this win-win situation with us, please consider one of the following options:

a. **Premier Sponsorship (Limited Availability) - MOP\$20,000**

Exclusive privileges include:

- Exclusive usage of one breakout room for a 60-minute presentation or workshop on May 21, 2013 as part of the conference program
- One complimentary display table on May 21, 2013
- Enclosing of one printed material (provided by the sponsor) in the conference folder
- Company link and logo included on the conference website
- Company logo in conference printed materials and stage backdrop
- Two complimentary conference registrations (delegates accommodation is not included)

b. **Gold Sponsorship (Limited availability) - MOP\$10,000**

Privileges include:

- One complimentary display table on May 21, 2013
- Enclosing of one printed material (provided by the sponsor) in the conference folder
- Company link and logo included on the conference website
- Company logo in conference printed materials
- Two complimentary conference registrations (delegates accommodation is not included)

c. **Advertising Opportunities**

1. Logo placement in printed and electronic material (MOP\$5,000)
2. Enclosing of one printed material (provided by the sponsor) in the conference folder (MOP\$5,000)

d. **Customized Sponsorship**

For companies who would like to have customized sponsorship package, we would be more than happy to discuss with you. Other than monetary sponsor, we also accept other forms of sponsorship.

For further enquiries regarding sponsorship, please contact

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For general enquires about the two conferences, please contact apacchrie.youth@umac.mo

APacCHRIE 2013 Conference website: www.umac.mo/fba/apacchrie2013

APacCHRIE 2013 Youth Conference website: www.umac.mo/fba/apacchrie2013/Youth/



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