



INTERNATIONAL SCHOOLS EXPO

"Building Hong Kong's Future"

Date: 5 May 2018

Time: 9:00am - 5:00pm

Venue: HKCEC N201 - N212



AmCham is launching a high-quality **Hong Kong International Schools Expo in 2018** featuring a corporate perspective on the development of future talent.

The Expo will offer a **360-degree view of education from the needs of students, parents, businesses and future employers**. It provides a **one-stop and in-depth** solution for all questions about **Hong Kong international schools, curriculum choices, and global education trends**. We aim to attract **600+ parents** who want to learn about school choices from the perspectives of education professionals and policy decision makers.

What AmCham Expo offers:

- Speeches from **20 + renowned International School Principals in Hong Kong** on school admission and the mandate of future schools
- Insights from corporate leaders on **promising career paths**
- **Senior executives from leading companies** speaking on the future of work
- **Booth exhibitions**
- **International Schools Guide**





Potential & Confirmed Strategic Partners



Future of Work



Research shows that **60% of all future jobs across all sectors will feature facets of Internet-of-Things (IoT) and Artificial Intelligence (AI)**. The corporate dimension offered by AmCham would be valuable to education policy decision makers today as schools and students gear up for a challenging future in the evolving economy.

Potential senior speaking executives from:

Google
J.P. Morgan
Deloitte
Gleneagles Hospital
Microsoft
MIT HK Innovation Node



J.P.Morgan



Deloitte.

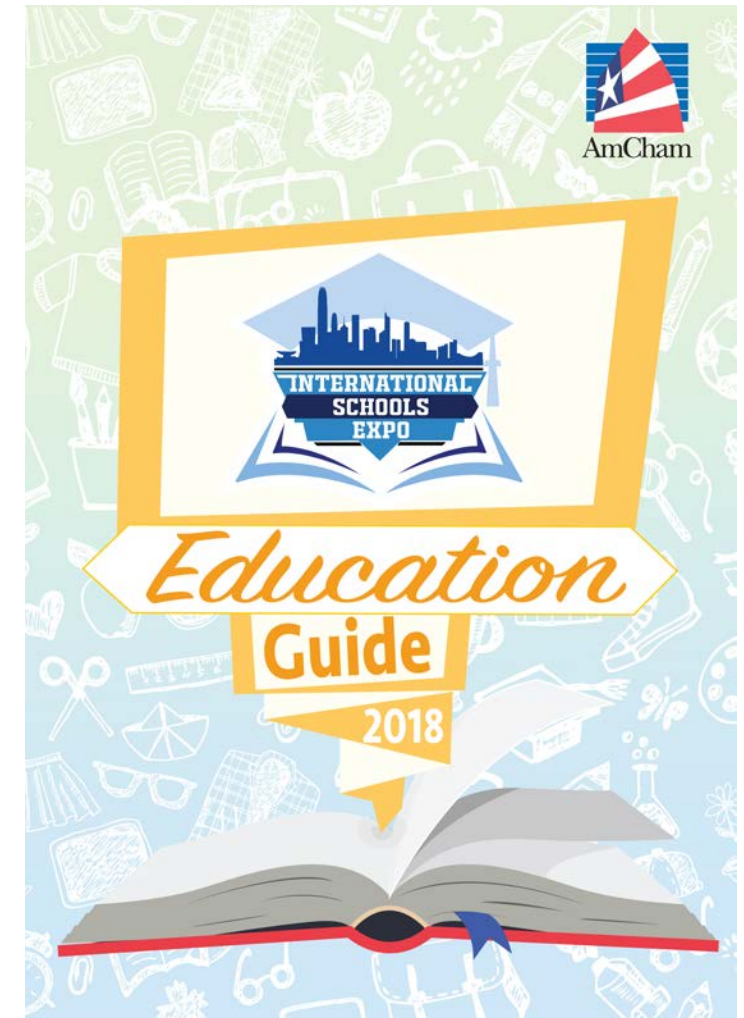


AmCham International Schools Expo: Education Guide 2018



- Electronic version to be blasted to 10+ strategic partners with over 200,000+ database
 - Printed version to be distributed to 600+ parents at International Schools Expo at HKCEC
 - 1-page advertisement HK\$ 7,000
 - 1-page school directory HK\$ 8,000
 - 2-page spread interview HK\$ 25,000
- *Material deadline 07 March

Booth Display only
HK \$16,000



Strategic Contributor Packages

Premium Contributor

- Speaking opportunity
- Booth display
- 1-page ad in AmChamHK monthly magazine OR 1 month web banner (valid for 12 months)
- Logo exposure on all expo promotional materials
- 1-page school directory on AmCham International Schools Expo: Education Guide 2018
- 2-hour exclusive private meeting room usage at Expo

HK\$ 65,000

*Additional \$15,000 for double page spread interview on AmCham International Schools Expo: Education Guide 2018



Gold Contributor

- Booth display
- 1-month web banner (valid for 12 months)
- Logo exposure on all expo promotional materials
- 1-page school directory on AmCham International Schools Expo: Education Guide 2018

HK\$ 47,000

*Additional \$18,000 for double page spread interview on AmCham International Schools Expo: Education Guide 2018

Silver Contributor

- Logo exposure on event backdrop
- 1-page school directory on AmCham International Schools Expo: Education Guide 2018

HK\$ 18,000

*Additional \$20,000 for double page spread interview on AmCham International Schools Expo: Education Guide 2018



Contributor Packages and Speaking Opportunities enquiries:

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