

- ▶ NEC community
- ▶ Business networking
- ▶ Industry leads



# NEC ASIA PACIFIC USERS' GROUP CONFERENCE

10 OCTOBER 2014 | LANGHAM PLACE HOTEL, MONGKOK, HONG KONG



## Sponsorship and Exhibition Opportunities

*Showcase your brand at the  
biggest NEC event in Asia Pacific*

[neccontract.com/APConference14](http://neccontract.com/APConference14)

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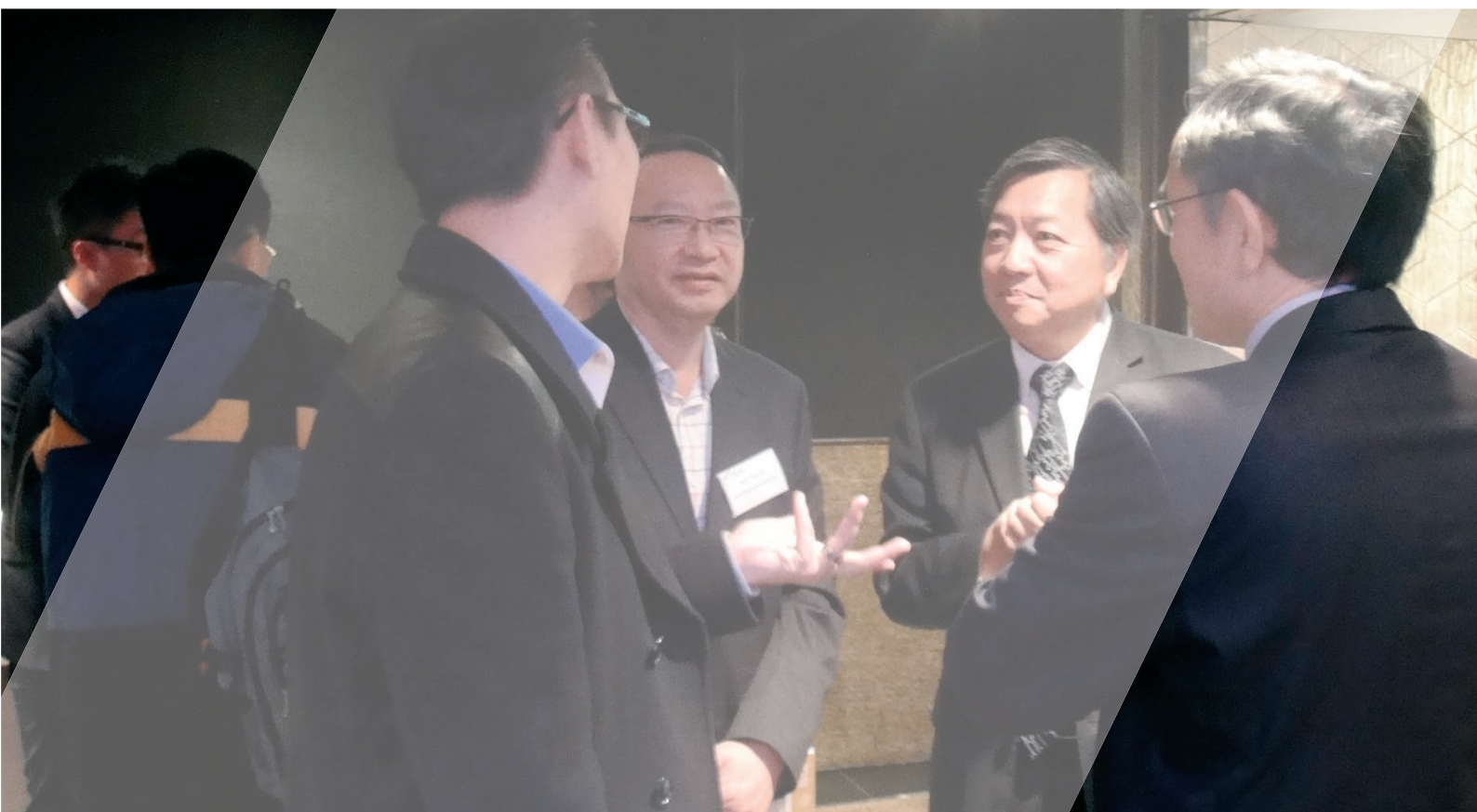
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## Looking to increase your organisation's profile and brand awareness amongst the NEC community?

The NEC Asia Pacific Users' Group Conference 2014 will bring together 200 senior decision makers and NEC users, offering you the perfect opportunity to showcase your products and solutions to key buyers.

Since the first conference ran in Hong Kong in 2012, it has been a sell-out event, providing professional networking, presentations, live NEC support, and the latest important NEC updates.

The NEC Asia Pacific Users' Group has been enjoying a steady growth since it was established in 2011 and attracts NEC users from across all areas of industry, including clients, contractors, legal partners and consultants.



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**There are limited sponsorship opportunities available.**

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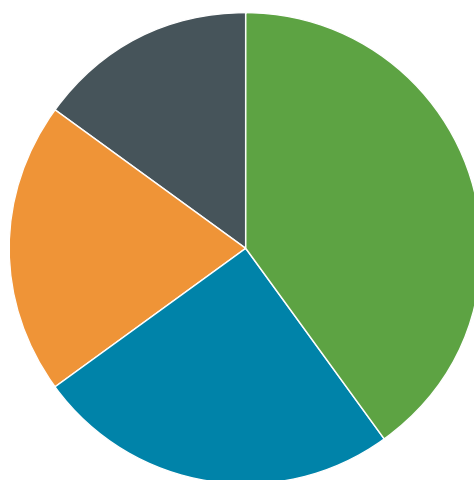
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## Why sponsor or exhibit at this event?

- Generate new leads
- Position your brand as a key player and solutions provider to NEC Asia Pacific users
- Enhance your brand reputation through association with NEC and the authority and excellence it represents

## Delegates by sector

- **40%** Client
- **25%** Contractor
- **20%** Legal
- **15%** Consultant



\* Audience demographics from NEC Asia Pacific Users' Group Conference 2013

## Previous delegates:

- Director of Projects, MTR Corporation
- Assistant Director, Drainage Services Department
- Human Resources Manager, Hong Kong Housing Authority
- Permanent Secretary for Development (Works), Development Bureau
- Strategy Manager, CLP Power Hong Kong Ltd
- Legal Counsels, Veolia Water China Ltd
- Development Manager, APM Hong Kong
- Principal Government Engineer/Railway Development, Highways Department
- Projects and Contracts Administration Manager, Construction Industry Council
- Partners, Mott MacDonald Hong Kong Ltd



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## Current NEC Asia Pacific Users' Group members

Airport Authority Hong Kong	EC Harris (Hong Kong) Ltd	Maka Consulting Company Ltd
APM Hong Kong	Evans and Peck	Mayer Brown JSM
Beria Consultants Ltd	Fugro (Hong Kong) Limited	Meinhardt Infrastructure and Env. Ltd.
BK SURCO Ltd	Gammon Construction Limited	Mott MacDonald Hong Kong Limited
Chun Wo Building Construction Ltd	Geotek Ltd	MTR Corporation Ltd
Civil Engg. and Deve. Dept, HKSAR Gov.	Highways Department, HKSARG	Navigant
CLP Power Hong Kong Ltd	Hogan Lovells	PERT Management Consultants
Construction Industry Council	Hsin Chong Construction Group Ltd	Pinsent Masons
Development Bureau, the Government of the Hong Kong Special Administrative Region	Hyder Consulting	Shun Yuen Construction Ltd
	ICE Hong Kong	Sum Kee Construction Ltd
Drainage Services Department	Kum Shing (K.F.) Construction Co Ltd	The Contracts Group Ltd
Driver Trett (Hong Kong) Limited	Langdon & Seah Hong Kong Limited	Turner & Townsend
Driver Trett APUG	Leighton Contractors (Asia) Limited	URS Hong Kong Ltd



NEC Project – Happy Valley Underground Stormwater scheme

*'The main benefit of NEC3 contracts over conventional contracts is that they have partnering built in, encouraging the two contracting parties to work together to solve problems...Overall it is NEC's collaborative spirit that helps to improve contract management, increase cost-effectiveness and improve project outcomes.'*

**Wai-Chi Sing, Permanent Secretary for Development (Works), Hong Kong Development Bureau**



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## Current Government use of NEC in Asia Pacific

	NEC3 CONTRACT	VALUE: HK\$ MILLION	COMPLETION DATE
<b>Completed projects</b>			
Fuk Man Road Nullah	ECC option C	76	May 2012
Noise barriers on Fanling Highway	ECC option C	207	Dec 2013
Noise barriers on Tai Po Tai Wo Road	ECC option C	82	May 2014
<b>Current projects</b>			
Tin Shui Wai Hospital	ECC option A	2,968	May 2016
Happy Valley underground stormwater storage	ECC option C	678	Dec 2017
Pak Hok Lam trunk sewer and Sha Tau Kok village sewerage	FC + ECC option B	187	Aug 2016
Yuen Long and Kam Tin sewerage, stage 3	ECC option D	145	Sep 2016
Lam Tsuen Valley sewerage	ECC option B	173	May 2016
Improvement to Pok Oi interchange	ECC option C	265	Sep 2015
Improvement of fresh water supply to Cheung Chau	ECC option C	181.8	Nov 2015
Slope maintenance Term Service Contract for New Territories and outlying islands	TSC option A	404	Mar 2016
Building and civil maintenance and minor works to Drainage Services Department plants and facilities	TSC option A	160	Nov 2016
Management and maintenance of high- speed roads in east New Territories and Hong Kong Island	TSC option A	490	Mar 2019
Maintenance contract for seawalls and navigation channels	TSC option A	98	Oct 2016
Maintenance contract for piers	TSC option A	95	Mar 2017
<b>Consultancy contracts awarded</b>			
Drainage improvement works in Happy Valley – investigation, design and construction	PSC option G	9	Q4 2019
Landslip prevention and mitigation programme 2013 – investigation, design and construction	PSC option C	16	Q4 2019
<b>Projects under planning</b>			
Provision of electrical and mechanical facilities for Tin Liu Ha sewage pumping station and Tong Min Tsuen sewage pumping station	ECC option C	18	TBC
Improvement works at Mui Wo, phase 1	ECC option C	163	TBC
Term Service Contract for the maintenance, conservation and restoration of graded historic buildings and declared monuments	TSC option A	595	TBC
Operation of Chai Wan public fill barging point and Mui Wo temporary public fill reception facility	TBC	TBC	TBC
Landslip prevention and mitigation programme 2014, package X	TBC	TBC	TBC
Kai Tak development – stage 5 infrastructure at former north apron area	TBC	1,200	TBC
Drainage maintenance and construction in mainland north districts (2015 – 2019)	TSC option A	284	2019
Tsuen Kwan O sewerage for villages and sewerage for Ma Yau Tong village	TBC	230	TBC
Provision of electrical and mechanical facilities for Ma Po Mei village sewerage pumping stations	ECC option C	70	TBC
Rehabilitation of trunk sewers in Kowloon, Shatin and Sai Kung	TBC	559	TBC
Rehabilitation of trunk sewers in Tuen Mun	TBC	811	TBC
Harbour area treatment scheme stage 2A	TBC	20	TBC
Construction of village sewerage at Peng Chau phase 2	TBC	82.8	TBC
Retrofitting of noise barriers on Tuen Mun Road – town centre section	ECC option A	547	TBC
Re-provision of Harcourt Road fresh water pumping station	ECC option B	565	TBC

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## Sponsorship and Exhibition Packages

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### Premier – HKD \$120,000 / GBP £9,000

- Speaking opportunity (approximately 30 minutes) for either a client or senior representative in main conference session
- Opportunity to deliver dedicated and branded break out session within the programme: content to be determined in collaboration with NEC team
- Opportunity to have one on one meetings with delegates during event – space and meetings to be arranged by NEC team. Meeting space to be in exhibition hall incorporating a 1m x 1m exhibition space
- 6m x 2m exhibition stand space, including: 1 x table, 2 x chairs and basic power supply
- Branding opportunities :
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website; events calendar; e-campaigns
- Branded as Platinum Sponsor throughout
- 5 delegate passes
- Pre- and post- event delegate list with contact details
- Additional delegate passes at a discount

### Gold – HKD \$65,000 / GBP £5,000

- 6m x 2m exhibition stand space, including: 1 x table, 2 x chairs and basic power supply
- Speaking opportunity: delivering a workshop session: topic to be confirmed with the NEC team
- Branding opportunities :
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website, events calendar; e-campaigns
- 4 delegate passes
- Branded as Gold Sponsor throughout
- Additional delegate passes at a discount

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### Silver – HKD \$45,000 / £3,250

- 3m x 2m exhibition stand space , including: 1 x table, 2 x chairs and basic power supply
- Opportunity to sit on panel discussion within event
- Branding opportunities :
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website, events calendar; e-campaigns
- 2 delegate passes
- Branded as Silver Sponsor throughout
- Additional delegate passes at a discount

### Exhibitor – HKD \$25,000 / GBP £1,750

- 3m x 2m exhibition stand space, including: 1 x table, 2 x chairs and basic power supply
- Branding opportunities :
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website; events calendar; e-campaigns
- 1 delegate pass
- Additional delegate passes at a discount



Peter Hansford (centre), Chief Construction Advisor for UK Government, with representatives from the Drainage Services Department and NEC Asia Pacific Users' Group

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### Lunch Sponsor

– HKD \$22,000 / £GBP 1,500

- Branding within exhibition hall as Lunch Sponsor throughout
- 3m x 2m exhibition stand space, including: 1 x table, 2 x chairs and basic power supply. Site closest to buffet station
- Opportunity to display literature on poseur tables in exhibition hall at lunchtime
- Opportunity to display further branding materials throughout the exhibition hall at lunchtime
- Branding opportunities :
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website; event calendar; e-campaigns

### Delegate Pack Sponsor

– HKD \$22,000 / £GBP 1,500

- Featured on delegate pack front cover exclusively
- Branding on each page of the delegate pack
- Branding opportunities:
  - Delegate pack feature, ahead of any other sponsor
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall go on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website; event calendar; e-campaigns

### Lanyard Sponsor – HKD 15,000 / GBP 1,200

- Branding on lanyards to be given out with conference badges
- Opportunities:
  - Delegate pack feature
  - Company logo on the sponsorship page of the conference website with a link to your site
  - Logo on conference brochure front cover
  - Logo on holding slides in conference hall
  - Inclusion in NEC marketing and PR channels: website; event calendar; e-campaigns
- 1 delegate pass
- Additional delegate passes at a discount

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**Press and media**

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