



Announcement Date:
August 24, 2023

Join Us As Advertisers

The 2023 International Kinesiology Conference is a 4-day, bilingual, international online event in English and Chinese. In addition to the 54 speakers from 21 countries around the world, more than 220 participants from Greater China region and around the world have already signed up for the conference. Enrolment for the conference continues to be active. The online conference will be available for free replay for a period of 2 months, during which participants will have the opportunity to watch the conference for unlimited times. The conference sponsor will distribute a 500-600 page bilingual conference journal to participants, reaching out to not only conference attendees and speakers, but also key personnel from the sponsor and endorsers, as well as purchasers of the journal.

As an enthusiast of kinesiology and the conference theme Lifelong Learning, you are welcome to participate as an advertiser with the following three types of adverts:

- 1) Your 30-second self-produced video advertisement (for conference broadcast),
- 2) Your self-customised advertisement in the conference journal,
- 3) Your standard congratulatory message in the conference journal.

We look forward to your seizing this opportunity to bring the advantages and special features of your organisation, products and services to a wider audience, and make connections with your potential clients.

Data Information of Participants

We believe the following participant data will help you grasp the content and language of your advertisements:

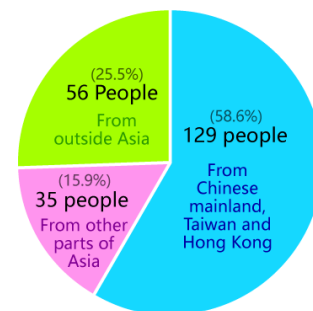
Number of participants signed up until August 23, 2023: 220 in total;

Geographical distribution:

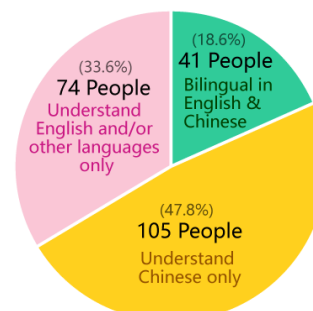
- From Chinese mainland, Taiwan and Hong Kong: 129 people (58.60%);
- From other parts of Asia: 35 people (15.90%)
- From outside Asia: 56 people (25.50%)

Language distribution:

- Bilingual in English and Chinese (an estimate): 41 people (18.60%)
- Understand Chinese only (an estimate) : 105 people (47.80%)
- Understand English and/or other languages only(an estimate) : 74 people (33.60%)



Geographical distribution
(Till August 23, 2023)



Language distribution
(Till August 23, 2023)

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Endorsed by 背书:



Sponsored by 主办:



1) Your 30-second Self-produced Video Advertisement (for conference broadcast)



**立即
订购广告
ORDER
ADVERT
NOW**

**Your 30-Second
Self-produced Video Advert**
(for conference broadcast)

**Your Organization
您的机构**

**Your Product
您的商品**

您的30秒自制视频广告
(在会议中播放)

**Your Service
您的服务**

广告设计仅供参考
Advertisement design for your reference only

The conference sponsor will broadcast advertisers' own 30-second video advertisements during breaks and video advertisement slots throughout the four days of the conference:

- 8 times in four days, 1 broadcast per half day, 30 seconds each; Fee: HKD 1,500
- 16 times in four days, 2 broadcasts per half day, 30 seconds each; Fee: HKD 2,000

Please note:

- ❖ Please order and submit your 30-second self-produced video advertisement slots on or before October 3, 2023.
- ❖ Due to the limited number of advertisement slots, the sponsor will allocate advertisement slots on a first-come-first-served basis.
- ❖ The sponsor reserves the right not to accept an advertisement if the content is not in line with the philosophy or requirements of the conference sponsor or endorsers or the conference itself.
- ❖ If advertisers require text translation, proofreading or subtitling services from the sponsor, extra fees applies.

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Video Advertisement Schedule

Start time	End time	Room 1	Room 2	Room 3
10:05	10:55	Keynote Speaker		
10:55	11:05	Break and <u>video advertisement</u>		
11:10	11:50	Speaker	Speaker	Speaker
11:50	12:00	Break and <u>video advertisement</u>		
12:05	12:45	Speaker	Speaker	Speaker
14:35	15:15	Speaker	Speaker	Speaker
15:15	15:25	Break and <u>video advertisement</u>		
15:30	16:10	Speaker	Speaker	Speaker
16:10	16:20	Break and <u>video advertisement</u>		
16:40	17:30	Keynote Speaker		

* Breaks and video advertisement time may be delayed or brought forward depending on the actual circumstances of the conference on that day.

Video Advertising File Requirements

Size: 1920px x 1080px

Frame rate: 30fps

Length: 30 seconds

File format: mp4

Language: English and/or Mandarin are recommended for spoken language; English, Simplified or Traditional Chinese for written language.

Tip: As participants come from the Greater China region, neighbouring countries in Asia, and other parts of the world, it is recommended that if an advertisement is presented in one of the above languages, it can be subtitled in the other language. It is up to the advertisers to choose whether or not to present their advertisement bilingually.





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2) Your Self-customised Advertisement in the Conference Journal

立即
订购广告
ORDER
ADVERT
NOW

*Your Self-customised Advertisement
in the Conference Journal*

您的会议场刊
自定广告

Deliver Your Customised Message
傳遞您的自訂訊息

Inspire Your New Audiences
激發您的全新受眾

我們促進平衡
We Facilitate Balance

2023 International Kinesiology Conference
2023 國際肌應學會議

Lifelong Learning
終生學習

2023 International Kinesiology Conference
2023 國際肌應學會議

Join Us Now
立即參加

Advertisement design for your reference only

Electronic PDF copies of the conference journal will be distributed to all conference attendees, speakers and purchasers both inside and outside the conference; printed copies of the conference journal will also be distributed to purchasers both inside and outside the conference.* Your self-customised advertisements will be included in both versions of the conference journal.

In "self-customised" advertisement, you may: A) write, design and provide the print files themselves, or B) write the advertisement, provide the text and the necessary images, and commission the sponsor to design and produce the advertisement.

* The mailing channel of the printed version is limited to Chinese mainland, Taiwan and Hong Kong.

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Endorsed by 背书:



Sponsored by 主办:





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Advertisement Position	Advertisement size		Fee (each)	Content
Cover Inner Page	Full Page	210 mm (W) x 285 mm (H)	HKD 4,000	A) write, design and provide the print files themselves; B) write the advertisement, provide the texts and the necessary images, and commission the sponsor to design and produce the advertisement.
Inner Page	Full Page	210 mm (W) x 285 mm (H)	HKD 3,000	
	Half Page	210 mm (W) x 142.5 mm (H)	HKD 1,700	
	1/4 Page	105 mm (W) x 142.5 mm (H)	HKD 1,000	

Please note:

- 1) For advertisers who write, design and provide printing files themselves: Ordering and submission of hard copies by **September 18, 2023** is required.
 - 2) For advertisers who write the advertisement, provide the texts and necessary images, and commission the sponsor to design and produce the advertisement: the advertisement text and images should be ordered and submitted by **September 6, 2023** for timely production; the cost of advertisement design and production is HK\$1,200 per advertisement (Price includes up to 2 revisions). If advertisers require translation or proofreading services from the sponsor, extra fees apply.
- Self-designed advertisements are subject to the sponsors' approval before publication. The sponsor reserves the right not to accept any advertisement if its content is not in line with the philosophy or requirements of the sponsor or endorsers of the conference or the conference itself.

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Endorsed by 背书:



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Advertisement in Conference Journal - Self-Customised Advertisement Size and Print File Requirements

Full Page Advertisement

Size: 210 mm (W) x 285 mm (H)

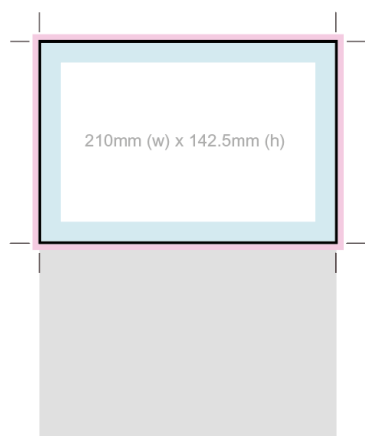
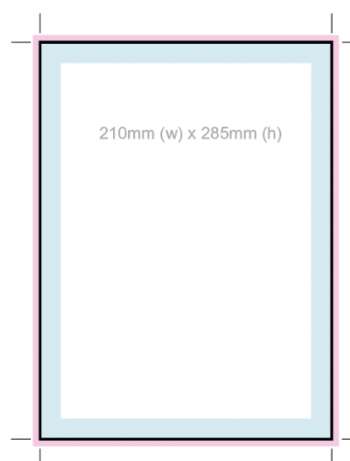
Color Mode: CMYK

Resolution: 300 dpi

File format: jpg

Print Bleed: 5 mm

Safe Print Margin: 15 mm



Half Page Advertisement

Size: 210 mm (W) x 142.5 mm (H)

Color Mode: CMYK

Resolution: 300 dpi

File format: jpg

Print Bleed: 5 mm

Safe Print Margin: 15 mm

1/4 Page Advertisement

Size: 105 mm (W) x 142.5 mm (H)

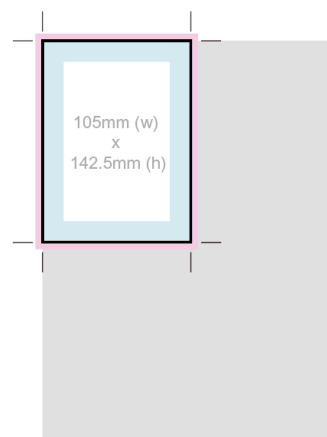
Color Mode: CMYK

Resolution: 300 dpi

File format: jpg

Print Bleed: 5 mm

Safe Print Margin: 15 mm

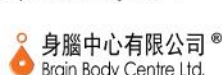


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Endorsed by 背书:



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3) Your Standard Congratulatory Message in the Conference Journal



Electronic PDF copies of the conference journal will be distributed to all conference attendees, speakers and purchasers both inside and outside the conference; printed copies of the conference journal will also be distributed to purchasers both inside and outside the conference.*

Your standard congratulatory message will be created by the sponsor in a templated format. It can carry your logo and information such as organisation or personal name, contact details, profile picture or QR code.

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Advertisement Position	Advertisement Size		Fee (each)	What advertisers can place in the content			
				Your logo, your organisation or personal name	Contact Information	Profile picture	QR Code
Inner Page	Full Page	210 mm (W) x 285 mm (H)	HKD 1,400	1	✓	1	1
	Half Page	210 mm (W) x 142.5 mm (H)	HKD 1,000	1	X	1	1
	1/4 Page	105 mm (W) x 142.5 mm (H)	HKD 700	1	X	1	X

* The mailing channel of the printed version is limited to Chinese mainland, Taiwan and Hong Kong.

** The order should be placed by **September 14, 2023** and together with advertisers' information.



Full page congratulatory message format



Half page congratulatory Message format



1/4 page congratulatory message format





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Advertisement Order Form

Type	Number of Session	Fee (each)	Number of orders	Content	
30-second Video Advertisement (for conference broadcast)	8 Sessions of Broadcast	HKD 1,500		Provision of advertising videos by advertisers <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (<i>Fees to be quoted</i>) <input type="checkbox"/> Commissioning the sponsor to provide subtitling service (<i>Fees to be quoted</i>)	
	16 Sessions of Broadcast	HKD 2,000		Provision of advertising videos by advertisers <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (<i>Fees to be quoted</i>) <input type="checkbox"/> Commissioning the sponsor to provide subtitling service (<i>Fees to be quoted</i>)	
Type	Position	Size	Fee (each)	Number of orders	Content (*please select as applicable)
Self-Customised Advertisement in the Conference Journal	Cover Inner Page	Full Page	HKD 4,000		<input type="checkbox"/> Advertisement printing file to be provided by advertiser <input type="checkbox"/> Commissioning the sponsor to design and produce advertisements (<i>Fee: HKD 1,200 each</i>) <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (<i>Fees to be quoted</i>)
	Inner Page	Full Page	HKD 3,000		<input type="checkbox"/> Advertisement printing file to be provided by advertiser <input type="checkbox"/> Commissioning the sponsor to design and produce advertisements (<i>Fee: HKD 1,200 each</i>) <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (<i>Fees to be quoted</i>)

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		Half Page	HKD 1,700		<input type="checkbox"/> Advertisement printing file to be provided by advertiser <input type="checkbox"/> Commissioning the sponsor to design and produce advertisements (Fee: HKD 1,200 each) <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (Fees to be quoted)
		¼ Page	HKD 1,000		<input type="checkbox"/> Advertisement printing file to be provided by advertiser <input type="checkbox"/> Commissioning the sponsor to design and produce advertisements (Fee: HKD 1,200 each) <input type="checkbox"/> Commissioning the sponsor to provide text translation or proofreading (Fee to be quote)
Type	Position	Size	Fee (each)	Number of orders	Content
Congratulatory Message in the Conference Journal	Inner Page	Full Page	HKD 1,400		Fixed congratulatory message format
		Half Page	HKD 1,000		Fixed congratulatory message format
		¼ Page	HKD 700		Fixed congratulatory message format

Advertiser contact information

Name of organisation or an individual:

Name of contact person: _____

Email: _____

Phone: _____ Country/Region: _____

Facebook / WhatsApp / WeChat ID number: _____





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To order a standard Congratulatory Message in the conference journal, please complete the information below:

Information on the Advertisement

Name of congratulator (can be an organisation or an individual):

English: _____

Chinese (if any): _____

Phone no. (for full-page advert only): _____

Email (for full-page advert only): _____

Address (for full-page only): _____

Choose one of the following:

Website address (if available): _____

Use this URL as the QR code on the advertisement.

Facebook (if available): _____

Use this Facebook as a QR code on the advertisement.

WeChat ID or Platform (if available): _____

Use this WeChat ID as the QR code on the advertisement.

Others (e.g. Instagram): _____

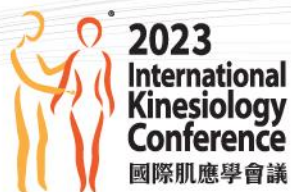
Use this ID as the QR code on the advertisement.

Name of Profile Picture: in English: _____

In Chinese (if any): _____

Please send the headshot image for the profile picture, your logo to the sponsor along with this order form to info@brainbodycentre.com





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Contact Details



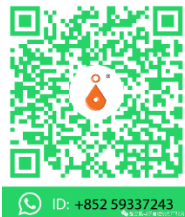
Address: 22/F, Mongkok Harbour Centre, 638 Shanghai Street, Mongkok, Kowloon, Hong Kong

WeChat: brainbodycentre

Mobile, WhatsApp, LINE: +852 5933 7243

Email address: info@brainbodycentre.com

Office hours: Monday to Friday 9am - 1pm, 2pm - 6pm; closed on Saturday, Sunday and Hong Kong public holidays



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WeChat Channels: 整合肌应学管理及推广



[fb.com/lifelonglearning2023](https://www.fb.com/lifelonglearning2023)



lifelonglearning2023.com



公众号 ikmms-2015



视频号 整合肌应学管理及推广

Endorsed by 背书:



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