

OPPORTUNITIES TO PARTNER WITH APRCE 2024



The 21st **APRCE** SRI LANKA 2024

Redefining Retail in APAC: From Transactions to Transformation

The Asia Pacific Retailers' Convention & Exhibition (APRCE) is a biennial event organized by the member associations of Federation of Asia-Pacific Retailers' Association (FAPRA). The leading body retailers from the Asian Pacific region.

APRCE 2024 will host business delegations and representatives of 18 FAPRA member countries. That include retail associations of China, Fiji, Hong Kong, India, Indonesia, Japan, Korea, Kyrgyz Republic, Malaysia, Mongolia, Myanmar, New Zealand, The Philippines, Singapore, Chinese Taipei, Thailand and Vietnam. Inline with traditions and past practices, the forum is anticipated to host over 1250 delegates from various countries, featuring world-class speakers and panelists.

Held in Sri Lanka, APRCE will take place in BMICH, the best conference venue in South Asia. The event will have knowledge sharing forums, retail exhibitions, matchmaking meetings, networking sessions, HOD meetings and a FAPRA Awards Night to recognize the talent in the region.

Given the events esteemed status and the diverse audience it attracts, partnering with APRCE 2024 presents a unique opportunity for all retailers in the region.

For more information or to reserve your partnership connect with shehara@chamber.lk or call **+94 115 588 882**

Organized by :



APRCE 2024 Sponsorship Tiers

Benefit	Platinum	Gold	Silver	Bronze
Value	LKR 10,000,000 USD 35,000	LKR 5,000,000 USD 15,000	LKR 3,500,000 USD 10,000	LKR 1,000,000 USD 3,500
APRCE all-inclusive passes	2 free	1 free 1 @ 50% off on early bird	2 @ 50% off on early bird	
Opening / welcome dinner passes	+ 2 free	+ 1 free	+ 1 free	+ 1 free
Gala awards dinner passes	+ 2 free	+ 1 free		
30-sec videos at selected event/s	√ (all events)	√	√	
Exhibition stall	1 free 3mx3m	50% off 3mx3m	25% off 3mx3m	10% off 3m x3m
Visibility at forums				
Logo appearance in events (Forum backdrop)	√	√	√	√
Logo appearance in events (LED screens in selected events)	√	√	√	√
Logo appearance in pole flags at BMICH	√	√	√	
Logo / banner displayed in a loop on light boxes at welcoming and gala dinner	√	√	√	√
Recognition at either welcome dinner or gala awards (by way of either compere readouts, presenting of appreciation boards, invitation to the presentation party for handing over awards or invitation to light the oil lamp at a selected event etc.	√	√	√	
Visibility on promotional material				
Advertising sliding banner on APRCE registration / marketing website & booking platform (on a loop)	√	√		
Logo on the APRCE registration / marketing page website and the logo to be linked with the sponsor company website	√	√	√	√
Social media shout outs and posts linked to sponsor company website	√ (special shout out)	√ (special shout out)	√ (special shout out)	√
Recognition of the company in selected press releases	√	√	√	
Recognition of the company on selected materials such as pitch decks, event brochures, digital invites, communication emails etc.	√	√	√	√
Participant engagement activity - upon organizer's pre-approval either on 5 th or 6 th of September	√	√		
Gift items included in the gift bag				
Branding on the registration pack	√			
If you wish to include a product / gift to be given out from your company / product as part of the registration pack (subject to approval of organizing committee)	√	√	√	√