



香港投資者關係協會  
Hong Kong Investor Relations Association

The background of the slide is a conceptual image showing a row of lightbulbs receding into the distance. The second lightbulb from the left is turned on, emitting a bright yellow glow. Several small, stylized human figures are scattered on the floor, looking up at the lightbulbs. A semi-transparent white box containing text is positioned in the lower right area of the image.

## Advertising and sponsorship opportunities

Engage your brand with top-notch listed companies and  
best IR teams in Hong Kong.



# About HKIRA



香港投資者關係協會  
Hong Kong Investor Relations Association

HKIRA is a professional association comprising investor relations (IR) practitioners and corporate officers responsible for communications between corporate management and the investment community.

We support our members throughout their careers, providing a platform to exchange views and to share knowledge and experiences; offering education and training programs to support high professional and ethical standards in the practice of IR; and organizing professional and social events to advance the awareness and standing of the IR community.



# About our members

HKIRA has about **1,300** members

Over **70%** of the Hang Seng Index Constituent Stock companies are our members

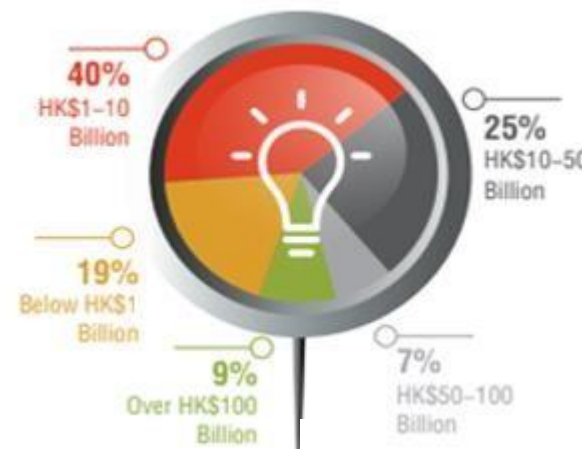
## TYPICAL ROLES

- Head of Investor Relations
- IR manager / executive
- CFO
- Finance controller
- Company Secretary
- Executive Director
- Analyst, corporate finance & strategy

Approximately 380 listed companies with over **HK\$12 trillion** market capitalization in aggregate

Over **46%** members work at listed companies with over HK\$10 billion market capitalization

## LISTCO MEMBERS MARKET CAPITALIZATION





# Events

Promote your expertise  
and/or your products  
and services for a  
targeted audience

- ✓ Present your business solution to the fine target audience
- ✓ Great for lead generation
- ✓ Target your participants and qualify them at registration
- ✓ Exposure across social media platforms and exclusive IRO groups

## HKIRA offers:

- Pre-event marketing and branded event invitation
- Assistance in write-up and design
- Assistance in speaker invitation
- Typically one hour long program, with registration and networking before and after
- CPD imperative encourages participation
- Online event registration and administration support
- Access to delegate list prior to the event
- On-site registration support
- Post-event emailing and evaluation

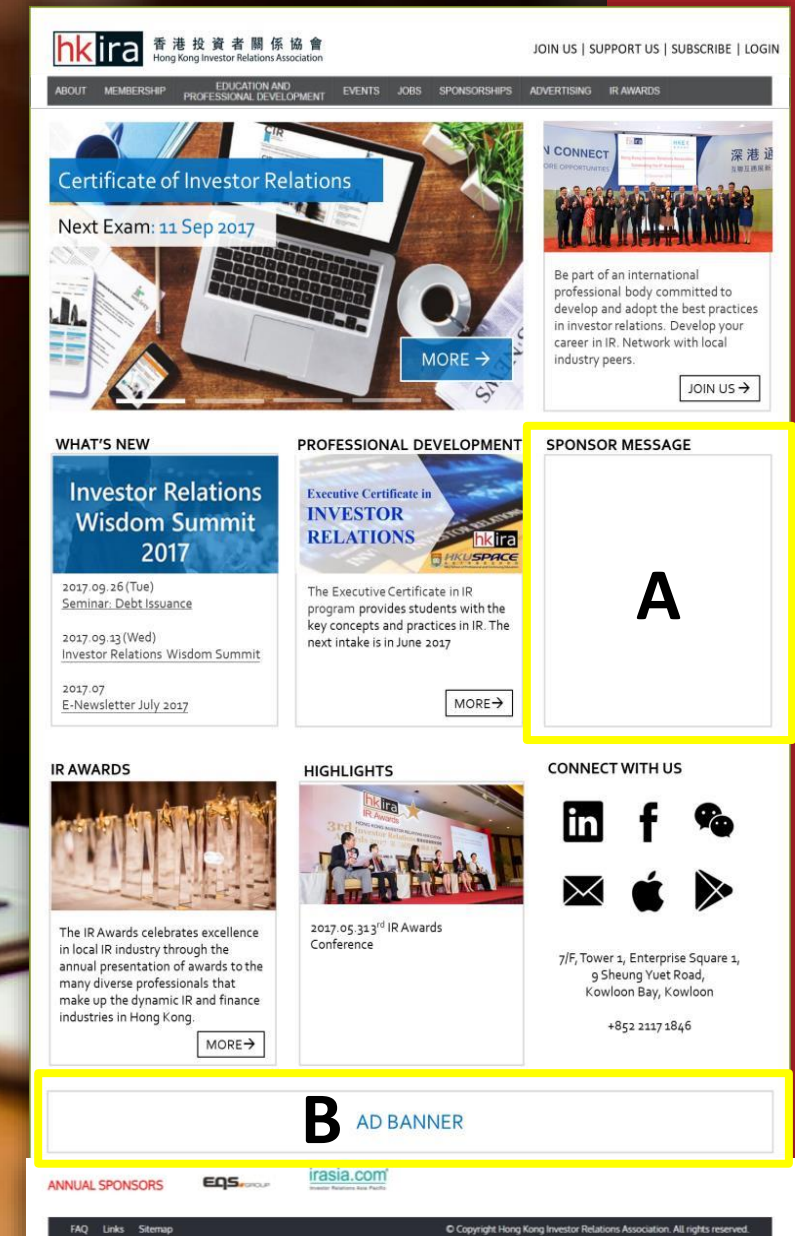
## At your expense and discretion:

- \$30,000 / event
- Venue and catering (if any)
- Topic
- Guest speaker invitation



# Digital Marketing

A	Homepage static web banner (non-exclusive, SOV 25%)	\$10,000 / month
B	All-pages static web banner (non-exclusive, SOV 25%)	\$20,000 / month
C	E-newsletter top static banner	\$10,000 top banner / 1 edition
D	E-newsletter static banner (non-exclusive)	\$6,000 / 1 edition \$30,000 / 1 year (6 editions)





# Other opportunities

Annual Partner

By invitation

Job listing

\$1,500/ post / 30 days  
\$1,000 ( for members)

News feed on social media platforms

\$2,000/organic feed

For more information  
about sponsorship or  
advertising please  
contact HKIRA team on  
(852) 2117 1846 or  
email [info@hkira.com](mailto:info@hkira.com).