



Faculty of Dentistry

The University of Hong Kong

Opportunities for Advertising in Faculty Publications 2006-2007

Expressions

Newsletter of the HKU Faculty of Dentistry

Frequency: 3 times a year (Feb, Jun, Oct)

Print run: 3000

Size: A4, full-colour

Pages: 20

Online: on the News site of www.facdenthk.org

Readership: All Hong Kong dentists; HKU Faculty of Dentistry alumni, faculty, staff, and students; HKU departments; Hong Kong dental clinics and Prince Philip Dental Hospital waiting rooms; main dental schools and hospitals in the world

Advertising: Print ads on inner front cover, outer back cover, inner back cover, regular inside pages

Contact: Dr Trevor Lane, <tlane@hku.hk>



Reflections

Souvenir book to commemorate the 25th anniversary of the HKU Faculty of Dentistry 2007

Frequency: once (November 2007)

Print run: 3000

Size: A4, full-colour

Pages: 144

Online: highlights on the dent25 Silver Jubilee website

Readership: same as above, plus conference delegates of dent25 Congress 2007

Advertising: Inner front cover, inner/outer back cover, regular inside pages—print ads, company identity ads, congratulations notices, congratulations letters

Contact: Dr Trevor Lane, <tlane@hku.hk>, or Mr Daniel Chok, <danielc@hkam.org.hk>, for bundling with dent25 sponsorship package (see next item)



dent25 Congress 2007

Second International Conference on Evidence-based Advanced Dentistry

Dates: 16-19 November 2007

Attendance: 400

Publications: Print Ad opportunities in—Conference Programme and Abstracts Book, *Reflections* souvenir book of the 25th Anniversary of the HKU Faculty of Dentistry (see above)

Others: Sponsorship and Print Ad opportunities in—2 posters, 2 preconference flyers, Faculty/Prince Philip Dental Hospital roving exhibition, Faculty Open Days, dent25 Banquet and Banquet Menu, dent25 Congress website (part of the dent25 Silver Jubilee website; see below), dent25 T-shirts (see below)

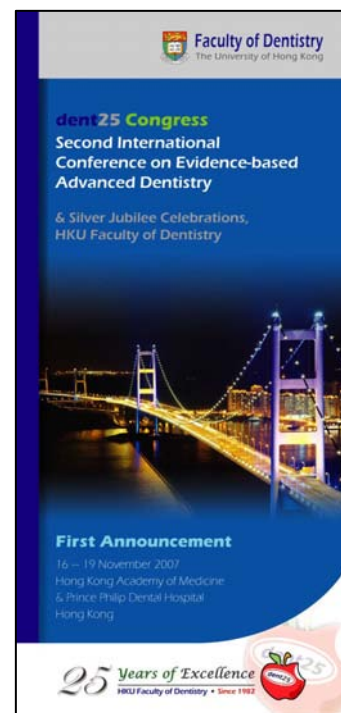
Booths: Company display booths will be available in the Conference Booth Hall

Sessions: Sponsorship opportunities for—Sponsored workshops, lunchtime symposia, satellite symposia, dental workshops

Souvenirs: Conference bags, jubilee souvenirs

Sponsorship packages: Sponsorship can be tailored to include any or all of the above items

Contact: Conference advertising and sponsorship queries should be addressed to Mr Daniel Chok, <danielc@hkam.org.hk>



dent25 Silver Jubilee T-shirts

T-shirts with student-designed front (design contest ends 31 October 2006)



Date: Production in Jan 2007; 3000 T-shirts

Sponsorship: Joint or sole sponsorship for production and/or student cash prize in return for inclusion of large company logo on back of T-shirts under the dent25/faculty logo

Contact: Dr Trevor Lane, <tlane@hku.hk>, or Mr Daniel Chok, <danielc@hkam.org.hk>, for bundled dent25 sponsorship package (see above)

dent25 Silver Jubilee website

www.dent25.hku.hk

Date: Launch in October 2006; active until archiving in 2008

Structure: Homepage organised by dent25 Event, including dent25 Congress and Banquet (4th clickable item, row 1)

Sites: Sponsorship via active logos on main homepage and logos and/or banners at splash-page and subsite levels of each dent25 Event

Contact: Dr Trevor Lane, <tlane@hku.hk>, or Mr Daniel Chok, <danielc@hkam.org.hk>, for bundling with dent25 sponsorship package (see top of page)

