

Evolution

2019 ADVERTISING PROGRAMME
12th Annual Evolution Asia Yoga Conference

Promotional Opportunities at Evolution

1. Programme Book

Over 4000 in distribution to conference delegates, visitors, local sponsors and partners

2. Goodies Bag

Onsite distribution to the first 1500 delegates.

3. Conference Website

Average 4900+ visitors per month.

4. Monthly E-newsletter

Monthly e-newsletter to a database of over 12,200+

Average Demographics of Participants

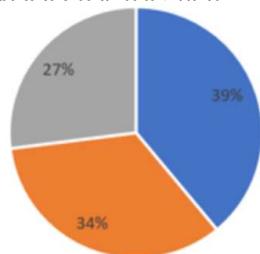
We have a diverse range of participants including:

- Beginner, intermediate, advanced yoga students
- Fitness instructors
- Personal trainers
- Pilates teachers
- Yoga teachers
- Sports/ fitness enthusiasts
- Health and wellness enthusiasts
- Lifestyle enthusiasts
- Masseuses and physiotherapists
- Therapists
- Yoga studio/business owners and managers
- Those in the holistic industries
- Many individuals approaching yoga for the first time
- Corporate professionals

Countries

Hong Kong	34%
China	39%
Global	27%

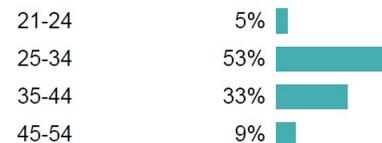
Other countries include: Singapore, Philippines, Malaysia, South Korea, Japan, Australia, New Zealand, Taiwan, India, Thailand, Macau, Indonesia, Vietnam, United Kingdom, New Zealand, Canada, USA



■ China ■ Hong Kong ■ Global



Age Detail



Average Monthly Income

\$5514 (HKD 42,733)

Profession



PROGRAMME BOOK

Advertise in conference program books of over 3000 in distribution to all conference attendees, visitors, local partners and sponsors.

** Please include an **additional Bleed of 5mm** of each side on top of the specifications listed below.

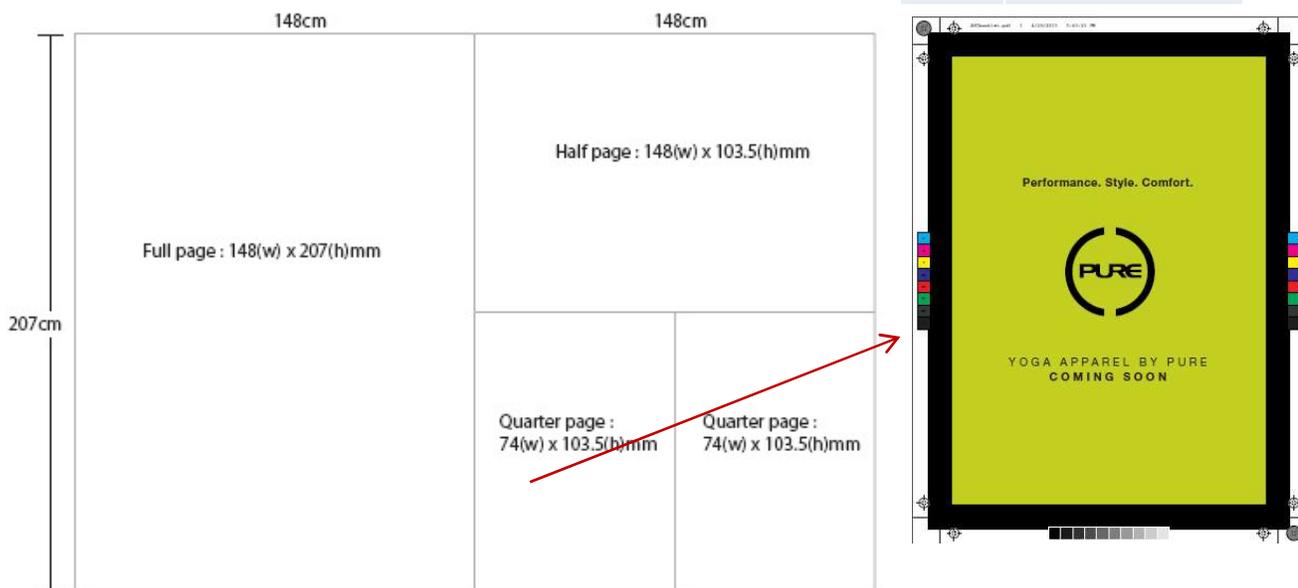
Color : 4/c

Screen line : 175

Resolution : 300 dpi

Format : High res. jpg or pdf in CMYK

PAGE SIZE	SPECIFICATIONS	BOOKING DEADLINE	MATERIAL DEADLINE
FULL PAGE (OUTSIDE BACK)	Size : 148(w) x 207(h)mm Cost: HK\$ 10,000 (US\$ 1285) Exhibitors : HK\$ 5000 (US\$ 643)	25 April	15 May
FULL PAGE (INSIDE FRONT)	Size : 148(w) x 207(h)mm Cost: HK\$ 7000 (US\$ 900) Exhibitors : HK\$ 3500 (US\$ 450)	25 April	15 May
FULL PAGE (INSIDE BACK)	Size : 148(w) x 207(h)mm Cost: HK\$ 6000 (US\$ 771) Exhibitors : HK\$ 3000 (US\$ 386)	25 April	15 May
FULL PAGE	Size : 148(w) x 207(h)mm Cost: HK\$ 4000 (US\$ 514) Exhibitors : HK\$ 2000 (US\$ 257)	25 April	15 May
HALF PAGE	Size : 148(w) x 103.5(h)mm Cost: HK\$ 2000 (US\$ 257) Exhibitors : HK\$ 1000 (US\$ 129)	25 April	15 May
QUARTER PAGE	Size : 74(w) x 103.5(h)mm Cost: HK\$ 1000 (US\$ 129) Exhibitors : HK\$ 500 (US\$ 64)	25 April	15 May



Please include an **additional bleed of 5mm** on each side of the your ad as shown in this example.

GOODIES BAG

Inserts placed in conference delegate goodies bags. Onsite distribution to the first 1500 delegates.
 *Note final bags will not be exact size or color – below is for reference purposes only and the minimum size

All insertion items shall be packed or printed by the advertiser and delivered to below address before deadline:

Attention: Asia Yoga Conference (c/o Goodies Bag)
 21/F Asia Standard Tower
 59-65 Queens Road
 Central ,Hong Kong

Goodies Bag Size:
 230mm (L) x 280 mm (H) x 100 mm (W)

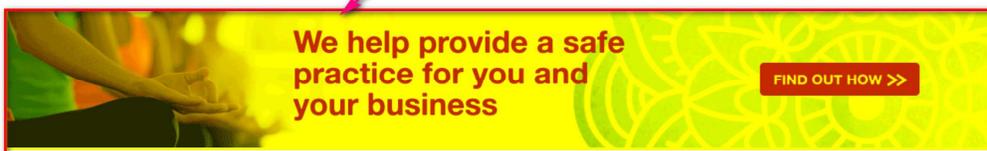
SPECIFICATIONS	BOOKING DEADLINE	MATERIAL DEADLINE	
Flyers, catalogues, coupons, A4 inserts, advertising materials Cost: HK\$ 2000 (US\$ 260) Exhibitors : HK\$ 1000 (US\$ 130)	15 May	31 May	
Samples must be approved prior to being confirmed. Cost: HK\$ 1000 (US\$ 195) Exhibitors : HK\$ 500 (US\$ 155)	15 May	31 May	



Between the months of March to July average 4900+ visitors per month
 BOOKING DEADLINE:

SPECIFICATIONS	BOOKING DEADLINE	MATERIAL DEADLINE
<p>A. HOMEPAGE BANNER</p> <p>Size : 1285 (w) x 180 (h) pixels Color : RGB Resolution : 72 dpi Format : gif or jpg</p> <p>Cost: HK\$ 3000 (US\$ 386) /month Exhibitors : HK\$ 1500 (US\$ 193) /month</p>	<p>At least 10 working days booking notice prior to the date you wish you to launch.</p> <p>* We will confirm availability of booking</p>	<p>At least 10 working days prior to the date you wish you to launch on our website.</p>
<p>B. BANNER (LOGIN PAGE)</p> <p>Size : 800 (w) x 180 (h) pixels Color : RGB Resolution : 72 dpi Format : gif or jpg</p> <p>Cost: HK\$ 3000 (US\$ 386) /month Exhibitors : HK\$ 1500 (US\$ 193) /month</p>	<p>At least 10 working days booking notice prior to the date you wish you to launch.</p> <p>* We will confirm availability of booking</p>	<p>At least 10 working days prior to the date you wish you to launch on our website.</p>
<p>C. PROMO BOX</p> <p>Size : 300 (w) x 250 (h) pixels Color : RGB Resolution : 72 dpi Format : gif or jpg</p> <p>Cost: HK\$ 2000 (US\$ 257) /month Exhibitors : HK\$ 1000 (US\$ 129) /month</p>	<p>At least 10 working days booking notice prior to the date you wish you to launch.</p> <p>* We will confirm availability of booking</p>	<p>At least 10 working days prior to the date you wish you to launch on our website.</p>

A. HOMEPAGE BANNER



B. LOGIN PAGE BANNER

CLASS CHANGES

- Once you have created an account, this enables you to access online class changes **FREE OF CHARGE** until **12 June, 2019 11:59pm.**
- Onsite class changes will be charged at HK\$100 per change visit
- Class changes will NOT BE ALLOWED online:
 - After 12 June 2019, 11:59pm. Login access will be closed, all changes must be done onsite
 - Once your conference badge is picked-up (early-badge pick-up)

FORGOT PASSWORD

Forgot your password? Please [CLICK HERE](#)

E-mail

(Your Registered E-mail Address)

Password (Forgot password?)

Login

C. LOGIN PAGE BANNER



C. PROMOBX

https://www.asiayogaconference.com/pricing.php

marks [Ecomm Tools](#) [Business](#) [WEALTH](#) [Personal Developm...](#) [Business References](#) [Stocks Investment](#) [Health](#) [Bu](#)



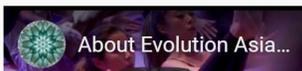
HOME ABOUT ▾ FACULTY PROGRAMME ▾ SPONSORSHIP ▾ EXHIBIT ▾ GET INVOLVED ▾ TRAVE

PROGRAMME SCHEDULE



VIDEO

About Asia Yoga Conference



PRICING

C. PROMOBX

EARLY-BIRD
30 Jan - 15 Apr

PASS

	HKD
4-Day All Session Pass	3,990
<u>Access to:</u> <ul style="list-style-type: none">• All-Day Intensives / Continuing Education for Teachers• Half-Day Intensives• Two-hour workshops• Lectures	
<u>Includes:</u> <ul style="list-style-type: none">• One complimentary class change onsite	

MONTHLY E-NEWSLETTER

Monthly e-newsletter banner to a database of 12,200 +			
	SPECIFICATIONS	BOOKING DEADLINE	MATERIAL DEADLINE
BANNER	Size : 618 (w) x 180 (h) pixels Color : RGB Resolution : 72 dpi Format : gif or jpg Cost: HK\$ 2000 (US\$ 257) Exhibitors : HK\$ 1000 (US\$ 129)	Issue 3: March Issue 4: April Issue 5: May Issue 6: June Issue 7: July Issue 8: August	Send specifications before the 20 th one month prior for your booked month. Eg. For March booking, deadline will be before 20 th February.

Asia Yoga Conference 2019
[View this email in browser](#)



Meeting new people and exploring unfamiliar ideas, practices and environments can inspire you to fresh perspectives in your yoga and in life.

Asia Yoga Conference is the region's annual 4-day opportunity to train, learn, transform and grow. For

SOCIAL MEDIA PROMOTION

Place a banner or post on our Facebook for targeted followers
 Facebook Community 61,000 followers + (as of January 2019)
 50% of your paid ad cost will be use as a boost on Facebook for duration of 10-days

	SPECIFICATIONS	BOOKING DEADLINE	MATERIAL DEADLINE
FACEBOOK BANNER	<p>IMAGE Size : 1200 (w) x 628 (h) pixels Ratio – 1.91:1 Format : jpg Other Recommendations – Minimal or no text on the image</p> <p>CONTENT Text – 90 characters Headline – 25 characters Link Description – 30 characters</p> <p>Cost: HK\$ 1200 (US\$ 154) Exhibitors : HK\$ 600 (US\$ 77)</p>	<p>Flexible.</p> <p>Please book at least minimum 5-days in advance before your desired promotion date.</p> <p>We will need time to book in and check with other running campaign dates to confirm.</p>	<p>Send specifications and content upon booking to allow us time to check content and approve.</p>

The screenshot shows the Facebook page for 'Evolution - Asia Yoga Conference'. The page layout includes a left-hand navigation menu with options like Home, About, Photos, Instagram feed, Videos, Events, Posts, Notes, Services, Shop, Groups, and Offers. The main content area features a post from 'Evolution - Asia Yoga Conference' published on February 16. The post text describes a co-founder of Mindfulness Yin Yoga Immersion and mentions a book release. Below the text is a photo of a man in a white shirt performing a yoga pose on a mat in a mountainous landscape. At the bottom of the post, it shows 951 People Reached and 28 Engagements, with a pink arrow pointing to a 'Boost Post' button. The right-hand sidebar contains sections for 'Community' (showing 302 other friends like this), 'About' (with a 'Promote Website' button), and 'Team Members' (listing Alda Lo and Genevieve Lam).

TERMS AND CONDITIONS / SPECIFICATIONS

Payment

- Full payment is due upon your 'approved' booking to reserve your space.

Approval

- Please note all ad booking(s) and artwork(s) are subjected to approval.

Booking Procedures

1. Fill out online booking form online under Advertising at www.asiayogaconference.com
2. You will receive a confirmation on your approved booking within 7-working days or before booking deadline.
3. You will be sent a payment invoice to make full payment and guarantee the booking reservation.
4. Submit your artwork or material(s) accordingly as per below.

Electronic Transmission Requirements (Please also see specifications on the rate sheet)

- All fonts are required to be fully embedded into the file. (100%)
- All images should have a resolution of 300 dpi.
- For color separated PDF files, actual color sample required.
- All digital files including images and graphics for color separation must be saved in CMYK color space.

Material Submission Upload

Please email all materials to: miya@asiayogaconference.com

For files that are larger than 6MB, please upload to our Google Drive and inform us:

https://drive.google.com/drive/folders/11GqANsprOhEVivC_nJ0BBcilUBDBByNuh?usp=sharing

TERMS AND CONDITIONS

Any advertisements placed and orders accepted by Asia Yoga Conference Limited ("AYC") are subject to the terms and conditions set out below and the parties acknowledge that AYC in respect of the program books expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such terms and conditions. Any terms sought by the advertiser to any order for advertising shall not be binding upon AYC, unless expressly confirmed in writing by AYC Advertising orders not confirmed in writing by AYC for advertising space will not be considered as contracts.

AYC will not accept any cancellations after it has issued a written confirmation in respect of advertising space ordered by an advertiser, and the full cost of the advertisement as per the rate sheet shall be paid by the advertiser to AYC. AYC reserves the right in its sole discretion to reject, decline or refuse to publish in whole or in part or to amend any advertisement with or without notice to the advertiser where in its sole reasonable opinion it considers necessary or desirable, and AYC shall not in any way be liable for any loss or damage arising as a result of non-publication or amendment as aforesaid (nor shall any refund of or deduction from the costs of the advertisement or any other compensation be granted by AYC to the advertiser in the event of such non-publication or amendment).

AYC accepts no liability whatsoever for any omission or inaccuracy or failure of color printing in any published advertisement whether or not a proof has been supplied and whether or not such omission or inaccuracy or failure is attributable to the neglect or default of AYC, its employees, agents and contractors.

The advertiser shall indemnify AYC in respect of all loss and damage it suffers either directly or indirectly as a result of publishing the advertisement in the program books.

The advertiser warrants that it has all the necessary permissions, licenses in respect of the advertisement it submits to AYC and that such advertisement does not infringe any law of Hong Kong or any other regulation imposed by authority or any third party rights.

All advertisement copy and artwork must be received by the latest receipt time specified by AYC which may be varied by AYC without notice and AYC shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders have not been received by the latest receipt time as aforesaid nor shall AYC be liable for any loss or damage arising as a result of non-publication hereunder, provided that the advertiser shall remain liable to pay for the advertising space it has booked.

AYC is not liable for non-performance of the contract as a result of accident, fire, flood, typhoon, black rainstorm warning, labor trouble, riot, revolt, war, acts of government, acts of god or anything beyond the reasonable control of AYC.