

**2018 Asia Pacific Forum (APF) for  
Graduate Students Research in Tourism  
16 – 18 May, 2018  
Hawai'i Convention Center \* Honolulu, Hawai'i**



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## 2018 Asia Pacific Forum (APF) for Graduate Students Research in Tourism

The **Asia Pacific Forum for Graduate Students Research in Tourism**, returns to Hawaii in **2018, May 16 – 18**. Last hosted in 2005, the University of Hawai'i School of Travel Industry Management is honored to, once again, host this forum for an international audience at the **Hawai'i Convention Center**, in **Honolulu, Hawai'i**.

The Asia Pacific Forum for Graduate Students Research in Tourism was founded in 2002 in an effort to provide a “research forum” for postgraduate students and academics in the field of tourism and hospitality in Asia Pacific.

The APF was created with recognition that a research sharing forum was needed in Asia and Pacific for future leaders of academia and industry in Asia and Pacific, a region with a rapid rise of numbers of universities offering postgraduate programs with some aspects of knowledge creation and research scholarship.

The aim and objective of APF is to facilitate exchange of information and networking among postgraduate students and academics for further research collaboration and networking. APF typically features keynote sessions by globally well-known academic and industry leaders in hospitality and tourism as well as referred paper and poster presentations by Forum participants.

### Who will attend?

- Researchers and educators
- Postgraduate and advanced undergraduate students
- Directors and administrators of hospitality, tourism and events programs
- Regional organizations with interests in hospitality and tourism
- National, regional and local tourism industry employees

### Why are they coming?

- Present research in progress and receive feedback from fellow researchers
- Learn about future direction of hospitality and tourism
- Discuss recent trends affecting the tourism industry
- Connect with other researchers and educators
- Learn about tourism in Hawai'i

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**Sponsorship Opportunities**

The Asia Pacific Forum for Graduate Students Research in Tourism will provide invaluable opportunities to create awareness, increase exposure, raise the profile of your organization, reinforce your brand image internationally, as well as personally interact with over 400 international participants including educators, thought leaders, professionals and students from tourism and hospitality industry.

We cordially invite you to the Conference as a sponsor. Your generosity will benefit to all the participants and be critical to our success. Our Conference Organizing Committee is ready to present you the tailored sponsorship packages and benefits to meet your needs. The APF 2018 will be the best direct marketing opportunity not to be missed!

Sponsors will receive unique benefits of each opportunity listed below:

Sponsor Item	Amount	Benefits
<b>Award Dinner Sponsor</b> (1 Sponsor)	\$20,000	Complimentary Full Registration Invitation for two additional tickets to the Awards Dinner Opportunity to provide a gift/handout to the attendees*
<b>Plated Luncheon Sponsor</b> (1 Opportunity)	\$15,000	Complimentary Full Registration Invitation for two additional tickets to the Luncheon Opportunity to provide a gift/handout to the attendees*
<b>Box Luncheon Sponsor</b> (1 Opportunity)	\$10,000	Complimentary Full Registration Opportunity to provide a gift/handout to the attendees*
<b>Welcome Reception or Print Program Sponsors</b> (4 Opportunities)	\$5,000	Complimentary Full Registration Welcome Reception sponsor to receive two additional tickets to the Welcome Reception Print Program sponsor to have opportunity for a ½ page AD
<b>Conference Bag, or USB Storage Device) Sponsors</b> (2 Sponsors)	\$4,000	Complimentary Full Registration Name or Logo printed on the Conference Bag or USB Storage Device
<b>Refreshment Break Sponsors</b> (4 Opportunities)	\$2,000	Complimentary Full Registration
<b>Session Room Sponsor</b> (7 Opportunities)	\$2,000	Opportunity to provide a PPT slide advertisement for the session room being sponsored Name or Logo acknowledgement on all conference collateral
<b>Poster Session Sponsor</b>	\$2,000	Name or Logo acknowledgement on the Poster Boards Opportunity to provide a gift/handout to the attendees*
<b>Badge &amp; Lanyard Sponsor</b>	\$1,600	Printed Lanyard with your company logo

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Sponsor Item	Amount	Benefits
<b>Best Paper Award</b>	\$1,600	Opportunity for a 2-minute introduction of your company, and presentation of the Award
<b>Exhibition Table</b>	\$200	ADD to your sponsorship an Exhibit Table (Not available without a prior sponsorship)
<b>Custom Sponsor</b>	Custom	Customize your support with in-kind product / services or amounts (i.e. speaker travel)
*Material to be provided by the sponsor All Sponsors will receive their name or logo acknowledgement on all conference collateral		

**Tentative Program Schedule**

**Wednesday, May 16**

- 09:00 – 17:00 CHIA Workshop by STR (optional)  
held at University of Hawai'i, Mānoa)
- 15:00 – 18:00 Registration
- 18:00 – 20:00 Welcome Reception  
(Hawai'i Convention Center)

**Thursday, May 17**

- 8:00 – 17:00 Registration Open
- 9:15 – 10:30 Concurrent Session 1
- 10:30 – 12:00 Opening Ceremony & Keynote
- 12:00 – 13:00 Plated Lunch
- 13:00 – 14:15 Poster Session 1
- 14:15 – 15:30 Concurrent Session 2
- 15:30 – 16:00 Coffee Break
- 16:00 - 17:15 General Session

**Friday, May 18**

- 8:00 – 17:00 Registration Open
- 9:15 – 10:30 Concurrent Session 3
- 10:30 – 12:00 General Session 2
- 12:00 – 13:00 Box Lunch
- 13:00 – 14:15 Poster Session 2
- 14:15 – 15:30 Concurrent Session 4
- 15:30 – 16:00 Coffee Break
- 16:00 - 17:15 Concurrent Session 5
- 18:00 – 21:00 Award Dinner & Closing Ceremony

**(Optional Event)**



**Saturday, May 19**

7:00 – 10:00 Hawaii Lodging & Tourism Charity Walk

The annual Visitor Industry Charity Walk, sponsored by the Hawaii Lodging and Tourism Association, was founded in 1978 and is Hawaii's largest single-day fundraising event by a non-profit organization. In 2017, 14,000 walkers raised over \$2.25 million to benefit numerous Hawai'i charities.

Join your colleagues on this pleasant 5-mile stroll through Waikīkī where walkers are treated to food, drink and fun at checkpoints along the walk route. All checkpoints are operated and supplied with refreshments and helpers by Hawai'i hotels and allied organizations.

Join us...  
Donation \$20.00 and UH TIM will match your \$20.00 donation

**Venue: Hawai'i Convention Center \* 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

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Registration Rates

Registration Type	Early Registration (Before April 6 11:59 pm, HST)	Regular Registration (From April 7)
General	\$400.00	\$500.00
Student	\$225.00	\$325.00
<b>(General &amp; Student Registration includes: Welcome Reception, Refreshment Breaks, Lunches, Awards Dinner)</b>		
Guest	\$125.00	
<b>(Guest Registration includes: Welcome Reception &amp; Awards Dinner ONLY)</b>		