







HONGKONG WEB3 FESTIVAL 香港WebB壽年華

HKCEC 5BCDE 6-9.Apr.2025



GONTENTS

Previous Editions

Hong Kong Web3 Festival 2025

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Sponsorship Opportunites







Hong KongWeb3 Festival

Building on the great success of the inaugural Hong Kong Web3 Festival held on 12-15 Apr. 2023, Hong Kong Web3 Festival 2024 wrapped up smoothly on 6-9 Apr. 2024. Lasting for 4 days and covering an area of **9,000** sqm, these two premier Web3 gatherings attracted **300+** side events, **80,000+** attendees, **800+** influential speakers and **250+** popular projects around the world in total.





Who Have Spoken at HK Web3 Festival 2023 & 2024?

Web3 Festival HONGKONG

(part of previous speakers listed in no particular order)



Paul CHAN Mo-po
Financial Secretary of the
Government of the Hong
Kong Special
Administrative Region



Wai-lun
Acting Financial Secretary, the
Government of the Hong Kong
Special Administrative Region



Lu Weiding

Deputy to the People's National
Congress, Vice Chairman to AllChina Federation of Industry and
Commerce, Chairman and CEO of
Wanxiang Group



XIAO Feng
Chairman of Wanxiang
Blockchain, Chairman
and CEO of HashKey
Group



Duncan Chiu
Legislative Council
Member (Technology &
Innovation
Constituency), Hong
Kong



Vitalik Buterin
Co- founder,
Ethereum



Keith Choy
Interim Head
Intermediaries,
Securities and Futures
Commission, Hong
Kong



Eric Chan
Chief Public Mission Officer,
Hong Kong Cyberport



Cathie Wood
Chief Executive Officer
and Chief Investment
Officer, ARK Invest



Sergey Nazarov
Co-Founder, Chainlink



Chairman, Japan Virtual and Crypto assets Exchange Association



President, OKX



Founder and Chief Scientist, DFINITY Foundation



Steve Yun
President, TON
Foundation



Illia Polosukhin
Co-Founder, NEAR Protocol



Co-Founder and CTO,
Aptos Labs



Lily Liu
President, Solana
Foundation



Eli Ben Sasson
CEO and Co- Founder,
StarkWare



Sreeram Kannan CEO, EigenLabs



Deborah FUHR
ETFGI, Managing Partner,
Founder, Owner



Charles d'Haussy CEO, dYdX Foundation



Abhay Kumar
CEO, Helium Foundation



Andy Chatham Co-Founder, DIMO



Sandeep Nailwal
Co-Founder, Polygon





Hong Kong Web3 Festival 2024



Web3 Festival is a premier Web3 gathering co-hosted by Wanxiang Blockchain Labs and HashKey Group and organized by W3ME. Hong Kong Web3 Festival 2025 will take place on 6-9 Apr. at Hall5BCDE, HKCEC. Taking an area of over 14,000 sqm, this four-day event is expecting over 50,000 visitors, more than 300 influential speaker, 150 promising Web3 projects, communities and media from all over the world.

Hosts: Wanxiang Blockchain Labs, HashKey Group

Corganiser: W3ME

Last 4 Days

50,000+

Speakers 300+

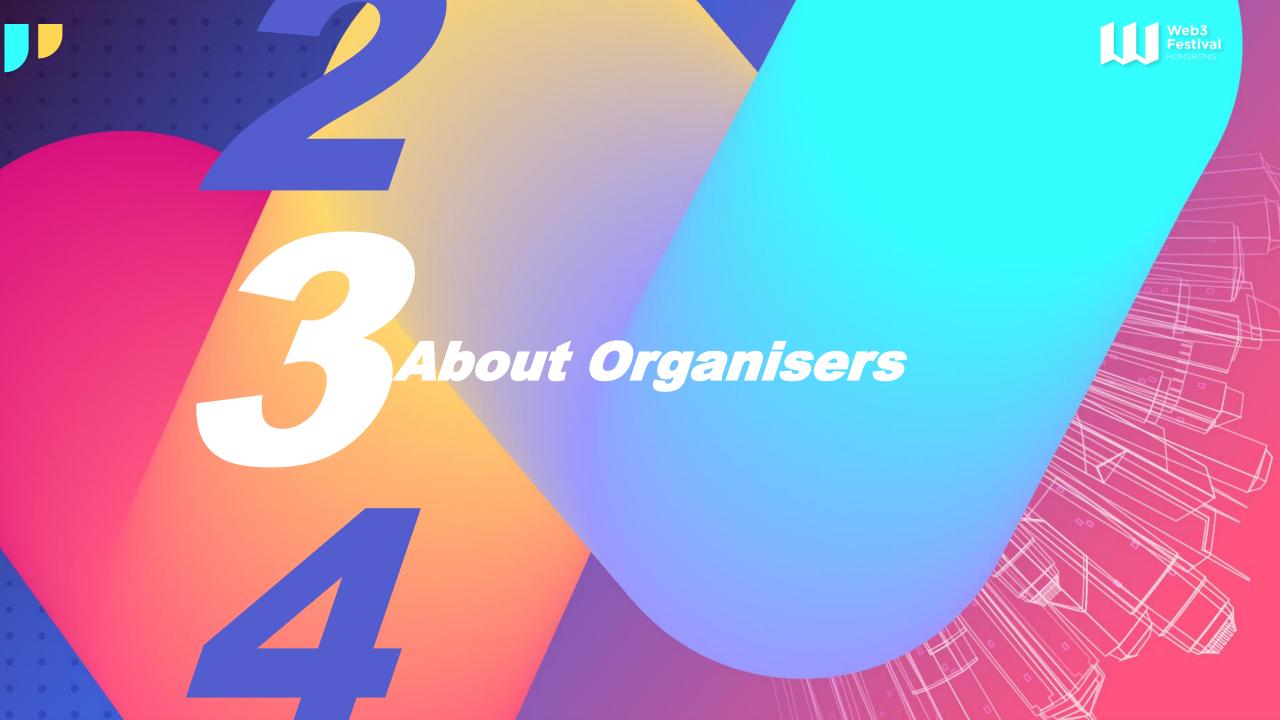
Venue Area 14,000m²

Sponsors, Attending Media 150+

Floor plan







Wanxiang Blockchain Labs



Funded by China Wanxiang Holdings, Wanxiang Blockchain Labs is a non- profit research institution. Aiming to accelerate socioeconomic development with blockchain technologies, Wanxiang Blockchain Labs has been gathering global experts together to research such topics as blockchain technology R&D, commercial application, industrial strategies, etc. and providing practical instructions for startups and useful references for policy makers.







- 2015 2024 Shanghai Blockchain Week
- Hackathon & Bootcamp & Incubation
- Blockchain & Web3 Book Series

- Developer and founder Courses
- Blockchain and Web3 Research
- Global Web3 Communities and Developer Network





HashKey Group is a leading digital asset financial services group in Asia with global operations in regions such as Hong Kong, Singapore, Japan, and Bermuda.

Since 2018, HashKey Group has built a Web3 ecosystem within a high-compliance regulatory framework.

Key services include HashKey Exchange, HashKey Global, HashKey Capital, HashKey OTC, HashKey Cloud, and HashKey Tokenisation, among others. HashKey Group also possesses a rich on-chain ecosystem, having developed the Ethereum Layer 2 "Ecosystem Chain", HashKey Chain, and plans to launch the HashKey platform token HSK.

HashKey Web3 Ecosystem Layout

Exchange

HashKey Exchange

a licensed virtual asset exchange regulated by the Hong Kong SFC

♦ Infrastructure

HashKey Cloud

a leading provider of global Web3 infrastructure

Exchange

HashKey Global

the global flagship digital asset exchange

♦ Tokenisation

HashKey Tokenisation

a tokenisation services provider

♦ Investment

HashKey Capital

a global asset manager investing exclusively in blockchain technology and virtual asset

◆ <u>OTC</u>

HashKey OTC

the compliant over-the-counter (OTC) trading arm of HashKey Group





Hong Kong Web3 Festival 2024

Offers diverse partnership package covering events, exhibition space and networking opportunities, catering to your business and branding target.



Title Sponsor



Co-Organiser



Platinum Sponsor



Gold Sponsor



Exhibition Sponsor



Side Event Sponsor



Attending Media



Community Partner



Others

Title Sponsor*3





Sponsorship Fee: 160,000 USD

All promotional activities and contents must comply with the laws and regulations of the host country. In case of any conflict with laws and regulations, the organizer reserves the right to cancel the relevant promotional activities at any time, and reserves the right to investigate the loss caused. The right of interpretation belongs to the organizer.

Event Rights

- Hong Kong Web3 Festival 2025 VIP ticket *8
- Hong Kong Web3 Festival 2025 ticket *24; Exhibitor badge*8
- Private meeting room 6M*6M
- · 6 tickets for VIP Dinner

Branding Rights

Core Rights

- Exclusive Booth (6M*12M, Raw Space or Turnkey)
- A 15-min keynote speech at Main Stage
- One slot in a 40-min panel discussion at Main Stage
- Support to exchange name cards with visitors to your booth by scanning the QR codes on their badges
- · Acknowledgement by event MC

- Welcome bag folio insert (size not larger than 8P; produced and provided by the sponsor)
- · 1P ad in catalogue designed by the sponsor
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)
- List your side event on the side event page on the official event website to get more exposure
- Sponsor Twitter announcement*1
- Speaker Twitter announcement*2

Diamond Sponsor*6





Sponsorship Fee: 120,000 USD

All promotional activities and contents must comply with the laws and regulations of the host country. In case of any conflict with laws and regulations, the organizer reserves the right to cancel the relevant promotional activities at any time, and reserves the right to investigate the loss caused. The right of interpretation belongs to the organizer.

Event Rights

- Hong Kong Web3 Festival 2025 VIP ticket *6
- Hong Kong Web3 Festival 2025 ticket *20; Exhibitor badge*6
- Private meeting room 3M*6M
- · 4 tickets for VIP Dinner

Branding Rights

Core Rights

- Exclusive Booth (6M*6M, Raw Space or Turnkey)
- A 15-min keynote speech at Main Stage
- One slot in a 40-min panel discussion at Main Stage
- Support to exchange name cards with visitors to your booth by scanning the QR codes on their badges
- Acknowledgement by event MC

- Welcome bag folio insert (size not larger than 8P; produced and provided by the sponsor)
- 1P ad in catalogue designed by the sponsor
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)
- List your side event on the side event page on the official event website to get more exposure
- Sponsor Twitter announcement*1
- Speaker Twitter announcement*2

Platinum Sponsor*14





Sponsorship Fee: 69,800 USD

All promotional activities and contents must comply with the laws and regulations of the host country. In case of any conflict with laws and regulations, the organizer reserves the right to cancel the relevant promotional activities at any time, and reserves the right to investigate the loss caused. The right of interpretation belongs to the organizer.

Event Rights

- Hong Kong Web3 Festival 2025 VIP ticket *2
- Hong Kong Web3 Festival 2025 ticket *6; Exhibitor badge*4
- · 2 tickets for VIP Dinner

Branding Rights

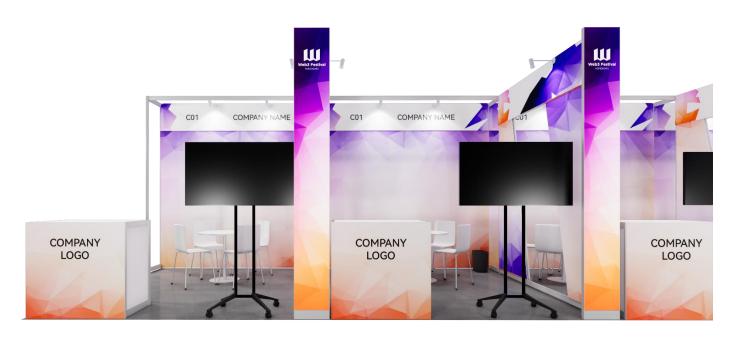
Core Rights

- Exclusive Booth (3M*6M, Raw Space or Turnkey)
- A 15-min keynote speech at Substage or One slot in a 40-min panel discussion at Main Stage
- Support to exchange name cards with visitors to your booth by scanning the QR codes on their badges

- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)
- List your side event on the side event page on the official event website to get more exposure
- Sponsor Twitter announcement*1
- Speaker Twitter announcement*1

Co-organiser*6





Sponsorship Fee: 59,800 USD

All promotional activities and contents must comply with the laws and regulations of the host country. In case of any conflict with laws and regulations, the organizer reserves the right to cancel the relevant promotional activities at any time, and reserves the right to investigate the loss caused. The right of interpretation belongs to the organizer.

Event Rights

- Hong Kong Web3 Festival 2025 ticket *4; Exhibitor badge*2
- · 2 tickets for VIP Dinner

Branding Rights

Core Rights

- Exclusive Booth (3M*3M, Raw Space or Turnkey)
- · Get a say in how the agenda is set and who is invited in your part
- One slot in a 15-min keynote or a 40-min panel discussion at the substage you co-organise
- Support to exchange name cards with visitors to your booth by scanning the QR codes on their badges
- Acknowledgement by event MC at the substage you co-organise

- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)
- List your side event on the side event page on the official event website to get more exposure
- Sponsor Twitter announcement*1
- Speaker Twitter announcement*1

Side Event Sponsor*8





Event Rights

- Sub-stage venue for 3 hours (9:00-12:00 0r 14:00-17:00)
- Event infrastructure including screen, stage, light, AV and operators are prepared by the hosts
- Hong Kong Web3 Festival 2025 ticket *50

Branding Rights

Brand Exposure

- Logo display via Hong Kong Web3 Festival 2024 official channels (official website, registration board, catalogue)
- Event info displayed on Hong Kong Web3 Festival 2024 official website

Sponsorship Fee: 49,800 USD for 3 Hours

Gold Sponsor*12





Sponsorship Fee: 39,800 USD

Event Rights

- Hong Kong Web3 Festival 2025 ticket *4; Exhibitor badge*2
- · 2 tickets for VIP Dinner

Branding Rights

Core Rights

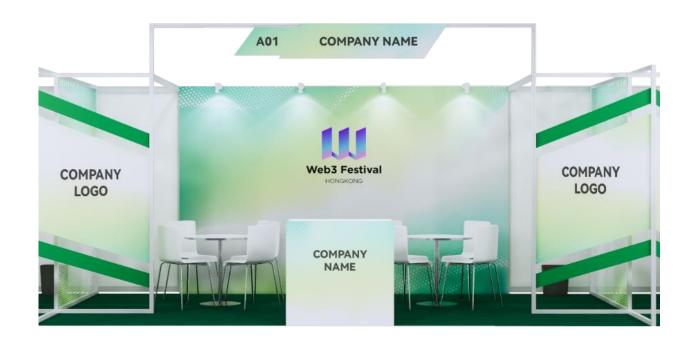
- Exclusive Booth (3M*3M, Raw Space or Turnkey)
- One slot in a 15-min keynote or a 40-min panel discussion at a substage (There might be changes due to limited speaking slots)
- Support to exchange name cards with visitors to your booth by scanning the QR codes on their badges

Brand Exposure

- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)
- List your side event on the side event page on the official event website to get more exposure
- Sponsor Twitter announcement*1
- Speaker Twitter announcement*1

Primary Exhibition Sponsor*16





Event Rights

- Hong Kong Web3 Festival 2025 ticket *2; Exhibitor badge*4
- · 2 tickets for VIP Dinner

Branding Rights

Core Rights

Exclusive Booth (3M*6M, Turnkey)

Brand Exposure

- Logo display via Hong Kong Web3 Festival 2025 official channels (official
- website, mobile mini site, registration board, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 33,800 USD

Secondary Exhibition Sponsor*16





Event Rights

- Hong Kong Web3 Festival 2025 ticket *2; Exhibitor badge*2
- 2 tickets for VIP Dinner

Branding Rights

Core Rights

• Exclusive Booth (3M*3M, Turnkey)

Brand Exposure

- Logo display via Hong Kong Web3 Festival 2025 official channels (official
- website, mobile mini site, registration board, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 23,800 USD

Tertiary Exhibition Sponsor*16





Event Rights

- Hong Kong Web3 Festival 2025 ticket *2; Exhibitor badge*2
- 1 ticket for VIP Dinner

Branding Rights

Core Rights

• Exclusive Booth (1.5M*1.5M, Turnkey)

Brand Exposure

- Logo display via Hong Kong Web3 Festival 2025 official channels (official
- website, mobile mini site, registration board, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 13,800 USD

Special Sponsors





All promotional activities and contents must comply with the laws and regulations of the host country. In case of any conflict with laws and regulations, the organizer reserves the right to cancel the relevant promotional activities at any time, and reserves the right to investigate the loss caused. The right of interpretation belongs to the organizer.

Special Sponsors

- Welcome Bag Sponsor 30,000 USD (Exclusive)
- Welcome Bag Insert 2P 6,980 USD
- WiFi Sponsor 39,800 USD (Exclusive)
- Portable Charger Machine Sponsor 39,800 USD (Exclusive)
- Banner Sponsor: 9,800 USD
- Cafeteria Sponsor 49,800 USD (Exclusive with 5,000 customized cup sleeves)
- Additional benefits for special sponsors:
 - HK Web3 Festival 2025 ticket *2
 - 1 ticket for Welcome Dinner (This is not included in the package of banner sponsor)
 - Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)

Welcome Dinner Sponsor

49,800 USD (Exclusive)

- Hong Kong Web3 Festival 2025 ticket *4
- · A 5min opening remark at the welcome dinner
- 4 tickets for Welcome Dinner
- · Logo display on the KV of the welcome dinner
- Logo display on the table flags
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration board, catalogue)

VIP Lounge Sponsor*1





Event Rights

- Hong Kong Web3 Festival 2025 ticket2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Name the VIP Lounge as XXX VIP Lounge
- Customized graphics inside and outside the VIP Lounge
- Logo display on VIP Lounge table flags
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration backdrop, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 46,800 USD







Speaker Lounge Sponsor*1





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Name the Speaker Lounge as XXX Speaker Lounge
- Customized graphics inside and outside the Speaker Lounge
- Logo display on Speaker Lounge table flags
- Display brand pictures and videos on the TVs (The pictures and videos with the sound muted should be provided by the sponsor and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration backdrop, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 49,800 USD



Speaker Lounge













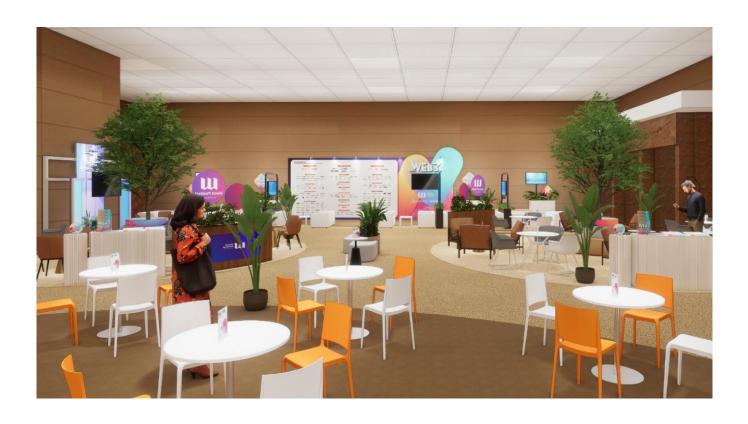
StartUp Lounge + Networking Lounge + Cafeteria





StartUp Lounge Sponsor*1





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

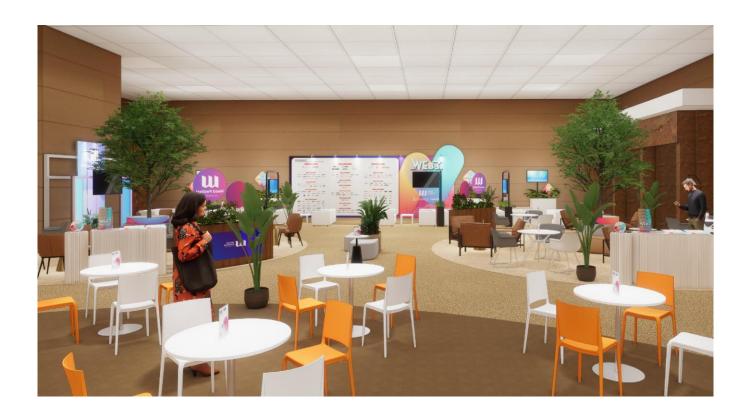
Brand Exposure

- Name the StartUp Lounge as XXX StartUp Lounge
- Logo display in the StartUp Lounge: backdrop, signages, table flags
- Give out flyers and swags in the StartUp Lounge
- Display brand pictures and videos on the TVs (The pictures and videos with the sound muted should be provided by the sponsor and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration backdrop, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 49,800 USD

Networking Lounge Sponsor*1





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Name the Networking Lounge as XXX Networking Lounge
- Logo display in the Networking Lounge: backdrop, signage, table flags
- Give out flyers and swags in the Networking Lounge
- Display brand pictures and videos on the TVs (The pictures and videos with the sound muted should be provided by the sponsor and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration backdrop, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 49,800 USD

StartUp Lounge + Networking Lounge











Cafeteria Sponsor*1





Event Rights

- Hong Kong Web3 Festival 2025 ticket2 tickets for VIP Dinner

Branding Rights

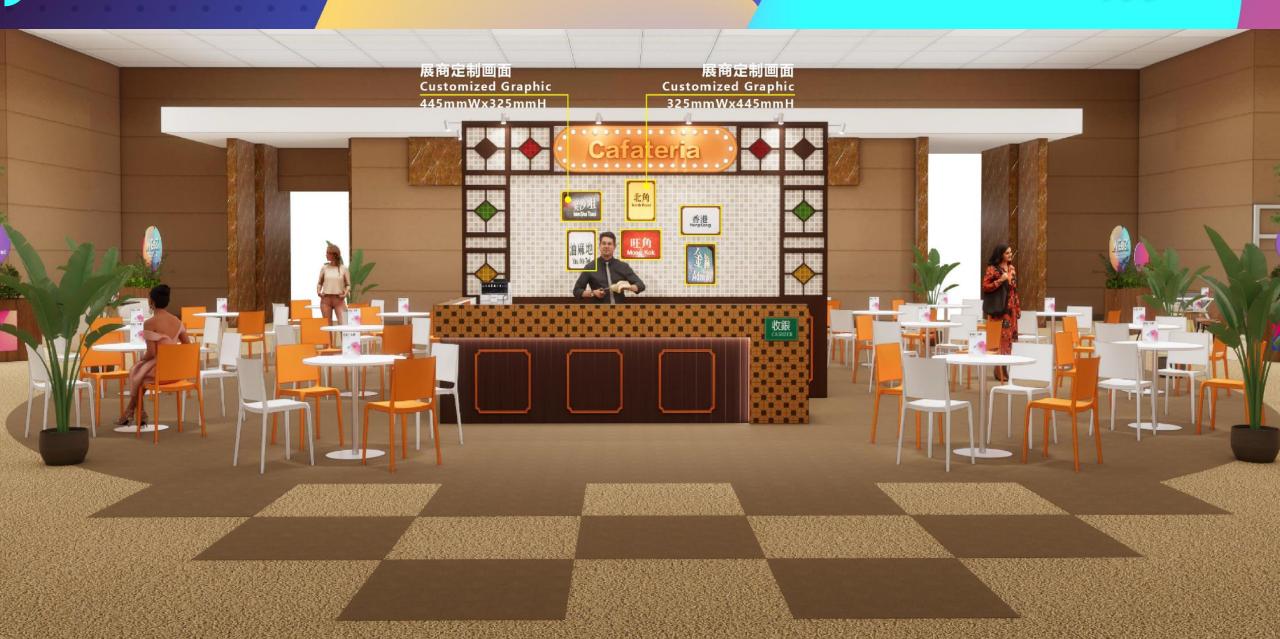
宣传/展示

- Logo display in Cafeteria: posters, table flags
- 5,000 branded coffee cup sleeves
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, registration backdrop, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 49,800 USD







Open Stage Speech Sponsor





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

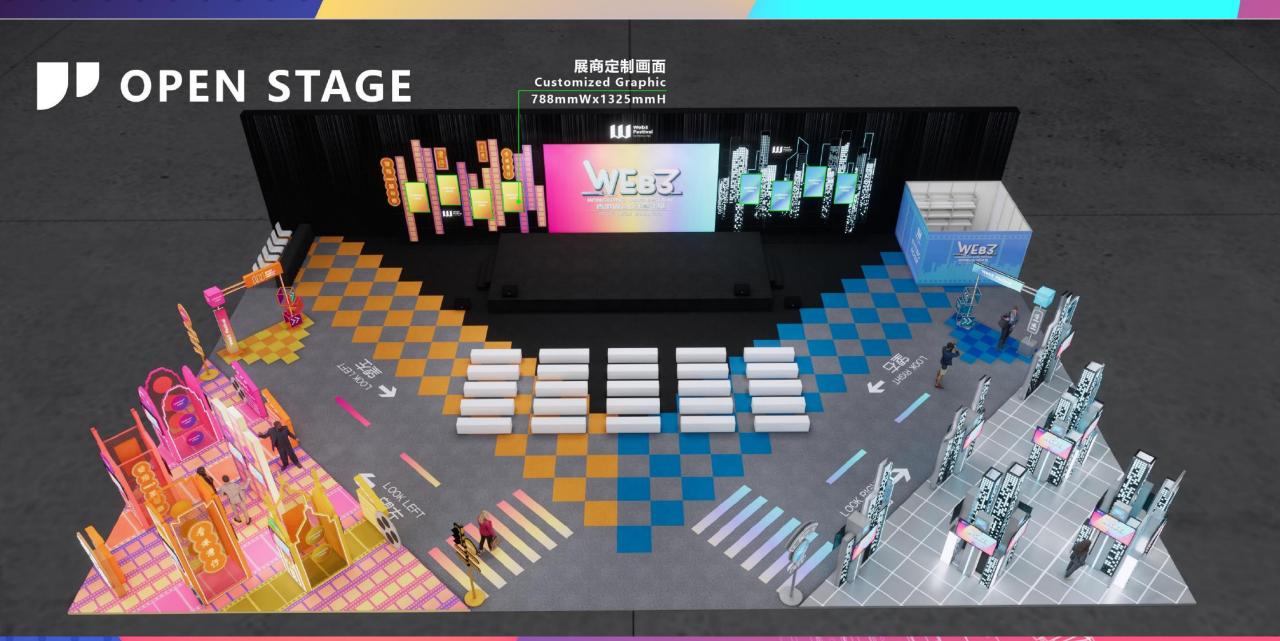
Branding Rights

Brand Exposure

- Present speeches, product showcase, performance, etc. on the Open Stage (Presentation time should be negotiated with the organizer.)
- Logo display on Open Stage backdrop
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 2,000 USD/30 min 10,000 USD/ 3 hours





Ор

Open Stage Display Sponsor





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Display brand pictures and videos on the TVs (The pictures and videos with the sound muted should be provided by the sponsor. The content should be approved by the organizer and the display time should be negotiated with the organizer.)
- Logo display above the sponsored TVs
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 3,000 USD/3 hours/Area 5,000 USD/Day/Area



Open Stage- Display Area













Game Village Stage Sponsor





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Present speeches, product showcase, game competition, etc. on the Game Village Stage (Presentation time should be negotiated with the organizer.)
- Play a brand video on the TVs at the entrance of Game Village (The video within 30s should be provided by the sponsor. It will be played with other sponsors' videos with the sound muted and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 2,000 USD/30min 10,000 USD/3 hours

Game Village Game Sponsor*2





Sponsorship Fee: 23,800 USD/4 Days/Computer

Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

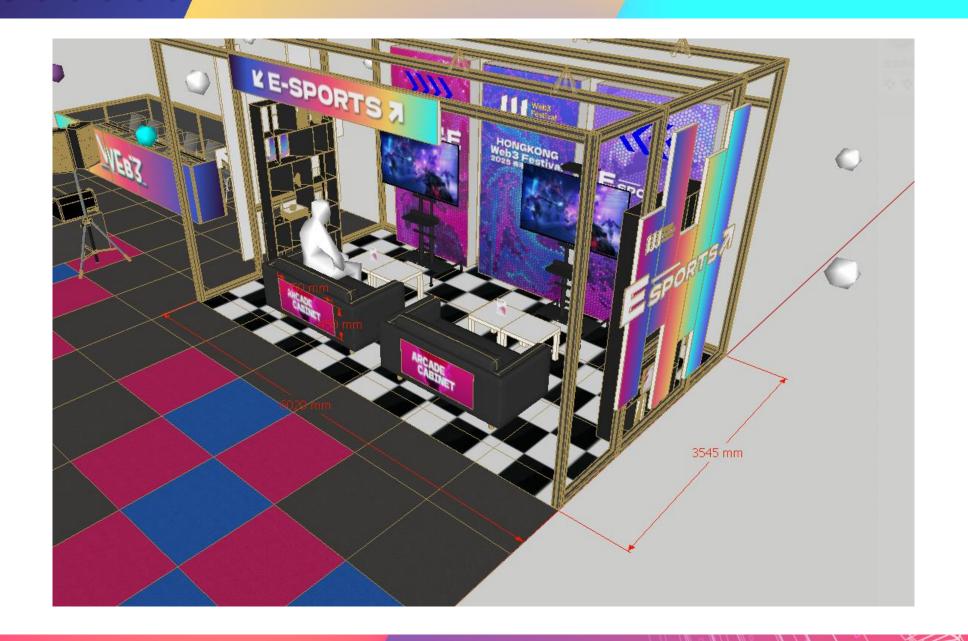
Brand Exposure

- Showcase your games and attendees will be able to try them on the computers
- Play a brand video on the TVs at the entrance of Game Village (The video within 30s should be provided by the sponsor. It will be played with other sponsors' videos with the sound muted and the content should be approved by the organizer.)
- Customize the graphics on the back of the double sofa
- Display and give out flyers and swags on the shelf
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1



Game Village Game Area





Game Village Poster Sponsor *3





Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

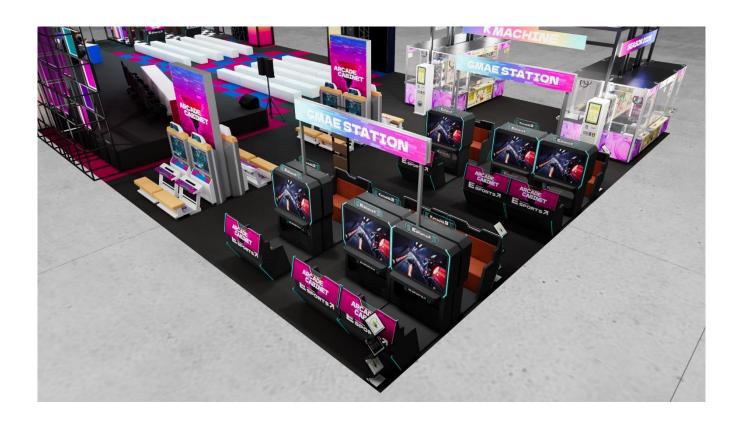
Brand Exposure

- Have a branded poster at the game area (The poster will be designed by the sponsor and produced by the organizer.)
- Play a brand video on the TVs at the entrance of Game Village (The video within 30s should be provided by the sponsor. It will be played with other sponsors' videos with the sound muted and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1

Sponsorship Fee: 6,800 USD/4 Days/Poster

Game Village Game Machine Sponsor*30





Sponsorship Fee: 9,800 USD/4 Days/Game Machine

Event Rights

- Hong Kong Web3 Festival 2025 ticket
- 2 tickets for VIP Dinner

Branding Rights

Brand Exposure

- Showcase your game machine and games (The machine transportation, move-in and move-out fee should be covered by the sponsor.)
- The size of the machine should be within 1.5mL *1.5mW *2mH. If your machine is larger than this size. The sponsorship fee should be discussed with the organizer.
- Play a brand video on the TVs at the entrance of Game Village (The video within 30s should be provided by the sponsor. It will be played with other sponsors' videos with the sound muted and the content should be approved by the organizer.)
- Logo display via Hong Kong Web3 Festival 2025 official channels (official website, mobile mini site, catalogue)
- Sponsor Twitter announcement*1

Previous Edition





2023 Web3 Festival-Keynote

2023 Web3 Festival-Keynote

2023 Web3 Festival-Signing Ceremony



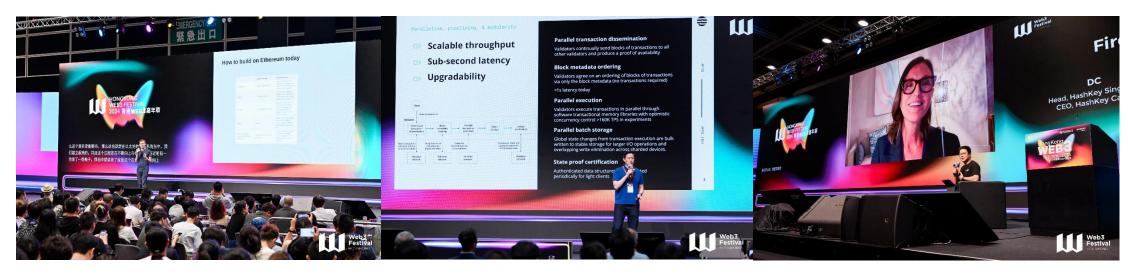
2023 Web3 Festival-Panel

2023 Web3 Festival-Esteemed Guests

2023 Web3 Festival-Exhibition Area







2024 Web3 Festival-Keynote Speech

2024 Web3 Festival-Keynote Speech

2024 Web3 Festival-Fireside Chat



2024 Web3 Festival-Panel

2024 Web3 Festival-Esteemed Guests

2024 Web3 Festival-Exhibition Area



Contact Us w3@blockchainlabs.org



Scan QR code to know more details at the event website