

**LEAP EAST**

**INTRODUCING**

**LEAP EAST**

**NIGHTS**

**07-13 JULY 2026**

**HONGKONG EXHIBITION AND  
CONVENTION CENTER,  
HONG KONG**



<b>3</b>	<b>INTRODUCING LEAP EAST NIGHTS</b>
<b>4</b>	<b>LEAP EAST NIGHTS OBJECTIVES</b>
<b>5</b>	<b>EVENT CATEGORIES</b>
<b>6</b>	<b>EVENT APPROVAL CRITERIA</b>
<b>7</b>	<b>HOW IT WORKS</b>
<b>8</b>	<b>LEAP EAST NIGHTS REGISTRATION</b>
<b>9</b>	<b>BRANDING &amp; PROMOTION</b>
<b>10</b>	<b>TERMS &amp; CONDITIONS</b>
<b>11</b>	<b>EVENT LOGISTICS</b>
<b>12</b>	<b>HALAL-FRIENDLY &amp; INCLUSIVE EVENTS</b>
<b>13</b>	<b>CONTACT INFORMATION</b>

# CONTENTS



## INTRODUCING



## YOUR PLATFORM TO SHOWCASE HONG KONG

Born in Riyadh and now landing in Hong Kong, LEAP East Nights is a city-wide series of evening events running from 7-13 July 2026, designed to complement LEAP East (8-10 July 2026). Think curated gatherings that bring together founders, investors, creators and the wider public across culture, learning and entertainment - the perfect setting to spark partnerships.

Organisers are invited to run their own experiences - from invite-only roundtables and private dinners to rooftop mixers, harbour cruises, gallery takeovers and late-night showcases - under the LEAP East Nights banner. Every approved event is listed on our official channels and promoted to the LEAP East community for unmatched visibility.

### Ready to shape the week?

Register your event and help us show Hong Kong at its best.



## EXTEND ENGAGEMENT

Connect LEAP East attendees, partners and the city through exclusive experiences

## BOOST BRAND VISIBILITY

Give hosts direct access to a high-intent, tech-savvy audience - plus broader city reach.



## INSPIRE INNOVATION

Blend content, culture and entertainment to spark ideas that travel beyond the week.

## DRIVE OPPORTUNITIES

Create the conditions for meetings, partnerships and deal-making.



## SET A GLOBAL STANDARD

Establish LEAP East Nights as Hong Kong's definitive tech-week fringe.

# EVENT CATEGORIES

## ENTERTAINMENT

Live music, showcases, screenings



## SITE VISITS

Behind-the-scenes tours, labs, studios, innovation hubs



## NETWORKING

Curated meetups, mixers, investor/founder socials



## EDUCATION

Talks, workshops, roundtables, live demos



## CULTURAL

Gallery nights, street-culture tours, heritage venues





# EVENT APPROVAL CRITERIA

Your event should reflect LEAP East’s values of innovation, collaboration and community - whether you’re a venue, partner, government body or independent organiser. Focus on value, inclusivity and sustainability to create lasting impact.

## RELEVANCE & ALIGNMENT

Events should support LEAP East’s mission across tech, culture and creativity.

## ORGANISERS & PARTNERS

We prioritise reputable exhibitors, government bodies and community organisations; independent organisers are welcome with a solid professional plan.

## QUALITY, IMPACT & SUSTAINABILITY

Be clear on goals and outcomes. Design with accessibility and environmental impact in mind.

## INCLUSIVITY & DIVERSITY

LEAP East Nights is for everyone. Make your event accessible and welcoming for all.



## **HOW IT WORKS**

### **REGISTER YOUR EVENT**

Submit your event via our form for review.

### **COMMITTEE REVIEW**

We assess alignment with LEAP East Nights' values and standards.

### **GET APPROVED**

Approved events join the official programme and are promoted across LEAP East channels.

**REGISTER HERE**

## HOW IT WORKS

### EVENT LISTING

Approved events appear on the LEAP East website and app to reach our community.

### DIRECT REGISTRATION

Your listing links to your registration page - you manage sign-ups and payments.

### LEAP EAST INVOLVEMENT

Please note: LEAP East does not handle registrations or transactions. This ensures full control stays with the organiser.



# BRANDING AND PROMOTION

LEAP East Nights will be a standout feature of the week - blending culture, learning and entertainment across Hong Kong.

We'll help amplify your event through:

- A dedicated LEAP East Nights landing page
- Targeted emails to potential attendees
- Promotion across official channels: website, social (organic & paid) and newsletters
- Select influencer and media collaborations

## MARKETING SUPPORT

Event organisers are also encouraged to promote their events independently, following LEAP East's brand guidelines for consistency and maximum impact.



[DOWNLOAD THE BRAND GUIDELINES](#)



## **TERMS AND CONDITIONS**

LEAP East Nights will be a standout feature of the week - blending culture, learning and entertainment across Hong Kong.

### **BRANDING AND PROMOTION**

- Follow LEAP East brand guidelines.
- Place the LEAP East Nights logo prominently on digital and physical materials.
- Use approved brand assets/templates provided by the LEAP team.

### **REGISTRATION**

- All listings must link to the organiser's registration page on the LEAP East website/app.
- LEAP East does not handle onsite registrations.

### **COMPLIANCE WITH LOCAL LAWS**

- All events must comply with Hong Kong laws and regulations, including those governing entertainment and public gatherings.

*Note: Failure to comply may result in removal from the programme or exclusion from future LEAP East Nights.*

# EVENT LOGISTICS

## EVENT SETUP

Hosts manage venue, production and technical requirements, and must follow LEAP East brand guidelines.

## HEALTH AND SAFETY

- Follow LEAP East brand guidelines.
- Place the LEAP East Nights logo prominently on digital and physical materials.
- Use approved brand assets/templates provided by the LEAP team.

## POST-EVENT REPORTING

### EVENT FEEDBACK AND REPORTING

- Submit a short report within 10 working days covering: attendance, audience profile (if captured), highlights/outcomes, and links to photo/video assets. Selected events may be featured in LEAP East post-show campaigns and LEAP East Nights Awards shortlists.





## HALAL-FRIENDLY & INCLUSIVE EVENTS

We welcome and actively support events designed for our KSA and wider Middle East community.

### CONSIDER:

- Catering - halal-certified menus; clearly label items.
- Prayer accommodation - signposted breaks and nearby prayer spaces.
- Beverage approach - premium non-alcoholic options and elevated hospitality.
- Family-friendly formats - earlier evening timeslots, cultural programming.
- Muslim-friendly city resources - partners can consult Hong Kong's official guidance for Muslim travellers for prayer facilities, halal dining and local highlights.



## CONTACT INFORMATION

For any questions or support related to LEAP East Nights, please contact:



**BASMA DAWWAS**

Director, LEAP Events  
leapnights@tahaluf.com



**CLEMENT EDWARD**

Portfolio Commercial Director  
sales@leapeast.com



**AMAN SETHI**

Senior Event Manager  
speakers@leapeast.com



**KITTY DRAPER**

Head of Attendee Marketing  
Marketing@leapeast.com



**GEORGETTE NJEIM**

LEAP Nights Manager  
leapnights@tahaluf.com