

AmCham China Technology and Innovation Summit

Sponsorship Package

Terabyte Sponsor (RMB 148,000)

Thought Leadership

1. One (1) keynote speaker opportunity.
2. One (1) panel speaker opportunity.
3. One (1) press release written and circulated announcing your company as **Terabyte sponsor**.
4. Two (2) senior executive exclusive interviews (one written / one video).
5. Two (2) T&I thought leadership articles on AmCham China website OR Business Now Magazine (choose 1 channel):
 - Within 2-month period before and after the Summit.
 - The length and content of the articles will subject to the discussion with AmCham China Content Editor.
6. One (1) direct mailing to all AmCham China Beijing members: customize your own content and design for AmCham China to send directly to our audience (*value RMB 10,000 per issue if sold separately*).
7. One (1) exhibition booth:
 - Large size with 4 staff seats, a standardized backdrop and a screen.
 - The final size and set up will subject to the venue.

Access and Networking

1. Ten (10) all day passes: including all the sessions in the full day Summit.
2. One (1) seat for senior executive at the morning private VIP Meeting with AmCham China leaders, corporate executives and other VIP guests.
3. Two (2) VIP seats at lunch: reserved in VIP seating area with AmCham China leaders, corporate executives and other VIP guests.

Branding & Awareness

1. Recognition as **Terabyte Sponsor** in the Summit welcome speech and program book.
2. Logo displayed on all marketing & publicity items as well as at the venue: prime exposure as **Terabyte Sponsor** on AmCham China's:
 - Event website page
 - Event email notification
 - Main stage backdrop
 - Main stage signage at the lunch
 - Event registration desk

3. Mass brand promotion across AmCham China social media channels, including WeChat and LinkedIn collaterals related to the Summit.
4. Play promotional video during the event: loop play during the coffee breaks.
5. Promotional materials in gift bags: can include bag, brochure, souvenir, or other items.
6. One (1) banner ad on AmCham China website and two (2) in weekly bulletin email newsletter:
 - Website banner: Home Page Banner 658(w)X110 px, duration of one (1) month, exact time will be selected by the Sponsor (*value RMB 27,500 if sold separately*).
 - Weekly bulletin banner: Top Banner 600(w)x150 px, 2 issues for each ad, exact time will be selected by the Sponsor (*value RMB 4,500 if sold separately*).

Gigabyte Sponsor (RMB 98,000)

Thought Leadership

1. One (1) panel speaker opportunity
2. One (1) press release written and circulated announcing your company as **Gigabyte sponsor**
3. One (1) senior executive media briefing opportunity
4. One (1) T&I thought leadership article on AmCham China website:
 - Within 2-month period before and after the Summit.
 - The length and content of the articles will subject to the discussion with AmCham China Content Editor.
5. One (1) exhibition booth:
 - Regular size with 2 staff seats, and a standardized backdrop.
 - The final size and set up will subject to the venue.

Access and Networking

1. Eight (8) all day passes: including all the sessions in the full day Summit.
2. One (1) VIP seat at lunch: reserved in VIP seating area with AmCham China leaders, corporate executives and other VIP guests.

Branding & Awareness

1. Recognition as **Gigabyte Sponsor** in the Summit welcome speech and program book.
2. Logo displayed on all marketing & publicity items as well as at the venue: exposure as **Gigabyte Sponsor** on AmCham China's:
 - Event website page
 - Event email notification
 - Main stage backdrop
 - Main stage signage at the lunch
 - Event registration desk

3. Mass brand promotion across AmCham China social media channels, including WeChat and LinkedIn collaterals related to the Summit.
4. Promotional materials in gift bags: can include bag, brochure, souvenir, or other items.
5. One (1) banner ad in weekly bulletin email newsletter:
 - Top Banner 600(w)x150 px, 1 issue, exact time will be selected by the Sponsor (*value RMB 4,500 if sold separately*).

Gigabyte Sponsor (Lunch) (RMB 98,000)

Exclusive and limited to 1 slot

Thought Leadership

1. One (1) keynote speech opportunity during lunch
2. One (1) press release written and circulated announcing your company as **Gigabyte sponsor**
3. One (1) exhibition booth:
 - Regular size with 2 staff seats, and a standardized backdrop.
 - The final size and set up will subject to the venue.

Access and Networking

1. Two (2) all day passes: including all the sessions in the full day Summit.
2. Five (5) VIP seat at lunch: reserved in VIP seating area with AmCham China leaders, corporate executives and other VIP guests.

Branding & Awareness

1. Recognition as **Gigabyte Sponsor** in the Summit welcome speech and program book.
2. Logo displayed on all marketing & publicity items as well as at the venue: exposure as **Gigabyte Sponsor** on AmCham China's:
 - Event website page
 - Event email notification
 - Main stage backdrop
 - Main stage signage at the lunch
 - Event registration desk
3. Mass brand promotion across AmCham China social media channels, including WeChat and LinkedIn collaterals related to the Summit.
4. Corporate promotional banners in the dining room during lunch
5. Promotional materials in gift bags: can include bag, brochure, souvenir, or other items.

Megabyte Sponsor (RMB 48,000)

Thought Leadership

1. One press release written and circulated announcing your company as **Megabyte sponsor**.
2. One T&I thought leadership article in Business Now Magazine.
 - Within 2-month period before and after the Summit.
 - The length and content of the articles will subject to the discussion with AmCham China Content Editor.
3. One slot on AmCham China Exhibition booth:
 - a. Display promotional materials, logos and other items at the AmCham China exhibition booth collectively with AmCham China team and other same-level sponsors.

Networking

1. Two (2) all day passes: including all the sessions in the full day Summit.

Branding & Awareness

1. Recognition as **Megabyte Sponsor** in the Summit welcome speech and program book.
2. Logo displayed on all marketing & publicity items as well as at the venue: exposure as **Megabyte Sponsor** on AmCham China's:
 - Event website page
 - Event email notification
 - Main stage backdrop
 - Main stage signage at the lunch
 - Event registration desk

* All sponsorship fees do not include VAT tax of 9.67% (if a fapiao of 广告费 is needed).



| Sponsor Deliverables | Terabyte | Gigabyte | Gigabyte - Lunch | Megabyte |
|--|----------|----------|------------------|------------|
| Speaker Keynote | ✓ | | ✓ | |
| Speaker Panel | ✓ | ✓ | | |
| Media interview | ✓ | | | |
| Media briefing | | ✓ | | |
| Exhibition Booth | ✓ | ✓ | ✓ | Collective |
| Mail to AmCham China Beijing Members | ✓ | | | |
| All day pass | 10 | 8 | 2 | 2 |
| Morning private VIP meeting | 1 | | | |
| Lunch VIP seat | 2 | 1 | 5 | |
| Article | ✓ | ✓ | | ✓ |
| Press release | ✓ | ✓ | ✓ | ✓ |
| Social media | ✓ | ✓ | ✓ | |
| Banner ad in website / weekly bulletin | ✓ | ✓ | | |
| Promotional video | ✓ | | ✓ | |
| Logo | ✓ | ✓ | ✓ | ✓ |
| Recognition in welcome speech | ✓ | ✓ | ✓ | ✓ |
| Promotional material in gift bag | ✓ | ✓ | ✓ | |

Website

The website is the hub of member interactions, and provides critical resources on jobs, events, business intelligence, brands and advocacy.



Traffic:
 30,000+ visits
 90,000+ page views per month

Frequency:
 Updated daily

Audience:
 Most influential business leaders in China

Promotion:
 Content further pushed to Wechat, LinkedIn, etc.

Business Now Magazine

The magazine reports on the chamber's members, activities and current issues affecting China.



Circulation:
 5000 / month
 6 issues / year

Audience:
 3000+ chamber members

Audience:
 Top US and Chinese officials

Audience:
 Display in 5-star hotels

Weekly Bulletin (e-newsletter)



The Weekly Bulletin is a popular and well-received e-publication with a long history. It wraps up the best of the magazine, exclusive interviews, multimedia content, events, jobs and lots more.

Frequency:
Every Friday

Audience:
*3,000+ members,
8,000+ subscribers*

Circulation:
11,000 per month and growing!