

AmCham China
中 国 美 国 商 会

2021 *HR* Conference

Driving Continued Changes
for Organization
amid Covid-19

SPONSORSHIP DECK



About Annual HR Conference

Leadership, Organization Transformation, Talent Development, and more...

AmCham China's annual conference, started since 1999, has established itself as the **top tier HR conference** and kept attracting MNC and Chinese HR leaders, Senior management and operations executives, and technology and service solution providers to share inspirational insights, exchange best practices, and build a strong HR community.

As one of the most successful gatherings over the past 20 years amongst the AmCham China community, the HR Conference has been serving as a key platform for AmCham members and the broader HR community in China to benchmark key trends and cutting-edge innovation in talent acquisition and retention, human capital management and how to create higher value for on business growth.



AmCham China

HR Forum Leadership



Annie Wang

HRVP, China & APAC

Bayer Greater China & Bayer
Pharmaceuticals Division



Charise Le

Chief Human Resources Officer,
Schneider Electric



Michelle Zhang

Pfizer Investment
Head of HR



Charles Shao

Senior Client Partner
Korn Ferry

Sponsor Benefits

Onsite & Media Exposures



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Beijing Professional Women's Network



Last Year Speakers



Rebecca Liu
VP for People and Organization
Mars Wrigley China



Sylvia Pan
VP of United Family Healthcare;
General Manager & CEO
of Beijing United Family Hospital



Yanping Wang
General Manager, Public Affairs
LinkedIn China



Gloria Xu
Public & Government Affairs
General Manager, GC
Dow Chemical Company



Alain Crozier
Corporate Vice President,
Chairman & CEO of Microsoft GC



Fernando Vallina
Chairman,
ExxonMobil (China)



Melody Xu
Head of Human Resources, GC
HP Inc.



Annie Wang
HRVP, China & APAC
Bayer (China) &
Bayer Pharmaceuticals Division



Charise Le
Chief Human Resources Officer,
Schneider Electric



Michelle Zhang
Head of HR,
Pfizer China



Charles Shao
Senior Client Partner,
Korn Ferry

On-site:

- One **speaking opportunity** in the format of HR Panel Discussion (40 minutes) or Leadership Dialogue (10mins).
- **Double-sized booth** for four staffs
- 4 additional **complimentary tickets** to attend the full-day conference
- Onstage **name recognition** at the beginning and end of the conference
- Company **logo placed as the major headline** on conference backdrop
- **Video playing** during tea break (5 mints)
- All-day access to hundreds of senior-level HR directors and business professionals from China's extensive business community

PREMIER SPONSORSHIP

(45000 RMB / Quantity: 2)

All-round & Exclusive Exposures

Media Exposure on Marketing Collaterals:

- Company logo placed on HR Conference event announcements, with a distribution to over 15,000 members of the business community throughout China
- **Full page company advertisement** on outside back cover or facing inside front cover of AmCham China's *Quarterly* magazine
- **One-page interview/ feature article** for company executive and company name in the post-conference write-up on AmCham China's **Website, WeChat account** (22,000 subscribers), and **Quarterly magazine**, distributed throughout China to over 5,000 companies, media, government officials and academia

****Please be noted that the topic of speech needs AmCham China – the organizer's consent as it needs to fit into the overall conference theme.**

On-site:

- One **speaking opportunity** in the format of HR Panel Discussion (40 minutes)
- **Standard booth** and two chairs (display company banner behind the table)
- Two free tickets for the exhibition booth staff to attend conference sessions including lunch
- **Additional free ticket** for the speaker's guest.
- Employees from sponsor companies will be permitted to attend the conference at early-bird pricing
- Company logo on conference backdrop
- All-day access to hundreds of senior-level HR directors and business professionals from China's vast business community.

EXECUTIVE SPONSORSHIP

(35000 RMB / Quantity: 4)

Sufficient Exposures w/ Great Recognition

Media Exposure on Marketing Collaterals:

- Company logo placed on HR Conference event announcements, with a distribution to over 15,000 members of the business community throughout China
- **Full page company advertisement** on AmCham China's *Quarterly* magazine, distributed throughout China to over 5,000 companies, media, government officials and academia.
- Company name in the post-conference write-up on AmCham China's Website

On-site:

- **Standard booth** and two chairs (display company banner behind the table)
- Two free tickets for the exhibition booth staff to attend conference sessions including lunch
- Employees from sponsor companies will be permitted to attend the conference at early-bird pricing
- Company logo on conference backdrop
- All-day access to hundreds of senior-level HR directors and business professionals from China's vast business community.

EXHIBITION SPONSORSHIPS

(20,000 RMB / Quantity: 10)

All-day access to hundreds of senior-level HR Director

Media Exposure on Marketing Collaterals:

- 2-Weeks **banner advertisement** on AmCham China's website OR **half-page company advertisement** on AmCham China's *Quarterly* magazine, distributed throughout China to over 5,000 companies, media, government officials and academia.
- Company logo placed on HR Conference event announcements, with a distribution to over 15,000 members of the business community throughout China
- Company name in the post-conference write-up on AmCham China's Website

**Please be noted that the topic of speech needs AmCham China – the organizer's consent as it needs to fit into the overall conference theme.

Price & Benefit Comparison

Sponsorship Category	PREMIER (2)	EXECUTIVE (4)	EXHIBITION (10)
Price (RMB)	45,000	35,000	20,000
Keynote speaker opportunity (10mins)	1	--	--
Panelist opportunity (40mins)	1	1	--
Video playing during tea break (5 mins)	√	--	--
One-page interview/ feature article on <i>Quarterly Magazine</i>	1	--	--
Onstage name recognition at the beginning and end of the conference	√	√	--
Full-page company advertisement on <i>Quarterly Magazine</i>	Full-page	Full-page	Half-page
Standard rectangular booth with two chairs	Double-sized	Standard-sized	Standard-sized
Additional complimentary tickets	4	1	--
Guest ticket at Early-bird pricing	√	√	√
Logo exposure	Premier	Executive	Exhibition
Mass promotion across social media	√	√	√

Interested in Sponsorship?

Contact us for more details if you would like to be our sponsor and promotional partner!

Tingting Liu

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