

2021 HR Conference

Driving Continued Changes for Organization amid Covid-19

SPONSORSHIP DECK





About

Annual HR Conference

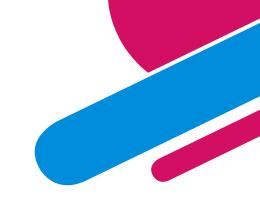
Leadership, Organization Transformation, Talent Development, and more...

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
hief Human Resources Officer,
Schneider Electric

Michelle Zhang
Pfizer Investment
Head of HR

Charles Shao
Senior Client Partner
Korn Ferry





Sponsor Benefits

Onsite & Media Exposures



PAST SPONSORS AND PARTNERS























中国战略劳动关系管理专家





















Last Year Speakers

Fernando Vallina

Chairman,

ExxonMobil (China)



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



Charise Le Chief Human Resources Officer, Schneider Electric





Michelle Zhang Head of HR, Pfizer China



Charles Shao Senior Client Partner, Korn Ferry



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





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



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 mints)	\checkmark		
One-page interview/ feature article on <i>Quarterly</i> Magazine	1		
Onstage name recognition at the beginning and end of the conference	$\sqrt{}$	$\sqrt{}$	
Full-page company advertisement on Quarterly Magazine	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	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Logo exposure	Premier	Executive	Exhibition
Mass promotion across social media		$\sqrt{}$	

on in Digitalization

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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