

AmCham China
中 国 美 国 商 会

2022 HR Conference

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 22 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, organization development and employee engagement.



AmCham China HR Committee Leadership



Annie Wang

HRVP, China & APAC
Bayer Greater China & Bayer
Pharmaceuticals Division



Charise Le

Executive Vice President,
Global Human Resources
Schneider Electric



Michelle Zhang

Head of HR
Pfizer Investment



Charles Shao

Senior Client Partner
Korn Ferry



Janet Chen

CHRO
Microsoft Greater China

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Sponsor Benefits

Onsite & Media Exposures



PREMIUM SPONSOR



50,000 RMB

All round & Exclusive Exposures

In the meeting:

- One speaking opportunity: Keynote speaker (20 mins) or Executive Dialogue (50 mins, 1 of 3 speakers) *
- Company name recognition at the beginning and end of the conference
- Company logo on conference PPTs
- Video playing during breaks (3 mins maximum)

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
- One-page interview/ feature article in AmCham China's *Quarterly* magazine
- Full-page advertisement in *Quarterly* magazine
- Company name in the post-conference write-up in AmCham China's newsletter, distributed throughout China to over 5,000 companies, media, government officials and academia.

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

EXHIBITION SPONSOR



20,000 RMB

Access to hundreds of senior-level HR Director

In the meeting:

- Company name recognition at the beginning and end of the conference
- Company logo on conference PPT

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
- Half-page advertisement in *Quarterly* magazine
- Company name in the post-conference write-up in AmCham China's newsletter, distributed throughout China to over 5,000 companies, media, government officials and academia.



Price & Benefit Comparison

Sponsorship Category	PREMIUM (Limit 2)	EXHIBITION (Limit 4)
Price (RMB)	50,000	20,000
Keynote speaker (20 mins) or Executive Dialogue (50 mins, 1 of 3 speakers) opportunity *	1	--
Company name recognition at the beginning and end of the conference	√	√
Video playing during break (3 mins)	√	--
One-page feature article in <i>Quarterly Magazine</i>	1	--
Advertisement in <i>Quarterly Magazine</i>	Full page	Half page
Logo exposure during the conference	Premium	Exhibition
Mass promotion across social media platforms, emails, official website	√	√

Interested in Sponsorship?

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

Lisa Yuan

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