

# 2022 AmCham China Technology and Innovation Summit

## Sponsorship Package

### Terabyte Sponsor (RMB 88,000)

#### Thought Leadership

1. One (1) keynote speaker opportunity or customized panel session.
2. One (1) panel speaker opportunity.
3. One (1) press release written and circulated announcing your company as **Terabyte sponsor**.
4. One (1) exclusive small-scale executive briefing with AmCham China leadership on the US-China relations, business strategy, or other customized topics (value **RMB 40,000** each if sold separately).
5. Two (2) tech and innovation-related thought leadership articles on AmCham China website:
  - Within half-year period after the Summit.
  - The length and content of the articles will subject to the discussion with AmCham China Content Editor. (value **RMB 10,000** each if sold separately).
6. One (1) featured article in AmCham Quarterly magazine.

#### Access and Networking

1. Ten (10) regular all-day passes:
  - a. Attending in person onsite.
  - b. Including all the sessions in the full-day Summit.
2. One (1) seat for senior executive at the morning private VIP Breakfast with AmCham China leaders, corporate executives, and other VIP guests.
3. Two (2) VIP all-day passes (onsite only):
  - a. Reserved in VIP seating area with AmCham China leaders, speakers, and other VIP guests.
  - b. Free access to VIP and speaker lounge.

#### Branding and Awareness

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

3. One (1) direct email campaign to all AmCham China Beijing members: customize your own content and design for AmCham China to send directly to our 25,000+ subscribers (value **RMB 10,000** each if sold separately).
4. Play promotional video during the event (loop play during the coffee breaks).
5. One (1) large-sized promotional backdrop board at the venue:
  - The final size and setup will subject to the venue.
6. Mass brand promotion across AmCham China social media channels, including WeChat and Weibo collaterals related to the Summit.
7. One (1) banner ad on AmCham China website and twos (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 50,000)

### 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) exclusive small-scale executive briefing with AmCham China leadership on the US-China relations, business strategy or other customized topics (value **RMB 40,000** each if sold separately).

### Access and Networking

1. Seven (7) regular all-day passes:
  - a. Attending in person onsite.
  - b. Including all the sessions in the full-day Summit.
2. One (1) VIP all-day passes (onsite only):
  - a. Reserved in VIP seating area with AmCham China leaders, speakers, and other VIP guests.
  - b. Free access to VIP and speaker lounge.

### Branding and Awareness

1. Recognition as **Gigabyte Sponsor** in the Summit welcome speech.
2. Logo displayed on all marketing & publicity items as well as at the venue: exposure as **Gigabyte Sponsor** on AmCham China's:
  - Event page
  - Event email notification
  - Main stage backdrop
  - Event registration desk
3. One (1) medium-sized promotional backdrop board at the venue:

- a. The final size and setup will subject to the venue.
4. Mass brand promotion across AmCham China social media channels, including WeChat and Weibo collaterals related to the Summit.
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*).

## Megabyte Sponsor (RMB 28,000)

### Thought Leadership

1. One (1) press release written and circulated announcing your company as **Megabyte sponsor**.
2. One (1) tech and innovation-related thought leadership article on AmCham China website.
  - Within half-year period after the Summit.
  - The length and content of the articles will subject to the discussion with AmCham China Content Editor.
2. One (1) small-sized promotional backdrop board at the venue:
  - The final size and setup will subject to the venue.

### Access and Networking

1. Four (4) regular all-day passes:
  - a. Attending in person onsite.
  - b. Including all the sessions in the full-day Summit.

### Branding and Awareness

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

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

## Website

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



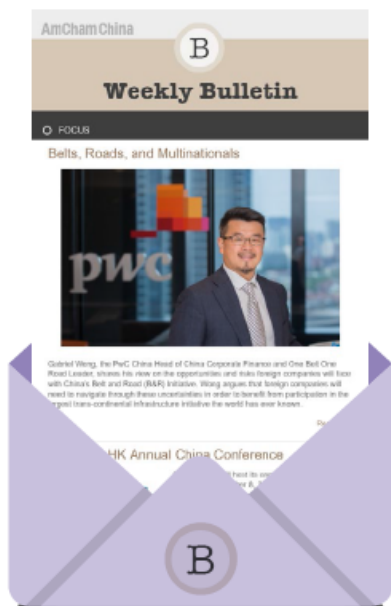
**Traffic:**  
 30,000+ visits  
 90,000+ page views per month

**Frequency:**  
 Updated daily

**Audience:**  
 Most influential business leaders in China

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

## 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!