

# AmCham China

中国美国商会

## 2016 APCAC Business Conference

April 13-15

Beijing, Peoples Republic of China



### The Asia Pacific Council of American Chambers of Commerce



# 2016 APCAC Business Conference

## Where:

- Renaissance Beijing Capital Hotel

## Who Else Will Be There?

- Over 300 business leaders, and government and corporate affairs practitioners from across the Asia Pacific business community and U.S. chambers of commerce in the region;
- Senior U.S. government policymakers, advisors and government officials;
- Senior central and local Chinese government officials (including MOFCOM, NDRC, MOFA, MOCA, CCPIT);

## Special Events:

- April 13: 'Meet Your Embassy' reception with United States Ambassador to China, Max Baucus at the U.S. Embassy in Beijing (TBC)
- April 14: AmCham China 25<sup>th</sup> Anniversary Gala Dinner
- April 15: 2016 Launch of the annual AmCham China White Paper (18<sup>th</sup> Edition)

## Conference Themes:

### Day 1, April 14: A Focus on Asia:

- China's Regional Engagement including the AIIB, the China Development Bank, and the One Belt, One Road initiatives
- The State of the Asian Economy, The Regional Trade and Policy Environment, and the Trans Pacific Partnership
- Opportunities and areas of growth in the region including: sustainable business models and the rise of social entrepreneurship; empowering Asia's female workforce; and the Asia Pacific as a services hub (To Be Confirmed)

### Day 2, April 15: Day 2: A Focus on China:

- The Chinese Economic and Policy Outlook
- A Deep Dive: The 13<sup>th</sup> Five Year Plan
- Best Practise: Government Relations and Corporate Affairs in the New Normal

## APCAC 2016: Exclusive Sponsorship Categories

Access	Exposure
<b>PLATINUM SPONSOR (RMB 150,000)</b>	
<ul style="list-style-type: none"> <li>▪ An invitation for a senior executive of your company to join the VIP tables at all seated luncheons and dinners</li> <li>▪ Priority for private meetings with both Chinese government officials and U.S. Foreign or Commercial Service officials</li> <li>▪ 8 passes for representatives from your company</li> <li>▪ 8 complimentary copies of the 2016 AmCham China White Paper on American Business in China <u>AND</u> 8 copies of the 2016 Business Climate Survey Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Naming-rights on a panel and option for an executive of your company to moderate</li> <li>▪ Company logo featured in all conference marketing materials</li> <li>▪ Company name mentioned in all conference press releases</li> <li>▪ Full page colour advertisement in the conference program</li> <li>▪ One pull-up banner in a designated high-traffic area during the conference</li> <li>▪ Prominently displayed logo on all backdrops</li> <li>▪ Company logo displayed on sponsor-page of conference program</li> <li>▪ Option to add branded materials into conference bags</li> <li>▪ One complimentary sponsorship booth</li> </ul>
<b>CORPORATE SPONSOR (RMB 100,000)</b>	
<ul style="list-style-type: none"> <li>▪ An invitation for a senior executive of your company to join the VIP tables at all seated luncheons and dinners</li> <li>▪ 4 passes for representatives from your company</li> <li>▪ 4 complimentary copies of the 2016 AmCham China White Paper on American Business in China <u>AND</u> 4 copies of the 2016 Business Climate Survey Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Company logo featured in all conference marketing materials</li> <li>▪ Company logo mentioned in all conference press releases</li> <li>▪ Half-page color advertisement in the conference program</li> <li>▪ Prominently displayed logo on all backdrops</li> <li>▪ Company logo displayed on sponsor-page of conference program</li> </ul>
<b>COMMUNITY SPONSOR (RMB 50,000)</b>	
<ul style="list-style-type: none"> <li>▪ 2 passes for representatives from your company</li> <li>▪ 2 complimentary copies of the 20016 AmCham China White Paper on American Business in China <u>AND</u> 2 copies of the 2016 Business Climate Survey Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Company logo featured in all conference marketing materials</li> <li>▪ Company logo mentioned in all conference press releases</li> <li>▪ Quarter-page color advertisement in the conference program</li> <li>▪ Prominently displayed logo on all backdrops</li> <li>▪ Company logo displayed on sponsor-page of conference program</li> </ul>