

SPONSORSHIP OPPORTUNITIES

AmCham China and
WEConnect International in China

The 女 Economy Summit

April 12th ,2017
Renaissance Beijing Capital Hotel, China

About AmCham China

The American Chamber of Commerce in the People's Republic of China is a non-profit, non-governmental organization whose membership comprises more than 3,800 individuals from over 1,000 companies operating across China. The chamber's nationwide mission is to help American companies succeed in China through advocacy, information, networking and business support services. AmCham China is the only officially recognized chamber of commerce representing American business in mainland China. With offices in Beijing, Tianjin, Dalian, Shenyang and Wuhan, AmCham China has more than 60 working groups, and holds more than 300 events each year.

About WEConnect International

WEConnect International is a corporate led 501(c)(3) that facilitates inclusive and sustainable economic growth by empowering and connecting women business owners to our corporate members that collectively represent over US\$700 billion in annual purchasing power. WEConnect International identifies, educates, registers, and certifies women's business enterprises that are at least 51% owned, managed, and controlled by one or more women. WEConnect International is active on the ground in some of the most and least developed countries that together represent over 40% of the world's population.

SPONSORSHIP PACKAGES

Why Sponsor?

AmCham China and WEConnect International in China have embarked upon a collaboration to showcase expert perspectives on women's economic empowerment and the positive impact of women's leadership in the global economy. **The 女 Economy Summit** is looking to collaborate with leading women's organizations to provide a platform for sharing best practices in developing women leadership and networking with likeminded people from the media, non-profit organizations, and top businesses. Input from male advocates will also be invaluable; gender equality is an issue that concerns everyone.

We are working with a variety of international and Chinese organizations for this event, including:

- > UN Women
- > Lean In China
- > Women's Professional Network
- > China Association of Women Entrepreneurs
- > Viva

What is The 女 Economy?

Statistics show that when women lead, or are promoted to high positions, business profitably soars. However, only 8% of board members in China are women, despite comprising 50% of entry-level positions. This summit will bring discussions relating to unconscious biases, mentoring, violence against women, and equal opportunity barriers to the fore.

\$2,400,000,000,000 – the total value of The 女 Economy¹

The summit aims to conclude with best frameworks on developing gender-responsive policy and corporate practices that would effectively support women's leadership and entrepreneurship in the future. Such discussions endeavor to help build a series of tangible best practices that will then be included in AmCham China's American Business in China White Paper as a part of AmCham China's business advocacy efforts.

Expected Attendees

¹ [According to Forbes](#), from January to November 2016 Chinese consumers spent \$4 trillion. Another study from 2016 indicated that, in China, women control [60% of household spending](#).

The Summit event expects about 150-200 attendees that include:

- > Chinese government officials
- > Leading corporate executives
- > Women entrepreneurs
- > Thought leaders from think tanks
- > Partner organizations
- > Media

Agenda

Time	Content
9:00-9:30	Registration
9:30-10:00	Opening Remarks Invited: <ul style="list-style-type: none"> ➤ Alan Beebe, President, The American Chamber of Commerce in the People's Republic of China ➤ Su Cheng Harris-Simpson, Executive Director, Greater China, WEConnect International – Confirmed ➤ Hong Mu, Director of International Relations at All-China Women's Federation – Confirmed ➤ Julie Broussard, Country Programme Manager at UN Women China – Confirmed ➤ Marja Rislakki, Ambassador Extraordinary and Plenipotentiary, Embassy of Finland, Beijing - Confirmed
10:00-11:00	Panel Discussion: Women's Economic Power and Engineering the She Economy Invited: <ul style="list-style-type: none"> ➤ Jiantuo Yu, Director of Research Dept 1 at the China Development Research Foundation (CDRF) - Confirmed ➤ World Bank/MOFCOM/PWC/Deloitte/Grant Thornton
11:00-12:00	Panel Discussion: Why buy from Women Owned Businesses Invited: <ul style="list-style-type: none"> ➤ Guy Robertson, VP Global Sourcing at Walmart Global Sourcing ➤ Susan Shao, Director of Procurement in Greater China & Mongolia at Hilton ➤ Sherry Xu, Regional leader- Corp indirect purchasing and transportation/warehousing at Cummins China ➤ Tony Yu, Head of Procurement in Greater China at Accenture China - Confirmed ➤ Lucy Zhuang, Purchasing director in Great Asian Region at Intel Corporation - Confirmed
12:10-13:40	Luncheon Program: Male Advocates Act Intentionally to Empower Women Panel Discussion Invited: <ul style="list-style-type: none"> ➤ David Fu, Senior VP of Corporate Affairs at Walmart China - Confirmed ➤ Horst Gallo, VP HR GCG at IBM ➤ Bruce Larson, Managing Director and head of Human Capital Management at Goldman Sachs ➤ Yoke Loon Lim, President, Greater China, The Dow Chemical Company ➤ Albert Ng, Chairman at EY China - Confirmed ➤ David Shoemaker, CEO at NBA China ➤ Mark Duval, President at Terex (China) - Confirmed

	➤ Mark Wheeler, President at ConocoPhillips China
13:40-14:00	Break
14:00-15:00	Panel Discussion: What is Next? The Real Actions in Women Empowerment! Invited: ➤ Julie Broussard, Country Programme Manager at UN Women China - Confirmed ➤ Virginia Tan, Co-founder and President at Lean in China - Confirmed ➤ Xiaolu Zhao, Director at Brunswick ➤ Winny Liu, Recruitment General Manager in China & HK at Shell - Confirmed ➤ Didi/Goldman Sachs
15:00-15:30	Break
15:30-16:30	Parallel Break-out Workshops Chinese Government Best Practices Advocacy Roundtable (Close-door, VIPs only)
16:30-16:40	Closing Remarks
16:40-19:00	Networking Reception/Mentor Program

Promotional Partners

UN Women, Elevate, Viva, All-China Women's Federation, Women Mayor's Association, China Association of Women Entrepreneurs, Women in Leadership

Invited Media

Global times, China News Agency, Chinanews.com, Sina.com lady's channel, China Business Daily, China Today, New York Times, CGTN, 21st Century Business Herald, Caijing, Caixin, China Daily, China Business News, CNBC, Wall Street Journal, CNN, Financial Times, The Associated Press, Washington Post, CCTV, Sina Weibo, Tencent, Beijing TV

	Title Sponsor (165,000RMB)	Platinum Sponsor (110,000RMB)	Gold Sponsor (55,000RMB)	Silver Sponsor (33,000RMB)	Table Sponsor (22,000RMB)	CSR Supporter (11,000RMB)	
All Day Passes	20	15	10	6	10	3	
Recognition as Sponsor in the Welcome Speech	√	√	√	√	√	√	
Highlighted as Sponsor in Program Book	√	√	√	√	√	√	
Logo on all marketing & publicity items	√	√	√	√	√	√	
Logo displayed at the venue	√	√	√	√	√	√	
10% discount on additional print and digital media purchases through the year	√	√	√	√	√	√	
Ad in program book	2 full pages	2 full pages	1 page	1/2 page			
Business Now thank you	√	√	√	√			
Include product in visitor welcome package	√	√	√				√
Article in Business Now Magazine	√	√	√				
CSR related publicity through on the AmCham China website, WeChat and LinkedIn	√	√		√			
One Page Welcome letter in program book	√	√					
Play promotional video at the event	√	√					
Keynote speaker opportunity	√	√					
Opportunity to interview with media outlets	√	√					
One direct mailing send to all AmCham China's Beijing members	√	√					

TITLE SPONSOR

165,000RMB

Pre-event Benefits

- Prime exposure as **Title Sponsor** with logo placement in all relevant event publicity and marketing materials
- Company Logo on event website
- Company website Link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 20 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception, including 2 reserved tables in VIP seating area at Luncheon

Brand Visibility/On-site Benefits

- Distinguished as **Official Partner** for the conference
- Recognition as **Title Sponsor** in the Welcome Speech
- Keynote speaker opportunity
- 2 min time-slot for a promotional video to be played at the event
- Welcome letter in event program book
- Highlighted as **Title Sponsor** in Program Book
- 2 full-page advertisements in Event Program Book (Deadline for submission applies)
- Company logo and name on table sign in Premier Seating Area
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- Opportunity to offer gift item in visitor welcome packages
- Opportunity to interview with media outlets
- Article featuring senior company executive in Business Now Magazine
- Acknowledgement with logo in post-event Business Now thank you.
- CSR related publicity through Q&A type of stories on the AmCham China website, WeChat and LinkedIn
- 10% discount on additional print and digital media purchases through the year
- One direct mailing send to all AmCham China's Beijing members (All related cost covered by sponsors)

PLANTINUM SPONSOR

110,000RMB

Pre-event Benefits

- Prime exposure as **Platinum Sponsor** with logo placement in all relevant event publicity and marketing materials
- Company Logo on event website
- Company website Link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 15 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception, including 2 reserved tables in VIP seating area at Luncheon

Brand Visibility/On-site Benefits

- Recognition as **Platinum Sponsor** in the Welcome Speech
- Keynote speaker opportunity
- 2 min time-slot for a promotional video to be played at the event
- Welcome letter in event program book
- Highlighted as **Platinum Sponsor** in Program Book
- 2 full-page advertisements in Event Program Book (Deadline for submission applies)
- Company logo and name on table sign in Premier Seating Area
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- Opportunity to offer gift item in visitor welcome packages
- Opportunity to interview with media outlets
- Acknowledgement with logo in post-event Business Now thank you.
- Article featuring senior company executive in Business Now Magazine
- CSR related publicity through Q&A type of stories on the AmCham China website, WeChat and LinkedIn
- 10% discount on additional print and digital media purchases through the year
- One direct mailing send to all AmCham China's Beijing members (All related cost covered by sponsors)

GOLD SPONSORS

55,000RMB

Pre-event Benefits

- Prime exposure as **Gold Sponsor** with logo placement in all relevant event publicity and marketing materials
- Company Logo on event website
- Company website Link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 10 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception, including 1 reserved tables in VIP seating area at Luncheon

Brand Visibility/On-site Benefits

- Recognition as **Gold Sponsor** in the Welcome Speech
- Highlighted as **Gold Sponsor** in Program Book
- 1 full-page advertisement in Event Program Book (Deadline for submission applies)
- Company logo and name on table sign in Premier Seating Area
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- Opportunity to offer gift item in visitor welcome packages
- Article featuring senior company executive in Business Now Magazine
- Acknowledgement with logo in post-event Business Now thank you
- 10% discount on additional print and digital media purchases through the year

SLIVER SPONSOR

33,000RMB

Pre-event Benefits

- Prime exposure as **Sliver Sponsor** with logo placement in all relevant event publicity and marketing materials
- Company Logo on event website
- Company website Link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 6 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception

Brand Visibility/On-site Benefits

- Recognition as **Sliver Sponsor** in the Welcome Speech
- Highlighted as **Sliver Sponsor** in Program Book
- 1/2 full-page advertisement in Event Program Book (Deadline for submission applies)
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- CSR related publicity through Q&A type of stories on the AmCham China website, WeChat and LinkedIn
- Acknowledgement with logo in post-event Business Now thank you.
- 10% discount on additional print and digital media purchases through the year

TABLE SPONSOR 22,000RMB

Pre-event Benefits

- Prime exposure as **Table Sponsor** with logo placement in all relevant event publicity and marketing materials
- Company logo on event website
- Company website link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 10 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception, including 1 reserved tables in VIP seating area at Luncheon

Brand Visibility/On-site Benefits

- Recognition as **Table Sponsor** in the Welcome Speech
- Highlighted as **Table Sponsor** in Program Book
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- 10% discount on additional print and digital media purchases through the year

CSR SUPPORTER 11,000RMB

Pre-event Benefits

- Prime exposure as **CSR Supporter** with logo placement in all relevant event publicity and marketing materials
- Company logo on event website
- Company website link on event website.
- Inclusion in event e-newsletters and email blasts

Event Access

- 3 All-Day Passes
Includes access to the Plenary, Panel, Luncheon, Ted talk, Mentor session, Networking reception

Brand Visibility/On-site Benefits

- Recognition as **CSR Supporter** in the Welcome Speech
- Highlighted as **CSR Supporter** in Program Book
- Company logo on stage backdrop
- Company logo on main stage signage at the Luncheon
- Include product in visitor welcome package
- 10% discount on additional print and digital media purchases through the year

Sponsorship Application Form

Company: _____ Title for official receipt *: _____

Contact Person: _____ Phone: _____ Ext: _____

Fax: _____ E-mail: _____

Post Address (in Chinese):

City: _____ Postcode: _____

* Official receipt will be provided as required. (Cash donation only, 广告费 Fapiao will be provided as required)

Support Level (please circle one):

By signing below _____ agrees to support AmCham China and WEConnect International in China 女 Economy Summit.
the

- Title Sponsor –165,000RMB
- Platinum Sponsor –110,000RMB
- Gold Sponsor –55,000RMB
- Silver Sponsor –33,000RMB
- Table Sponsor –22,000RMB
- CSR Supporter –11,000RMB

level indicated above and understands that all paid Corporate Support is non-refundable.

AmCham China reserves the right to limit corporate support, determine the suitability of corporate donations of goods and/or services, and allocate and disburse the funds raised by this event.