

2023 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) press release written and circulated announcing your company as **Terabyte sponsor**.
3. One (1) exclusive small-scale executive briefing with AmCham China leadership on the US-China relations, business strategy, or other customized.
4. 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.
5. One (1) featured article in AmCham Quarterly magazine.

Access and Networking

1. Ten (10) regular passes:
 - a. Including all sessions in the Summit and cocktail reception.
2. Two (2) VIP passes:
 - 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 (*optional*).
4. Play promotional video during the event (loop play during the coffee breaks).
5. One (1) promotional backdrop board at 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

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) 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.
4. One (1) exclusive small-scale executive briefing with AmCham China leadership on the US-China relations, business strategy or other customized topics.

Access and Networking

1. Seven (7) regular passes:
 - a. Including all sessions in the Summit and cocktail reception.
2. One (1) VIP passes:
 - 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) 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:

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.
3. One (1) promotional backdrop board at the venue:
 - The final size and setup will subject to the venue.

Access and Networking

1. Four (4) regular passes:
 - a. Including all sessions in the Summit and cocktail reception.

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 include VAT tax of 6% (if a fapiao of 广告费 is needed).