

**AmCham China**  
中国美国商会

# 2025 HR Conference

**SPONSORSHIP DECK**



# About Annual HR Conference

AmCham China's annual conference started in 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 25 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



Charise Le

Executive Vice President &  
Chief Human Resources Officer  
at Schneider Electric



Michelle Zhang

Head of Human Resources  
at Pfizer China



Charles Shao

Managing Director - Consulting  
Greater China at Korn Ferry



Janet Chen

CHRO  
Microsoft Greater China

## PAST SPONSORS AND PARTNERS

FESCO



# 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 Panel Discussion (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)
- Double-sized booth for four staff
- 4 additional complimentary tickets to attend the full day conference

### 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 or feature article in either AmCham China's Quarterly magazine or distributed via Email Direct Marketing or posted on WeChat.
- 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




28,000 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
- Standard booth and two chairs (display company banner behind the table)
- 2 additional complimentary tickets to attend the full day conference

## 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.
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# Price & Benefit Comparison

Sponsorship Category	PREMIUM	EXHIBITION
Price (RMB)	50,000	28,000
Keynote speaker (20 mins) or Panel Discussion (50 mins, 1 of 3 speakers) opportunity *	1	--
Company name recognition at the beginning and end of the conference	√	√
Video playing during tea break (3 mins)	√	--
Exhibition booth on the site	Double size	Standard size
Complimentary tickets for staff	4	2
One-page feature article in <i>Quarterly Magazine</i> /Email Direct Marketing or posted on WeChat.	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	√	√

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

# Interested in Sponsorship?

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

**Yoyo Wu**

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