SPONSORSHIP GUIDE
AmCham Shanghai at a Glance

- The largest foreign chamber in China and the largest AmCham in the Asia Pacific region
- Representing more than 3,500 individual members including more than 1,600 companies
- 60% members are decision maker and 40% members are managerial level

Sponsorship Programs and Channels

I. President’s Circle
II. Insight Magazine
III. Online Membership Directory
IV. Spotlight Session
V. Website
VI. Email
VII. WeChat
VIII. Events
IX. Corporate Visa Program Office

For more information, please contact:

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I. President’s Circle

- A one-stop annual marketing solution exclusively for Corporate Members
- Achieve high branding visibility at the Chamber’s 400 events throughout the year
- Companies from Human Resources & Training, Hotel & Travel Services, Food & Beverages, Banking & Finance industries are recommended to join

Exposures:

- Marketing materials will be displayed at the AmCham Shanghai marketing table at all events
- A branding standing banner will be displayed at all major AmCham Shanghai events
- Marketing materials will be displayed in the President’s Circle corner in the AmCham Shanghai office lobby
- Complimentary advertisement in Insight magazine
- Complimentary Spotlight Session
- Individual webpage on AmCham Shanghai’s official website under “President’s Circle” section to publish sponsor company’s news releases
- Five designated employees are eligible for member access to AmCham Shanghai events
- Special showcase section in Annual Membership Directory
- Monthly complimentary press release in weekly newsletter Communiqué

Note: The above listed exposure is subject to change and customization.
II. *Insight Magazine*

*Insight* is AmCham Shanghai’s bi-monthly business magazine and the Chamber’s flagship publication. It offers in-depth coverage of business and economic news, regulatory developments, as well as insightful feature articles and stories on market trends. Regular columns capture the latest business news and provide advice on management techniques and best practices. *Insight* also highlights AmCham Shanghai events, programs and committees activities.

With a circulation of more than 7,000, *Insight* is distributed among AmCham Shanghai members, the foreign business community in China, prospective members in China and U.S. government officials.

**Distribution**

Total Circulation: 7,000+

**Member/Non-member**

- Member-53.7%
- Non-member-46.3%

**Non-Member Distribution Channels**

- Hotels & Airlines-74.4%
- Medical Center-6.9%
- Restaurants-9.2%
- U.S. Government Officials-4.9%
- Others-4.6%

**Geographic Distribution**

- Shanghai-77%
- Zhejiang-4%
- Guangdong-2%
- Hainan-1%
- Aboard-3%
- Jiangsu-9%
- Beijing-3%
- Sichuan-1%
- Xi’an-1%

**Readership among Members**

**Nationality**

- North America-50%
- Chinese-34%
- Asia-5.2%
- Europe-6.7%
- Australia-2.8%
- Other-0.85%

**Industry**

- Manufacturing
- Services
- Wholesale & Retail Trade
- IT & Telecom
- Transportation & Warehousing
- Finance & Insurance
- Utilities/ Primary Industry
- Construction

**Career Level**

- Director-22%
- GM-19%
- Other-17%
- Manager-10%
- Region VP-8%
- Country Manager-7%
- CEO level-5%
- Regional GM-3%
Spotlight Story

The Spotlight Story section is a platform for companies and individuals to communicate a message to a target audience in a more persuasive way. By contributing an article and sharing your best practices, you will reach prospective clients with your insights into an industrial topic or introduction of a new trend, solution or technology.

Guidelines

- Bookings of “Spotlight Stories” section are based on a two full-page basis and shall be made at least three months prior to the publication of a given issue.
- Sponsors shall be fully responsible for the sponsored content, including the article, graphics or images, headline, and layout design work. Insight’s editorial team will not edit or rewrite content except, on occasion correct minor typos.
- Sponsors are responsible for the accuracy of all facts and information in the sponsored content. Insight’s editorial team will not be responsible for verifying claims in the sponsored content or doing research.
- Sponsored content should be appropriate, professional, and fit into the general theme of the Insight magazine. The subject matter should be relevant to the general readership and cannot make exaggerated assertions or promises.
- News articles/photos or other images written by Insight’s editorial team that are not part of the sponsored content, but coincide with the sponsored content, will not be supplied to the sponsor for approval.
- All sponsored content will be subject to the approval of the editor-in-chief of Insight. Any edits or last minute changes must also be approved by a member of Insight’s editorial team.
- Insight or AmCham Shanghai logos should not appear in the sponsored content to suggest an endorsement.
- Sponsored content shall be designed differently or use a different font from the editorial content and be clearly marked as a sponsored article.
- AmCham Shanghai reserves the right to decide the pagination of the sponsored content.

Rate

Value-added benefit: A complimentary rotating banner will be offered on the Insight magazine webpage according to the contracted terms.

<table>
<thead>
<tr>
<th></th>
<th>1 issue (RMB)</th>
<th>3 issues (RMB)</th>
<th>6 issues (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>16,000</td>
<td>18,000</td>
<td>19,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>15,000</td>
<td>16,000</td>
<td>17,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>15,000</td>
<td>16,000</td>
<td>17,000</td>
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<tr>
<td>Full Page</td>
<td>13,000</td>
<td>15,000</td>
<td>16,000</td>
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<tr>
<td>Half Page</td>
<td>10,000</td>
<td>12,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Double-sided A4 Insert</td>
<td>22,000</td>
<td>25,000</td>
<td>27,000</td>
</tr>
<tr>
<td>2 Full-page Spotlight Story</td>
<td>12,000</td>
<td>14,000</td>
<td>N/A</td>
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</tbody>
</table>
Artwork Submission

- All design files should be provided in jpeg/psd/ai/eps/pdf/tif with CMYK color mode. Resolution should be higher than 350 dpi.
- Artwork materials shall be submitted to AmCham Shanghai by 10th of each month for the issue to be released in the next month. Spotlight Story content shall be submitted to AmCham Shanghai by 5th of each month for the issue to be released in the next month.

Artwork Specifications

Full page
With bleed: 216x291mm (W/H)
Without bleed: 210x285mm (W/H)

Full page Insert
With bleed: 196x286mm (W/H)
Without bleed: 190x280mm (W/H)

1/2 page Vertical
95x260mm (W/H)

1/2 page Horizontal
190x130mm (W/H)

Have Your Company Represented in *Insight!*
III. Online Membership Directory

Sponsorship opportunities are now available at the AmCham Shanghai online Membership Directory that offers a comprehensive listing, both in English and Chinese, of AmCham Shanghai’s 3,700+ member companies and individuals. Sponsors who showcase their companies via this dynamic directory will receive:

- Year-long exposure to senior level business executives from multinationals, small and medium sized companies, individual entrepreneurs as well as the government officials
- High impact visibility in the online Membership Directory which is updated day-to-day
- Direct link to your company’s official website and a high-profile listing on SME Virtual Center at less than RMB 5 per day

<table>
<thead>
<tr>
<th>Rate</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

All sponsors’ company logos will be displayed at the rolling logo banner.
To get access to AmCham Shanghai Online Membership Directory, please contact Kelly Deng at (+86 21) 6279-7119 ext. 4580 or email kelly.deng@amcham-shanghai.org.
IV. Spotlight Session

Showcase your products and services directly to the right audience!

The AmCham Shanghai Spotlight Session is launched to offer unique opportunities for companies and individuals to showcase your products and services to AmCham Shanghai members in a most immediate way. By addressing a small but intensive audience, the Spotlight Session is an ideal environment for high-impact involvement and direct interaction.

A standard Spotlight Session includes 15-minute networking followed by a 45-60 minute presentation on your products or services.

Rate

- Member: RMB16,000 per session
- Non-member: RMB25,000 per session

(Hotel meeting rooms can also be arranged upon special request. Sponsorship fee may vary based on different venue selection.)

AmCham Shanghai assists you in running a successful Spotlight Session, including:

- AmCham Shanghai’s conference room provision and setup, accommodating 25 to 40 people
- Sending AmCham Shanghai’s official invitation to prospect attendees
- Standard provision of audio-visual equipment
- Onsite support from AmCham Shanghai staff during the whole session
- Provision of attendees feedback for further follow-ups
- Provision of one banner in the event email announcement
- Display of sponsor’s marketing material during the event

Guidelines

Registration:

- Sponsor company is recommended to send 3 proposed topics, key talking points and speaker biography to AmCham Shanghai.
- AmCham Shanghai reviews the topic internally and gets back to the sponsor company in 2 weeks. To meet up with the Chamber’s policies and members’ business interests, AmCham Shanghai reserves the rights to make final decision on the acceptance of sponsorship.
- If the topic is accepted, AmCham Shanghai confirms the event date and issues an agreement to the sponsor company.

Preparation:

Before the Spotlight Session, please send the following required documents to AmCham Shanghai at least 4 weeks in advance.

- Presentation title
- Presentation synopsis
- Speaker’s biography
- Copy of presentation slides
- Other materials to be displayed or distributed during the event

Payment:

After the agreement is signed by both parties, the sponsor company is required to settle payment to AmCham Shanghai 2 weeks prior to the event.

Terms and conditions:

- Request for cancellation shall be made to AmCham Shanghai at least 20 days prior to the event. Sponsorship fee is non-refundable.
- AmCham Shanghai does not guarantee a minimum number of attendees. Cancellation of the event due to insufficient attendees will not be accepted.
- AmCham Shanghai will not disclose the attendees’ information to the sponsor. However, sponsors are encouraged to network with attendees at the event and collect their business cards for future follow-ups.

Reserve your space now as availability is limited!
V. Website

- 25,000+ individual viewers monthly
- No.1 source of information on American business in Shanghai
- An online hub for AmCham Shanghai’s 3,700+ strong memberships
- Rich information oriented to non-members worldwide with interest in business in Shanghai

Rate

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate Per Month (RMB)</th>
</tr>
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<tbody>
<tr>
<td>1 month</td>
<td>9,000</td>
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<tr>
<td>3 months</td>
<td>8,500</td>
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<tr>
<td>6 months</td>
<td>8,000</td>
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<tr>
<td>9 months</td>
<td>7,500</td>
</tr>
<tr>
<td>12 months</td>
<td>7,000</td>
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</tbody>
</table>
VI. Email

1. Email banner in weekly newsletter Communiqué (468W*60H pixels)
   - Released every Thursday
   - Includes top Chamber news and event announcements
   - Sent to 20,000+ business executives

<table>
<thead>
<tr>
<th>Number of Email Banners Purchased</th>
<th>Rate for Each Banner (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6,500</td>
</tr>
<tr>
<td>≥ 5</td>
<td>6,000</td>
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<tr>
<td>≥ 10</td>
<td>5,500</td>
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<tr>
<td>≥ 15</td>
<td>5,000</td>
</tr>
<tr>
<td>≥ 20</td>
<td>4,500</td>
</tr>
</tbody>
</table>

2. News announcement under AmCham Offers in weekly newsletter Communiqué

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate for Each Announcement (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-word marketing blurb in English and a banner picture with size 150W*100H pixels</td>
<td>Member: 3,000</td>
</tr>
<tr>
<td></td>
<td>Non-member: 4,000</td>
</tr>
</tbody>
</table>

3. Banner in event announcement emails (468Wx60H pixels)
   - Weekly upcoming events notice and individual event notice
   - Sent to targeted group of people based on industries and functions

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate for Each Banner (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly event announcement email banner</td>
<td>Member: 3,000</td>
</tr>
<tr>
<td></td>
<td>Non-member: 4,000</td>
</tr>
</tbody>
</table>
VII. WeChat

AmCham Shanghai’s official WeChat account provides original content more adapted to social media audience, including AmCham news, events, member card benefits, latest business insights, etc. In addition, it serves as a great tool to interact with our members at various events.

Rate

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate for Each Post (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead</td>
<td>3,000</td>
</tr>
<tr>
<td>Secondary</td>
<td>2,000</td>
</tr>
</tbody>
</table>

Specification:

Language: bilingual is preferred

Title: Less than 64 characters (e.g. AmCham = 6 characters, 美商会 = 3 characters)

Pictures: One theme picture for the lead: 900*500 (W*H, px)

One small picture for the secondary post: 200*200 (W*H, px)

Several other pictures inside of the post: 900*600 (W*H, px)

Video: pre-upload to Tencent Video (v.qq.com) and provide a link/links

Content: 300-500 words

Link (optional): a website or event webpage link to provide more details
VIII. Events & Programs

- CSR Conference and Program
- Trade Facility Taskforce Program
- Thirteenth Five Year Plan
- Annual Shanghai Appreciation Dinner
- Heforshe Conference
- Talent Development Conference
- Food Safety Conference
- Retail and eCommerce Conference
- Future Leader Award
- Charity Gala
- Independence Day Celebration

Pre-event Exposure:
- Event website
- Event email and social media announcement
- Cross promotion in media partners’ platform

Event On-site Exposure:
- Marketing booth
- Verbal acknowledgement by the MC
- Logo on backdrop
- Standing poster
- Event program

Post-event Exposure:
- Acknowledgement in Insight magazine
- Event video
- Event photos

Note: Sponsorship exposure is subject to change according to different events
IX. Corporate Visa Program Office

- The Corporate Visa Program (CVP) office is located in the adjoining office of the AmCham Shanghai office
- Receiving 300 visitors per week to the CVP office, including employees of member companies, agencies and applicant individuals
- Expect 1,000 visa application cases per month

Rate

- Member: RMB 15,000/month, RMB 30,000/quarter, RMB 90,000/year
- Non-member: RMB 20,000/month, RMB 40,000/quarter, RMB 12,000/year

Sponsors Benefits

- Sponsor company's poster and promotional materials will be displayed in the CVP office
- Sponsor company's marketing materials will be distributed to each visa applicant
- Sponsor company is able to update their marketing materials on a monthly basis