

SPONSORSHIP GUIDE

2021 AMCHAM SHANGHAI FOOD CONFERENCE & FAIR: RECIPE FOR GROWTH

The American Chamber of Commerce in Shanghai

MAY 19, 2021

AmCham Shanghai presents the 2021 AmCham Food, Agriculture & Beverage (FAB) Conference, with an ensuing open-to-all food fair, plus happy hour with draft beer and wine tasting. This year's conference will focus on innovative trends and new technologies that are driving change. Topics for industry professionals include lessons learned from the pandemic, navigating the increasingly complex market, how to effectively use sales and communication channels, regulation changes, and more.

Who Should Attend?

- Food and Beverage Industry Professionals
- Executives From Multinational Companies
- Agricultural and Life Sciences Companies
- Supply Chain Companies
- Technology and Innovation Companies
- Food and Beverage Industry Service Providers
- Food and Beverage Retailers and Distributors
- Restaurant Owners and Delivery Firms
- Fraud and Risk Management Agencies
- Food and Beverage Processing Companies
- Marketing and E-Commerce Professionals
- Senior Government Officials
- Government Regulators

Sponsorship Opportunities



	Member	Non-member
Conference Sponsor	RMB 60,000	N/A
Cocktail Sponsor	RMB 30,000	RMB 50,000
Booth Sponsor	RMB 20,000	RMB 30,000
Networking Sponsor	RMB 15,000	RMB 20,000
Food Stand Sponsor	Free	RMB 3,000

	Conference Sponsor *	Cocktail Sponsor *	Booth Sponsor	Networking Sponsor *	Food Stand Sponsor
Sponsorship rate	Member: RMB60,000 Non-member: N/A	Member: RMB30,000 Non-member: RMB50,000	Member: RMB20,000 Non-member: RMB30,000	Member: RMB15,000 Non-member: RMB20,000	Non-member: RMB3,000
Event tickets	3 VIP+3 Full conference passes	2 VIP+2 Full conference passes	2 Full conference passes	2 Full conference passes	1 Full conference passes
Marketing Booth at the conference	√	√	√		
Booth at the food fair	√	√	√		√
Logo on event backdrop	√	√			
Full page ad in event program	√	√			
Logo in event program	√	√	√	√	
Special exposure	Participation in one of the panel discussions** Logo incorporated in conference title	Ad in event program Premium booth location during food fair		100-word company profile and marketing material display on networking cocktail tables	Need to prepare food tasting for 80 guests
Logo and hyperlink in the conference email announcements	√	√	√	√	√
Logo in the conference program	√	√	√	√	
Logo and hyperlink on the conference webpage	√	√	√	√	√

*Exclusive sponsors and limited to one.

** Subject to availability and relevancy, AmCham Shanghai will make the final decision, if unable to accommodate, a Spotlight Session will be offered.

For more information, please contact Zoe Zhang at (86 21) 6169 3011 or email zoe.zhang@amcham-shanghai.org. 10% early-bird rate if confirmed before April 20.

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Commitment Form

Please fill out the Commitment Form to confirm your sponsorship by April 30th, 2021.

Sponsor Information

Company Name			
Contact Person		Email	
Telephone		Fax	
Company Address			

Please indicate the sponsorship category that your company is interested in purchasing:

	Member	Non-member
<input type="checkbox"/> Conference Sponsor	RMB 60,000	N/A
<input type="checkbox"/> Cocktail Sponsor	RMB 30,000	RMB 50,000
<input type="checkbox"/> Booth Sponsor	RMB 20,000	RMB 30,000
<input type="checkbox"/> Networking Sponsor	RMB 15,000	RMB 20,000
<input type="checkbox"/> Food Stand Sponsor	Free	RMB 3,000

By signing below, (insert company name) _____ agrees to the following terms and conditions as a sponsor for the 2021 AmCham Shanghai Food, Agriculture & Beverage Conference:

- The above sponsored cash donation is non-refundable once sponsorship has been confirmed.
- AmCham Shanghai will refund the donation only if the event is cancelled.
- If cancellation occurs, AmCham Shanghai will not be committed to providing the above mentioned sponsorship exposure and acknowledgement.

Signature: _____

Date: _____

Company Stamp: _____