



Women's Executive Network

2017 Women's Executive Network (WEN) HeForShe Conference Sponsorship

AmCham Shanghai is accepting year-long sponsorships from companies interested in promoting their commitment to female leadership and diversity in the workplace by supporting the Women's Executive Network (WEN). WEN supports senior female executive members with opportunities to connect with peers across industries and share relevant information through programming and informal networking events. The committee's mission is to provide our senior female executive members with a platform to advance their leadership, career development and visibility to go the last mile—to the C-suite, the boardroom or both.

WEN members include over 400 C-suite executives, presidents, vice-presidents, partners and managing directors from a broad cross-section of industries in AmCham Shanghai's business community.

The goals of WEN include:

- Create a community of women in top business leadership positions
- Provide career and personal development opportunities for senior executive women
- Raise visibility of senior level executive women within the business community by being a source for female speakers and panelists within and beyond AmCham
- Engage men and women in senior levels to support leadership diversity

Second Annual WEN He For She Conference: Paving the Way to the Top: Solutions for Advancing Gender Diversity

**Tuesday, March 28, 2017
NYU Shanghai
08:00 – 12:00**

When we kicked off the first He For She Conference last year, our focus was on sharing dimensions of the gender diversity challenge, why it was an important issue for business and what some firms were doing to address it.

This year, **Paving the Way to the Top - Solutions For Advancing Gender Diversity** will focus on the corporate and institutional responses that are making a real difference.

The conference will culminate with a pledge by companies and participants who are committed to taking actionable steps towards promoting gender diversity.

CONFERENCE SPONSORSHIP PACKAGES

<p>Gold Conference Sponsor RMB 50,000 for members / RMB 60,000 for non-members (Two Sponsors Only)</p>	
Benefits	<p>On-Site:</p> <ul style="list-style-type: none"> • Verbal acknowledgment of top sponsorship during opening reception • Twelve (12) complimentary priority seats to the He For She Conference • Logo on the event backdrop • One full page advertisement in event program • One marketing booth with 2 working staff <p>Pre-Event:</p> <ul style="list-style-type: none"> • Logo on the event webpage • Logo on the event announcement emails sent to all AmCham members • Logo on WeChat event Announcement <p>Post-Event:</p> <ul style="list-style-type: none"> • Opportunity for post-conference interview • Complimentary spotlight session for general Chamber audience (content to be approved by Chamber) • Sponsor will have exclusive access to panelists to leverage additional speaking opportunities

<p>Silver Conference Sponsor RMB 30,000 for members / RMB 40,000 for non-members</p>	
Benefits:	<p>On-Site:</p> <ul style="list-style-type: none"> • Eight (8) seats at the He For She Conference • Logo on the event backdrop • A half page Advertisement in event program • One marketing booth with 2 working staff <p>Pre-Event:</p> <ul style="list-style-type: none"> • Logo on the event webpage • Logo on the event announcement emails sent to all AmCham members • Logo on WeChat event Announcement

<p>Bronze Conference Sponsor RMB 10,000 for members / RMB 15,000 for non-members</p>	
Benefits:	<p>On-Site:</p> <ul style="list-style-type: none"> • Four (4) seats at the He For She Conference • Logo on the event backdrop • Logo in event program <p>Pre-Event:</p> <ul style="list-style-type: none"> • Logo on the event webpage • Logo on the event announcement emails sent to all AmCham members • Logo on WeChat event Announcement

For further information on WEN conference or committee sponsorship opportunities or AmCham Shanghai's WEN Committee please contact:

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