NEXT China
Nov. 21, 2019 | New York City
The future of China, and why it matters for you
ABOUT US

Why SupChina?

Three things will define the next 100 years.

- The environment

- Artificial intelligence *(or something like it)*

- and China. *(And China plays pretty heavily in the first two.)*

**What is your company doing to shape the dialogue around China?**

SupChina connects a global community of more than **2.5 million monthly active** business, government, academic, and media professionals — all focused on China.
ABOUT US

Audience reach

WEB & SOCIAL
2M MONTHLY VIEWERS

PODCASTS
210K MONTHLY LISTENS

NEWSLETTERS
350K MONTHLY SENDS

EVENTS
5K ANNUAL ATTENDEES

VIDEO
1M MONTHLY VIEWS

GROWTH
55% YoY GROWTH
Across all channels
ABOUT US

Audience profile

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States &amp; Canada</td>
<td>55%</td>
</tr>
<tr>
<td>UK &amp; EU</td>
<td>15%</td>
</tr>
<tr>
<td>China</td>
<td>20%</td>
</tr>
<tr>
<td>HK, Singapore, &amp; Australia</td>
<td>5%</td>
</tr>
<tr>
<td>Other regions</td>
<td>5%</td>
</tr>
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<td>5%</td>
</tr>
<tr>
<td>Other regions</td>
<td>5%</td>
</tr>
</tbody>
</table>

Average household income: $165K

Median Age: 36 years

Gender:
- Male: 54%
- Female: 46%

Education:
- College: 70%
- Grad School: 18%

42% millennials aged 25-39
Reach decision makers

Our readers make decisions on behalf of the largest companies, governments, and organizations in the China-focused world.

Seniority

52%
BUSINESS DECISION MAKERS

17%
JOURNALISTS & OPINION LEADERS

13%
GOV’T DECISION MAKERS

Sector

Consulting

Technology

Law firms

Finance

Policy / academia

Media

READ BY GROUPS IN THESE ORGANIZATIONS (AND MORE)
PERFORMANCE

Our capabilities

Deliver smart, efficient messages to highly engaged users across a variety of channels.

NEWSLETTERS

Our newsletters are read in embassies and board rooms around the world, and many readers read it every day.

PODCASTS

Our shows are the undisputed authoritative audio channel for current and former diplomats, business executives, and China-curious individuals around the world.

EVENTS

From multi-day conferences to one-hour private events with decision makers, our events are a genuine hub for ideas, insight, and opportunity related to China.

NATIVE BRANDED CONTENT

Publish thought pieces or promotional content by or about your brand on our website. Build trust and reach a targeted audience at the same time.

VIDEO

We produce documentaries and minidocumentaries about the most important China-related issues of our time. We then distribute these to ensure that all who seek to understand will find the information they need.
PERFORMANCE

Newsletters

Reach users directly in their inbox when they are in “reading / learning mode.”

THE BEST WAY TO ENGAGE READERS

Our newsletters are read in embassies and board rooms around the world. Many readers open and read them every day.

We have different newsletters focused on different topics including:

- Business & technology
- Domestic China news
- International relations
- Society & culture

350K 56% 2.7x

Monthly sends  Average open rate  the industry average

27%

of our readers read every day
PERFORMANCE

Podcasts

We’re not only the best English-language China podcast network in the world. We’re the only one.

Anyone who knows a lot about China will guaranteeably know Sinica, our flagship show. All our shows and hosts regularly draw packed in-person audiences when there’s not a global pandemic on.

4.5 years average tenure of our listeners

210K monthly downloads

<5% listeners who skip past ads

37 minutes average session duration
Native branded content

Tell your company’s China-related story through a trusted, authoritative platform.

When TV ads come on, most people reach for their phones. On the internet, most users employ ad blockers. And anything that is too transparently an advertisement will be ignored by increasingly demanding audiences.

Native branded content, on the other hand, relies upon crafting genuine messages for specific groups of people — and reaching them in places and at times when they are predisposed to pay attention.

13%  
Avg. bounce rate

3.3m  
Avg. read time

∞  
Native content, unlike ads, stays on the web permanently
Video

Partner with us to illuminate the important and complex trends in China that affect everyone, everywhere.

We produce dozens of videos per year that reach millions of viewers around the world.

- Documentaries
- Webinars
- Social media videos
- Live speaking engagements
- “Explainer” videos

We will work with your team to conceptualize, script, and produce best-in-class videos about all things China.

42K
No. of YouTube subscribers

73%
of U.S. adults watch YouTube once per month

1 million
Avg. number of monthly YouTube views
PERFORMANCE

Live & digital events

From multi-day conferences to 1-hour industry-focused webinars, our events are the best China-focused events in the world.

EVENTS

From multi-day conferences to one-hour private events with decision makers, our events are a genuine hub for ideas, insight, and opportunity related to China.

5,346 Event attendees in 2020
34% C-level private-sector decision makers
45 Minutes average engagement time
PRICING

Design your campaign

STANDARD SOLUTIONS

These standard media options are turnkey solutions that can be planned and deployed within weeks and provide cost-effective opportunities to reach a unique audience.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Minimum Spend</th>
<th>Cost Per 1,000 Ppl Reached</th>
<th>Best Used For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Newsletter</td>
<td>$2,500</td>
<td>$35</td>
<td>Brand-building by reaching tens of thousands with specific message</td>
</tr>
<tr>
<td>Podcasts</td>
<td>$5,500</td>
<td>$35</td>
<td>Brand-building by reaching tens of thousands with specific message</td>
</tr>
<tr>
<td>Events</td>
<td>$5,000</td>
<td></td>
<td>Establishing specific domain expertise / authority and prospecting for high-value leads</td>
</tr>
<tr>
<td>Native Branded Content</td>
<td>$2,500</td>
<td>n/a</td>
<td>Public &amp; media relations, brandbuilding, search engine optimization</td>
</tr>
<tr>
<td>Video Production</td>
<td>$10,000</td>
<td></td>
<td>Demonstrating deep commitment to long-term issues; developing media assets with long shelf-life to reach large audiences</td>
</tr>
</tbody>
</table>

CUSTOM SOLUTIONS

Many long-term partners and/or new partners who are certain they want to commit to our audience opt to develop customized solutions. These may be year-long packages involving discounted rates on many of our standard options or greenfield collaborations on an entire podcast, conference, or series of events.

<table>
<thead>
<tr>
<th>Custom Solution</th>
<th>Starting From</th>
<th>Best Used For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Package</td>
<td>Starting from $25,000</td>
<td>Build a year-long strategy to reach, nurture, and convert leads</td>
</tr>
<tr>
<td>Custom Podcast</td>
<td>Starting from $80,000</td>
<td>“The [insert your industry] in China Podcast by [your company] and SupChina”</td>
</tr>
<tr>
<td>Custom Newsletter</td>
<td>Starting from $35,000</td>
<td>“The [insert your industry] in China Newsletter by [your company] and SupChina”</td>
</tr>
</tbody>
</table>
EVENTS GUIDE

Overview

SupChina hosts two annual flagship conferences (both virtual/online in 2020) and more than 30 smaller events throughout the year, cumulatively involving more than 3,500 annual attendees from all industries and countries around the world.

JUST SOME OF PAST EVENT SPEAKERS

Bill Ford
CEO of General Atlantic and board member at ByteDance

Lili Zheng
Deputy Managing Partner, Deloitte

Jane Sun
CEO of Trip.com

Michael Chu
Co-CEO of L Catterton

Janet Yang
Award-winning Hollywood producer

David Ho
CEO, Aaron Diamond AIDS Research Center & AIDS treatment pioneer

Yang Lan
Chairperson, Sun Media Group

Cheng Li
Director of China Center & Senior Fellow, Brookings Institution

Kai-fu Lee
Former President, Google China, and Founder of Sinovation Ventures

Stephen Roach
Former Global Chief Economist & Asia Chair of Morgan Stanley

Weijian Shan
CEO, PAG Private Equity

Wei Christianson
CEO, Morgan Stanley China
THE FUTURE OF CHINA, AND WHY IT MATTERS FOR YOU

NEXTChina is an annual conference of the leading China-focused executives, thought leaders, and decision makers across industries.

Many people in our network have served at the highest levels of US-China business and government ranks - our core focus is strengthening the direct relationships and opportunities between China and the world at the working level.

BY THE NUMBERS

500 attendees  38 speakers  6 industry-focused breakout rooms  312 companies, funds, & firms  $23T AUM represented
## EVENTS GUIDE

### NEXTChina

### SPONSORSHIP OPTIONS

For planning purposes, Platinum and Jade sponsors must be committed a minimum 4 months before the conference date.

<table>
<thead>
<tr>
<th></th>
<th>Premier Sponsor</th>
<th>Featured Sponsor</th>
<th>Contributing Sponsor</th>
<th>Partner Sponsor</th>
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<tbody>
<tr>
<td>Conference Tickets</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Opening Keynote</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee List</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking &amp;</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access To Speakers</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Lunch Sponsorship</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Coffee &amp; Networking</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panel Hosting Spot</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On All Marketing Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SupChina Newsletter Ads</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Logo &amp; Name Onsite</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>&amp; Online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FEES**

- Premier Sponsor: $30,000
- Featured Sponsor: $20,000
- Contributing Sponsor: $10,000
- Partner Sponsor: $5,000
**EVENTS GUIDE**

**Women’s Conference**

**HOW WOMEN ARE SHAPING THE RISING GLOBAL POWER**

**SUPCHINA WOMEN’S CONFERENCE 2020**

Sept. 9, Conference
9:00AM - 12:00PM EDT
Sept. 10, Gala
5:00PM - 8:00PM EDT
ALL ONLINE

**WOMEN HOLD UP HALF THE SKY**

The SupChina Women’s Conference brings together thought leaders and visionaries for an open dialogue about the continuing empowerment of women in Chinese industry, technology, culture and politics — and how they will continue to transform China’s impact on the world in the new decade.

The SupChina Women’s Conference features a full-day conference plus an evening dinner awards gala recognizing superlative women leaders.

**BY THE NUMBERS**

- **450** attendees
- **28** speakers
- **6** industry-focused Gala Award Winners
- **275** companies, funds, & firms
- **$17T** AUM represented
**EVENTS GUIDE**

## Women’s Conference

### SPONSORSHIP OPTIONS

For planning purposes, Platinum and Jade sponsors must be committed a minimum 4 months before the conference date.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>JADE Sponsor</th>
<th>GOLD Sponsor</th>
<th>BRONZE Sponsor</th>
<th>Contributing Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Tickets</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Awards Gala Tickets</td>
<td>30</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Premium Table Location</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Opening Key Note Sponsorship</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee &amp; Networking Sponsor</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Cocktail Reception Sponsor</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcoming Remarks Or Panel Participation</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee List</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SupChina Newsletter Ads</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Logo &amp; Name Onsite &amp; On All Marketing</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Onsite Activation (Booth, Etc.)</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FEES**

- $30,000
- $20,000
- $10,000
- $5,000
Get in touch

Alex Urist
Director of Business Development

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