

The background features a dark blue field with a series of concentric, slightly irregular circles that create a tunnel-like effect. In the lower right quadrant, these circles transition into a complex, maze-like pattern of overlapping lines, suggesting a path or a network.

# GMIC

## BEIJING 2020

**April 27-29, 2020**

GET BUSINESS DONE IN ASIA



# GMIC 2020

April 27-29 · Beijing, China

GMIC is Asia's leading technology conference connecting B2B executives from over 70+ countries since 2008.

GMIC has set the standard for technology conferences & exhibitions by bringing an unique combination of key decision makers from leading global organizations. Over 55% of our attendees are senior executives that come for one reason – to get business done.

2020 marks the 12th edition of GMIC Beijing, and much like the fast-evolving technology landscape, we too have evolved to deliver a high-quality, ROI-driven event. **GMIC Beijing 2020 will dive deep into specific verticals for you to meet the right partners, clients, and establish your organization in the APAC market.**

GMIC will continue to play a major role in connecting innovators as market trends shift towards new technologies and automation. You can count on GMIC to be the first stop of your organization's APAC growth strategies.

GMIC is constantly exploring expansion opportunities in other emerging markets and may be coming to a city near you soon.

# GMIC BEIJING

WILL BE SEPARATED INTO

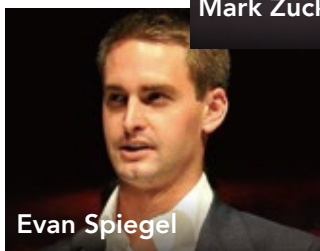
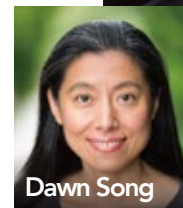
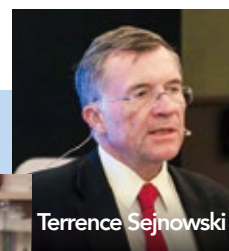
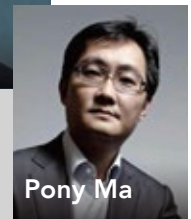
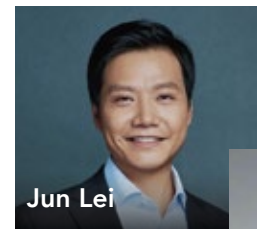
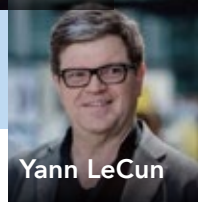
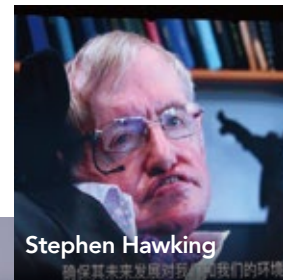
# THREE CONFERENCES



# THESE MEETINGS WILL BE PRESENTED IN GMIC 2020

G20 Summit	Thought Leadership		Global Blockchain Summit
	Brand Digital Marketing Summit	5G-Industry Summit	Blockchain Developer Space
Industry Digital Summit	Going Global	G-Startup Competition	
Entertainment & Technology Summit	New Generation Forum	Snap Workshop	Indian Workshop

# GMIC SPEAKERS





- 2019
  - GMIC successfully created its first "Scientific Renaissance Festival" in Guangzhou
  - Hosted Beijing Tech Innovation Show as part of celebration of The 70th anniversary of the founding of China
- 2018
  - The tenth GMIC hosted in Beijing with a core theme of Artificial Intelligence
  - «Universal Postboy» bilingual version was published
  - China House Vision Exhibition was held at Bird Nest Stadium
- 2017
  - Including Stephen Hawking, 613+ visionaries spoken at the ninth GMIC in Beijing
  - GASA University embarked on a new journey of "The New Scientific Renaissance" (coined by Dr. Stephen Hawking)
- 2016
  - GMIC expanded its influence in cross-border industries
  - The first G-Summit was hosted in Pebble Beach, USA
  - GASA University was founded
- 2015
  - RobotX Co-work space opened in Guangzhou
  - GMIC continued its global influence and hosted in eight different cities around the world

OVER  
**1,000,000**  
ATTENDEES

NEARLY  
**2000+**  
SPEAKERS

FROM  
**70+**  
COUNTRIES

WITH  
**3000+**  
GLOBAL MEDIA  
COVERING  
**22,000**  
EXHIBITION AREA

OVER  
**300**  
INDUSTRIAL  
CONFERENCE TRACKS

UP TO  
**50%**  
C LEVEL / VP /  
SENIOR MANAGEMENT

- 2014
  - GWC started the journey of going Global
  - GMIC was hosted in Beijing, Tokyo, Bangalore and Silicon Valley in 2014
- 2013
  - Fifth anniversary of GWC
  - Pony Ma, Robin Li, Leijun and Jet Li along with many other industry leaders attended the fifth GMIC in Beijing
- 2012
  - May The fourth GMIC was hosted in Beijing
  - October GMIC was hosted in Silicon Valley for the first time, 5000+ people attended
- 2011
  - April The third GMIC was hosted in Beijing
  - May GWC opened Silicon Valley office
- 2010
  - April GWC opened Japan office
  - May The second GMIC was hosted in Beijing
- 2009
  - April The first GMIC was hosted in Beijing by GWC
  - October GWC members reached 100+ around the globe
- 2008
  - March GWC (the organizer of GMIC) was founded
  - June 2008 China-Japan Mobile Internet Forum was held in Beijing by GWC

# ▶ WHY GMIC?



## LEARN

### From Executives of World-Class Organizations

Executives operating in global markets will share innovative business models, strategies and insights on how to navigate and quickly scale in a highly competitive landscape. They will also cover current trends, user behavior, while uncovering corporate development opportunities.



## Experience

### New Product Launches

Experience and preview the latest products and innovation from emerging and established companies. GMIC has been the launch platform for products such as: Rovio's Angry Birds, Halfbrick - Fruit Ninja, the HoverCamera, xPeng Motors, & Huawei and Xiaomi devices.



## Connect

### Build Meaningful Relationships

Build meaningful relationships with over 50,000+ representing over 70+ countries. This is where technology converges and deals are made.



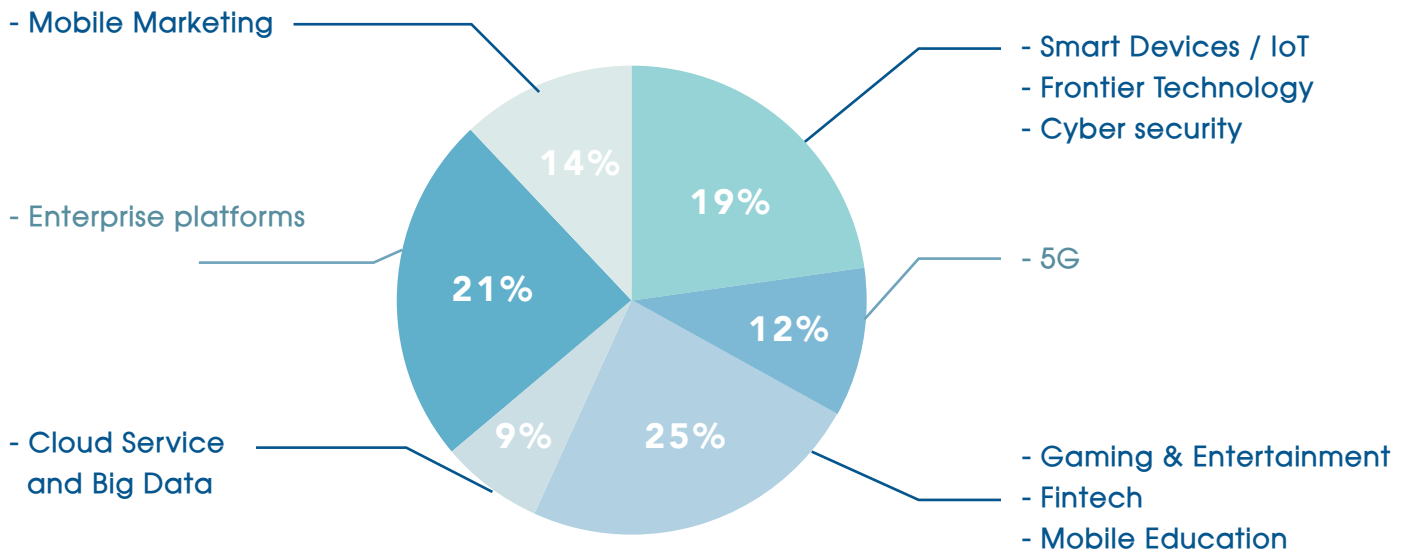
## Promote

### Global Platform

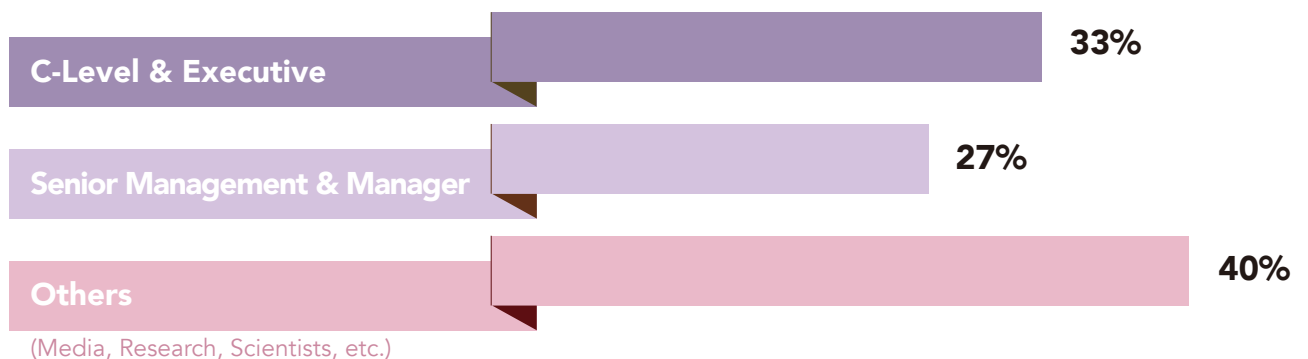
Build international brand presence, develop new partnerships, and establish your organization as a leader in your respective vertical

# WHY SPONSOR GMIC?

## TOP 10 INDUSTRIES



## TOP – CLASS INDUSTRY LEADERS



Our global partners come to GMIC year after year with common goals of developing new business and building brand awareness. With over 70+ countries represented and partnerships with tier-one media outlets, the spotlight will be on your organization. With the restructured conference and exhibition program, GMIC enables you to develop targeted leads like never before.

GMIC Beijing 2020 will be segmented by verticals, covering Digital Marketing & Going Global, 5G & AI & Blockchain, and Industrial Internet. Essentially, GMIC Beijing will be three conferences in one, allowing our partners to develop highly targeted leads in each respective verticals.

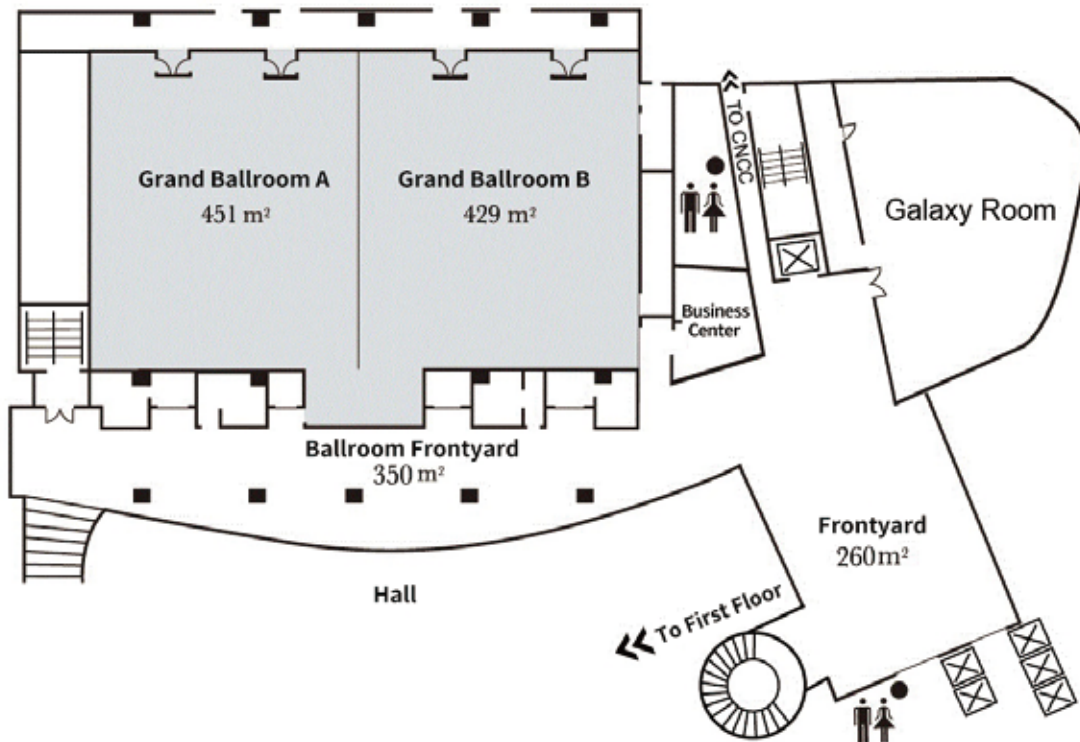
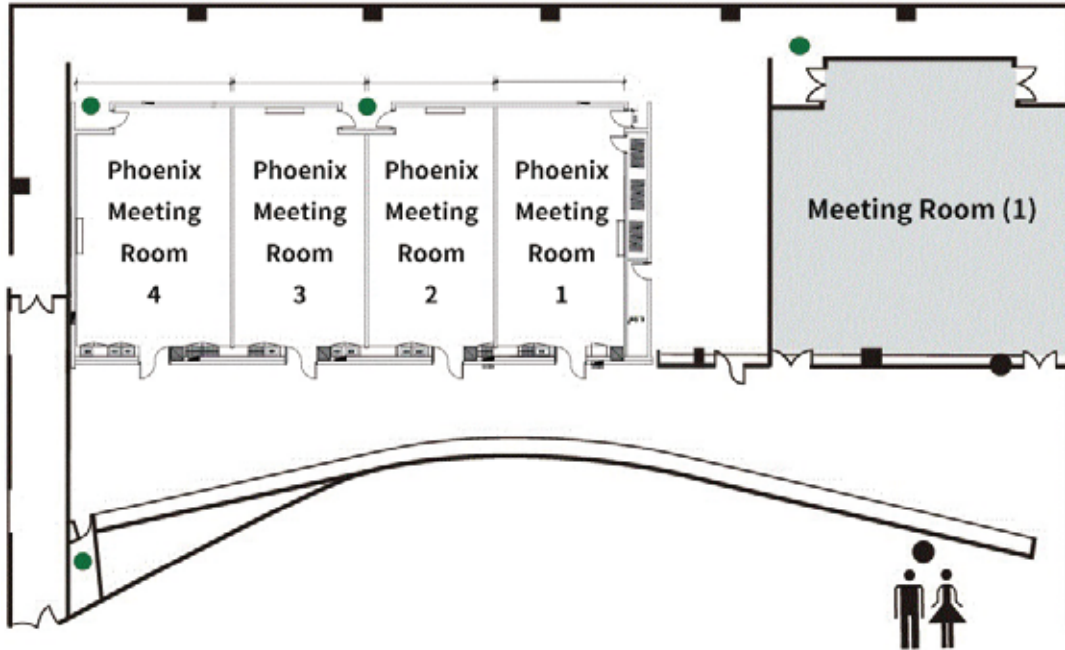
# THE WORLD'S INNOVATIVE COMPANIES PARTICIPATED

# CONFERENCE

## GMIC 2020

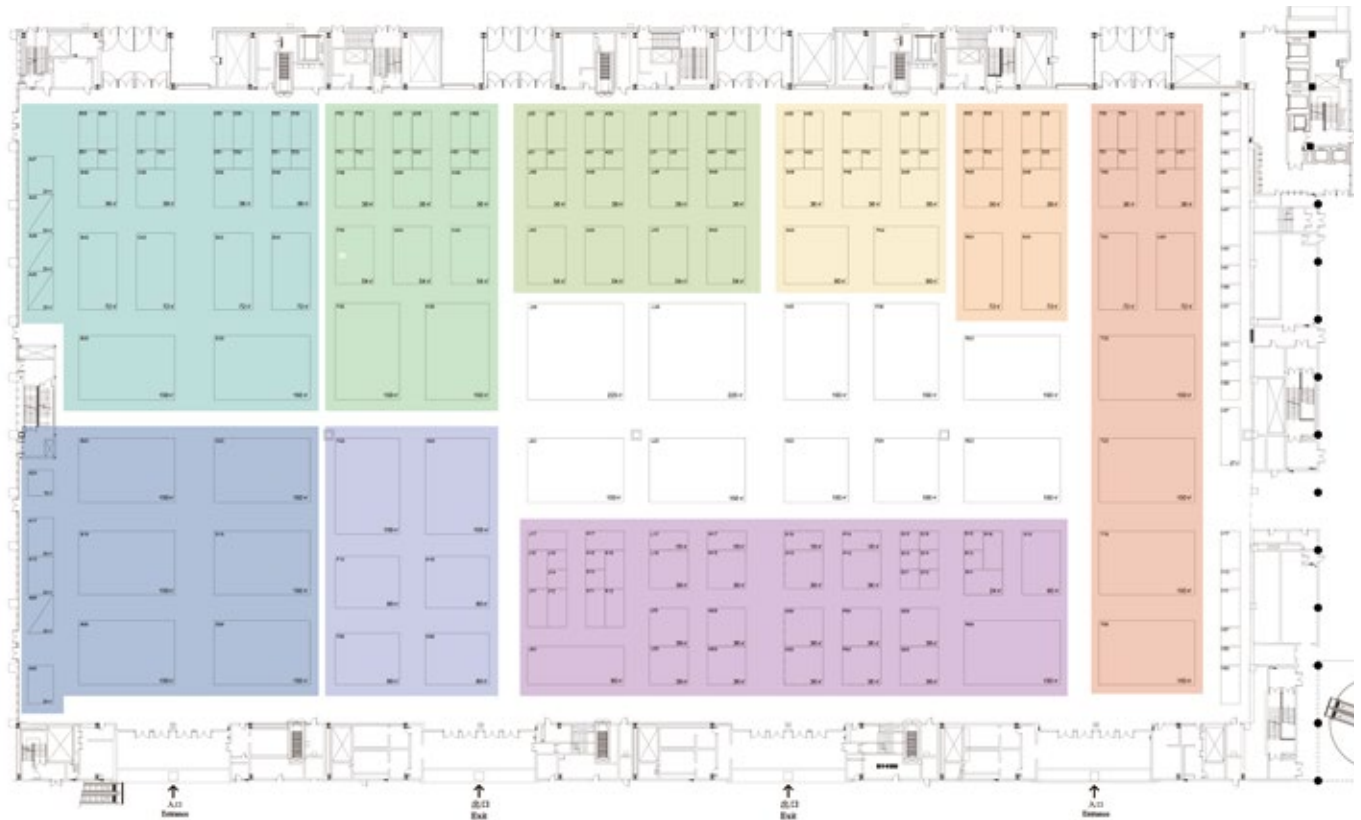
### Conference Area: Meeting Rooms Floorplan



# EXHIBITION

## GMIC 2020

Exhibition Area: China National Convention Center Floorplan



# EXHIBITION & TICKET RATES FEE

### Booth Rates (per square meter)

Island booth	4 Sides Exposed	\$880 USD / SQM	Space Only
Peninsula Booth	3 Sides Exposed	\$830 USD / SQM	Space Only
Corner Booth	2 Sides Exposed	\$780 USD / SQM	Space Only OR \$880 USD / SQM Standard Shell
Single Opening Booth	1 Side Exposed	\$730 USD / SQM	Space Only – OR \$830 USD / SQM

Enjoy a 50% off special 2020 Jan 1

### Ticket Tiers

VIP Pass	\$1400 USD	Access to Thought Leader & All 3 Conferences, VIP Lounge, VIP Dinner
Conference Pass	\$400 USD	<ol style="list-style-type: none"> <li>1. GMIC Beijing – Digital Marketing &amp; Going Global</li> <li>2. GMIC Beijing – 5G, AI &amp; Blockchain</li> <li>3. GMIC Beijing – Industrial Internet</li> </ol>
Expo Pass	\$30 USD	Access to entire Exhibition

Enjoy a 70% off special 2020 Jan 1

TOP SPONSORSHIP OF GMIC BEIJING

# THOUGHT LEADERSHIP

**GMIC Beijing** – Reach over 30,000+ global attendees across industries to broaden and uncover new business opportunities through highly targeted campaigns. The ultimate brand and business development package at GMIC Beijing, where your organization will be at the center of the spotlight. Your organization will also be promoted in both English and Chinese to the official GMIC database with over 100,000+ subscribers across platforms.

**Investment: 1.2 M RMB / \$170,000 USD**

**Limited to 8 Partners**

连接无限可能



THOUGHT LEADERSHIP

# TOP SPONSORSHIP OF GMIC BEIJING

## SPEAKING

- 18-minute Main Stage Keynote - **Thought Leadership**
- 18-minute Keynote at one additional conference

## BRANDING

- Promoted as co-organizer in all branding
- Prominent branding in high-traffic areas in registration, conference area, and exhibition
- Two-page Advertisement spread on official conference brochure

## MEDIA

- 3 secured media interviews with tier-one partners
- Usage of media room

## PASSES

- 10 VIP Passes
- 50 Meeting Passes
- 300 Exhibition Passes

## DIGITAL BRANDING

- 3 Newsletters shared to the GMIC database
- Logo / advertisement displayed at the top of the GMIC Beijing home page
- 45-second video advertisement played throughout venue
- 30-second video advertisements played on Main Stage during breaks
- Push notification on official GMIC app
- GMIC will also invite potential clients / partners on your organization's behalf
- Premium promotions to official GMIC WeChat, Weibo, Ding, and all social platforms

## VENUE & EXHIBITION

- 120m<sup>2</sup> booth space
- 4 hour usage of venue space for hosted workshops (AV included – 200+ capacity)
- Dedicated Space for Product Demo



# PREMIUM PARTNER

OF GMIC BEIJING

## SPEAKING

- 45-minute Main Stage  
– **Thought Leadership**
- 45-minute Panel at one additional conference

## BRANDING

- Promoted as Premium Partner
- Prominent branding in high-traffic areas in registration, conference area, and exhibition
- Two-page Advertisement spread on official conference brochure

## MEDIA

- 2 secured media interviews with tier-one partners
- Usage of media room

## PASSES

- 7 VIP Passes
- 40 Meeting Passes
- 300 Exhibition Passes

## DIGITAL BRANDING

- Two newsletters shared to the GMIC database
- Logo / advertisement displayed at the top of the GMIC Beijing home page
- 20-second video advertisements played throughout venue
- 15-second video advertisements played on Main Stage during breaks
- Promotions to official GMIC WeChat, Weibo, Ding, and all social platforms

## VENUE & EXHIBITION

- 90m<sup>2</sup> booth space
- 4 hour usage of venue space for hosted workshops (AV included – 200+ capacity)
- Dedicated Space for Product Demo

## INVESTMENT

800,000RMB/\$115,000USD



GMIC BEIJING

# DIGITAL MARKETING & GOING GLOBAL

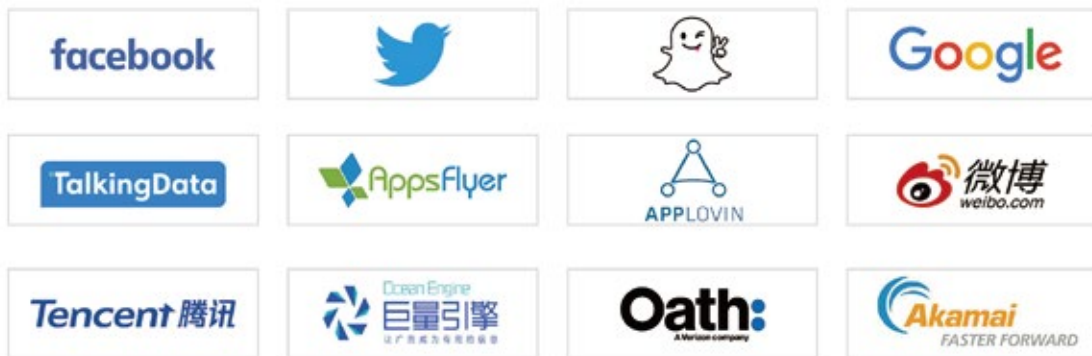
The Digital Marketing & Going Global Conference is a vertically integrated meeting place for players in e-commerce, digital business, marketing, user acquisition, monetization, brands, and innovation. We bring together marketing, media, and industry leaders to explore new strategies and trends while uncovering business development opportunities for our partners to work together.

## WHAT'S COVERED

- Digital Marketing
- Mobile Marketing
- Data Security
- AI Marketing
- Software-as-a-Service
- Digital First Content: Co-Creation
- Video Marketing
- Marketing Software / Automation
- IoT and a Connected World
- Brands
- AdTech Workshops
- Ad Networks
- Attribution / Tracking
- Media / Affiliates
- Voice Control
- Games, Mobile, Social
- UA, Monetization
- Cross-border payment
- How localized operations

**DIGITAL MARKETING & GOING GLOBAL**

# PAST SPONSORS



# PAST SPEAKERS



- |                    |                                  |
|--------------------|----------------------------------|
| 1 Alan Lan         | GM of Greater China, Twitter     |
| 2 Ashwin Puri      | Head of APAC, Facebook           |
| 3 Annabel Lin      | Country Director, Google China   |
| 4 Danielle Levitas | SVP, App Annie                   |
| 5 Alice Mei        | BMW China, VP Marketing          |
| 6 Dingxiao Wang    | Head of TikTok Ads, Ocean Engine |
| 7 Vincent Yan      | Founder & CEO, AdMaster          |
| 8 Wang Yajuan      | SVP, Weibo                       |

	WORKSHOP PARTNER	GENERAL SPONSOR
<b>INVESTMENT</b>	500,000 RMB / \$71,000 USD	250,000 RMB / \$35,000 USD
<b>SPEAKING</b>	<ul style="list-style-type: none"> <li>• 18-minute keynote – Digital Marketing &amp; Going Global Conference</li> </ul>	<ul style="list-style-type: none"> <li>• 18-minute keynote – Digital Marketing &amp; Going Global Conference</li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>• Promoted as Workshop Partner</li> <li>• Prominent branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted as Sponsor</li> <li>• Branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>
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<b>VENUE &amp; EXHIBITION</b>	<ul style="list-style-type: none"> <li>• 36m<sup>2</sup> booth space</li> <li>• 4 hour usage of venue space for hosted workshops (AV included – 200+ capacity)</li> <li>• Dedicated Space for Product Demo</li> </ul>	<ul style="list-style-type: none"> <li>• 18m<sup>2</sup> booth space</li> </ul>
<b>PASSES</b>	<ul style="list-style-type: none"> <li>• 5 VIP Passes</li> <li>• 20 Conference Passes</li> <li>• 150 Expo Passes</li> </ul>	<ul style="list-style-type: none"> <li>• 2 VIP Passes</li> <li>• 10 Conference Passes</li> <li>• 50 Expo Passes</li> </ul>

# WORKSHOP PARTNER

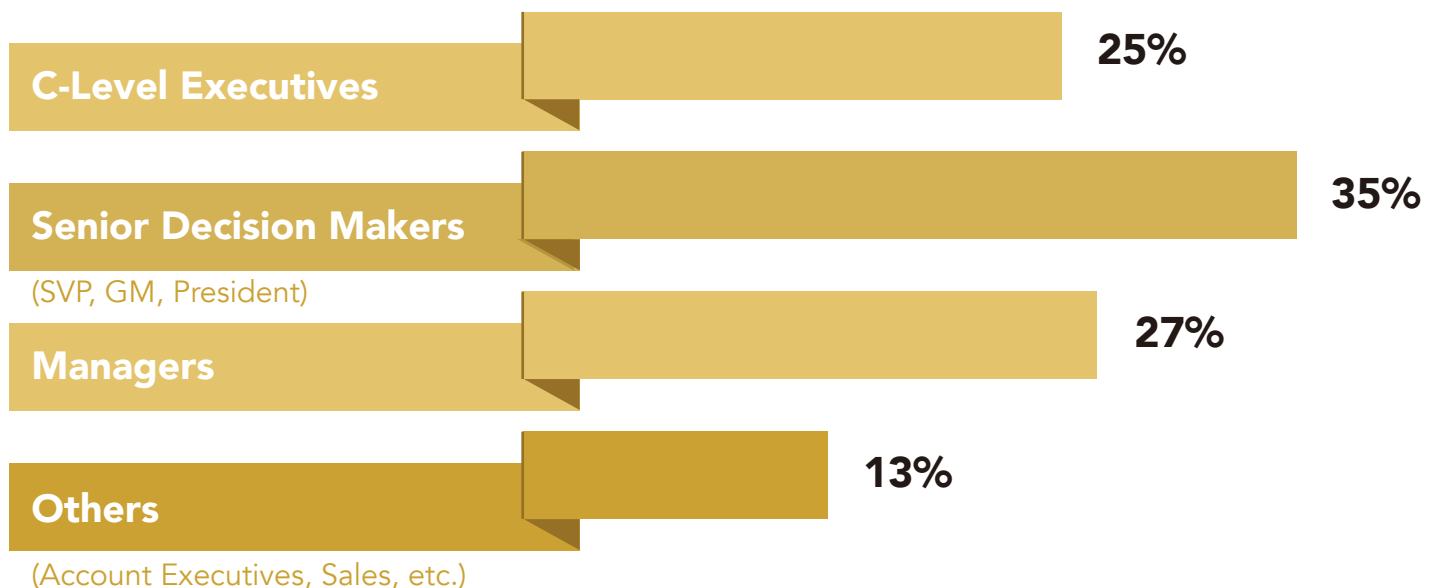
Create custom content & facetime with your most important partners and clients. GMIC will target attendees digitally to promote your workshops and collect leads for your sales team to build and nurture.

# GENERAL SPONSOR

Promote your organization and services through speaking opportunities and limited branding at the GMIC Beijing – Digital Marketing & Going Global Conference.

## In GMIC Beijing 2018

12,580 global Digital Marketing professionals convened under one roof to unravel the next wave of digital transformation.





# WHAT'S COVERED

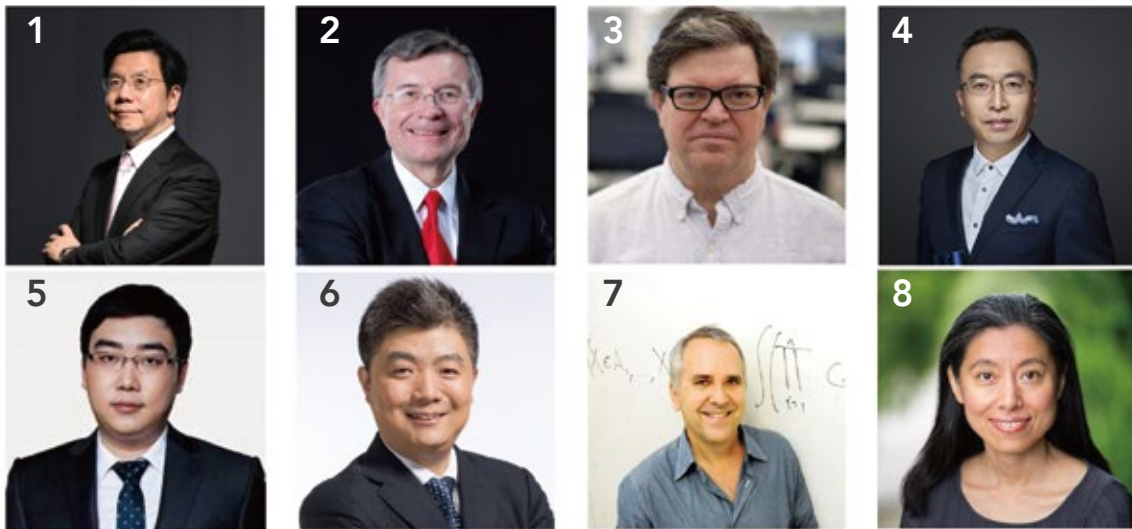


- 5G Commercialization
- IoT
- Robotics
- 5G Standard
- Smart City
- Big Data
- Edge Computing
- Wireless Revolution
- Smart Home
- Remote Healthcare
- Autonomous Vehicles
- 5G Voice

# PAST SPONSORS



# PAST SPEAKERS



1 Kai-fu Lee

Chairman & CEO, Sinovation Ventures

2 Terrence Sejnowski

Francis Crick Professor  
The Salk Institute for Biological Studies

3 Yann LeCun

Chief AI Scientist, Facebook

4 George Zhao

President, Honor

5 Wei Cheng

Founder & Chairman, Didi

6 Yu Hu

Executive President, IFLYTEK

7 Michael Jordan

Professor, University of California, Berkeley

8 Dawn Song

Professor, University of California  
CEO of Oasis Labs, Berkeley

	<b>WORKSHOP PARTNER</b>	<b>GENERAL SPONSOR</b>
<b>INVESTMENT</b>	500,000 RMB / \$71,000 USD	250,000 RMB / \$35,000 USD
<b>SPEAKING</b>	<ul style="list-style-type: none"> <li>• 18-minute keynote – 5G, AI &amp; Blockchain</li> </ul>	<ul style="list-style-type: none"> <li>• 18-minute keynote – 5G, AI &amp; Blockchain</li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>• Promoted as Workshop Partner</li> <li>• Prominent branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted as Sponsor</li> <li>• Branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>
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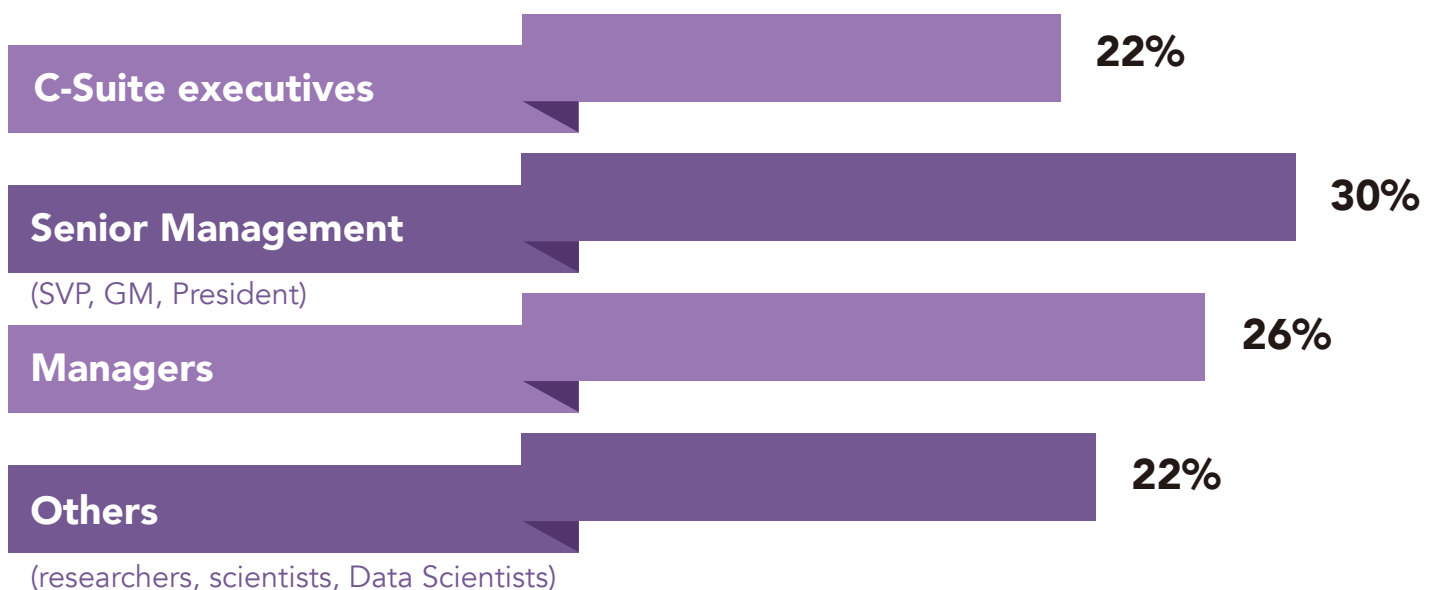
Create custom content & facetime with your most important partners and clients. GMIC will target attendees digitally to promote your workshops and collect leads for your sales team to build and nurture.

## GENERAL SPONSOR

Promote your organization and services through speaking opportunities and limited branding at the GMIC Beijing – 5G, AI & Blockchain Conference.

### In 2018

11,638 industry leaders, practitioners, and executives gathered in various open and closed-door discussions on the current developments of 5G, AI & Blockchain.





# INDUSTRIAL INTERNET

GMIC 2020

Industrial Internet disrupts today's traditional industries and reconstructs infrastructure. Companies must adapt to the speed of innovation, considering disruptions from Cloud Computing, Big Data, SaaS, Industry 4.0, to New Retail. What are some of the new business models? What are some of the countries that successfully target this segment? Come to understand how disruptive innovations are woven into every aspect of today's business landscape and transform enterprises with smart data.

## WHAT'S COVERED

- Industrial Internet
- Industry 4.0
- Software-as-a-Service
- Enterprise Infrastructure
- Smart Manufacturing
- Supply Chain
- Smart Cities
- Smart Policies

# INDUSTRIAL INTERNET

# PAST SPONSORS



# PAST SPEAKERS



- |                        |   |
|------------------------|---|
| 1 Baoqiu Cui           | VP & Chairman of Tech Committee, Xiaomi |
| 2 Shengqiang Chen      | CEO, JD Digits                          |
| 3 Vijay Shekhar Sharma | Founder and CEO, Paytm                  |
| 4 Kai Yu               | Founder & CEO, Horizon Robotics         |
| 5 Xiaopeng He          | Founder & Chairman, XPENG               |
| 6 Ericson Chen         | CEO, Ping An Technology                 |
| 7 Xiaochuan Wang       | CEO, Sogou. Inc.                        |
| 8 Sachin Bansal        | Founder, Flipkart                       |

	<b>WORKSHOP PARTNER</b>	<b>GENERAL SPONSOR</b>
<b>INVESTMENT</b>	500,000 RMB / \$71,000 USD	250,000 RMB / \$35,000 USD
<b>SPEAKING</b>	<ul style="list-style-type: none"> <li>• 18-minute keynote – Industrial Internet Conference</li> </ul>	<ul style="list-style-type: none"> <li>• 18-minute keynote – Industrial Internet Conference</li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>• Promoted as Workshop Partner</li> <li>• Prominent branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted as Sponsor</li> <li>• Branding in directories, various signage, and on exhibition floor</li> <li>• one-page advertisement on official conference brochure</li> </ul>
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# WORKSHOP PARTNER

Create custom content & facetime with your most important partners and clients. GMIC will target attendees digitally to promote your workshops and collect leads for your sales team to build and nurture.

# GENERAL SPONSOR

Promote your organization and services through speaking opportunities and limited branding at the GMIC Beijing – Industrial internet.

## In 2018

an audience of 10,698 convened to understand innovative business models and emerging viral platforms that have shifted the way the younger generations interact. From young startups, to new product launches, we examined how trends are shifting to account for millennials.



# **GMIC**

**2020**

**Website**

**[www.thegmic.com](http://www.thegmic.com)**

**Phone**

**010-82525377**

**E-mail**

**[gmic@gwc.net](mailto:gmic@gwc.net)**

**Weibo**

**[weibo.com/gmic](http://weibo.com/gmic)**



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