



HYSTA 23RD ANNIVERSARY 2022 HYSTA ANNUAL CONFERENCE

September, 2022 | Silicon Valley



OVERVIEW

Founded in 1999, HYSTA | Hua Yuan Science and Technology Association is one of the most influential non-profit professional organizations that empowers Chinese American entrepreneurs and leaders. HYSTA and our partners have reached 50,000+ members and 500+ partners worldwide.

Past Featured Speakers



Al Gore

Former Vice President
The United States of America



John Chambers

Former Chairman & CEO
Cisco Systems



Jerry Yang

Co-Founder & Former CEO
Yahoo Inc.



Jack Ma

Co-founder and Former Executive
Chairman of Alibaba Group



Michael Moritz

General Partner
Sequoia Capital



Diane Greene

Founder & President
VMWare



John Doerr

Partner KPCB



Mary Meeker

Partner
KPCB



Kai-Fu Lee

CEO
Sinovation Ventures



Robin Li

Founder & Chairman
Baidu Inc.

Past Featured Speakers



Charles Zhang
Chairman & CEO
Sohu Inc.



Neil Shen
Founding & Managing Partner
Sequoia Capital China



Qi Lu
Former COO
Baidu Inc.



David DeWalt
Former CEO
McAfee Inc.



Feng Deng
Founding Managing Director & Chairman
Northern Light Venture Capital



Linda Avey
Co-Founder & CEO
23andMe



Peter Fenton
General Partner
Benchmark Capital



Joe Lonsdale
Co-Founder, Palantir
Founding Partner, 8VC



William Ding
Chairman & CEO
NetEase Inc.



Chen Zhang
CTO
JD.com

What They Say about HYSTA



Jack Ma
Co-founder and Former Executive
Chairman of Alibaba Group

"Jerry Yang and I took a long walk during HYSTA's executive summit in Pebble Beach last year. Our discussions quickly accelerated when I returned to China and resulted in the landmark transaction between Yahoo and Alibaba."



Jerry Yang
Co-Founder & Former CEO
Yahoo Inc.

"HYSTA's executive summits provide business leaders with great opportunities to build valuable connections."



Robin Li
Founder & Chairman Baidu Inc.

"Having worked in both China and the U.S., I believe technology companies based in these two markets have a lot to learn from each other. I attended and spoke at a number of events hosted by HYSTA and have taken away as much as I've shared with the audience."

2021 Featured Speakers



Eric S. Yuan
Founder & CEO
Zoom Video
Communications, Inc.



Dr. Jun Pei
CEO and co-founder
Cepton



Larry Liu
Founder & CEO
Weee! Inc.



Deborah Liu
CEO
Ancestry



Tony Wang
Co-Founder
Agora.io



Vu Van
Co-founder & CEO
ELSA, Corp



Andrew Lee
Co-founder & CEO
StartX Med



Guochun Liao
Co-Founder, President,
Chief Innovation Officer & Chairman
IDbyDNA



Patrick Lee
Co-founder and former CEO
Rotten Tomatoes



William Wei Cao
Founder, Chairman, and CEO
Gracell

Overall Operational Goals

Besides our focus on the Chinese Americans, at HYSTA, we aim to build a culture of diversity through our events. In particular, we will address diversities in terms of gender, age and background.



Gender



Age



Background

We would like to make HYSTA a more inclusive and encouraging community for women entrepreneurs. We plan to organize events which feature women leaders in business and technology. By promoting their voices and stories, we hope to empower young women. At the same time, these events may also create more professional opportunities for them.

While solidifying our community of the earlier generation of Chinese entrepreneurs in the US, we also would like to attract a budding generation of Chinese American entrepreneurs. By doing that, we will increase and strengthen an intergenerational communication and make HYSTA a more dynamic and vigorous community.

Based on the current political and economical situation, we've made it clear that HYSTA's mission is to empower Chinese American entrepreneurship and leadership in technology and science. We will extend our network to other emerging organizations in North America, such as Gold House.

Signature Events

At HYSTA, we are launching multiple monthly, seasonal and annual programs targeting diverse audiences.

Annual Conference

HYSTA's signature event that gathers industry leaders, scientist and experts, big corporations, entrepreneurs and business partners to discuss industry trends, exchange professional knowledge, discover industry opportunities and accelerate business collaborations with 2,000+ audiences.

→ Main attendees: Entrepreneurs, industry professional, experts/scholars, cross-border investors, business decision makers

HYSTA Talk

HYSTA Talk invites inspiring entrepreneurs and leaders to share stories and ideas, encourage good values, connect great people, and empower the next generation of leaders.

→ Main attendees: Entrepreneurs, industry professionals and investors

Education Seminars

HYSTA Education Seminars aim to provide entrepreneurs, business leaders and industry professionals with a comprehensive learning platform, helping them develop leadership skills and strategic thinking and gain access to advanced financial and legal services.

→ Main attendees: Entrepreneurs, business leaders, investors and industry professionals

Founders' Club

HYSTA founders' club is a close-knit communal space for top tech entrepreneurs to build connection, inspire and support each other.

→ Main attendees: Entrepreneurs



HYSTA Annual Conference

A Must-Go Event for Leaders, Investors, Academics and Entrepreneurs



Highlights OF 2019 HYSTA Annual Conference

A Must-Go Event for Leaders, Investors, Academics and Entrepreneurs

Celebrating 20 Years of
Devotion to the
Next-Generation
Entrepreneurial Community



Highlights OF 2017-18 HYSTA Annual Conference

A Must-Go Event for Leaders, Investors, Academics and Entrepreneurs

DAY 1 | Annual Conference Mapping Out the Digital Silk Road

With 4 conference keynotes, 5 program keynotes and 7 panel discussions, the HYSTA 2017-18 Annual conference engaged all attendees in the in-depth discussions of trending topics in Artificial Intelligence, Autonomous Vehicle, Digital Lifestyle, Fintech, Digital Healthcare, Leadership, Enterprise Service and so forth



Highlights OF 2017-18 HYSTA Annual Conference

A Must-Go Event for Leaders, Investors, Academics and Entrepreneurs

DAY 2 | Tech Investment Summit

Tackling the Challenges of Cross-border Tech Investment

The HYSTA US-China Tech Investment Summit 2017-18 is a closed-door event aimed at engaging VCs, PEs, startup and global companies and law firms in discussing the opportunities and challenges in the new era of cross-border investment



Theme 2022

UNITY: REPRESENTATION AND EMPOWERMENT



Partnering with **local organizations** aims for the inclusive unity, representation, and success of Asians and Pacific Islanders



Creating a warm-up **Community** welcomes communication and exchange of thoughts and feedback before, during, and after the Conference

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LIVE STREAMING

- Tiktok
- YouTube
- 36Kr
- Baidu



ONSITE (150-200 VIP GUESTS)

- Keynote Speech
- Fireside Chat
- Panel Discussion
- Closed Door Discussion



Sponsorship Package

| | BRONZE PACKAGE \$2,000 | SILVER PACKAGE \$5,000 | GOLD PACKAGE \$10,000 | PLATINUM PACKAGE \$30,000 | DIAMOND PACKAGE \$50,000 |
|--|---------------------------|---------------------------|--------------------------|---|--|
| Featured Sponsor Pull-up Banner | ✓ | ✓ | ✓ | ✓ | ✓ |
| Annual Conference Digital Book Ads | ½ Page | ½ Page | ½ Page | 1 Page | 1 Page |
| Featured Logo Slides Display | ✓ | ✓ | ✓ | ✓ | ✓ |
| Annual Conference Gift Bag to attendees | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ticket to Annual Conference | 3 General Admission | 5 General Admission | 10 General Admission | 15 General Admission | 20 General Admission |
| VIP Banquet | 1 Seat | 2 Seats | 3 Seats | 5 Seats | 10 Seats with Premium Location |
| Exhibition Booth | 1 Booth to AC | 1 Booth to AC | 1 Booth to AC | 1 Booth to AC + 1 Booth at Ongoing HYSTA Event | 2 Booths in Premium Location to AC + Unlimited Booth at Ongoing HYSTA Event |
| Speaking Opportunity | ✗ | ✗ | ✗ | Moderator / Panelist at AC + 1 Opening Speech at Ongoing Event | Keynote/Moderator / Panelist at AC + 2 Times Opening Speech at Ongoing Event |
| Dedicated Banner Display | ✗ | ✗ | 1 During AC | 1 During AC | 1 During AC |
| Main HYSTA Program | ✗ | ✗ | 1 Educational Seminar | 2 Educational Seminars | 3 Educational Seminars |
| Special Interview & Exclusive Content Creation | ✗ | 1 | 1 | 1 | 1 |
| Flyer Featured in Gift bags to Audience in Selected Events | ✗ | ✗ | ✓ | ✓ | ✓ |

HYSTA

CONTACT US

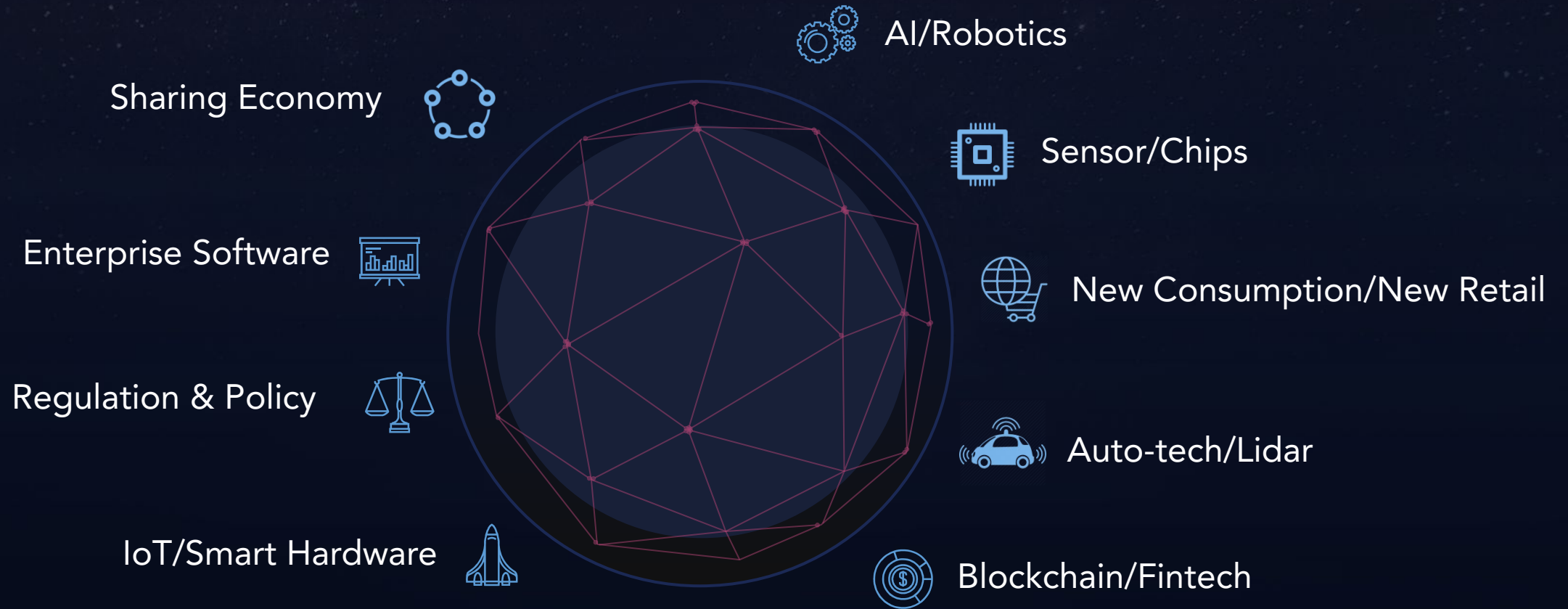
Thank you for being a great partner with HYSTA. If you have any questions regarding the HYSTA Sponsorship Package, or if you need more information and find out about customized HYSTA sponsorship opportunities, please contact us at Info@hysta.org.



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Appendix

Focused Areas



Our Timeline

HYSTA Has Witnessed Many Moments of Great Historical Importance

