



# Sponsorship Information

2nd ANNUAL

**WORLD TRADE DAY CONFERENCE**

May 4, 2018

Trade Talk:  
High Stake Innovations Impacting  
the Global Stage

**RENAISSANCE WAVERLY HOTEL**  
ATLANTA, GEORGIA

# Trade Talk: High Stake Innovations Impacting the Global Stage

**No doubt about it— technology is changing the way we do business everyday.**

Whether navigating global supply chain details, creating innovative products and processes, or meeting new compliance and security standards, technology is impacting international trade.

The 2<sup>nd</sup> Annual World Trade Day 2018 is convening thought leaders and executives to foster key conversations and connections regarding the expanding role innovation is playing in global trade and investment relations.

Hundreds of experts in international trade made our first World Trade Day (May 2017) one of the largest of its kind in the nation. This year's event will also be livestreamed to over 300 World Trade Centers around the world to ensure a global audience. Furthermore, a value-add for the 2018 event includes hands-on workshops that address your specific corporate trade and investment needs, alongside its many networking and education sessions.

**#WTD2018 will be the best World Trade Day yet!**



**As a sponsor, World Trade Day offers you an opportunity to:**

- ✓ Showcase your organization's leadership in innovation as well as global trade and investment.
- ✓ Develop relationships with decision-makers and influencers actively involved in innovation impacting international commerce.
- ✓ Leverage pre-, during and post-promotional opportunities to publicize your company.
- ✓ Participate in our Global Business Exchange Marketplace.
- ✓ Secure special recognition at the conference reception with speakers, sponsors, and attendees.
- ✓ Gain global exposure to over 300 World Trade Centers around the world.

Attendance  
**Approx. 300  
Global Executives**

Marketing  
**Over 150 Pieces  
Promoting Sponsors**

Public Relations  
**Media Created  
7500+ Views**

# PLATINUM SPONSOR

- Five (5) complimentary full conference passes
- Three (3) VIP seating at lunch with speakers and sponsors
- Opportunity to give the welcoming/closing remarks at morning session/speaking opportunity during morning session (10 min)
- Logo prominently displayed on World Trade Day website with a link to your company homepage
- Logo prominently featured on World Trade Day marketing materials pre-, during and post- event.
- Logo displayed on all large projection screens while attendees move from session to session.
- Logo included on all promotional materials pre-, during and post-event
- Company listing, logo and description in the official World Trade Day program as Platinum Sponsor
- Full page advertisement in official program
- Social media mention pre-, during, and post-event
- Recognition from the podium at each session, during lunch, and at selected media opportunities
- Social media mentions pre-, during, and post-event
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**\$20,000**

# GOLD SPONSOR

- Four (4) complimentary full conference passes
- Two (2) VIP seating at lunch with speakers and sponsors
- Opportunity to give the welcoming / closing remarks at one of the morning or afternoon Parallel Roundtables
- Logo displayed on World Trade Day website with a link to your company homepage
- Logo prominently featured on the WTD's marketing materials pre-, during, and post-event
- Half page advertisement in official program
- Company listing, logo and description in the official World Trade Day program as Gold Sponsor
- Logo displayed on all large projection screens while attendees move from session to session and at the start of each session
- Social media mentions pre-, during, and post-event
- Recognition from the podium at each session, during lunch, and at select media opportunities
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**Fee \$15,000**





## SILVER SPONSOR

- Three (3) complimentary full conference passes
- Two (2) VIP seating at lunch with speakers and sponsors
- Opportunity to give the welcoming / closing remarks at one of the afternoon Parallel Roundtables
- Logo displayed on World Trade Day website with a link to your company homepage
- Logo prominently featured on the WTD's marketing materials pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day as a Silver Sponsor
- Logo displayed on all large projection screens while attendees move from session to session and at the start of each session
- Social media mentions pre, during, and post event
- Quarter page advertisement in official program of the World Trade Day as a Silver Sponsor
- Recognition from the podium at each session, during lunch, and at select media opportunities
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**Fee: \$10,000**

## BRONZE SPONSOR

- Two (2) complimentary full conference passes
- One (1) VIP seating at lunch with speakers and sponsors
- Logo displayed on World Trade Day website with a link to your company homepage
- Logo prominently featured on the WTD's marketing materials pre, during, and post event
- Company listing, logo and description in the official program of the World Trade Day as a Bronze Sponsor
- Logo displayed on all large projection screens while attendees move from session to session and at the start of each session
- Social media mentions pre-, during, and post-event
- Recognition from the podium at each session, during lunch, and at select media opportunities
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (Sponsor to provide banner / table-top displays)

**Fee: \$5,000**

## **NEW! SPEAKING PANEL SUPPORT**

- Two (2) complimentary full conference passes
- Opportunity to introduce company and speaker panel.
- Photographs of your representatives photographed with speakers and tweeted
- Social media mentions pre-, during, and post-event.
- Company logo displayed on the World Trade Day website
- Logo exposure in program book
- Third party endorsement: podium announcement at conference, select media opportunities
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (Sponsor to provide banner / table-top displays)

**Fee: \$5,000**



## **COMPANY TABLE IN EXPO ROOM**

- One (1) complimentary full conference pass
- Logo displayed on World Trade Day website with a link to your company homepage
- Company listing, logo and description in the official program of the World Trade Day
- Social media mentions pre-, during, and post-event
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**Fee: \$500 (Government & Non-profit Organizations) &  
\$1000 (Companies)**



## CONTINENTAL BREAKFAST

- One (1) complimentary full conference pass
- Logo displayed on World Trade Day website with a link to your company homepage
- Company listing, logo and description in the official program of the World Trade Day as a Continental Breakfast Sponsor
- Logo on the WTD's marketing materials pre-, during, and post-event
- Social media mentions pre-, during, and post-event
- Signage during breakfast break
- Company material distributed at breakfast break (sponsor to provide)
- Recognition from the podium at morning session and at select media opportunities

**Fee: \$3,500**

## ALL DAY BEVERAGES & COFFEE

- One (1) complimentary full conference pass
- Logo displayed on World Trade Day website with a link to your company homepage
- Company listing, logo and description in the official program of the World Trade Day as a Day Beverage & Coffee Break Sponsor
- Logo exposure on event beverage stations
- Social media mentions pre-, during, and post-event
- Recognition from the podium at morning session and at select media opportunities

**Fee: \$3,500**



## LUNCH

- Two (2) complimentary full conference passes
- One (1) VIP seating at lunch with speakers and sponsors
- Welcome speaking opportunity during lunch (5 min)
- Logo displayed on World Trade Day website with a link to your company homepage
- Logo on the WTD's marketing materials pre-, during, and post-event
- Logo placement on each table center piece
- Logo displayed on all large projection screens while attendees arrive for lunch
- Social media mentions pre-, during, and post-event
- Company material distributed at lunch tables (sponsor to provide)
- Company listing, logo and description in the official program of the World Trade Day as a Lunch Sponsor
- Recognition from the podium at lunch, and at select media opportunities
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**Fee: \$7,500**

**“When it comes to international business, the right relationships are critical”**

**Dr. Karen Loch  
President  
World Trade Center Atlanta**



## NETWORKING RECEPTION

- Two (2) complimentary full conference passes
- One (1) VIP seating at lunch with speakers and sponsors
- Company introduced as main sponsor of reception
- Opportunity to address the group after introduction (5 mins)
- Logo displayed on World Trade Day website with a link to your company homepage
- Logo on the WTD's marketing materials pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day as Networking Reception sponsor
- Social media mentions pre-, during, and post-event
- Business Exchange exhibit space with two chairs in high-traffic beverage and networking area (sponsor to provide banner / table-top displays)

**Fee: \$5,000**

“

**Some of the most active and respected global executives and organizations in the region are expected to attend.**

”

Dr. Diane Alleva Cáceres  
Chair  
World Trade Day  
CEO & Founder, Market Access  
International, Inc.



## EVENT TOTE BAG

- One (1) complimentary full conference pass
- Logo exposure on Tote Bags
- Logo displayed on World Trade Day website with a link to your company website
- Social media mentions pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day

**Fee: \$2,500** (Limited to 1)

## EVENT NOTEPADS

- One (1) complimentary full conference pass
- Logo exposure on notepads
- Logo displayed on World Trade Day website with a link to your company website
- Social media mentions pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day
- **Fee: \$2,500** (Limited to 1)

## EVENT PENS

- One (1) complimentary full conference pass
- Logo exposure on pens
- Logo displayed on World Trade Day website with a link to your company website
- Social media mentions pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day

**Fee: \$2,500** (Limited to 1)

## LANYARDS

- One (1) complimentary full conference pass
- Logo exposure on lanyards
- Logo displayed on World Trade Day website with a link to your company website
- Social media mentions pre-, during, and post-event
- Company listing, logo and description in the official program of the World Trade Day
- **Fee: \$2,500** (Limited to 1)





## READY TO STAND OUT?

For sponsorships opportunities, please email our sponsorship team: [diane@marketaccessintl.com](mailto:diane@marketaccessintl.com), [kloch@gsu.edu](mailto:kloch@gsu.edu), or [delray@firstlookequities.com](mailto:delray@firstlookequities.com) or or call 404.374.7682.



WORLD TRADE CENTER®  
ATLANTA

## Our World Trade Day Committee Members

### Event Leadership Team

#### CHAIR

Dr. Diane Alleva Cáceres  
Founder & CEO  
Market Access International, Inc.

#### VICE CHAIR

Delray Wannemacher  
CEO  
First Look Equities

#### PRINCIPALS

Dr. Karen D. Loch  
Professor  
RCB, Georgia State University

Joanne Sanders  
President  
EWISE Communications

Donna Mullins  
President  
Mullins International

Margarita Porto  
Partner  
Newport Board Group

Max Sutherland  
CEO  
Anseri

Justin Hackney  
Co-Founder and Marketing  
Director  
Dragoons

# #WTD2018