



Sponsorship Information

3rd ANNUAL

WORLD TRADE DAY CONFERENCE

Friday, May 3, 2019

Trade Talk:
Capturing Global Markets in a
Turbulent World

RENAISSANCE WAVERLY HOTEL
ATLANTA, GEORGIA

WWW.WORLDTRADEDAY.COM

Trade Talk: Capturing Global Markets in a Turbulent World

Today's global economy is fast changing and uncertain. As new markets are created, existing ones are threatened.

How do we capture benefits and manage risks?

Technological innovation, trade policy and geopolitical developments are all impacting our ability to thrive in the global marketplace.

The 3rd Annual World Trade Day 2019 is convening thought leaders and executives to foster conversations around key drivers of global disruption and growth. By actively engaging you will expand your connections and learn how to position your organization

Hundreds of experts in international trade made our 2nd Annual World Trade Day (May 2018) one of the largest of its kind in the nation. This year's event will involve some of the over 300 World Trade Centers around the world to ensure a global audience. Furthermore, value-adds for the 2019 event include: a hands-on workshop that addresses your specific corporate trade and investment needs; an international pavilion; and a buyer-supplier marketplace, alongside its many networking and education sessions.



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 International Pavilion (Business Exchange) with your tabletop display.
- ✓ 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

NEW! LUNCHEON TABLE

- Corporate table includes 10 invitations to the all-day event, including a table for 10 at the luncheon with your name/logo on it. We encourage you to bring your employees, customers, vendors and friends!
- 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

Fee: \$1,500

COMPANY TABLETOP EXHIBIT 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
Founder & Chair
World Trade Day
CEO, 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, max@wtcatlanta.com or kloch@gsu.edu or or call 404.374.7682.



Our World Trade Day Committee Members

Event Leadership Team

CHAIR

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

Margarita Porto
Partner
Newport Board Group

Don Williams
CEO
Princeton Healthcare

Zaheer Faruqi
CEO
Aventure Aviation

VICE CHAIR

Max Sutherland
Partner
ITB Partners

Delray Wannemacher
CEO
First Look Equities

Laurent Kahl
Sales Manager
Global Footprints, LLC

PRINCIPALS

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

Dr. Ismael Fernández
President & EB-5 Economist
Greengate Consulting, LLC

Matilda Arhin
President
Ghana Int'l Chamber
of Commerce

Joanne Sanders
President
EWISE Communications

Elliot Paige
Airport Director
Air Service Development
Hartsfield-Jackson Atlanta
International Airport (ATL)

Donna Mullins
President
Mullins International
Solutions

#WTD2019