

SPONSORSHIP PACKAGE

4TH ANNUAL WORLD TRADE DAY CONFERENCE

Friday, June 26, 2020

Trade Talk:
Cybersecurity and the Global Impact
on Trade & Investments

Virtual-Online-Digital
Globally, Wherever Internet Is Available

WWW.WORLDTRADEDAY.COM

Trade Talk: Cybersecurity and the Global Impact on Trade and Investments



WORLD TRADE CENTER®
ATLANTA

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 4th Annual World Trade Day 2020 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 3rd Annual World Trade Day (May 2019) one of the largest of its kind in the nation. This year's event will involve some of the over 330 World Trade Centers around the world to ensure a global audience.

Furthermore, value-adds for the 2020 event include: a hands-on workshop that addresses globalizing your website; an Exhibitor Hall and International Pavilion; and a virtual app to meet and greet fellow attendees.

Attendance
Approx.

400+

Global
Executives

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, governments and NGO influencers actively involved in innovation impacting international commerce.
- ✓ Leverage pre-, during and post-event opportunities to promote your company in perpetuity.
- ✓ Participate in our Exhibitor Hall / Intl Pavilion with a virtual "Exhibitor Booth" that runs your promo video, distributes marketing collateral and provides chat rooms for biz dev.
- ✓ Secure special recognition throughout the conference and schedule 1-on-1 appts with deal-makers and influencers.
- ✓ Gain global exposure to over 330 World Trade Centers around the world.

REGISTRATION DESK



World Trade Center Atlanta is pleased to welcome you to our World Trade Day Virtual Conference of 2020. Our team has made a great effort this year to ensure that we retain all the capabilities of a real conference in a virtual setting. Feel free to navigate, network, chat, ask questions, and get the most value of the virtual set up. We hope you enjoy it.



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CYBERSECURITY AND THE GLOBAL IMPACT ON TRADE AND INVESTMENTS

MAIN
STAGE

PARK
ROOM

PEACH
ROOM

PINE
ROOM

SKY
VIEW

EXHIBIT
HALL



REGISTRATION

Join the Discussion

CONFERENCE ROOMS

MAIN STAGE LAYOUT

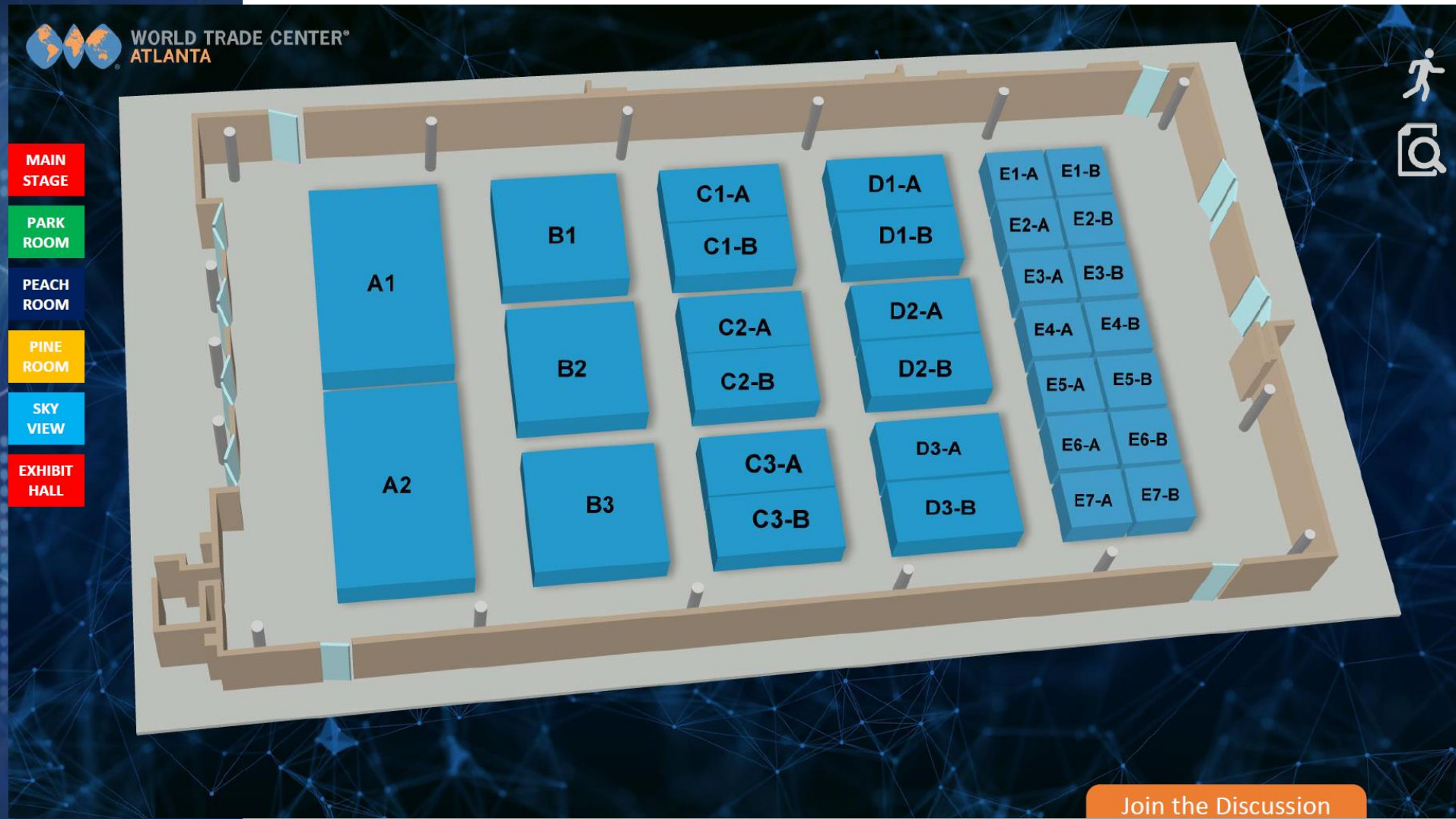


MAIN BREAKOUT ROOMS LAYOUTS



EXHIBITOR ROOM

EACH EXHIBITOR WILL HAVE ITS LOGO DISPLAYED HERE

















PLATINUM SPONSOR



FEE

\$20,000

(LIMIT 1)

	Most visible Event Sponsor, day of and in perpetuity.		Company listing, logo and description in the official World Trade Day program as Platinum Sponsor
	Ten (10) complimentary full conference passes		Full page advertisement in official digital program
	Opportunity to speak (10 min) during opening remarks and introduce morning and afternoon sessions		Sponsorship / Logo displayed in social media video recap and future promo videos (in perpetuity)
	Logo displayed exclusively with WTC Atlanta on backdrop banners during opening and closing remarks.		Copy of recap video for marketing purposes
	Logo prominently displayed on World Trade Day website with a link to your company homepage		Recognition at each session, during the event
	Logo prominently featured on World Trade Day marketing materials pre-, during and post- event.		Premium Digital Exhibitor Booth with premium look and feel (sponsor to provide promo video, collateral, etc.)
	Logo included on all promotional materials pre-, during and post-event		Swag Bag inclusions (provided by company)

GOLD SPONSOR

FEE

\$15,000

(LIMIT 2)



Seven (7) complimentary full conference passes



Opportunity to speak and introduce morning or afternoon Keynote Speaker, with Logo displayed on backdrop panel with WTC Atlanta



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 prominently displayed on World Trade Day virtual site with a link to your company homepage



Social media mentions pre-, during, and post-event



Sponsorship / Logo displayed in social media video recap and future promo videos (in perpetuity)



Recognition at each session, during the event



Premium Digital Exhibitor Booth with superior look and feel (sponsor to provide promo video, collateral, etc.)



Swag Bag inclusions (provided by company)

SILVER SPONSOR



FEE

\$10,000

(LIMIT 3)

	Three (3) complimentary full conference passes		Social media mentions pre, during, and post event
	Opportunity to give the welcoming / closing remarks at the afternoon Plenary Session (in perpetuity)		Quarter page advertisement in official program of the World Trade Day as a Silver Sponsor
	Logo displayed on World Trade Day website with a link to your company homepage		Recognition at each session, during the event
	Logo prominently featured on the WTD's digital marketing materials pre-, during, and post-event with link to website		Preferred Digital Exhibitor Booth with upgraded look and feel (sponsor to provide promo video, collateral, etc.) and with links
	Company listing, logo and description in the official program of the World Trade Day as a Silver Sponsor		Swag Bag inclusions (provided by company)
	Logo displayed on backdrop banner along with WTC Atlanta		



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BRONZE SPONSOR



FEE

\$5,000

(LIMIT 4)

	Two (2) complimentary full conference passes		Logo displayed on all large projection screens while attendees move from session to session and at the start of each session
	Logo displayed on World Trade Day website with a link to your company homepage		Social media mentions pre-, during, and post-event
	Logo displayed on World Trade Day website with a link to your company homepage		Recognition from the podium at each session, during lunch, and at select media opportunities (in perpetuity)
	Company listing, logo and description in the digital program of the World Trade Day as a Bronze Sponsor		Upgraded Digital Exhibitor Booth with upgraded look and feel (sponsor to provide promo video, collateral, etc.)

LUNCH PANEL

FEE

\$7,500

(SOLD)



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Two (2) complimentary full conference passes



Welcome speaking opportunity during lunch (5 min)



Introduction of international trade community speakers during lunch



Moderator of Luncheon Panel of International Trade Community



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 displayed background panel with WTC Atlanta during lunch



Social media mentions pre-, during, and post-event



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



Preferred Digital Exhibitor Booth with upgraded look and feel (sponsor to provide promo video, collateral, etc.)



**WHEN IT COMES TO INTERNATIONAL BUSINESS, THE RIGHT
RELATIONSHIPS ARE CRITICAL**



Dr. Karen Loch
Former President
World Trade Center Atlanta

NETWORKING LOUNGE & RECEPTION

FEE

\$5,000

(LIMIT 3)



Three (3) complimentary full conference passes



Company introduced as main Networking Lounge and Reception Sponsor



Opportunity to address in the Networking Lounge and before or after Reception (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, with company link where possible



Company listing, logo and description in the official digital program of the World Trade Day as Networking Lounge & Reception sponsor, with link to company website



Social media mentions pre-, during, and post-event



Upgraded Digital Exhibitor Booth with upgraded look and feel (sponsor to provide promo video, collateral, etc.)

“ WTC ATLANTA’S ANNUAL WORLD TRADE DAY CONFERENCE ENABLES EXECUTIVES TO LEARN FROM, CONNECT WITH, AND GAIN ACCESS TO MANY OF ATLANTA’S MOST INFLUENTIAL GLOBAL LEADERS. ”

Max Sutherland
President & CEO
World Trade Center Atlanta

Chairman of the Board
UBTS International

BREAKOUT SPEAKING PANEL SUPPORT

FEE

\$5,000

(LIMIT 3)

EXHIBITOR BOOTH AT VIRTUAL EXHIBIT HALL

FEE: STANDARD

\$500

FEE: UPGRADED

\$1,500

<input checked="" type="checkbox"/>	Two (2) complimentary full conference passes	<input checked="" type="checkbox"/>	Logo exposure in digital program book with link
<input checked="" type="checkbox"/>	Opportunity to introduce company and speaker panel before or between panel and Q&A (in perpetuity)	<input checked="" type="checkbox"/>	Third party endorsement: podium announcement at conference, select media opportunities
<input checked="" type="checkbox"/>	Photographs of your representatives with speakers and tweeted	<input checked="" type="checkbox"/>	Upgraded Digital Exhibitor Booth with upgraded look and feel (sponsor to provide promo video, collateral, etc.)
<input checked="" type="checkbox"/>	Social media mentions pre-, during, and post-event.	<input checked="" type="checkbox"/>	Swag Bag inclusions (provided by company)
<input checked="" type="checkbox"/>	Company logo displayed on the World Trade Day website with link to company website		
<input checked="" type="checkbox"/>	Two (2) complimentary full conference passes. One (1) complimentary for standard booth	<input checked="" type="checkbox"/>	Chat capabilities with attendees
<input checked="" type="checkbox"/>	Logo displayed on World Trade Day website with a link to your company homepage	<input checked="" type="checkbox"/>	Email capabilities with attendees
<input checked="" type="checkbox"/>	Company listing, and logo in the official program of the World Trade Day	<input checked="" type="checkbox"/>	Promo video capabilities
<input checked="" type="checkbox"/>	Social media mentions pre-, during, and post-event	<input checked="" type="checkbox"/>	Collateral download capabilities
<input checked="" type="checkbox"/>	Digital Exhibitor Booth in Virtual Exhibit Hall with interactive features (sponsor to provide promo video, collateral, etc.)	<input checked="" type="checkbox"/>	Link(s) to company website
		<input checked="" type="checkbox"/>	Access to registration list of attendees and speakers, with name, title, company, and contact options

STANDARD EXHIBITOR BOOTH

CUSTOMIZED FOR SPONSOR

MAIN
STAGE

PARK
ROOM

PEACH
ROOM

PINE
ROOM

SKY
VIEW

EXHIBIT
HALL



UPGRADED EXHIBITOR BOOTH

CUSTOMIZED FOR SPONSOR



Join the Discussion

PREFERRED EXHIBITOR BOOTH

CUSTOMIZED FOR SPONSOR



SWAG BAG

FEE

\$5,000

(LIMIT 5)

CUSTOMIZED

FEE: COMPANIES

PRICED
ACCORDINGLY

(LIMIT 5)



Two (2) complimentary full conference passes



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 Swag Bag Sponsor



Logo on the WTD's marketing materials pre-, during, and post-event, with link where possible



Social media mentions pre-, during, and post-event



Sponsor Note and Collateral inside Swag Bag (sponsor to provide)



Recognition from the podium at morning session and at select media opportunities

Upgraded Exhibitor Booth, Digital Exhibitor Booth with upgraded look and feel (sponsor to provide Promo video, collateral, etc.)



This category is customized per sponsor interests, incorporating aspects from other categories or by creating new sponsorship options



Website, social media and marketing promotions coordinated with sponsor



Exhibit Booth will be available and upgraded accordingly

SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE	LUNCH PANEL	BREAKOUT SPEAKING PANEL	NETWORKING LOUNGE & RECEPTION	SWAG BAG	EXHIBITOR UPGRADED	EXHIBITOR STANDARD
Price	\$20,000	\$15,000	\$10,000	\$5,000	\$7,500	\$5,000	\$5,000	\$5,000	\$1,500	\$500
Availability	1 available	2 available	3 available	4 available	Sold	3 available	3 available	5 available	unlimited	Unlimited
Complimentary Tickets	10	7	3	2	2	2	3	2	2	1
Digital Exhibitor Booth Level with interactive features	Premium	Premium	Preferred	Upgraded	Preferred	Upgraded	Upgraded	Upgraded	Upgraded	Standard
Logo on WTC Atlanta Website, WTD Webpage, and Virtual Event Site w/ Link	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo in Event Marketing Campaign and Digital Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to Registrants during Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship Recognition during Opening Session	✓	✓	✓	✓	✓	✓	✓	✓		
Promotion in Perpetuity via Recorded Sessions	✓	✓	✓	✓	✓	✓				
Logo featured in Virtual Registration Area	✓	✓	✓		✓					
Company featured in Event Marketing Campaign	✓	✓	✓		✓					
Approved Swag Bag inclusions (provided by company)	✓	✓	✓					✓		
Opportunity to Introduce Panel (5 avail, first come, first serve)	✓	✓	✓		✓	✓				
Promo Video Intro Opportunity before and/or after Session(s)	✓	✓	✓		✓	✓				
List of Registrants' Contact Info after Conference	✓	✓	✓				✓			
Company Ad in Digital Program	1 Page	1/2 Page	1/4 Page							
Opportunity to Introduce Keynote Speaker (2 available)	✓	✓								
Speaking Opportunity	✓									
Logo featured in General Assembly Auditorium	✓									
Logo featured with WTC Atlanta during Opening Remarks	✓									
Logo displayed in Social Media Video Recap & Future Promos	✓									
Copy of Event Recap Video	✓									



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READY TO STAND OUT?

For sponsorships opportunities, please email our sponsorship team:



danilarizo@connectbestsolutionsllc.com

max@wtcatlanta.com

ismael@wtcatlanta.com

914.374.1250

OUR WORLD TRADE DAY COMMITTEE MEMBERS

EVENT LEADERHIP TEAM

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#WTD2020