

SPONSORSHIP PACKAGE

World Trade Day 2021 Virtual Conference

Tuesday, May 4, 2021

Positioning for Growth in the New Global Economy

Staying Relevant, Connected and Ready

Attend Globally, Virtual-Online-Digital
Wherever Internet Is Available

WWW.WTCATLANTA.COM

Positioning for Growth in the New Global Economy

*Staying Relevant,
Connected, and Ready*



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TODAY'S GLOBAL ECONOMY IS EVOLVING AND ADAPTING AS COVID-19 IMPACTS MARKETS AROUND THE WORLD. SOME SECTORS EXPERIENCE GROWTH SPIKES, OTHERS SEE STEEP DECLINES.

HOW DO WE STAY RELEVANT AND POSITION FOR GROWTH?

Governments and businesses are pivoting quickly to find new revenue streams and new ways of doing business that keep both employees and customers safe, while at the same time preparing for growth as markets reopen in 2021.

The 5th World Trade Day Conference is convening leading business executives to share insights and experiences around strategies that are keeping them relevant and connected to the customer and ready for growth as we exit the current pandemic while remaining vigilant for future crises. By actively engaging, you will expand your visibility and connections and learn how to position your organization as markets reopen.

Experts in international trade consistently make our events some of the largest conferences of its kind in the nation. This May 4th's World Trade Day Conference will continue to expand our global reach with many of the 330 World Trade Centers from around the world in attendance.

Furthermore, value-adds for the 5th Annual World Trade Day Conference will include recorded TED Talk presentations from numerous industry leaders; an Exhibit Hall with digitally interactive Exhibitor Booths, complete with appointment calendar capabilities for business development opportunities; and a video networking app to meet and greet fellow attendees.

Attendance

~ 400+

Global
Executives

As a sponsor, the World Trade Day 2021 Conference offers you an opportunity to:



Showcase your organization's leadership in innovation as well as global trade and investment.



Receive access to decision-makers actively involved in impacting international commerce



Leverage pre-, during and post-event opportunities to promote your company in perpetuity.



Participate in our Exhibit Hall with a digitally interactive "Exhibitor Booth" that runs your promo video, distributes marketing collateral, provides biz dev appointment setting capabilities, and provides video chat for immediate contact with customers, suppliers and deal-makers.



Secure constant visibility and special recognition throughout the symposium.

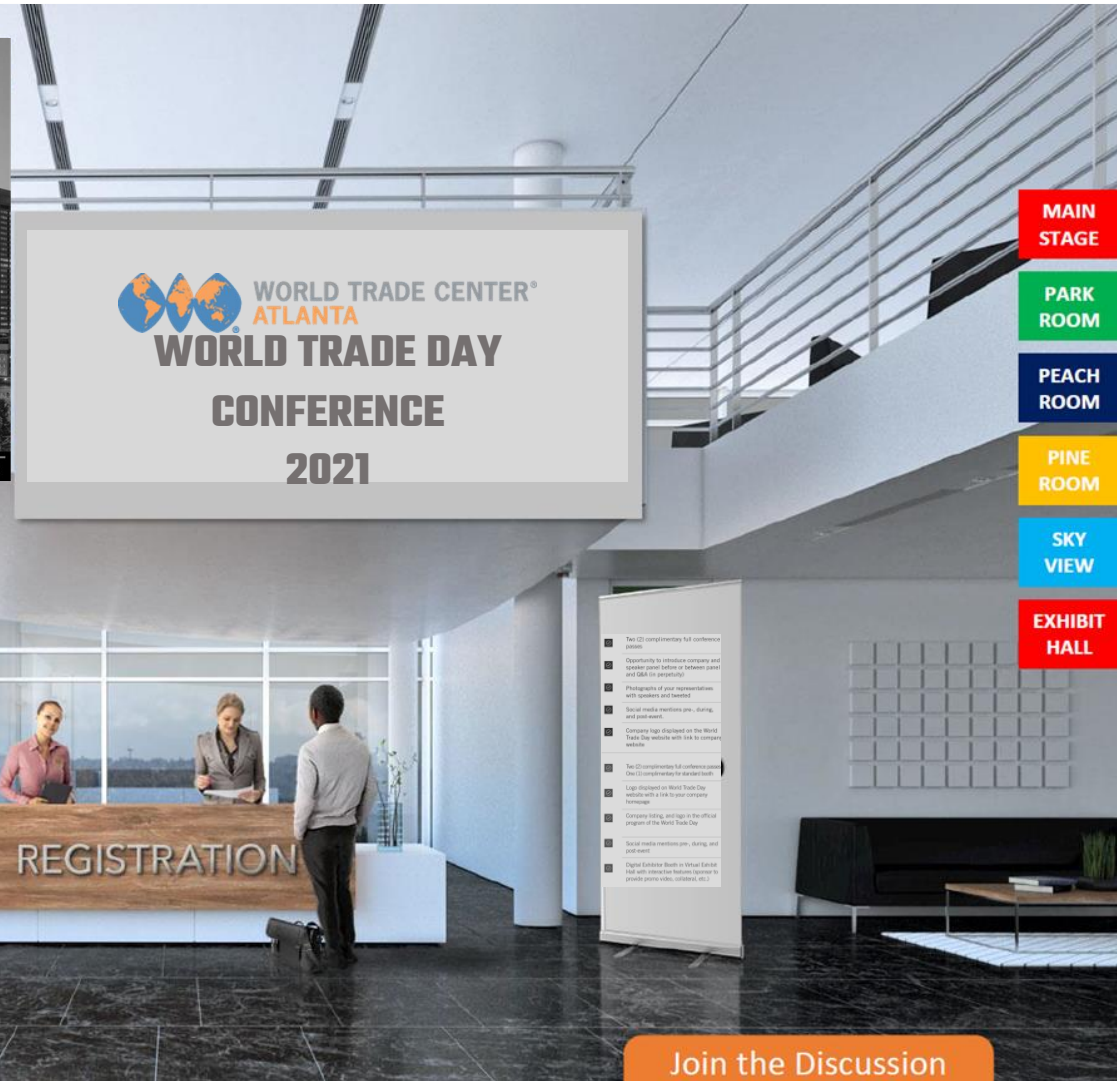


Gain global exposure to over 330 World Trade Centers around the world.

REGISTRATION AREA & DESK



World Trade Center Atlanta and the Georgia Department of Economic Development are pleased to welcome you to our fifth World Trade Day Conference. 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. Participants and sponsors can navigate, network, chat, ask questions & schedule appointments to get the most value of the virtual set up. We hope you enjoy it.



MAIN STAGE & BREAKOUT ROOMS

MAIN STAGE LAYOUT



BREAKOUT ROOM LAYOUTS



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PLATINUM SPONSOR

\$7,500



20 Complimentary Tickets



Premium Digital Booth (can include virtual calendar for conference attendee appointments)



First Priority in Booth Visibility / Virtual Tour Location



Custom Number of Booth Interactive Features



Logo on WTC Atlanta Website, 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



List of Registrants' Contact Info after Conference



One Page of Company Ad in Digital Program



Networking Lounge Recognition



Opportunity to Introduce Keynote Speaker or Panels (2 available)



Logo featured in General Assembly Auditorium



Logo featured with WTC Atlanta during Opening Remarks

GOLD SPONSOR

\$5,000



10 Complimentary Tickets



Preferred Digital Booth



Second Priority in Booth Visibility / Virtual Tour Location



8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)



Logo on WTC Atlanta Website, 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



List of Registrants' Contact Info after Conference



Half Page of Company Ad in Digital Program



Networking Lounge Recognition



Opportunity to Introduce Keynote Speaker or Panels (2 available)

SILVER SPONSOR

\$4,000



7 Complimentary Tickets



Upgraded Digital Booth



Third Priority in Booth Visibility / Virtual Tour Location



6 Booth Interactive Features (can include virtual calendar for conference attendee appointments)



Logo on WTC Atlanta Website, 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



List of Registrants' Contact Info after Conference



Quarter Page of Company Ad in Digital Program

ADDITIONAL SPONSORSHIPS:

- REGISTRATION AREA
- VIP LOUNGE
- HOSTED LOUNGE
- VIRTUAL EXHIBIT HALL

REGISTRATION AREA

\$3,750

VIP HOSTED LOUNGE

\$3,500

HOSTED LOUNGE

\$3,000

VIRTUAL EXHIBIT HALL

\$2,000



REGISTRATION AREA SPONSOR:

- ✓ 6 Complimentary Tickets
- ✓ Preferred Booth / Virtual Tour Location
- ✓ 8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website & Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

HOSTED LOUNGE SPONSOR:

- ✓ Host networking lounge discussion (throughout day)
- ✓ 5 Complimentary Tickets
- ✓ Preferred Booth / Virtual Tour Location
- ✓ 8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website & Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

VIP HOSTED LOUNGE SPONSOR:

- ✓ Host key event speaker discussion (45 minutes) during morning VIP reception
- ✓ 5 Complimentary Tickets
- ✓ Preferred Booth / Virtual Tour Location
- ✓ 8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website & Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

VIRTUAL EXHIBIT HALL SPONSOR:

- ✓ 4 Complimentary Tickets
- ✓ Preferred Booth/ Virtual Tour Location
- ✓ 8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website & Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

VIP HOSTED LOUNGE SPONSORS

SPONSOR LOGO DISPLAYED AND SPONSOR LIVE HOST / MODERATOR FOR EACH VIP LOUNGE ROOM VIP MORNING MEET AND GREET RECEPTION!

VIP Room 1



VIP Room 2



VIP Room 3



VIP Room 4



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HOSTED LOUNGE SPONSORS

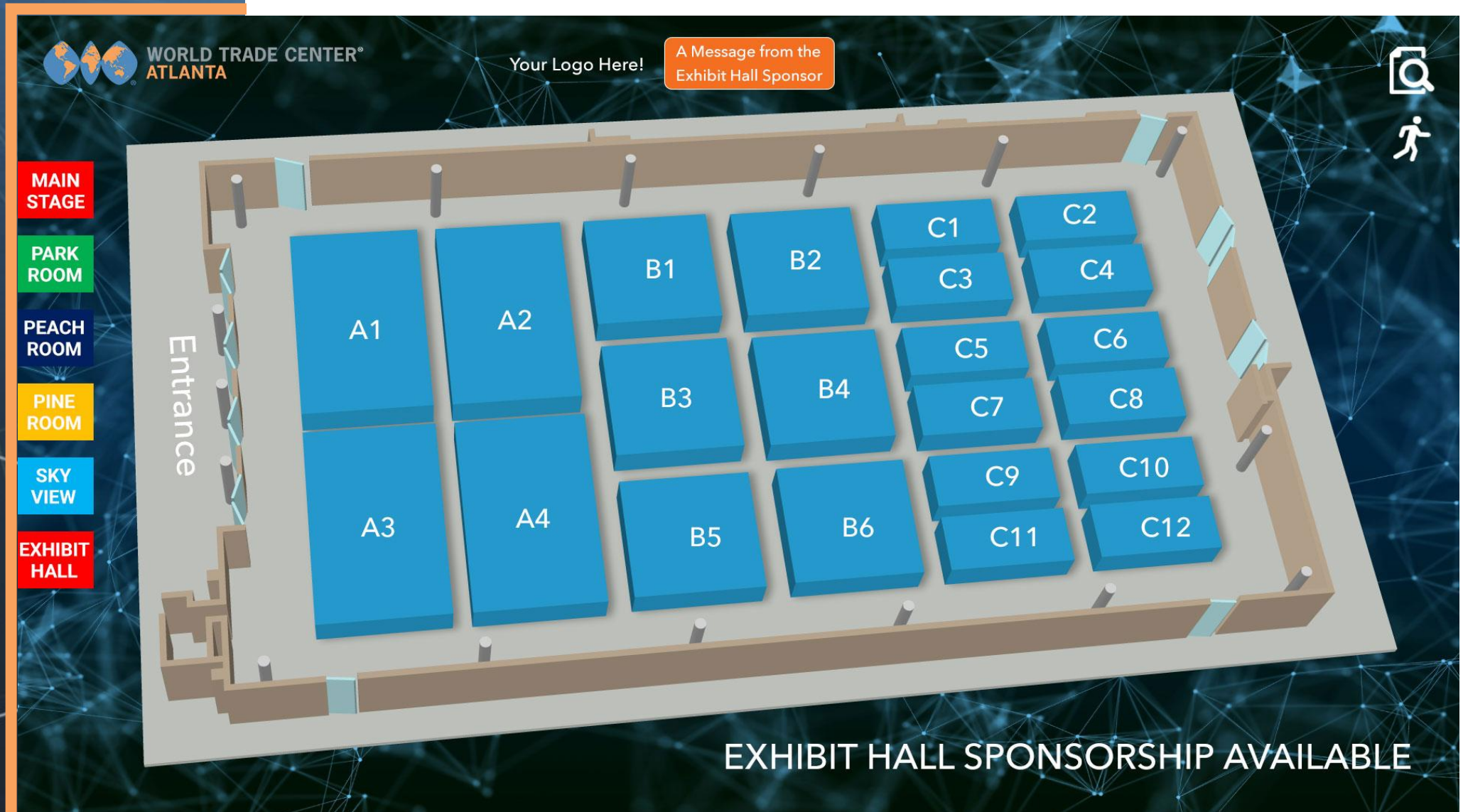
SPONSOR LOGO DISPLAYED AND SPONSOR LIVE HOST / MODERATOR FOR EACH
LOUNGE NETWORKING!



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EXHIBITOR HALL SPONSOR

EXHIBITOR HALL SPONSOR LOGO DISPLAYED AT TOP WITH OPTIONAL PROMOTIONAL VIDEO MESSAGE!



VIRTUAL EXHIBIT HALL BOOTHS

PREFERRED BOOTH

\$1,250

UPGRADED BOOTH

\$1,000

PREFERRED BOOTH (B):

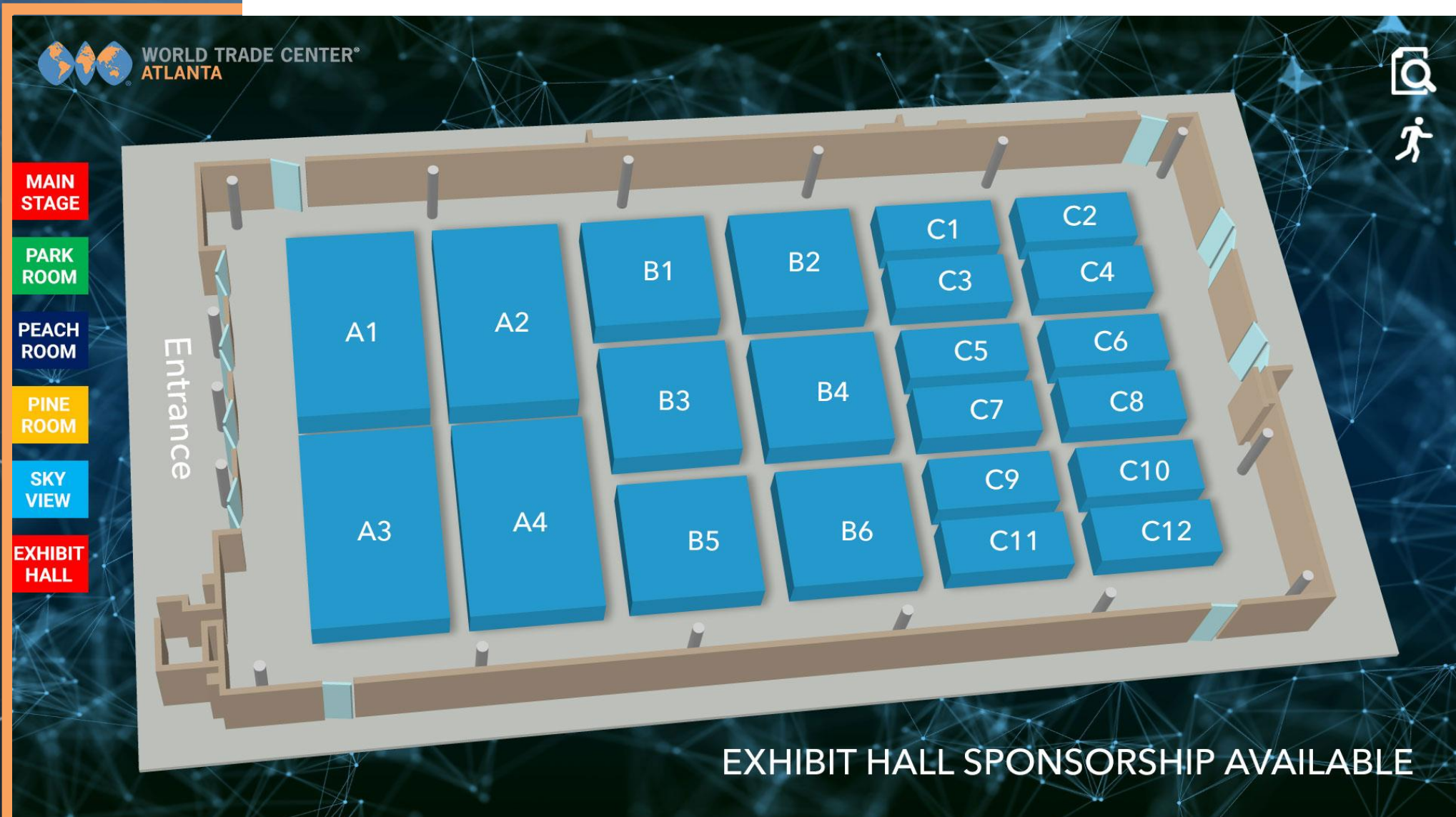
- ✓ 3 Complimentary Tickets
- ✓ Second Priority in Booth Visibility / Virtual Tour Location
- ✓ 8+ Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website, and Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

UPGRADED BOOTH (C):

- ✓ 2 Complimentary Tickets
- ✓ Third Priority in Booth Visibility / Virtual Tour Location
- ✓ 6 Booth Interactive Features (can include virtual calendar for conference attendee appointments)
- ✓ Logo on WTC Atlanta Website, and Virtual Event Site w/ Link
- ✓ Logo in Event Marketing Campaign and Digital Program
- ✓ Access to Registrants during Conference

EXHIBITOR HALL

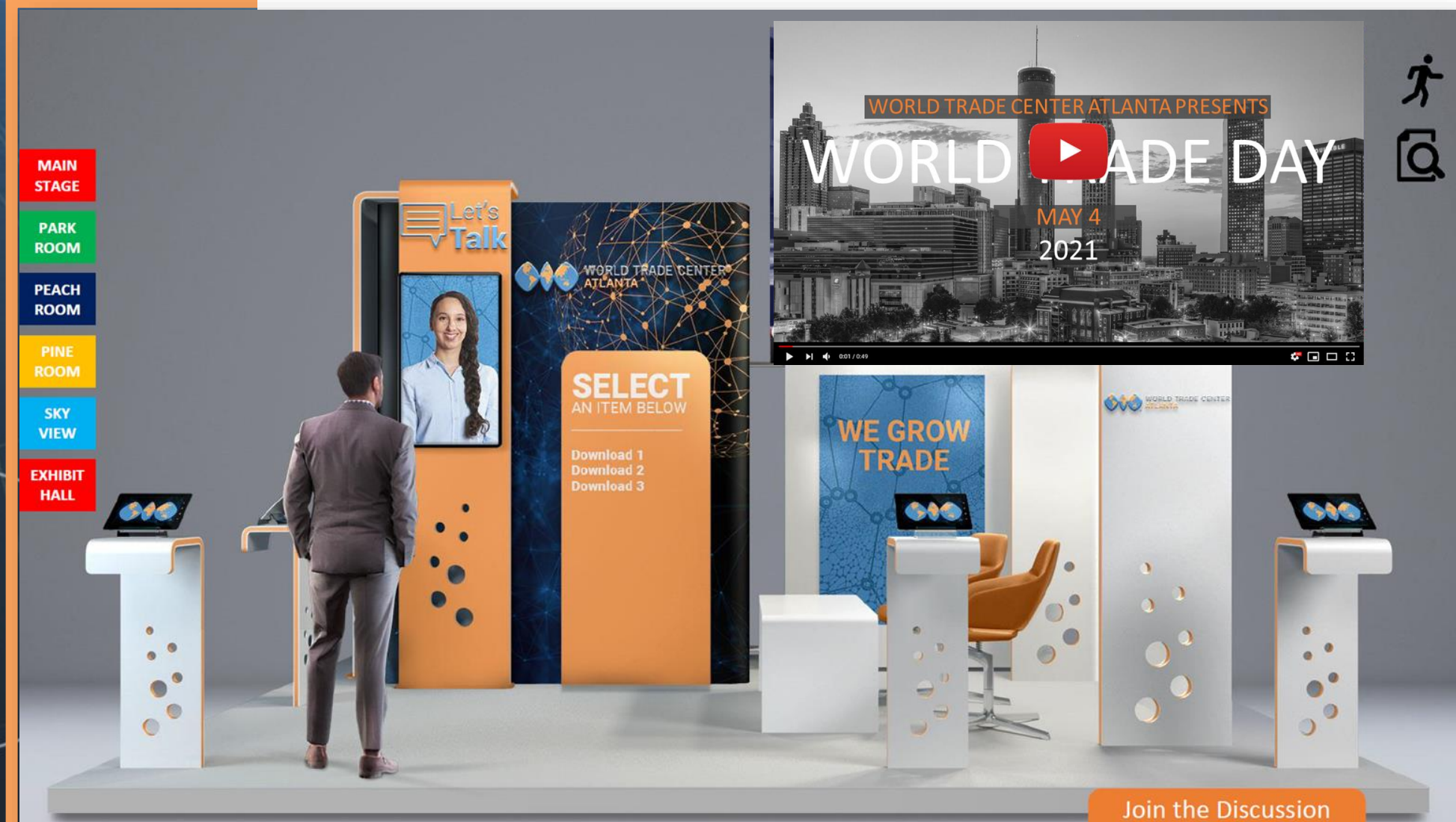
EACH EXHIBITOR LOGO DISPLAYED ON PURCHASED BOOTH!



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PREFERRED EXHIBITOR
BOOTH

CUSTOMIZATION AVAILABLE FOR SPONSORS!



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UPGRADED EXHIBITOR BOOTH

CUSTOMIZATION AVAILABLE FOR SPONSORS!



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SPONSORSHIP LEVELS AND BENEFITS

Presenting Sponsor Level – SOLD OUT Platform Sponsor Level – SOLD OUT	PLATINUM	GOLD	SILVER	REGISTRATION AREA	HOSTED LOUNGE ROOM	EXHIBIT HALL	BREAKOUT SESSIONS	PREFERRED BOOTH (B)	UPGRADED BOOTH (C)
Price	\$7,500	\$5,000	\$4,000	\$3,750	\$3,500 / 3,000	\$2,000	\$1,500	\$1,250	\$1,000
Availability	2 remaining	4 available	6 available	1 available	6 remaining	1 available	12 available	unlimited	unlimited
Complimentary Tickets	20	10	8	6	5	4	3	3	2
Exhibit Hall Digital Booth	Premium A	Preferred B	Upgraded C	Preferred B	Preferred B	Preferred B	Upgraded C	Preferred B	Upgraded C
Exhibit Hall Booth Visibility / Virtual Tour Location	First	Second	Third	Second	Second	Second	Third	Second	Third
Exhibit Hall Booth Interactive Features	Custom	8+	6	8+	8+	8+	6	8+	6
Logo on WTC Atlanta Website, and Virtual Event Site w/ Link	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo in Event Marketing Campaign and Digital Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to Registrants during Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship Recognition during Opening Session	✓	✓	✓	✓	✓	✓			
List of Registrants' Contact Info after Conference	✓	✓	✓						
Logo featured in General Assembly Auditorium	✓	✓	✓						
Logo featured in Virtual Registration Area	✓	✓	✓	Prominent					
Company featured in Event Marketing Campaign	✓	✓	✓						
Promotion in Perpetuity via Recorded Sessions	✓	✓	✓				✓		
Company Ad in Digital Program	1 Page	1/2 Page	1/4 Page						
Networking Lounge Room Hosting	✓	✓			✓				
Opportunity for Video Intro of Cmte., Keynote, Panel or Guest Speakers	✓	✓					✓		
Logo featured with WTC Atlanta during Opening Remarks	✓								



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READY TO STAND OUT?

For sponsorships opportunities, please email our sponsorship team:



max@wtcatlanta.com
ismael@wtcatlanta.com
cornellhazelton19@gmail.com
+1-404-439-1045

OUR WORLD TRADE DAY COMMITTEE MEMBERS

EVENT LEADERHIP TEAM

CHAIRS

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VP of Programs
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Co-Founder & COO
UnniCo

Max Sutherland

President & CEO
WTC Atlanta

Chairman of the Board
UBTS International

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International Trade

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Economic Development

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Hazelton Equity Group

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President & EB-5 Economist
Greengate Consulting, LLC