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July/August 2008

Dear Service Provider to Canada's International Trade Community:

Re: Increasing the Visibility of Your Corporate Brand

As a company providing essential services to Canada's trade community, you are well aware of the importance of promoting your corporate brand to your key target market, in order to build industry and trade relationships, and to grow your business.

I.E.Canada has been the voice of Canadian importers and exporters for over 75 years and has gained a high reputation among government departments, industry leaders and service providers as a vital player in providing professional development and networking opportunities for industry representatives to meet with their peers, government decision makers as well as services providers.

I am writing to you today to primarily invite you to sponsor I.E.Canada's 77th annual conference and trade show which is gearing up to be the best ever. This three-day conference with concurrent sessions is scheduled for October 27-29, 2008 at the Delta Meadowvale Resort and Conference Centre located at 6750 Mississauga Road by the Toronto airport. The annual conference regularly attracts around 500 participants across North America and will feature approximately 50 speakers, 20 business sessions, and 30 trade show exhibitors. Sponsors will receive recognition through pre-show, at-the-show, and post-show benefits (please see attached sponsorship packages).

I am also writing to you today to invite you to consider entering into an annual sponsorship agreement (one, two or three year terms) with I.E.Canada. I.E.Canada's sponsorship packages are designed to enhance your companies marketing performance through repeated exposure of your brand. There are a variety of options available and include: speaking opportunities at conferences; participating in trade shows; and, advertising and writing in the association's publications and on its website (please see attached sponsorship opportunities for years 2008 – 2010).

I.E.Canada is committed to helping you make the most of your investment. Put your marketing dollars to work while supporting your industry association and its goal to provide support services of superior value to importers and exporters to help keep them profitable and competitive in the global market.

Feel free to contact me at 416-223-7072 or by e-mail at fkiesling@iecanada.com to discuss the various options available or to book an appointment.

I look forward to hearing from you in the near future.

Yours sincerely,



Fée Kiessling
Project Lead, I.E.Canada's 77th Annual Conference