

Sponsorship Opportunities

17th Annual Emerging Issues Conference & Trade Show

April 21-23, 2008

Hilton Toronto Airport, 5875 Airport Road, Toronto Airport

I.E.Canada is the voice of Canadian importers and exporters.

I.E.Canada is Canada's key source of information on Canadian customs and trade policy. The association provides Canadian importers and exporters with critical and timely information, effective representation to government and sound solutions to their concerns.

I.E.Canada is a national organization committed to providing support services of superior value to its members. The association's services help to keep importers and exporters profitable and competitive in the global market.

Be a part of the voice of the importing and exporting community in Canada.

I.E.Canada sponsorship opportunities are designed to provide the best value for your marketing dollar. I.E.Canada's conferences attract the best and the brightest in the trade community: our programs appeal to every level of employee, including presidents and CEOs. I.E.Canada's conference sponsorship opportunities will give you access to your target market.

Conference Sponsorship

Sponsoring I.E.Canada conferences will put your corporate brand and products prominently before the decision-makers within Canada's trade community.

Here's what sponsorship can do for you:

- Provide you with an opportunity for new sales orders
- Help you build relationships with importers/exporters
- Enable you to raise exposure and enhance your image within the trade community
- Build brand recognition
- Enhance your company's image as a leader and supporter of Canadian importers and exporters
- Generate leads from new customers

Sponsors will receive recognition through pre-show, at-the-show, and post-show benefits as detailed on the following pages.

I.E.Canada is committed to helping you make the most of your investment. Let us customize a sponsorship package that will help to significantly raise your exposure and assist you in leveraging your investment.

For more information on sponsorship opportunities, please contact Ms. Fée Kiessling, project lead, by e-mail at fkiesling@iecanada.com.

17th Annual Emerging Issues in Customs Conference & Trade Show April 21-23, 2008, Hilton Toronto Airport, 5875 Airport Road, Toronto Airport

For over a decade this conference has been the event to hear directly from Canadian and U.S. governments on what new changes are taking place in customs. Learn about the latest in global trade and customs policies and how they will affect your business. Hear from senior government officials and leading experts from around the world who will share their insights and expertise on global trade.

The Opportunities & Benefits

Gold Sponsorship \$10,000

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Company logo and level of patronage on conference signage.
- Company logo and level of patronage on screen at the event.
- Company logo and level of patronage on association's web site in conference section.
- Link to company's web site from the association's web site.
- CEO or other senior company representative to introduce keynote speaker on the first day of conference.
- Free 8' x 10' booth for the first two days of the event.
- 3 complimentary registrations to the conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for four months.

Silver Sponsorship \$7,500

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Company logo and level of patronage on conference signage.
- Company logo and level of patronage on screen at the event.
- Company logo and level of patronage on association's web site in conference section.
- Link to company's web site from the association's web site.
- CEO or other senior company representative to introduce keynote speaker on the second day of conference.
- 50% discount on one 8' x 10' booth for the first two days of the event.
- 2 complimentary registrations to the conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for two months.

Bronze Sponsorship \$5,000

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Company logo and level of patronage on conference signage.
- Company logo and level of patronage on screen at the event.
- Company logo and level of patronage on association's web site in conference section.
- Link to company's web site from the association's web site.
- 25% discount on one 8' x 10' booth for the first two days of the event.
- 1 complimentary registration to the conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for one month.

Reception Sponsor \$5,000 (2 available, April 21 and April 22)

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Company logo and level of patronage on conference signage.
- Company logo and level of patronage on screen at the event.
- 1 complimentary registration to the conference and ten complimentary tickets to the reception.

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The Opportunities & Benefits (continued)

Delegate Bag Sponsor \$5,000

- Company logo and level of patronage will appear on all conference promotional material.*
- Company logo and level of patronage will appear on conference signage.
- Company logo and level of patronage on screen at the event.
- Company logo will appear on the delegate bags.**
- 1 complimentary registration to the conference.

Badge Lanyard Sponsor \$3,500 **Sold Out**

- Company logo and level of patronage will appear on all conference promotional material.*
- Company logo and level of patronage will appear on conference signage.
- Company logo and level of patronage on screen at the event.
- Company logo will appear on the delegate badge lanyards.**

Breakfast Sponsorships \$2,500 each (3 available)

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Signage on the food and beverage table for breakfast sponsored.

Refreshment Break Sponsorships \$1,000 each (6 available—morning and afternoon breaks each day)

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Signage on the food and beverage table for the refreshment break sponsored.

* applies only to conference materials that have not yet been printed and/or distributed.

** I.E.Canada retains the right to choose the style, colour and size of bag or lanyard, in consultation with the sponsor.

Target Audience:

Key titles represented at the conference and trade show include:

- President, CEO, Vice President, General Manager
- Customs Specialist, Customs Manager, Customs Supervisor
- Logistics Manager
- Director, Operations
- Controller, Finance Manager, Tax Specialist



