

Sponsorship Opportunities 2009

78th Annual Conference — Best Practices in Trade and Customs
October 19-21, 2009 — Delta Meadowvale, 6750 Mississauga Rd., Toronto (west)

78th Annual Conference, Trade Show & Reception

This is the largest conference and trade show of the year for Canadian importers and exporters. Learn the latest in best practices in global trade and customs policies and how they will improve your business operations. Hear from senior government officials and leading experts from around the world who will share their insights and expertise on global trade.

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's 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 Partnership

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 partnership 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 Canada's trade community
- 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 package that will help to significantly raise your exposure and assist you in leveraging your investment.

For further information on sponsorship opportunities, please call Jesse Arsenault at 416-595-5333 ext. 37 or send an e-mail to jesse@iecanada.com.

78th Annual Conference, Trade Show & Reception, *Best Practices in Trade and Customs*
October 19-21, 2009—Delta Meadowvale Resort & Conference Centre, Toronto (west)

The Opportunities

Gold Sponsorship \$15,000

- 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.
- Speaking opportunity at the conference (e.g. moderator, presenter, panel member).
- Memory flash key (2G) with corporate logo to be distributed to each delegate
- Opportunity to write a 1,000 word article in I.E.Global and TradeWeek (I.E.Canada to agree on topic).
- Full page ad in Tradeweek (back cover) for four issues.
- Button ad on home page of I.E.Canada's website for one month.
- CEO, or company representative, to introduce keynote lunch speaker on the first day of the conference.
- Free 8' x 10' booth for the first two days of the event + 30% discount on additional exhibit space.
- 3 complimentary registrations for the conference.
- Promotional material in each delegate bag.

Silver Sponsorship \$10,000 **Sold**

- 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.
- Speaking opportunity at the conference (e.g. moderator, presenter, panel member).
- Note pad with corporate logo to be distributed to each delegate
- Opportunity to write a 500 word article in I.E.Global or TradeWeek (I.E.Canada to agree on topic).
- Full page ad in Tradeweek for two issues.
- Button ad on home page of I.E.Canada's website for two weeks.
- CEO, or company representative, to introduce keynote lunch speaker on the second day of the conference.
- 50% discount on 8' x 10' booth for the first two days of the event + 30% discount on additional exhibit space.
- 2 complimentary registrations for the conference.
- Promotional material in each delegate bag.

Bronze Sponsorship \$7,500 **Sold**

- 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.
- Speaking opportunity at the conference (e.g. moderator, presenter, panel member).
- Opportunity to write a 500 word article in TradeWeek (I.E.Canada to agree on topic)
- Full page ad in Tradeweek for one issue.
- Button ad on home page of I.E.Canada's website for one week.
- 25% discount on 8' x 10' booth for the first two days of the event + 30% discount on additional exhibit space.
- 1 complimentary registration for the conference.
- Promotional material in each delegate bag.

Awards Ceremony

In the past, there was a **Welcoming Reception** that took place on the first night of the conference. This year, it is being replaced by an **Awards Ceremony** that is currently being developed. Details regarding this awards ceremony will be made available in the near future. For more information regarding the status of the awards ceremony, please contact Jesse Arseneault by phone at 416-595-5333 ext. 37 or e-mail her at jesse@iecanada.com.

Continued on next page...

78th Annual Conference, Trade Show & Reception, *Best Practices in Trade and Customs*
October 19-21, 2009—Delta Meadowvale Resort & Conference Centre, Toronto (west)

The Opportunities (continued)

Networking Reception & Casino Night Sponsor (October 20) \$7,500 Sold

- 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.
- Speaking opportunity during the reception.
- Table top display during the reception.
- Opportunity to write a 500 word article in I.E.Global or TradeWeek (I.E.Canada to agree on topic).
- 10 passes to the networking reception.

Delegate Bag Sponsor \$5,000 Sold

- 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.**

Badge Lanyard Sponsor \$5,000 Sold

- 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 \$1,500 each (3 available, October 19, October 20, October 21)

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

Refreshment Break Sponsorships \$1,000 each (4 available: morning + afternoon breaks each day)

- Company logo and level of patronage acknowledged in all conference promotional material.*
- Company logo and level of patronage on screen at the event.
- 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 people represented at the conference and trade show include:

By position level:

- 48% Presidents, VPs, Directors & Partners
- 37% Managers
- 10% Specialists/advisors
- 5% Coordinators/administrators

By type of business:

- 31% Importers
- 24% Exporters
- 31% Service providers
- 11% Government
- 3% Associations

By area of responsibility:

- 54% Trade and customs
- 17% Logistics and traffic
- 6% Compliance and policy
- 8% Finance
- 8% Business development
- 7% Other

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Sponsorship Commitment Form

Please complete this form and forward with payment to I.E.Canada. Any questions regarding sponsorship should be directed to Jesse at 416-223-7072 ext. 37.

Email: jesse@iecanada.com

Fax: 416-595-8226

Mail: I.E.Canada, 160 Eglinton Avenue East, Suite 300, Toronto, ON M4P 3B5

Sponsorship Company Name

Mailing Address

City Province/State Postal Code

Telephone () Fax ()

Key Contact Name

Title E-mail

Choose your sponsorship level:

- | | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> Gold
\$15,000 | <input type="checkbox"/> Day 2 Networking Reception & Casino Night
\$7,500 (Oct. 20) | | | |
| <input type="checkbox"/> Silver
\$10,000 | <input type="checkbox"/> Delegate Bag
\$5,000 | | | |
| <input type="checkbox"/> Bronze
\$7,500 | <input type="checkbox"/> Badge Lanyard
\$5,000 | | | |
| <input type="checkbox"/> Breakfast
\$1,500 (3 Available) | Please indicate which Breakfast: | <input type="checkbox"/> Oct. 19 | <input type="checkbox"/> Oct. 20 | <input type="checkbox"/> Oct. 21 |
| <input type="checkbox"/> Refreshment Break
\$1,000 (6 Available) | Please indicate which Refreshment Break: | <input type="checkbox"/> Oct. 19
<input type="checkbox"/> am <input type="checkbox"/> pm | <input type="checkbox"/> Oct. 20
<input type="checkbox"/> am <input type="checkbox"/> pm | <input type="checkbox"/> Oct. 21
<input type="checkbox"/> am <input type="checkbox"/> pm |

Important

Please email your logo to conference@iecanada.com with "your company name—LOGO" in the subject line. Please provide your logo in one of the following formats only: "EPS", "JPG" or "BMP". These logos must be vectorized in high resolution to ensure the highest image quality when enlarging the logos. I.E.Canada cannot guarantee proper reproduction of your logo from any other format.

The above information is accurate for publication (please provide your signature):

Payment method

Please invoice me (I.E.Canada members only)

Cheque enclosed (*made payable to Canadian Association of Importers & Exporters*)

Please charge to my credit card

VISA

MasterCard

Amex

Credit Card Number

Expiry

Signature

Total \$ _____