

## Inaugural I.E.Canada CATIE Awards

*October 19, 2009 Delta Meadowvale Conference Centre, 6750 Mississauga Road*

**The I.E.Canada CATIE Awards celebrate and honour excellence in Canada's trade community.**

**The following awards will be featured:**

- **Best Practices in Trade Processes Award** - recognizing the implementation of a new process to improve trade processes, to create efficiencies and reduce costs.
- **Trade Leadership Award** - peer recognition of an individual who has demonstrated leadership and vision in the process of compliance and the culture of professionalism in trade.
- **Greening of the Supply Chain Award** - corporate award recognizing best practices in environmental trade sustainability.
- **I.E.Canada Beth Travis Member of the Year** - recognizing a member who has demonstrated a passion and commitment to the development of Canadian trade and to I.E. Canada's mission to be the voice of trade.

### **Sponsorship Opportunities**

Sponsoring the I.E.Canada CATIE Awards will put your corporate brand and products prominently before the decision-makers within Canada's trade community. Sponsors will receive recognition through pre-show, at-the-show, and post-show events 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 to significantly raise your exposure and assist in leveraging your investment.

### **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 Canadian trade
- Generate leads from new customers

### **Target Audience:**

- Importers and exporters
- Retailers, distributors & agents
- Professionals who manage customs personnel or the customs function in their organization
- Employees responsible for government relations (regulatory affairs), quality assurance and communications
- Professionals in government settings, with responsibilities for customs and trade matters
- Lawyers and advisors who counsel on customs and trade matters
- Associations representing food importers (including ethnic associations and trade groups)
- Commercial representatives from Embassies and Consulates

**For more information on sponsorship opportunities, please contact Mary Anderson, 416-595-5333 or [manderson@iecanada.com](mailto:manderson@iecanada.com)**

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### The Opportunities:

#### **Title Sponsor of the I.E.Canada CATIE Awards Gala, \$10,000**

- Company logo and title sponsorship acknowledged in all awards promotional material.\*
- Company logo and title sponsorship on signage and on screen at the event.
- Company acknowledged in chair's speaking remarks.
- Company logo and title sponsorship on association's Web site.
- Link to company's Web site from the association's Web site in the awards section.
- CEO, or other senior company representative, can deliver speaking remarks at the awards evening.
- Complimentary table of 8 at Awards evening.
- Display opportunity at the Awards evening.

#### **I.E.Canada CATIE Awards Pre Dinner Reception Sponsor, \$7,500**

- Company logo and Pre Dinner Reception sponsorship acknowledged in all invitational and onsite promotional material.\*
- Company logo and Pre Dinner Reception sponsorship on signage and on screen at the event.
- Company acknowledged in chair's speaking remarks.
- Company logo and Pre Dinner Reception sponsorship on association's Web site in the awards section.
- Link to company's Web site from the association's Web site.
- Complimentary table of 8 at Awards evening.
- 5 additional complimentary tickets to pre dinner reception.

#### **I.E.Canada CATIE Awards Table Sponsorship, \$1,500**

- Company logo and sponsorship acknowledged on table sign.
- Company logo and sponsorship acknowledged on screen at the event.
- Company acknowledged in chair's speaking remarks.
- Table of 8 for the Awards evening.

#### **I.E.Canada CATIE Awards Student Table Sponsorship, \$1,500**

- Company logo and sponsorship acknowledged on table sign
- Company logo and sponsorship acknowledged on screen at the event.
- Company acknowledged in chair's speaking remarks.
- Table of 8 for students in International Trade to attend Awards evening.

#### **I.E.Canada CATIE Awards Video Production of Award Winners (Video Production House produces video introduction of each award winner to be shown at the Awards Gala)**

- Company logo and sponsorship acknowledged in all invitational and onsite promotional material.\*
- Company logo and sponsorship on signage and on screen at the event and within the video presentation.
- Company acknowledged in chair's speaking remarks.
- Company logo and Video Production sponsorship on association's Web site in the awards section.
- Link to company's Web site from the association's Web site.
- 2 Complimentary seats at Awards evening.

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## **Award Opportunities:**

**Presenting Sponsor of Best Practices in Trade Processes Award - \$5,000**

**Presenting Sponsor of Trade Leadership Award - \$5,000**

**Presenting Sponsor of Greening of the Supply Chain Award - \$5,000**

**Presenting Sponsor of I.E.Canada Beth Travis Member of the Year Award—\$5,000**

### **Presenting Sponsorship:**

Presenting sponsors of any of the awards mentioned will receive the following benefits:

- Company logo and award type acknowledged in all awards promotional material.\*
- Company logo and award type on signage and on screen at the awards evening.
- Company logo and award type on signage and on screen at the awards evening along side award presentation.
- Company acknowledged in chair's speaking remarks at the awards evening.
- Company logo and award type on association's Web site in the awards section.
- Link to company's Web site from the association's Web site.
- Opportunity to present the award type to the winner at the event.
- CEO, or other senior company representative to present award.
- Complimentary table of 8 at the Awards evening. (Award winners and their guest to be seated at your table)

**Media Partnership of Best Practices in Trade Processes Award**

**Media Partnership of Trade Leadership Award**

**Media Partnership of Greening of the Supply Chain Award**

**Media Partnership of I.E.Canada Beth Travis Member of the Year Award**

### **Media Partnership:**

Media partnership of any of the awards mentioned would include:

- Company logo and award type acknowledged in all awards promotional material.\*
- Company logo and award type on signage and on screen at the awards dinner.
- Company logo and award type on signage and on screen at the awards evening along side award presentation.
- Company acknowledged in chair's speaking remarks at the awards evening.
- Company logo and award type on association's Web site in the awards section.
- 2 Complimentary seats at Awards evening.
- Award nomination call to action to be included in media publication printed, online and interactive communication tools.
- Exclusive coverage of category award winner in a special feature in a media publication printed, online and interactive communication tools.

### **I.E.Canada CATIE Awards Gala Wine Sponsorship, \$3,500**

- Company logo and sponsorship acknowledged on menu as wine sponsor, and on label on each wine bottle.
- Company logo and sponsorship acknowledged on screen at the event
- Company acknowledged in chair's speaking remarks
- 4 complimentary tickets to attend Awards evening

### **I.E.Canada CATIE Awards Programme and Menu, \$2,000**

- Company logo and sponsorship acknowledged on front of menu/programme
- Company logo and sponsorship acknowledged on screen at the event
- Company acknowledged in chair's speaking remarks
- 4 complimentary tickets to attend Awards evening

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## Sponsorship Commitment:

Please complete this form and forward with payment to I.E.Canada. Any questions regarding sponsorship should be directed to Deborah Lewis at 416-619-0596 or Mary Anderson at 416-595-5333

Email: Deborah@torontocityevent.ca or manderson@iecanada.com

Fax: 416-595-8226

Mail: 160 Eglinton Ave. East, Suite 300, Toronto, ON M4P 3B5

<b>Sponsorship Company Name:</b>		
<b>Mailing Address:</b>		
<b>City:</b>	<b>Province/State:</b>	<b>Postal/Zip Code:</b>
<b>Telephone:</b>	<b>Fax:</b>	<b>Email:</b>
<b>Key Contact Name:</b>		<b>Title:</b>

<b>Choose your Sponsorship Level:</b>			
<input type="checkbox"/> Title	\$10,000	<input type="checkbox"/> Awards Program & Menu	\$2,000
<input type="checkbox"/> Presenting Best Practices	\$5,000	<input type="checkbox"/> Wine Gala Sponsorship	\$3,500
<input type="checkbox"/> Presenting Trade Leadership	\$5,000	<input type="checkbox"/> Sponsor Table	\$1,500
<input type="checkbox"/> Presenting Greening Supply Chain	\$5,000	<input type="checkbox"/> Student Sponsored Table	\$1,500
<input type="checkbox"/> Presenting Beth Travis Memorial	\$5,000	<input type="checkbox"/> Pre-Dinner Reception	\$7,500

**Important:** Please e-mail your company logo to conference@iecanada.com in EPS or JPG format only. I.E.Canada cannot guarantee proper reproduction of your logo in any other format.

<b>Payment Options:</b>	
<input type="checkbox"/> Please Invoice me (I.E.Canada members only)	
<input type="checkbox"/> Cheque enclosed (Made payable to the Canadian Association of Importers and Exporters)	
<input type="checkbox"/> Please charge my credit card:	Visa__ Mastercard__ Amex__
<b>Credit Card Number:</b>	<b>Expiry: __/__</b>
<b>Signature:</b>	
<b>Total \$ _____</b>	