

# Sponsorship Opportunities

## 7th Annual Western Canada Conference

### Driving Success In Customs and Trade

#### February 22 & 23, 2010—Calgary

This is Western Canada's conference of the year on trade and customs issues. The latest developments in global trade and customs policies will be presented by senior government officials and leading trade experts. These leaders will share their insights and expertise on how these changes will affect Canadian businesses in the global importing and exporting industry.

#### **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. For over 75 years, I.E.Canada has provided Canadian importers and exporters with critical and timely information, effective representation to government and solutions for members' concerns.

I.E.Canada is a national organization committed to providing support services of superior value to its members: our services are designed to keep importers and exporters profitable and competitive in the global market.

#### **Be a part of the voice of the importing and exporting industry in Canada.**

Sponsorship opportunities are available for I.E.Canada's conference programs throughout the year. Our conferences attract the best and the brightest in the trade community: they appeal to every level of employee, including presidents and CEOs. Sponsorship opportunities will give you access to the people—clients and potential clients alike—whom you want and need to reach.

#### **Conference Sponsorship**

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

Here's what sponsorship can do for you:

- Provide an opportunity for immediate sales orders
- Help you build relationships with importers/exporters
- Enhance your image before the industry
- Build brand recognition
- Build your company's position as a leader within the Canadian trade community
- Generate leads from new and existing customers

I.E.Canada is committed to maximizing your return on investment. Let us customize a sponsorship package that will help increase your exposure and make the most of your investment.

**For more information on sponsorship opportunities, please contact Paulette Niedermier, Calgary Chapter, at 403-808-2451 or at [pniedermier@iecanada.com](mailto:pniedermier@iecanada.com).**

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## **Western Canada Conference—February 22 & 23, 2010**

### **The Opportunities**

#### **Gold Sponsorship \$5,000**

- Company logo and level of patronage acknowledged in conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- CEO or other senior representative to introduce keynote speaker on the first day of conference.
- Display table for both days of the conference.
- 5 delegate passes for two-day conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for two months.
- Promotional brochure provided by sponsor to be placed in each delegate package.
- Notepad with corporate logo to be distributed to each delegate.

#### **Silver Sponsorship \$3,000**

- Company logo and level of patronage acknowledged in all conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- CEO or other senior company representative to introduce keynote speaker on the second day of conference.
- Display table for both days of the conference.
- 3 delegate passes for two-day conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for one month.
- Promotional brochure provided by sponsor to be placed in each delegate package.

#### **Bronze Sponsorship \$2,000**

- Company logo and level of patronage acknowledged in all conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- Display table for day one of the conference.
- 2 delegate passes for two-day conference.
- Button ad in I.E.Today, I.E.Canada's daily e-mail, for two weeks.
- Promotional brochure provided by sponsor to be placed in each delegate package.

#### **Breakfast Sponsorships \$1,500 each**

- Company logo and level of patronage acknowledged in all conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- Display table for day one of the conference.
- 1 delegate pass for two-day conference.
- Promotional brochure provided by sponsor to be placed in each delegate package.

#### **Reception Sponsorships \$1,750 each**

- Company logo and level of patronage acknowledged in all conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- Display table for day one of the conference.
- 1 delegate pass for two-day conference.
- Promotional brochure provided by sponsor to be placed in each delegate package.

#### **Refreshment Break Sponsorships \$1,000 each**

- Company logo and level of patronage acknowledged in all conference promotional material and at conference.\*
- Company logo and level of patronage acknowledged on I.E.Canada's web site in conference section.
- Link on I.E.Canada's web site to sponsor's web site.
- Promotional brochure provided by sponsor to be placed in each delegate package.

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

#### **Target Audience Represented at the Conference Includes:**

- Presidents, CEOs, Vice Presidents, General Managers
- Customs Specialists, Customs Managers, Customs Supervisors
- Logistics Managers
- Directors of Operations
- Controllers, Finance Managers, Tax Specialists

## Western Canada Conference - February 22 & 23, 2010 Driving Success In Customs and Trade

### Sponsorship Commitment

Please complete this form and forward with payment to I.E.Canada. Any questions regarding sponsorship should be directed to Paulette Niedermier at 403-808-2451.

Email: pniedermier@iecanada.com

Fax: 416-595-8226

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

#### Sponsoring Company Information:

Company Name

Mailing Address

City

Province/State

Postal Code

Telephone ( )

Fax ( )

Key Contact Name

Title

E-mail

#### Choose your sponsorship level:

Gold \$5,000

Silver \$3,000

Bronze \$2,000

Breakfasts \$1,500  Feb. 22  Feb. 23

Reception \$1,750

Refreshment Breaks \$1,000  Feb. 22 am  Feb. 22 pm  Feb. 23 am  Feb. 23 pm

#### **\*\*Important—Please provide your logo in EPS, BMP or JPG format only.\*\***

Please email your logo to pniedermier@iecanada.com with "your company name"—LOGO, in the subject line. I.E.Canada can not guarantee proper reproduction if your logo is not received in EPS, BMP or JPG format.

The above information is accurate for publication:

*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/Name on Card

Total \$ \_\_\_\_\_