

# Sponsorship Opportunities

## 19th Annual Conference

### Emerging Issues in Customs and Trade Compliance

April 19-21, 2010  
Hilton Toronto Airport, 5875 Airport Road



#### **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 phone at 416-223-7072 or by e-mail at [fkiesling@iecanada.com](mailto:fkiesling@iecanada.com).**

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For almost two decades, this conference has been the event to hear directly from Canadian and U.S. governments, and leading industry experts, on what new changes are taking place in customs and trade. Learn about the latest restructuring changes at the Canada Border Services Agency and about the latest in global trade and customs policies and initiatives and how they will affect your business. Question government officials and leading experts from across North America who will share their insights and expertise on global trade.

## The Opportunities & Benefits

### Gold Sponsorship \$10,000

- Company logo will appear on the memory sticks handed out to each conference participant.\*\*
- 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 three-day conference.

### Silver Sponsorship \$7,500

- Company logo will appear on the badge lanyards handed out to each conference participant.\*\*
- 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 three-day conference.

### Bronze Sponsorship \$5,000

- Company logo will appear on the delegate bags.\*\*
- 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 three-day conference.

*continued on next page...*

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## The Opportunities & Benefits (continued)

### Reception Sponsor \$3,000 (2 available, April 19 and April 20)

- 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.
- Opportunity to speak for approximately five minutes during the reception.
- Display table during the reception.
- 1 complimentary one-day registration to the conference and five complimentary tickets to the reception.

### Breakfast Sponsorships \$2,000 (3 available)

- Company logo and level of patronage acknowledged in all conference promotional material.\*
- Signage on the food and beverage table for breakfast sponsored.
- 1 complimentary one-day registration to the conference.

### 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.

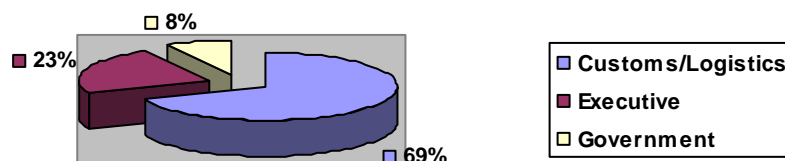
\* applies only to conference materials that have not yet been printed and/or distributed.

\*\* 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



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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 Fée Kiessling at 416-223-7072.

Email: fkiessling@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

Email

### Choose your sponsorship level:

- |   |   |  |
|---|---|--|
| <input type="radio"/> Gold \$10,000<br>Includes Logo on Memory Sticks | <input type="radio"/> Silver \$7,500<br>Includes Logo on Badge Lanyards | <input type="radio"/> Bronze \$5,000<br>Includes Logo on Delegate Bags |
| <input type="radio"/> Reception (April 19) \$3,000                    | <input type="radio"/> Reception (April 20) \$3,000                      |  |
| <input type="radio"/> Breakfast (April 19) \$2,000                    | <input type="radio"/> Breakfast (April 20) \$2,000                      | <input type="radio"/> Breakfast (April 21) \$2,000                     |
| <input type="radio"/> Break (April 19) \$1,000<br>am or pm            | <input type="radio"/> Break (April 20) \$1,000<br>am or pm              | <input type="radio"/> Break (April 21) \$1,000<br>am or 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:

*signature*

### Payment method

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

Please charge to my credit card

VISA

MasterCard

Amex

Credit Card Number

Expiry

Signature

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