

Presented by FITT

October 2-4, 2017

PARTNERSHIP PROGRAM

2017 INTERNATIONAL BUSINESS CONFERENCE

Hilton Lac Leamy

Gatineau, QC

Celebrating 25 years of
creating high performers
in international trade



EMPOWERING GLOBAL
TRADE PROFESSIONALS

Your future in global markets

FITTforTrade.com

About FITT

The Forum for International Trade Training (FITT) is a not-for-profit organization dedicated to providing international business training, resources and professional certification to individuals and businesses.

We offer the only international business training programs and related professional designation (CITP®|FIBP®) endorsed by the World Trade Centers Association and the Canadian government. Our international business training solutions have become the standard of excellence for global trade professionals across Canada and around the world.

About the Conference

Want to reach a new level of international business success? Then mix, mingle and learn from those who have been there, done that. Join the experts who, like you, recognize that survival in today's global business environment means having the right team in place to recognize and act on opportunities and mitigate risks, ensuring commercial success and increasing profit margins. Learn how to build your team, act on the latest trends, technology and policies, and plan your future in global markets.



“ WHO WILL BE THERE? ”

1

Decision makers from businesses involved in – or looking to start – importing and exporting and want to learn about the latest technology, market entry strategies and how to stay ahead of the competition.

2

International trade practitioners and leaders who want to learn from the industry's biggest success stories, and hear what's next in global trade from the brightest international business minds.

3

Career fast-trackers who are looking to learn, network, exchange ideas with their peers and get a jump on the latest trends affecting the future of global business.

Why be a conference partner?

FITT's Conference Partnership Program offers innovative opportunities to showcase and maximize product, service or company visibility to a pre-conference network of over 40,000 professionals. On-site partner benefits offer exceptional opportunities to profile your products and services to an international savvy business audience.

AS A CONFERENCE PARTNER YOU WILL BE:

1. Recognized in the main conference room on a large screen
2. Invited to an Opening Reception and an Anniversary Reception and Dinner to meet and network with conference delegates
3. Recognized from the podium during the Conference

To participate in the FITT Conference Partnership Program contact Marie-Claude Bureau at marieclaud@fitt.ca or **819.230.5565**.

Website and Social Media

FITT has extensive networks on LinkedIn, Twitter and Facebook and continues to explore additional on-line mediums to share its message.

TradeReady.ca, an international trade community blog whose mission is to inform, inspire and connect trade professionals around the globe, is administered by FITT furthering its influence and engagement around the world.

FITT is happy to use our social media platforms and website to ensure your visibility both pre- and post-conference.



Likes: **4,000+**



Followers: **4,000+**



Page followers: **7,000+**
FITT group members: **1,952**
CITP group members: **1,741**



Total FITT email list: **15,165**
Weekly newsletter list: **9,829**
News and promotions email list: **9,365**

TradeReady.ca

Monthly average number of TradeReady.ca sessions, Mar-Sept. 2016: **16,006**

Number of TradeReady.ca sessions, Sept. 2016: **17,706**

Average sessions per week, Mar-Sept. 2016: **3,659**

Average sessions per week, Sept-Oct. 2016 (6 weeks): **4,505**

Conference Partnerships

Platinum – 2 available at \$30,000

Be front and centre at THE international business conference of the year as a platinum partner. 300+ highly targeted delegates will experience your branding everywhere they go, in person and online, with this all-inclusive package offering the highest level of visibility.

- 4 conference registrations
- Corporate table of 8 at Anniversary dinner
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application
- Booth in FITT Showcase
- Acknowledgment through FITT's social media channels (19,000+ followers)
- Corporate recognition and name placement on FITT blog including an article featuring your organization
- Corporate recognition and name placement on FITT website
- Website Banner for 12 months on FITT website
- Included in 4 blog articles (20,000+ visitors/month)
- Speaking Opportunity
- Promotional materials distributions during the event
- Logo on table cards

Gold – 2 available at \$10,000

Picture your branding integrated into every part of delegates' experience at this exciting event, from pre-registration to post-conference thank you emails. You'll get months of publicity in FITT's online community of over 40,000 global business professionals.

- 2 conference registrations
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application
- Booth in FITT Showcase
- Acknowledgment through FITT's social media channels (19,000+ followers)
- Corporate recognition and name placement on FITT blog including an article featuring your organization
- Corporate recognition and name placement on FITT website
- Website Banner for 3 months on FITT Website
- Included in 2 blog articles (20,000+ visitors/month)
- Introduction and/or thank you of a presenter
- Promotional materials distributions during the event
- Logo on table cards

Silver – 4 available at \$5,000

Capture the attention of the conference's highly targeted delegates with your brand's inclusion at touchpoints throughout the conference, as well as promotional materials including an article featured on FITT's TradeReady.ca blog.

- 2 conference registrations
- 1 conference registration
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application
- Booth in FITT Showcase
- Acknowledgment through FITT's social media channels (19,000+ followers)
- Corporate recognition and name placement on FITT blog including an article featuring your organization
- Corporate recognition and name placement on FITT website
- Included in 1 blog article (20,000+ visitors/month)

iPoliticsLive Keynote Session 4 co-partnerships available at \$4,000

An engaging live journalism event bringing to the stage, an expert speaker and a seasoned journalist exploring a hot political topic.

- 1 conference registration
- Corporate logo and link on FITT Conference website
- Listed in iPoliticsLive promotional material (10,000 subscribers) as a Supporting Partner
- On screen recognition during the session
- Logo on master partnership loop
- Logo in conference mobile application

First sponsor to sign up:

- Introduction of the session
- Opportunity to have a table outside the room to welcome delegates

Second sponsor to sign up:

- Opportunity to thank the speakers
- Opportunity to have a table outside the room to thank delegates

Third and fourth sponsors to sign up:

- Opportunity to put collateral on a table
- Opportunity to place a pop-up banner at the back of the room

Keynote Speaker/Plenary Session

4 available at \$3,000

- Brief introduction of Keynote Speaker
- 1 conference registration
- Booth in Foyer outside Ballroom during the session
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Breakout Session – \$2,000

- Brief introduction of Breakout Speaker
- Opportunity to provide organization collateral to participating delegates
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Conference Mobile Application – 1 available at \$3,000

Exclusive Partner

Looking to be seen by all attendees while they use the conference mobile application?

Be front and center while people navigate their way through the program, list of exhibitors and the floor plan.

- Your logo on the conference mobile application home page
- Banner ad at the top of the conference program page on the mobile app
- Logo on the exhibitor floor plans on the mobile app
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop

Espresso Bar – 2 available at \$2,500

Looking to be the most popular stop at FITT International Business Conference?

Provide delegates with a delicious specialty coffee during a morning coffee on Day 1 or Day 2. Connect with delegates while they wait for their coffee.

- Opportunity for one-on-ones with delegates
- Signage with your logo
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Hotel Room Key Sponsorship* – 1 available at \$2,750

Your organization logo/custom design on each delegate hotel room key for the entire conference.

* Final artwork is due no later than August 25, 2017

Photo Booth at Anniversary Reception and Dinner – 1 available at \$2,000

Professional photographer captures a photo of delegates and their friends posed professionally or using the fun props provided at the booth.

- Each picture will be customized with your logo prominently displayed
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Conference Material – Lanyard Sponsorship 1 available at \$1,500

- Your organization name/logo around the neck of every delegate for the entire conference!

Meals & Social Function Partnerships – Anniversary Dinner 1 available at \$5,000

- Brief speaking opportunity at Dinner
- 1 full conference registration
- Booth in Foyer outside Ballroom during Dinner
- Corporate table of 8 at Anniversary Dinner
- Opportunity to provide gift to each delegate at place settings
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Receptions – Opening and Anniversary 2 available at \$3,500

- 1 full conference registration
- Booth in Foyer during Reception
- Invitations for 8 staff to attend Reception
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Luncheons – 2 available at \$3,750

- Brief speaking opportunity at Luncheon
- 1 full conference registration
- Booth in foyer outside ballroom during Luncheon
- Corporate table of 8 at Luncheon
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Breakfasts – 2 available at \$2,750

- Brief welcome remarks at Breakfast
- 1 full conference registration
- Booth in Foyer outside Ballroom during Breakfast
- Corporate table of 8 at Breakfast
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

Refreshment Breaks – 4 available at \$850

- Sign at refreshment stand
- Corporate table of 8 at Luncheon
- Corporate logo and link on FITT Conference website
- Logo on master partnership loop
- Logo in conference mobile application

High-traffic Exhibit Booths, a total of 20 available at \$1,750

- 8' x 8' space with skirted table and two chairs (some larger are available)
- Coffee breaks held in Showcase
- Access to sessions and Lunch for two booth staff
- Listing on FITT Conference website
- Listing in conference mobile application

“Your Idea Here - \$TBD
Hope to see you soon

You have a partnership idea that you do not see in our package?

Contact us at marieclaud@fitt.ca or **819.230.5565** so we can work together to make it happen, offering you the visibility and impact you wish to get out of supporting:

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