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January 23, 2018

Dear Prospective Sponsor:

In its 33<sup>rd</sup> consecutive year, West Michigan World Trade Week annual business conference has been a staple in supporting the growth of our international business community. The success of this event is due to financial contributions from our region's leading corporations and organizations. As the Chair of this year's event, I'm encouraging you to join BISSELL as a sponsoring partner.

Highlighting World Trade Week 2018 is the annual business conference – **CREATING GLOBAL SUCCESS** – which will convene on May 9, 2018. The business conference will feature a luncheon speaker, a VIP reception, and will offer breakout tracks on a variety of subjects, including: Global Market Briefings, Tools to Grow Your International Sales, Best Practices in Finance, Legal Aspects of International Business, and Global Supply Chains. Please see the website for updates on the agenda as additional innovative speakers are confirmed.

Beyond the business conference, your sponsorship funds will support World Trade Week's outreach program, Student Global Awareness. In partnership with Junior Achievement's Global Marketplace Curriculum, WTW volunteers teach Grand Rapids Public middle school students about international business basics. Together they address global topics, helping students to better explore and prepare for their future career paths in an increasingly connected world.

Outlined on the following page are sponsorship levels, benefits, and further information. Questions can be directed to:

Derek Begue at 616-710-4530, dbegue@pra-global.com Sonja Johnson at 616-331-6811, Sonja.Johnson@gvsu.edu

Our 33<sup>rd</sup> year promises to be a wonderful opportunity to connect and learn. I look forward to seeing you there. To register your sponsorship or view the schedule of events go to: <a href="https://www.worldtradeweekmi.org">www.worldtradeweekmi.org</a>.

Sincerely,

Mark Bissell Chairman & CEO, BISSELL, Inc. 2018 West Michigan World Trade Week Chair

Attachment



## 2018 Sponsorship Costs & Benefits

#### **COSTS:**

- \$700 for Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
- \$300 for Exporters/Importers, Manufacturers, Distributors or Software Firms
- \$200 for Governmental, Non-Profit, or Educational Organizations

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- \$250 for an Exhibitor Table Optional
  - (Sponsors may choose to <u>add</u> an exhibitor table to their sponsorship for an extra \$250. Tables are reserved on a first come-first serve basis.)

Please submit sponsorship payment online at <a href="www.worldtradeweekmi.org">www.worldtradeweekmi.org</a> or write checks payable to: GVSU - World Trade Week 2018 (WTW)

C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

Note: Sponsors will continue to be accepted until the date of event, however to guarantee placement in all marketing materials, please submit payment by March 30, 2018.

#### **BENEFITS:**

#### **Marketing Exposure for All Sponsors**

- Statewide e-mail marketing campaign to 6,000+ contacts
- Featured listing in targeted distributed marketing flyer
- Listing in MiBiz printed advertisement
- Listing on the sponsorship board displayed at all West Michigan World Trade Week official partner events
- Sponsor website will be linked from the WTW website: www.worldtradeweekmi.org
- Excellent networking opportunities with globally focused business and community leaders

### Business Conference Event Tickets - Creating Global Success (includes lunch and VIP reception, May 9)

- Four (4) Tickets: Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
- Three (3) Tickets: Exporters/Importers, Manufacturers, Distributors or Software firms
- Two (2) Tickets: Governmental, Non-Profit, or Educational Organizations

# **Previous World Trade Week Sponsors**

Advanced Global Sourcing Amway Aon Risk Services Aquinas College Autocam Corporation BDO BISSELL Inc. Bulman Products Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University Dean Transportation East Jordan Iron Works Ernst & Young Euler Hermes FedEx First Merit Bank	Foster Swift Collins & Smith Global Reach Languages Global Envoy GNS Grand Rapids Area Chamber Gerald R. Ford Museum GVSU HUB International Huizenga Group Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement Kent-Ottawa-Muskegon FTZ	Knape & Vogt  Lakeshore Advantage  Landscape Forms  Languages International  Louis Padnos  LRI  Magna  Meijer  MiBiz  Michigan District Export  Council-West  MEDC  MSU CIBER  Miller Canfield  Plante & Moran PLLC  PNC Bank	PRA Global SoundOff Signal Spring Arbor University Steelcase, Inc. Supply Chain Solutions RoMan Manufacturing U.S. Commercial Service The Right Place, Inc. Universal Forest Products UPS Van Andel Global Trade Center Warner Norcross & Judd LLP West Michigan World Trade Association WGVU Wolverine World Wide, Inc. World Affairs Council
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