

CHAIR

Randy Thelen, The Right Place, Inc.

February 14, 2023

COMMITTEE CHAIR

Kendra Kuo, U.S. Commercial Service

Dear Prospective Sponsor:

COMMITTEE MEMBERS

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Grand Valley State University's
Van Andel Global Trade Center
Sonja Johnson

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Michigan, Michael Van Denend

This year marks the 37th year Michigan World Trade Week (WTW) has taken place to support the international sales growth of Michigan businesses. The continued success of this event is due in large part to the financial support from companies such as yours. As this year's Chair, I encourage you to join The Right Place team as a sponsoring partner.

The **Michigan World Trade Week 2023 Business Conference** will take place on Wednesday, May 3, 2023. The event will kick off with a keynote speaker providing a **World Economic Update** and will be followed by breakout sessions covering a variety of topics, including but not limited to:

- Cyber & Data Management
- Doing Business in Vietnam
- Supply Chain Due Diligence
- Managing International Teams

As a leader in the community, your sponsorship of World Trade Week is an opportunity for your organization to:

- Gain international business insights (free admission to the business conference event provided to four staff/guests)
- Increase your visibility through event advertising, targeted social media campaigns, and logo placement on event program materials
- Network with globally focused business leaders (attendance is expected to reach over 150 attendees in person with additional online participation.)
- Support the advancement of future global career paths for Grand Rapids Public School students through **Student Global Awareness, an outreach program of World Trade Week**, coordinated with Junior Achievement.

Register online as a sponsor before March 24 to guarantee placement in the complete marketing campaign. View the event website for more details about sponsorship levels, conference speakers, and partner events: www.worldtradeweekmi.org.

You may contact either Kendra Kuo (616-481-9047, Kendra.Kuo@trade.gov) or Sonja Johnson (616-331-6811, Sonja.Johnson@gvsu.edu) if you have any questions.

I look forward to seeing you there.

Sincerely,
Randy Thelen, President & CEO, The Right Place, Inc.
2023 Michigan World Trade Week Chair
Attachment

2023 Sponsorship Costs & Benefits

COSTS:

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

Please submit sponsorship payment online at www.worldtradeweekmi.org or write checks payable to:
GVSU - World Trade Week 2023 (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 to the date of event, however, placement in the complete marketing campaign, please submit payment by **March 24, 2023**.

BENEFITS:

Marketing Exposure for All Sponsors

- Four (4) Business Conference event tickets
- Listing in advertisements and on social media promotion
- Statewide e-mail marketing campaign to 6,000+ contacts
- Featured listing in targeted distributed event marketing flyer
- Listing on slides displayed during Michigan World Trade Week virtual business conference
- Opportunity to submit a Digital Briefcase presentation sent to all attendees – details on attachment A
- Sponsor website will be linked from the WTW website: www.worldtradeweekmi.org
- Excellent networking opportunities with globally focused businesses and community leaders

Just a Few of the Past World Trade Week Sponsors

Amway Aon Risk Services Aquinas College Autocam Corporation BDO USA, LLP BISSELL, Inc. Bulman Products Byrne Electrical Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University East Jordan Iron Works Ernst & Young Euler Hermes FedEx	Foster Swift Collins & Smith GNS Automotive Grand Rapids Area Chamber Gerald R. Ford Museum Grand Valley State University HUB International Huizenga Group Hutchinson Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement Just Packaging	Knappe & Vogt Lakeshore Advantage Landscape Forms Languages International Louis Padnos LR International Magna Meijer MiBiz Michigan District Export Council-West Michigan Economic Development Corp. Michigan State University/CIBER Miller Canfield Plante & Moran PLLC PNC Bank	PRA Global SoundOff Signal 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 WGUV Wolverine World Wide, Inc. World Affairs Council of West Michigan
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