



WORLD TRADE DAY

**GLOBAL TRENDS:
OPPORTUNITIES AND STRATEGIES**

Bryant University ▶ MAY 22, 2019

▶ Platinum Sponsorship Opportunities

**ON MAY 22, 2019,
BRYANT UNIVERSITY
WILL PRESENT THE
34TH WORLD TRADE DAY.**

World Trade Day, presented by the John H. Chafee Center for International Business at Bryant University, is one of the largest international trade conferences in the Northeast region. More than 500 managers and executives are expected to attend this year's event. We invite you to become a sponsor and contribute to this day of professional development and networking.

Benefits of a \$20,000 Platinum Corporate Sponsorship

- Early registration and complimentary admission to World Trade Day for sixteen (16) pre-registered guests
- Prominent reserved seating at your own corporate tables at the luncheon
- Opportunity to introduce a **Keynote Speaker**, or participate in World Trade Day as appropriate (i.e. panelists, moderator)
- Recognition as the **Luncheon Sponsor**, with appropriate signage at the luncheon
- Inclusion of a **welcome message** from your company in the World Trade Day program book distributed to all attendees
- Opportunity to provide branded material for day of the event (i.e., lanyards, tote bags)
- Opportunity to participate in the **Sponsor Showcase**
- **Four (4) vouchers** for a one-day training event conducted by the John H. Chafee Center for International Business (or 1 voucher for a multi-day trade seminar)
- Invitation for a **corporate representative** to serve on the World Trade Day committee
- Opportunity to provide a **speaker** for a future Chafee Center sponsored event
- Invitation to participate as a **judge** for the International Business Practicum or the MBA Practicum
- Opportunity for two (2) guests to attend the annual **International Business Awards banquet** held each May for Bryant seniors in the International Business degree program
- **Opportunity to network** with World Trade Day keynote speakers, global trade and industry professionals, business executives, foreign trade representatives, trade organizations, educators, and other global business representatives
- Recognition as a Platinum Sponsor in remarks throughout World Trade Day

Platinum Sponsors are also featured in promotional materials and on the World Trade Day website. Last year, impressions from World Trade Day event marketing, public relations, social media, and news coverage totaled more than 800,000:

- Recognition as a Platinum Sponsor in all media announcements sent to regional news outlets and trade journals
- Your company name prominently displayed on all signage at World Trade Day, including banners, posters, and electronic screens
- Listing of your company logo on the World Trade Day website
- Inclusion of your company logo in the World Trade Day marketing brochure, mailed to over 9,000 business professionals throughout New England
- Recognition as Platinum Sponsor in World Trade Day Program Book