



# WORLD TRADE DAY

**THE FUTURE OF GLOBAL TRADE:  
CHANGES, CHALLENGES AND OPPORTUNITIES**

Bryant University ▶ MAY 26, 2021

## ▶ Platinum Sponsorship Opportunities

**ON MAY 26, 2021,  
BRYANT UNIVERSITY  
WILL PRESENT THE  
36<sup>TH</sup> 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. More than 500 individuals representing companies and organizations of all sizes and industries are expected to attend this year's virtual event. We invite you to become a sponsor and contribute to this day of professional development and networking.

For more information, contact Kristen Hayes at [khayes4@bryant.edu](mailto:khayes4@bryant.edu) or call 401.232.6042.

### Benefits of a \$20,000 Platinum Corporate Sponsorship:

- Early registration and complimentary admission to World Trade Day for twenty-five (25) pre-registered guests.
- Guaranteed exhibitor space in our virtual Expo Center. Platinum Sponsors are allowed **four individuals** to represent their company in the booth. Booth representatives receive free admission to the event in addition to company's complimentary admissions.
- Opportunity to host pre-assigned roundtable topical discussion in your company's Expo Booth.
- Opportunity to introduce a World Trade Day speaker or participate in the program as a moderator or panelist.
- Company invited to provide a PSA to be shown during the event.
- Main Stage named for Platinum sponsor – logo prominently displayed throughout the event.
- Opportunity to submit a video message featuring a company representative speaking about previous World Trade Day experience to be shared on social media.
- Opportunity to underwrite or provide a prize to be awarded as part of World Trade Day event contest.
- Sponsor guests granted extended access to view World Trade Day sessions up to 60 days after event.
- Invitation for a **corporate representative** to serve on World Trade Day committee.
- 15% discount on a semester-long Business Practicum engaging Bryant students, Chafee Center international business consultants, and Bryant University staff and faculty (available Fall 2021 and Spring 2022).

### *Platinum Sponsors are also recognized in promotional materials and on the World Trade Day website:*

- Will be included in news releases, as well as print and Internet advertising sent to local and regional media.
- Company name will be displayed throughout the World Trade Day virtual platform: interactive lobby, sponsor page, and on rotating banners.
- Corporate logo and web link will be listed on the World Trade Day web page.
- Company name will appear in a social media post thanking sponsors.