



NAITA 2012 Sponsorship Campaign

EVENTS

- **NAITA Annual Meeting 2012**

The 2012 NAITA Annual Meeting presents USASAC (U.S. Army Security Assistance Command) – the Army’s Face to the World, FMS, and the impact of USASAC’s presence on North Alabama. Approximately 200 international business professionals and community leaders will attend this event. NAITA’s president will also update members on the previous year’s accomplishments and discuss the upcoming year’s major events and goals.

- **Presenting Sponsor 2012** - \$3,000 – 1 available
Benefits: CEO or representative seated at the speaker’s reserved table and recognized; five attendees at event reception with speaker; receives top billing in pre-event publicity; receives recognition in event program and electronic display at event, calendar, website, promotional flyers and from the podium with a special plaque; and two corporate tables (16 total seats) in prime location.
- **Ambassador Sponsor 2012** - \$1,500 – 5 4 available **(1 SOLD to POH)**
Benefits: Three attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium; and one corporate table of eight in prime location.
- **Consul Sponsor 2012** - \$1,000 – up to 4 9 available **(1 SOLD to Excelerate)**
Benefits: Two attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers; and one corporate table of eight.
- **Reserved Table 2012** - \$500 – availability TBD based on venue capacity
Benefits: Reserved table for eight. *(If available, reserved tables sold after this campaign will be offered at a higher price.)*
- **Print sponsor (In-kind) 2012** – 1 available
Benefits: Sponsor logo will be included on printed program, website, and electronic display at event. Also receives two tickets to event.

- **NAITA Annual Meeting 2012 Sponsor Reception**

The reception is held one hour prior to the Annual Meeting in an adjacent reception area. Attendees include the NAITA Board of Directors, Presenting, Ambassador and Consul Level Sponsors, regional dignitaries, and the keynote speaker.

- **Reception Sponsor** - \$2500 – 1 available
Benefits: Prominent signage at event; opportunity to bring corporate display; opportunity for recognition and photograph with Guest of Honor; corporate table of eight at Annual Meeting; recognition from podium during the Annual Meeting.

- **NAITA 29th Annual World Trade Day (WTD) Luncheon Celebration 2012**

World Trade Week is an annual national celebration recognizing the importance of international trade to the U.S. economy. NAITA and the Madison County Commission co-sponsor the World Trade Day Celebration Luncheon in Huntsville, Alabama. The 2012 World Trade Day Luncheon Celebration will be held in April/May 2012. The event draws approximately 300 international business executives and community leaders from across North Alabama.



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- **Presenting Sponsor WTD 2012 - \$3,000 SOLD**
Benefits: CEO or representative seated at the speaker's reserved table and recognized; five attendees at event reception with speaker; receives top billing in pre-event publicity; receives recognition in event program and electronic display at event, calendar, website, promotional flyers and from the podium with a special plaque; and two corporate tables (16 total seats) in prime location.
- **Ambassador Sponsor WTD 2012 - \$1,500 – 5- 4 available 3 SOLD to AITC, COC, Excelerate**
Benefits: Three attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium; and one corporate table for eight in prime location.
- **Consul Sponsor WTD 2012 - \$1,000 – up to 10 available**
Benefits: Two attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers; and one corporate table for eight.
- **Reserved Table WTD 2012 - \$500 – availability TBD based on venue capacity**
Benefits: Reserved table for eight. *(If available, reserved tables sold after this campaign will be offered at a higher price.)*
- **Print sponsor (In-kind) 2012 – 1 available**
Benefits: Sponsor logo will be included on printed program, website, and electronic display at event. Also receives two tickets to event.

- **NAITA World Trade Day Sponsor Reception 2012**

The reception is held one hour prior to the World Trade Day Luncheon in an adjacent reception area. Attendees include the NAITA Board of Directors, Presenting, Ambassador and Consul Level Sponsors, regional dignitaries, and the keynote speaker.

- **Reception Sponsor \$2500 - 1 available**
Benefits: Prominent signage at event; opportunity to bring corporate display; opportunity for recognition and photograph with Guest of Honor; corporate table for eight at World Trade Day Luncheon; recognition from podium during the World Trade Day Luncheon.

- **NAITA Conversation on Trade 2012**

The annual Conversation on Trade is a presentation by elected official(s) from the North Alabama Region. Format will be an update breakfast or lunch meeting.

- **Presenting Sponsor 2012 - \$1,500 – SOLD**
Benefits: One reserved table for 8 in prime location at event; recognition in pre-event publicity, on website and promotional flyers, and on electronic display at event.



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- **NAITA Export Controls & Compliance Update Conference – New for 2012**

A conference focusing on updates from the U.S. Department of Commerce Bureau of Industry & Security (BIS), the U.S. Department of State Office of Defense Trade Controls (DTC), and other agencies involved in export controls. Featured speakers will include representatives from appropriate agencies. An Export Control Reform update will also be included.

- **Presenting Sponsor – Fall 2012 – \$3000 SOLD**

Benefits: Recognition in all pre-event publicity; recognition on event signage, e-newsletter, website, promotional flyers; **receives registration list** for marketing follow-up. Two representatives can attend seminar. Also receives one table at lunch event.



- **Ambassador Sponsor - \$1500 – 4-3 available – 1 SOLD to PPG**

Benefits: Recognition in pre-event publicity, on website and promotional flyers, and on electronic display at event.

- **NAITA Export Controls & Compliance Roundtable + Member Mixer/ Holiday Party**

NAITA Export Controls & Compliance Roundtable discussions are held quarterly to address specific issues related to export licensing and compliance and provide a networking forum for company officials charged with this responsibility. Programs cover topics associated with the U.S. State Department Directorate of Defense Trade Controls - International Traffic in Arms Regulations (ITAR) and the U.S. Commerce Department Bureau of Industry & Security – Export Administration Regulations (EAR).

NAITA Member Mixers are networking events held in conjunction with a NAITA Exports Control Roundtable to facilitate contacts between NAITA members and prospective members. The event attracts 50-75 business attendees and features hors d'oeuvres, beverages (beer, wine, water & soft drinks), and fun giveaways. Food and select beverages (beer, wine, soft drinks @ 2/person) are included in the price of sponsorship. Cash bar also available.

Benefits of Sponsorship: Recognition in all pre-event publicity, on event signage, e-newsletter, website, and promotional flyers; receives registration list for marketing follow-up. Two representatives can attend Roundtable with the opportunity to speak briefly on the program.

- **Presenting Sponsor Roundtable/Member Mixer Combo - \$2500 – 1 available/event – SOLD**



- **Presenting Sponsor Roundtable/Holiday Party Combo - \$2500 – 1 available**
See Holiday Party description below for further details. At the Holiday Party up to 6 representatives can attend party and invite up to 10 business associates related to international trade to party only. **SOLD**



- **Ambassador Sponsor Roundtable Only – \$1000 – 1 available/event (2 per year) – 2 SOLD to Bradley Arant Boul Cummings LLP**

- **NAITA Holiday Party – December 2012**

The NAITA Holiday Party is a member networking event held in conjunction with a NAITA Export Controls Roundtable that celebrates the holiday season and recognizes Board Members and volunteers who assist NAITA throughout the year.

- **Ambassador Sponsor 2012 - \$1,500 – 3 1 available – 1 SOLD to Page & Jones, 1 SOLD to Baker Donelson Bearman Caldwell & Berkowitz PC**

Benefits: Name recognition on invitation; up to three representatives can attend and invite up to 5 business associates related to international trade; recognition in all pre-event publicity, website, and photo in e-newsletter following event.

- **Cross-Cultural Communication Briefings**

These country/region cross-cultural communication briefings highlighting country-specific etiquette guidelines will be held twice a year. The purpose of these briefings is to demonstrate the impact of culture on the business relationship and to give our businesses a competitive edge by preparing them for international interactions. Briefings will cover the following topics: cross-cultural awareness, impact of cultural values on business practices, appropriate and inappropriate behaviors, dining etiquette, gift giving/receiving, and significant holidays. These briefings will include a lunch, dinner, or reception with ethnic food. Two experts from the community will be identified to lead each briefing.

Focus countries for briefings may include India, Japan, Korea and/or Middle East. Other countries may be addressed upon specific request and approval of NAITA.

- **Ambassador Sponsor/Member Mixer Combo – 2012** - \$1500 – 2 available/Briefing
Benefits: Recognition in pre-event publicity; recognition on electronic display at event, on website, e-newsletter, and promotional flyers; two representatives at briefing with opportunity to speak briefly on program; receives registration list for marketing follow-up.
- **Consul Sponsor for Briefing Only** - \$750 – 3 available/Briefing

- **NAITA Member Mixers 2012**

NAITA Member Mixers are networking events held in conjunction with a NAITA Export Controls Roundtable to facilitate contacts between NAITA members and prospective members. The event attracts 50-75 business attendees and features hors d'oeuvres, beverages (beer, wine, water & soft drinks), and fun giveaways. Food and select beverages (beer, wine, soft drinks @ 2/person) are included in the price of sponsorship. Cash bar also available.

- **Ambassador Sponsor – 2012** - \$1500 – 3 available/Mixer
Benefits: Recognition for NAITA Member Mixer hosted at your site or designated site in all pre-event publicity; recognition on event signage, e-newsletter, website, promotional flyers, and during announcements; receives registration list for marketing follow-up.

- **NAITA Trade Education Tour 2012**

The NAITA Trade Education Tour is a series of briefings in 3-4 communities throughout North Alabama to educate business and community leaders on the importance of trade to our economy and the resources available to assist companies in developing international markets.

- **Presenting Sponsor 2012** - \$1,500 – 1 available
Benefits: Two attendees at each tour stop with opportunity to speak briefly on program; recognition in pre-event publicity, on website and promotional flyers, and on electronic display at event.
- **Ambassador Sponsor 2012** - \$1,000 – 2 available
Benefits: Recognition in pre-event publicity, on website and promotional flyers, and on electronic display at event.

- **Country/Region Trade Briefings**
Country/Trade Briefings are held periodically to highlight a specific market. 2012 Country/Trade Briefings are tentatively planned in conjunction with the Alabama Development Office and the Export Alabama Alliance to cover China and Panama/Peru. Additional briefings will be held as opportunities arise.
 - **Presenting Sponsor 2012** - \$500 – 2 available/Briefing
Benefits: Recognition in pre-event publicity; recognition on electronic display at event, on website, e-newsletter, and promotional flyers; two representatives at briefing with opportunity to speak briefly on program; receives registration list for marketing follow-up.

- **NAITA International Business Interchange (IBI)**
The NAITA IBI spotlights a North Alabama company involved in international business. The event is held at the company facility. Company officials profile their company's international business activities, and a specific international issue may be highlighted. A question/answer/discussion period will follow the presentation. The meeting will conclude with a tour of the business facility. Networking with light refreshments will take place prior to the presentation and during/following the plant/company tour.
 - **Presenting Sponsor 2012** - \$500 – 1 sponsor per IBI (up to 3 IBIs per year)
Benefits: Recognition for IBI in all pre-event publicity; recognition on event signage, e-newsletter, website, and promotional flyers.

PUBLICATIONS & WEBSITE

- **NAITA Recruitment Brochure 2012**
1,000 copies of this brochure are printed annually.
 - **Presenting Sponsor** - \$1,500 **SOLD**
Benefits: Logo printed on back of brochure. 1,000 copies printed annually. Used in all recruiting activities.

- **NAITA enews/Broadcast Blast 2012**
NAITA emails its visible e-newsletter, event invitations, and special announcements at least twice monthly to its list of members, prospects, trade multipliers, and elected officials, reaching more than 1500 individuals each email. Enews includes important upcoming events and news of particular interest to the international business community.
 - **12 Month Sponsor** - \$750 – 2 available – **1 SOLD to**
Benefits: Your logo prominently displayed on the top of the e-newsletter or email broadcast for at least 20 issues.
 - **6 Month Sponsor** - \$500 - 3 available
Benefits: Your logo prominently displayed on the top of the e-newsletter or email broadcast for at least 10 issues.
 - **3 Month Sponsor** - \$300 - 3 available
Benefits: Your logo prominently displayed on the top of the e-newsletter or email broadcast for at least 5 issues.



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