



NAITA 2011 Sponsorship Campaign

EVENTS

- **NAITA Annual Meeting 2011**

The NAITA Annual Meeting focuses on the “State of the Global Economy.” Approximately 200 international business professionals and community leaders will attend this event. The NAITA president will also update members on the previous year’s accomplishments and discuss the upcoming year’s major events and goals.

- **Presenting Sponsor 2011** - \$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 2011** - \$1,500 – **2 SOLD to Agility & Port of Huntsville** (4~~0~~ 8 available)
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 2011** - \$1,000 – up to 25 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 of eight.
- **Reserved Table 2011** - \$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) 2011** – 1 available
Benefits: Sponsor logo will be included on printed program, website, and electronic display at event. Also receives two tickets to event.
- **Table Decoration Sponsor (In-kind)** – 1 available
Benefits: Receives recognition as Table Decoration Sponsor on electronic display at event, on website, and in printed program. Also receives two tickets to event. Approximately 35-40 table centerpiece decorations to correspond with theme of event. Decorations to be approved by Anne Burkett/Amanda Berkey.

- **NAITA Annual Meeting 2011 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 28th Annual World Trade Day (WTD) Luncheon Celebration 2011**
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 2011 World Trade Day Luncheon Celebration will be held in April/May 2011. The event draws approximately 300 international business executives and community leaders from across North Alabama.
 - **Presenting Sponsor WTD 2011** - \$3,000 – **SOLD to Port of Huntsville**
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 2011** - \$1,500 – **1 SOLD to Agility** (409 available)
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 2011** - \$1,000 – 25 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 2011** - \$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) 2011** – 1 available
Benefits: Sponsor logo will be included on printed program, website, and electronic display at event. Also receives two tickets to event.
 - **Table Decoration Sponsor (In-kind)** – 1 available
Benefits: Receives recognition as Table Decoration Sponsor on electronic display at event, on website, and in printed program. Also receives two tickets

to event. Approximately 40 table centerpiece decorations to correspond with theme of event. Decorations to be approved by Anne Burkett/Amanda Berkey.

- **NAITA World Trade Day Sponsor Reception 2011**

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 2011**

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 2011 - \$1,000 – SOLD to Port of Huntsville**

Benefits: Two attendees at event; receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers.

- **NAITA Trade Education Tour 2011**

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. The presentation includes the resources available to assist companies in developing international markets.

- **Presenting Sponsor 2011 - \$1,500 – 1 available**

Benefits: Two attendees at each tour stop with opportunity to speak briefly on program; receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers.

- **Ambassador Sponsor 2011 - \$1,000 – 2 available**

Benefits: Receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers.

- **NAITA Holiday Party – December 2011**

The NAITA Holiday Party is a member-networking event that celebrates the holiday season and recognizes our Board Members and volunteers who assisted NAITA with events throughout the year.

- **Presenting Sponsor 2011 - \$2,500 – 1 available**

Benefits: Logo on invitation; opportunity to bring display booth; opportunity for up to 6 representatives from company to attend and invite up to 10 business associates related to international trade; recognized in all pre-event publicity (newsletter, email, website); and photo in e-newsletter following event.

- **Ambassador Sponsor 2011** - \$1,500 – 2 available
Benefits: Receives name recognition on invitation; opportunity for up to three representatives from company to attend and invite up to 5 business associates related to international trade; receives recognition in all pre-event publicity, website, and photo in e-newsletter following event.
- **Entertainment Sponsor (In-kind)** – 1 available
Benefits: Entertainment provided during entire event for approximately 2 hours with appropriate breaks. Entertainment must be approved by NAITA at time of Trade Agreement. Will have opportunity to display talent and capabilities to community/corporate decision makers. Will be recognized in all pre-event publicity and in the e-newsletter, as well as on event signage.
- **NAITA Export Controls and Compliance Roundtable**
 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).
 - **Presenting Sponsor – Quarterly 2011** - \$750 – (3-4 events per year/1 per available/event)
4 SOLD to Bradley Arant Boult Cummings LLP
Benefits: Receives recognition in all pre-event publicity; receives recognition on event signage, e-newsletter, website, and promotional flyers, receives copy of all attendees' business cards or registration list for marketing follow-up. Two attendees/representatives can attend the briefing with the opportunity to speak briefly on the program.
- **Cross-Cultural Communications & International Protocol – Dealing Effectively in the Global Marketplace – Signature Event**
Cross-Cultural Communications & International Protocol – Dealing Effectively in the Global Marketplace will provide participants with a broad world overview on essential international business etiquette practices. Success in the global marketplace begins with an understanding of international business etiquette, practices, and cultural cues. This ½ day seminar will be preceded by a keynote luncheon address by an expert in the field who will lead the seminar. In follow-up to this seminar, *Country/region cross-cultural communication briefings* highlighting country-specific etiquette guidelines will be held quarterly.
 - **Presenting Sponsor 2011** - \$2,500 – 1 available
Benefits: Receives recognition in all pre-event publicity; receives recognition on event signage, e-newsletter, website, and promotional flyers, receives copy of all attendees' business cards or registration list for marketing follow-up. Two

attendees/representatives can attend the seminar with the opportunity to speak briefly on the program.

- **Ambassador Sponsor 2011** - \$1,500 – 2 available
Benefits: Receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers.

- **Cross-Cultural Communication Briefings**

These country/region cross-cultural communication briefings highlighting country-specific etiquette guidelines will be held quarterly. 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 be held as a lunch or dinner briefing at an ethnic restaurant or with the ethnic food catered to the briefing location. Two experts from the community will be identified to lead each briefing.

- **Presenting Sponsor - Quarterly 2011** - \$750 – 2 available/Briefing
Benefits: Receives recognition in pre-event publicity; receives recognition on electronic display at event, on website, e-newsletter, and promotional flyers; two attendees/ representatives at briefing with opportunity to speak briefly on program; receives copy of all attendees' business cards or registration list for marketing follow-up.

- **NAITA Member Mixers 2011**

NAITA Member Mixers are networking events held in the Spring and Fall each year to facilitate contacts between NAITA members and prospective members. The Mixer may be combined with an afternoon Export Controls and Compliance Roundtable meeting or other international business training session. 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.

- **Presenting Sponsor – Spring & Fall 2011** - \$2500 – 1 available/Mixer
Benefits: Receives recognition for NAITA Member Mixer hosted at your site or designated site in all pre-event publicity; receives recognition on event signage, e-newsletter, website, promotional flyers, and during announcements; receives copy of all attendees' business cards or registration list for marketing follow-up.

- **Country/Region Trade Briefings**

Country/Trade Briefings are held periodically to highlight a specific market. Generally two country briefings are held annually in conjunction with the Alabama Development Office and the Export Alabama Alliance. Additional briefings will be held as opportunities arise.

- **Presenting Sponsor 2011** - \$500 – 2 available/Briefing
Benefits: Receives recognition in pre-event publicity; receives recognition on electronic display at event, on website, e-newsletter, and promotional flyers; two

attendees/ representatives at briefing with opportunity to speak briefly on program; receives copy of all attendees' business cards or 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 2011** - \$500 – 1 sponsor per IBI (up to 3 IBIs per year)
Benefits: Receives recognition for IBI in all pre-event publicity; receives recognition on event signage, e-newsletter, website, and promotional flyers.

PUBLICATIONS

- **NAITA Recruitment Brochure 2011**

1,000 copies of this brochure are printed annually

- **Presenting Sponsor** - \$1,500 – **SOLD to Port of Huntsville**
Benefits: Logo printed on back of brochure. 1,000 copies printed annually. Used in all recruiting activities.

- **NAITA enews/Broadcast Blast 2011**

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 approximately 1500 individuals each email. Enews includes important upcoming events and news of particular interest to the international business community.

- **12 Month Sponsor** - \$750 – 3 available
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.