



Conference Sponsorship Opportunity

NAFTA 2.0: Potential Impacts and Critical Trade Choices

October 3, 2018

University of Calgary Downtown Campus, Calgary, Alberta

About the Conference

Join us on October 3, 2018 as we analyze the current NAFTA renegotiations with key economists, industry experts, consulate generals, and panel discussions. The purpose is to understand the challenges and implications associated with Canada's trade, and will analyze how Canadian organizations can manage risk despite political uncertainty south of the border. Key Topics that will be discussed are:

- U.S Automotive tariffs
- Automotive supply chain and disruption
- Canada's Supply Management of Dairy and Poultry
- Canada's Competitiveness Challenge
- Impacts on Canada's Supply Chains beyond NAFTA
- Diversification of Canada's trade alliances

Why Become a Sponsor?

As a sponsor you are assured of full exposure during the promotion and duration of the event. Other benefits will include:

- ✓ Increasing your marketing capabilities by inserting your organization's brand directly onto the workshop website and other related marketing materials
- ✓ Networking with key members of related industries and industry colleagues as a sponsor
- ✓ Maximizing your exposure to relevant groups and key delegates
- ✓ Creating lead generation and new contacts
- ✓ Using a cost-effective method of promoting brand awareness to a relevant audience

If you would like to secure your sponsorship opportunity, please contact Taylor Simpson, Manager, Finance and Communications at the Van Horne Institute at: tsimpson@vanhorneinstitute.com . For further questions she can be contacted at: 587-430-0291.

DIAMOND SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 6 x complimentary registrations to the Conference (Full Table) • Your representative delivering the keynote breakfast or lunch address • Your logo displayed on screen during the breakfast, lunch & coffee breaks • Your company acknowledged at the start and end of the Conference • Your company logo displayed on the Conference website • Option to display your company banner and literature at a sponsor table • Your logo included in all electronic promotional materials and in the final program distributed to attendees onsite • An extended early bird fee for additional organization representatives 	\$8,000
CO-HOSTING SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 4 x complimentary registrations to the Conference • Your representative giving the introduction for a breakfast/lunch speaker • Your logo displayed on screen during the breakfast, lunch & coffee breaks • Your company acknowledged at the start and end of the Conference • Your logo displayed on the Conference website • Option to display your company banner and literature on a sponsor table • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • An extended early bird fee for additional organization representative 	\$6,500
PLATINUM SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 3 x complimentary registrations to the Conference • Option to moderate or introduce a panel • Your company logo displayed on screen during breakfast & coffee breaks • Your company acknowledged at the start or end of the Conference • Your logo displayed on the Conference website • Option to display company literature on a sponsor table • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • An extended early bird fee for additional organization representatives 	\$5,000
GOLD SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 2 x complimentary registrations to the Conference • Your logo displayed on screen during the breakfast & coffee breaks • Your company acknowledged at the start and end of the Conference • Your logo displayed on the Conference website • Option to display company literature on a sponsor table • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • An extended early bird fee for additional organization representatives 	\$3,000
LUNCH/ BREAKFAST SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 1 x complimentary registrations to the Conference • Buffett table signage • Option to display promotional item on or near buffet tables • General conference and sponsorship recognition 	\$1,500