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Ron Voigt
X-Rite Pantone

WTW COMMITTEE CHAIR
Kendra Kuo
U.S. Commercial Service
Michigan District Export Council- West

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The Economic Club of Grand Rapids
Lorna Schultz

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Association, Kerri Orders

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Western Michigan
Dixie Anderson, Erica Kubik



January 13, 2017

Dear Prospective Sponsor:

2017 marks World Trade Week West Michigan's 32nd year supporting the international business community. The success of this event is due to financial contributions from our region's leading corporations and organizations. As the Chair of this year's event, I'm asking you to consider joining X-Rite Pantone as a sponsor.

Highlighting World Trade Week is an annual business conference – **MANAGING GLOBAL TEAMS** – which will convene on May 10, 2017. The event will feature keynote luncheon speaker, Michael O'Connor, CEO, Aon Risk Solutions. The business conference includes a VIP reception and offers 3 breakout tracks: Target Market Briefings; Effective Global Teams; and Legal Aspects of International Business. Please check the website for updates on the agenda as additional innovative speakers will be confirmed.

Beyond the business conference, your sponsorship funds will support World Trade Week's outreach program, Student Global Awareness. In partnership with Junior Achievement's Global Marketplace Curriculum, WTW volunteers teach Grand Rapids Public middle school students about international business basics. Together they address global topics, helping students better explore and prepare for their future career paths in an increasingly connected world.

Outlined on page two are sponsorship levels, benefits, and further information. Questions can be directed to:

Derek Begue at 616-710-4530, dbegue@pra-global.com

Kendra Kuo at 616-458-3564, Kendra.Kuo@trade.gov

Our 32nd year promises to be the best year yet. I look forward to seeing you. To register your sponsorship or view the schedule of events go to: www.worldtradeweekmi.org.

Sincerely,

Ron Voigt
President, X-Rite Pantone
2017 West Michigan World Trade Week Chair

Attachment

WORLD TRADE WEEK WEST MICHIGAN



2017 Sponsorship Cost & Benefits

Register online at www.worldtradeweekmi.org

Please submit payment online or write checks payable to: **GVSU - World Trade Week 2017**, by **March 17, 2017***
C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

\$700 Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)

\$400 Manufacturers, Distributors, or Exporters/Importers

\$300 Governmental, Non-Profit, or Educational Organizations

\$250 Exhibitor Tables for Sponsors

- (Sponsors may choose to add an exhibitor table to their sponsorship for an extra \$250. Tables are reserved on a first come-first serve basis.)

*Sponsors will continue to be accepted until the event, but to guarantee placement in the marketing materials, submit payment by March 17.

Marketing Exposure:

- Statewide e-mail marketing campaign to 5,000+ contacts
- Featured listing in targeted printed marketing flyer
- Listing in MiBiz, a four-page spread advertisement
- Listing on the host sponsor board displayed at all WTW partner events
- Your website will be linked from the WTW website: www.worldtradeweekmi.org
- Excellent networking opportunities with globally focused business and community leaders

Business Conference Tickets - Managing Global Teams (includes lunch and VIP reception, May 10)

Service Providers - Four registrations

Manufacturer/Distributor/Exporter/Importer - Six registrations

Governmental, Non-Profit and Educational Organizations - Two registrations

Previous World Trade Week Sponsors:

Advanced Global Sourcing Amway Aon Risk Services Aquinas College Autocam Corporation BDO BISSELL, Inc. Bulman Products Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University Dean Transportation East Jordan Iron Works Ernst & Young Euler Hermes FedEx	First Merit Bank Foster Swift Collins & Smith Global Envoy Global Reach Languages GNS Grand Rapids Area Chamber Gerald R. Ford Museum Grand Valley State University's Van Andel Global Trade Center HUB International Huizenga Group Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement	Kent-Ottawa-Muskegon FTZ Knappe & Vogt Lakeshore Advantage Landscape Forms Languages International Louis Padnos LRI Magna Meijer MiBiz Michigan District Export Council-West MEDC MSU CIBER Miller Canfield Plante & Moran PLLC PNC Bank	PRA Global SoundOff Signal Spring Arbor University Steelcase, Inc. Supply Chain Solutions RoMan Manufacturing U.S. Commercial Service The Right Place, Inc. Universal Forest Products UPS Warner Norcross & Judd LLP West Michigan World Trade Association WGVU Wolverine World Wide, Inc. World Affairs Council
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