



**WORLD TRADE  
ASSOCIATION**

A service of the MMAC

*Presenting a 7-week,  
in-depth virtual series focused  
on international business  
challenges & opportunities*



# Global Business Insights

# 2021 Sponsorships



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2021 WTA SPONSORSHIPS | Contact Katie Henry at 414/287-4123 | [khenry@mmac.org](mailto:khenry@mmac.org)

# About Us

For more than 50 years, the Metro Milwaukee Association of Commerce's World Trade Association's (WTA) has brought together the top minds in international business to learn from subject matter experts, global business leaders and each other. This year, WTA is presenting its second annual series of seven critical topics to help businesses and practitioners at all levels of the company navigate current challenges and succeed in these uncertain times.

Spread across seven weeks, your company will benefit from extended exposure to a unique audience of global business professionals, helping you:

- Raise brand awareness
- Educate the marketplace
- Achieve measurable results
- Make new business contacts
- Reinforce existing business relationships

## Sponsor benefits

- Strengthen your position in the international community
- Enhance your corporate image
- Showcase your products/services to international business professionals
- Direct marketing to top industry leaders
- Network with leaders in the community
- Industry exclusivity at the Platinum level

## Audience you'll reach

Past attendees have included individuals from many of Milwaukee's globally recognized brands.

By going virtual, we are able to expand our audience throughout Wisconsin and beyond to include:

- CEOs & high-level managers involved in international trade
- Small & medium size market exporters & importers
- Educational institutions and key service providers



World Trade Association  
7-week webinar series

# Seven sessions, unlimited opportunities

Virtual webinars held every Wednesday  
September 15 to October 27, 2021

from 11:30 AM - 1PM

*WTA Members: \$25 per session/\$125 for the series*

*Non-members: \$40 per session/\$275 for the series*

## Increase your online visibility!

At each of these sessions, your virtual benefits include:

- 60-second message direct to attendees (Platinum sponsors only)
- Logo placement on opening session slides
- Logos included in online replays (housed on [MMAC.org](http://MMAC.org))

Wednesday, September 15  
**Optimizing Trade Agreements**

Wednesday, September 22  
**Finance & Mitigating Risk**

Wednesday, September 29  
**Logistics – Cost & Delays & Frustration**

Wednesday, October 6  
**Global Trade Compliance**

Wednesday, October 13  
**Post-Pandemic Macro Economic Outlook**

Wednesday, October 20  
**Supply Chain - Business Continuity, Risk Management & Sourcing Challenges**

Wednesday, October 27  
**Meet the WEDC Trade Reps & In-person Networking Reception (5-7PM)**



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## Sponsorship levels at a glance

Sponsorship Level	Platinum	Gold	Bronze
Investment	\$7,500	\$5,000	\$2,750
<b>Digital Marketing &amp; Promotion</b>			
Industry exclusivity	✓		
Logo on all email marketing & promotions	✓	✓	
Banner ad rotating on series promotional homepage	✓		
Logo on event homepage & supporting pages	✓	✓	
Logo linked on event registration page	✓	✓	✓
Ad in <i>Milwaukee Commence</i> quarterly magazine, reaches: - 4,000 business & community leaders in print - 9,000+ unique users via email/web	Full page	1/2 page	
Logo featured on social media posts promoting the series	✓		
<b>Speaking Opportunities</b>			
Speaking time to greet attendees at each session	✓		
Event involvement as a session panelist	✓		
<b>Conference passes</b>			
Passes to all sessions	10	8	4
<b>During each virtual session</b>			
Logo on welcome slides	✓		
60-second recorded commercial played at each session	✓		
<b>Networking Reception</b>			
Exhibitor Table	✓	✓	
<b>After each session</b>			
Attendee contact information (name, company & email) for one-time usage	✓	✓	✓
Logo featured on online replays (housed on MMAC.org)	✓	✓	