



**WORLD TRADE
ASSOCIATION**

A service of the MMAC



*Presenting a 6-week,
in-depth virtual series focused
on international business
challenges & opportunities*

Global Business Insights

2022 Sponsorships



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2022 WTA SPONSORSHIPS | Contact Katie Henry at 414/287-4123 | 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 can 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
6-week webinar series

Six sessions, unlimited opportunities

Virtual webinars held every Wednesday
September 21 to October 26, 2022

from 11:30 AM - 1PM

WTA Members: Complimentary

Non-members: \$25 per session

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)

Wednesday, September 21

Global Compliance – Navigating the Waters and Staying Onboard with Regulations

Wednesday, September 28

Finance & Global Business

Wednesday, October 5

Global Logistics - Where Are We Going From Here?

Wednesday, October 12

China - Risks, Rewards and Navigating the Differences

Wednesday, October 19

Supply Chain & Globalization

Wednesday, October 26

**Manufacturer's Outlook – A Panel Discussion
In-person Governors Export Awards (4-6PM)**



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Sponsorship levels at a glance

| Sponsorship Level | Platinum | Gold | Bronze |
|---|----------------|----------------|----------------|
| Investment | \$7,500 | \$5,000 | \$2,750 |
| Digital Marketing & Promotion | | | |
| 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 | ✓ | ✓ | ✓ |
| Mention in post event recap in <i>Milwaukee Commerce</i> quarterly magazine, reaches: - 4,000 business & community leaders in print - 9,000+ unique users via email/web | ✓ | ✓ | |
| Logo featured on social media posts promoting the series | ✓ | | |
| Speaking Opportunities | | | |
| Speaking time to greet attendees at each session | ✓ | | |
| Event involvement as a session panelist | ✓ | | |
| Conference passes | | | |
| Passes to Governor's Export Awards and networking reception | 10 | 8 | 4 |
| During each virtual session | | | |
| Logo on welcome slides | ✓ | | |
| 60-second recorded commercial played at each session | ✓ | | |
| Networking Reception | | | |
| Exhibitor Table | ✓ | ✓ | |
| After each session | | | |
| Attendee contact information (name, company & email) for one-time usage | ✓ | ✓ | ✓ |
| Logo featured on online replays (housed on MMAC.org) | ✓ | ✓ | |