

2019-2020 PARTICIPATION OPPORTUNITIES



**WORLD TRADE CENTER®
KENTUCKY**

**PREPARING YOUR 2020 MARKETING BUDGET?
CONSIDER SPONSORSHIP OF WTCKY SEMINARS
WORKSHOPS, MISSIONS AND EVENTS!**

WHAT'S IN IT FOR YOU?

Grow your prospective clientele and increase your brand awareness in Kentucky and across our region!

Reach your target market by investing with us and leveraging our programs and events to your advantage. There is no limit to your ROI!



"The topics covered in the Advanced Trade Certification series have been very relevant and thought out."

— Lee Lingo
KY Assoc. of Manufacturers

ADVANCED INTERNATIONAL TRADE CERTIFICATION

This regionally recognized one-day program is open to the graduates of our International Trade Certification and to seasoned trade professionals alike. This high-level course is thoughtfully chosen and developed in response to timely requests from our international business partners, universities, and individuals seeking strong practical and theoretical knowledge of a wide array of tactical subjects surrounding the successful execution of global commerce.

Sponsorships: \$250 – \$2,500

Participant Fee: \$249 – \$399

Dates: October 29, 2019

Future Dates:



BUSINESS CULTURE & ETIQUETTE SERIES

Understanding business and cultural diversity as well as inter-cultural communication is critical to securing trade partners and closing profitable business deals. This must-attend event, which is held before and in support of our Trade & Business Missions, covers current market trends in prospective countries and provides an in-depth explanation of cultural norms.

Sponsorship: \$1,000

Participant Fee: \$40 – \$65

Dates: Events in 2019 to coincide with Trade Missions



D.C. FLY-IN

The heart of U.S. Trade Policy rests in the Nation's Capital. Through our partnership with the National District Export Council (NDEC) and its access to Kentucky's Senate and Congressional leadership in D.C., we represent your international business interests. We make your voice heard on such topics as NAFTA, trade regulations, and compliance. We represent you on the matters that impact your bottom line.

Sponsorships: \$1,000 – \$5,000

Participant Fee: \$1,500 – \$3,000

Future Dates: TBD

"I thought I knew how the system worked in Washington but after traveling with the WTC of Kentucky and meeting with people on the inside, I learned that my assumptions were wrong."

— Mike Reynolds
LBX Company, LLC



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"Global Executive Forum topics address current issues, and the presenters are top notch."

*– Kent Waide
Ruby Concrete*

GLOBAL EXECUTIVE FORUM

An interactive thought leadership forum specifically designed for global executives to provide insights from some of the most prominent decision makers who shape and influence our changing global economy. This is an invitation-only, limited seating event for C-level executives.

Sponsorships: \$1,650 – \$5,000

Participant Fee: \$75

Dates: August 27, 2019

Future Dates: October 10, 2019, January 2020, April 2020, August 2020, October 2020



GOVERNOR'S AWARD FOR EXCELLENCE IN INTERNATIONAL TRADE

(FORMERLY KNOWN AS THE MARTHA LAYNE COLLINS AWARD FOR EXCELLENCE IN INTERNATIONAL TRADE)

This Award honors Kentucky companies that have shown exceptional progress and success after entering foreign markets. In addition to honoring individual recipients, the Award recognizes the tremendous positive impact that exports and imports have on the economy of our region.

Sponsorships: \$1,650 – \$5,000

Participant Fee: \$50

Dates: December 2019

Future Dates: December 2020



EXPORT 101/IMPORT 101

Wondering who you need to know and what your company needs to take your product to a global market? Half-day primer will provide everything needed to identify international markets, classify your product, and properly determine logistics, tariff costs and documentation to safely start exporting. We've got you covered.

IMPORT 101

Wondering who you need to know and what you need to import a product from overseas? We've got you covered. Our half-day primer will provide everything needed to identify potential suppliers, classify your product and properly determine logistics, tariff costs and documentation to safely start importing. We'll also connect you with local resources to make the process easy!

Sponsorships: \$250 - \$500

Participant Fee: \$100 members | \$150 non-members

Export Dates: November 13, 2019

Future Dates: Spring 2020

Import Dates: September 18, 2019

Future Dates: Spring 2020



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NEW FOR 2019!



ECOMMERCE CONFERENCE

eCommerce Conference will connect companies that are just beginning or conducting eCommerce operations. Panel participants are retail, B2B, B2C, Logistics, risk strategies, digital commerce SW, and seasoned eCommerce professionals. Sponsor to get your company positioned in the global eCommerce market.

Sponsorships: \$500 – \$5,000

Participant Fee: \$99 – \$179

Dates: September 10, 2019

Future Dates: Fall 2020



ELEVATE, WOMEN'S BUSINESS CONFERENCE 2020

With an international focus, the conference will expand knowledge in taking women owned businesses and leaders another level. Attendees will hear from leaders and leave with real solutions and tools to assist with international success. Our goal is to educate, inspire and provide resources and contacts for women, along with a better understanding of trade in international markets.

Sponsorships: \$500 – \$10,000

Participant Fee: \$99 Early Bird (\$149 regular price)

Future Date: March 2020



INTERNATIONAL TRADE CERTIFICATION

This three-day program, which leads to the certification of International Commerce Specialist, is taught by experts from banking, tax, legal, customs compliance, market intelligence, freight forwarding, customs brokerage and government. The skills, knowledge, and network gained from this certification program provides the foundation for effective and efficient management of your company's international trade operations.

Sponsorships: \$500 – \$5000

Participant Fee: \$999 – \$1,499

Dates: November 5-7, 2019 - Louisville

Future Dates: March, 2020 - Lexington
November, 2020 - Louisville

*"The program was thorough, covering a range of pertinent topics from market entry strategies to details on shipments, INCOTERMS and free trade agreements."
– Stephannie Block
Momentive Chemical*



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U.S. PORT MISSION

Join other trade practitioners that are seeking a hands-on, boots-on-the-ground visit to a select U.S. ocean port. Meet with professionals in the industry who will provide insight into the inner workings of a major U.S. port. Participants will learn best practices for managing ocean cargo through intermediaries, establishing a distribution network, and assess if U.S. port utilization might be right for their business.

Sponsorships: \$1,500 – \$5,000

Participant Fee: \$899

Date: September 25-27, 2019 | Port of Savannah-Georgia Ports Authority | Savannah, GA

Future Dates: September 2020 | Port of New Orleans



TRADE MISSIONS

Our International Business Missions open new markets and opportunities to increase revenue for our mission participants. Services provided to mission participants include:

- In-country political and economic briefings
- Tailored business meetings with clients, distributors, and potential partners
- Government and high-level business networking receptions and meetings

Sponsorships: \$1,000 – \$10,000

Participant Fee: Varies from mission to mission, see our website for current missions & pricing

Dates: Huntsville, AL (Aerospace) , August 6-8, 2019

Dominican Republic (Agriculture focus), October 13-18, 2019

2020 - target markets - Panama, Vietnam and Canada



"Missions play an important role in the toolbox of any company already involved or planning to deal with international business."

– Eric Sauvage
LBX Company, LLC

For more information, contact Sherry Mulkins at sherry.mulkins@wtck.org or Ian Mooers at ian.mooers@wtck.org