

# Canada on Top: Currency, Competencies & Competitiveness



The Professional Path  
to Global Markets

## FITT 11<sup>TH</sup> NATIONAL CONFERENCE

June 1-2, 2008

Crowne Plaza Hotel – Ottawa, Ontario

Conference Partnership and  
Exhibit Opportunities



CONFERENCE PREMIERE PARTNERS:



## FITT 11<sup>TH</sup> NATIONAL CONFERENCE OTTAWA, ONTARIO JUNE 1-2, 2008

'Canada on Top: Currency, Competencies and Competitiveness', FITT's 11th National Conference, will bring together over 250 global business professionals from key industry sectors such as manufacturing, ICT, bio-sciences, building products, agriculture and agri-food, to discuss and debate the future of international trade in Canada.

What does Canada need to do to raise its competitiveness? How are companies managing the fluctuations in the Canadian dollar? What expertise is missing from the job market? These and many other topics will be explored in the conference program.

Sponsorship at the FITT Conference gives your organization visibility and leadership status within the international trade community. Your business will be recognized as a preeminent supporter of international trade activities and will engage with other companies attending this conference seeking the latest knowledge, opinions and resources to make their international transactions profitable.

Partnering with FITT will put your products and services prominently before global business professionals within Canada's international trade community and provide you with the opportunity to:

- Maximize your visibility
- Expand your market base
- Efficiently use your marketing budget
- Be recognized as a global business leader promoting best practices

FITT is committed to helping you make the most of your investment.

We welcome the opportunity to customize a package that will help to raise your company profile and assist you in directing your investment. To discuss customized opportunities or in-kind partnerships, contact Scott Ferris, CITP, Director of Business Development at 800.561.3488 or [scott@fitt.ca](mailto:scott@fitt.ca).

### Conference Partner - \$25,000 **SOLD**

Be recognized as the principal partner of the conference and benefit from a major level of visibility.

### Delegate Bags - \$20,000 **SOLD**

Have your logo prominently imprinted on our delegate bags – high-quality tote bags that are used over and over after the conference.

### Gala Dinner (includes the reception and wine) - \$15,000

Sponsoring the Gala Dinner is a highlight of the FITT Conference. You are not only guaranteed to reach all conference attendees but additional participants invited to celebrate as the newest CITPs receive their designations and the FITT Annual Awards are presented. Many high profile options are open to you for partnering with this event including introducing the dinner's key note speaker and proposing a toast to the new CITPs and award winners.

### Opening Luncheon & Internet Café - \$10,000

The luncheon is a key note speaking opportunity bringing together all conference attendees. From table placards, material placements on seats, to introducing the speaker, the promotional benefits of this event are significant. Plus, your organization will be clearly presented as the supporter for the Internet café and each login will bring users to your homepage.

### Round Tables - \$5,000 **SOLD**

Host a round table discussion and provide delegates with valuable and up-to-date information about an international trade related subject.

### Plenary Sessions (2 opportunities) - \$5,000 each

We bring the entire conference attendees together for two main plenary sessions and the focus is on you as the sponsor. This is a great opportunity to reach each participant with on seat material and signage in the room as well as on the introductory presentation screen. You will also introduce the plenary speaker, moderate the Q&A session and facilitate the wrap up.

### Workshops (sponsorship for all workshops) - \$3,000

What better way to reach a focused audience then by moderating one of our interactive workshops. Introduce your company and services and then present the subject and speakers. Then stay on to moderate the Q&A session and facilitate the wrap up. Material placements arranged at seats are an added bonus for this sponsorship opportunity.

### Networking Breaks - \$2,500

Get front and centre where much of the behind the scenes work takes place... at the networking breaks. As delegates get nourished between sessions make sure your organization's message is on the menu. Signage, presentations, break announcements and recalls to the conference are but a few of the opportunities available to you here.



### FITT Members Only - \$500 each

Display your promotional material or samples in the registration area for delegates to pick up. Select this opportunity and receive a 50% discount on your conference registration.

	Conference Partner <b>SOLD</b>	Delegate Bags <b>SOLD</b>	Gala Reception & Dinner <b>\$15,000</b>	Opening Luncheon & Internet Café <b>\$10,000</b>	Round Tables <b>SOLD</b>	Plenary Sessions <b>\$5,000</b>	Workshops <b>\$3,000</b>	Networking Breaks <b>\$2,500</b>
<b>LOGO</b>								
Marketing Material	●	●	●	●	●	●	●	●
Screen	●	●	●	●	●	●	●	●
Table Cards			●	●				●
Signage	●	●	●	●	●	●	●	
Delegate Kits		●						
Onsite Program	logo	logo	logo	logo	listing	listing	listing	listing
<b>WEBSITE</b>								
FITT.ca	●	●						
Every page of conference web site	●	●						
Partner page of the conference website (with link)	logo	logo	logo	logo	listing	listing	listing	listing
Promotional Material in Kits	●	●	●					
Material Placement in room				●	●	●	●	
Participation as a speaker and/or deliver remarks	●	●	●					
Moderate Concurrent Workshop	●					●	●	
Complimentary seats at or dinner	Corporate Table at Opening Lunch and Gala Dinner	Corporate Table at Opening Lunch and Gala Dinner	Corporate Table at Gala Dinner	Corporate Table at Opening Luncheon				
Presentation of FITT Educational Award	●	●						
Complimentary Conference Pass(es)	8	8	6	4	1	1	1	1
Verbal Recognition	●	●	●	●	●	●	●	●
Complimentary Booth Space	●	●	●	●				
Post-Conference Recognition	●	●	●	●	●	●	●	●



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**Call early to reserve your preferred partnership opportunity!**

**800.561.3488**

**[www.fitt.ca/conference/2008](http://www.fitt.ca/conference/2008)**

## Exhibit Opportunities

Take this opportunity to showcase your products and services to individuals involved in international trade. The exhibit area will be the hub of activities and a popular destination for all delegates. Don't miss this opportunity to make contact with potential clients and customers. Space is limited. Exhibit fees are \$850.

### Kit Insert Opportunities

Please contact us today if you would like visibility for your organization by including your corporate brochure in our delegate kits.

Fees are \$500 per insert.

### FITT National Office

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### FITT Conference Secretariat

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