



# WORLD TRADE DAY 2024

RISE ABOVE TODAY'S CHALLENGES  
& DISCOVER OPPORTUNITIES

# Sponsorship Proposal



WORLD TRADE CENTER®  
DENVER

Mile High and Worldwide

May 29th  
Grand Hyatt Denver  
[wtcdenver.org/wtd](http://wtcdenver.org/wtd)

# Introduction

**51 Years of Connections, One Global Celebration:** Join us for **World Trade Day presented by United Airlines on May 29, 2024**, and experience the heart of Colorado's global business network!

For over half a century, the World Trade Center Denver has thrived as the premier connector for international trade in the Rocky Mountain region. Now, we invite you to be part of our most exciting event yet: the **51st World Trade Day presented by United Airlines**.

This renowned gathering brings together **700+ global business professionals** for a day of **powerful insights, dynamic engagement, and invaluable connections**. As a sponsor, you'll gain exclusive access to this thriving professional landscape, fostering new partnerships and propelling your business onto the international stage.

Whether you're seeking **expansion opportunities, executive connections, or simply to immerse yourself in the vibrant world of global trade**, this event offers the perfect platform. **Join us, become a sponsor, and celebrate 51 years of connections culminating in one extraordinary global celebration.**



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide

# About World Trade Center Denver

**Unleash Colorado's Global Potential:** World Trade Center Denver isn't just a network, it's a launchpad. We ignite the international ambitions of Colorado companies, propelling them onto the global stage.

As part of the World Trade Centers Association, a vibrant network spanning 300+ locations in 100+ countries, we connect you to a world of opportunity. We're not simply about exports and imports, we're about forging transformative partnerships that bring prosperity back to our state and neighborhoods.

Imagine building bridges between Colorado's brilliant minds and the world's thriving markets. Picture your business scaling new heights, fueled by strategic connections and expert guidance. That's the power of World Trade Center Denver.

Join us, and let's build a brighter future, one global connection at a time. Trade matters. For Colorado. For you.



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide



# About the Event

## Highlights

- Expo
- Keynote Address and Luncheon
- Breakout Sessions
- B2B Meeting Opportunities
- Peer-to-Peer Networking
- Governor's Excellence in Exporting Award
- International Reception

## Past Keynote Speakers

*Ambassador Jayme White, U.S. Deputy Trade Rep; Thomas Whayne, Maxar, Dr. Liz Wilson, Include, Jonathan Kallmer of Zoom Video Communications, Dr. Parag Khanna, author, founder of Future Map, Jake Jobs of American Furniture Warehouse, Madeleine Albright, 64th U.S. Secretary of State*

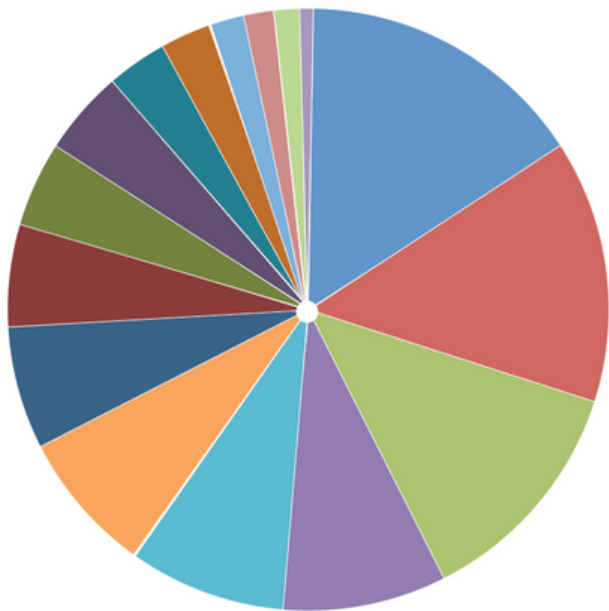


**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide

# About the Attendees

## Attendees by Sector



- Education
- Legal Business Services
- Financial
- Government
- Manufacturer
- Chamber/Non-Profit
- Transport
- Other
- IT
- Consular Corps
- Agriculture
- Engineering
- Bioscience
- Mining
- Importers
- Aerospace

Attracts Executive and Director Levels from international businesses in the Rocky Mountain region, the U.S. and the World



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide

# Sponsor Benefits

## Increase Exposure

- Be in front of 700-800+ global business executives and trade professionals
- Spotlight your company as the expert resource for global trade professionals

## Support Global Trade

- Showcase your company's global reach
- Highlight the importance of global trade for the economy
- Inspire small and medium-sized businesses

## Access to Global Professionals

- Reach Global Professionals who are up on the latest insights into international trade
- Find global talent
- Build lasting connections



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide

# What Sponsors are Saying About World Trade Day

*If your company is involved in international trade, or thinking about international trade, I highly recommend attending World Trade Day. This is a day filled with talks and educational sessions about international trade. Our company has attended World Trade Day for the last several years and we have also exhibited at the event. It's the premier event in the greater Denver area that highlights world trade. It's highly educational and a great spot for networking with other international trade minded colleagues.*

*Brad Whittle, President, Gallagher Transport Int'l, Inc.*

---

*"World Trade Day is a great event to learn about current issues that impact international trade, make connections and for us as a sponsor,"*

*Stephanie Garnica, Director Global Business Development  
Denver Economic Development & Opportunity*

---

*"World Trade Day is an enriching experience; combining thought-provoking conference discussions, engaging keynote speakers and excellent networking opportunities. The World Trade Center Denver are outstanding in their organization of the event, both in content and logistics. In addition to the wealth of great information learned, we've recruited several high quality members of our organization through connections made at WTD. This is an invaluable event we ensure never to miss!"*

*Aaron Raml, Director, Global Service, Leprino Foods*

---



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide

# Sponsorship Levels



	Presenting Sponsor (Exclusive)	Keynote Sponsors (3)	Reception Sponsors	Specialty Sponsors	Premier Sponsors	Corporate Sponsors	Lunch Table
	\$50,000	\$20,000	\$15,000	\$10,000	\$6,000	\$4,000	\$2,500
Right to use World Trade Center Denver logo, event name, and marketing materials	3 tables	2 tables	1.5 tables	1 table	1 table	1 table	1 table
Luncheon Table Signage							
Pre-event promotion (website, social media, marketing materials)	•	•	•	•	•	•	
Company logo to appear in all print and electronic marketing							
Conference tickets	30	20	15	10	10	8	6
Advertising - Digitally	Y	Y	Y	Y	Y	Logo	Listing
Verbal Acknowledgement	•	•	•	•	•	•	
Expo Table	•	•	•	•	•	•	
Video sponsor, Hybrid Virtual sponsor, Breakfast sponsor, Coffee sponsor, Snack Sponsor, Book Sponsor, etc.				•			
Introductory Remarks to Address Conference Participants	Assembly, Reception and Breakout	Assembly and Breakout	Reception	Breakout	Breakout		
Naming Rights	Assembly	Assembly	Expo Hall				
Full Participant List of Conference Attendees	•						



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide



# Join Us in Transforming Denver into a Global Hub

Contact:

Karen Gerwitz, CEO & President

[Karen.Gerwitz@wtcdenver.org](mailto:Karen.Gerwitz@wtcdenver.org)

303-592-5760

*Thank you for your consideration in sponsoring the  
51st Anniversary of World Trade Day!*



**WORLD TRADE CENTER®  
DENVER**

Mile High and Worldwide