



ABOUT THE SOUTH FLORIDA REGION

- One of the top locations in the United States for entrepreneurial activity.
- The most sophisticated and diverse international infrastructure in the world with 70 Consulates and 25 Foreign Trade Offices. A multilingual workforce.
- Business Friendly low tax environment –individuals pay no state or local personal income taxes; allows for added incentive when recruiting executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading Port container by tonnage in Florida and 12th busiest Port in the USA (a FITCE partner). www.porteverglades.net
- Approximately 60% of the population is in the prime working ages with a deep and diversified pool of IT talent.
- Home to over 200 corporate headquarters including: Alcatel-Lucent, AIG, American Airlines, American Express, Citrix, Cisco, DHL, Disney, Exxon, FedEx, Ford, Kraft Foods, Office Depot, Microsoft, Oracle, SBC Communications, Sony, UPS, Visa, just to name a few.
- A top Tourism Destination – Greater Fort Lauderdale/South Florida. www.sunny.org
- For more information please visit a FITCE partner website. www.gflalliance.org



ABOUT THE INTERNATIONAL TRADE & CULTURAL EXPO (FITCE)

On October 12-16, 2015 Greater Fort Lauderdale Broward County and all of South Florida will welcome international cities to recognize this region as one of the top business opportunity destinations in the world. The goal of FITCE is to expand Broward County as the premier importing and exporting trading capital, while helping to establish new businesses and nurture existing businesses to continue growing.



Meet one-on-one with international delegates, former presidents, government leaders, entrepreneurs, chambers of commerce leaders, business alliance and councils, seasoned importers/exporters, and representatives from Broward County’s leading public economic engines: Port Everglades,

Fort Lauderdale –Hollywood International Airport, The Greater Fort Lauderdale Convention & Visitors Bureau as well as Broward County’s Cultural Division, Enterprise Florida and The Greater Fort Lauderdale Alliance.

FITCE VISION: To welcome new businesses, to collaborate and connect while providing tools and resources for those wanting to live and work in South Florida.

- **Overall Goal:** to bring 200 International Companies and 400 United States Companies that want to establish or expand their business in South Florida
- **Media Coverage** will hit **8.1 Million** International Viewers (NTN24)
- **South Florida News (TV, Print & Radio)**
- **Florida Statewide Press Coverage**
- **A Combined and Powerful Marketing Database of over 1 MILLION contacts** (FITCE partners & Committee Members)
- Access to meet in-person **Former Presidents, Government Officials and Heads of State** (in attendance)

It takes a global village to make an impact!

How is this Expo different? FITCE is strategically focused on redefining South Florida’s reputation as THE place to establish your business in the global market. The FITCE Team is creating this event in partnership with the import and export experts in South Florida, they are The FITCE Founding Partners. These agencies have, for decades, established themselves as the authorities leading the way to help ensure South Florida is known as THE place to do business. The FITCE Team promises to take these efforts to the next level by collaborating and partnering with those community leaders to create a truly one-of-a-kind event.



PASSPORT

FITCE



Florida International Trade & Cultural Expo

Connect Your Business to the World!

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And, let's not forget that it wouldn't be South Florida without all the incredible cultural elements in our region. There will be many artistic performances throughout the Expo to highlight the passion that exists in our community.

Why FITCE? Florida's Future is Global Trade! South Florida total trade with the world in 2013 was \$120.49 billion in goods sourced in the state; and has more than 60,000 companies registered to export. It is time to help them take their businesses to the next level and bring new global businesses to the region.

Thank you to the Growing Commitment of 2015 Partners and Sponsors!

FITCE Partners



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ABOUT FITCE FOUNDING PARTNERS



Americas Community Center, founded in 2001, created the Americas Business Networking Event with the mission to promote, guide and support Hispanic professional immigrants to facilitate their location and quality of life in South Florida. As a FITCE Founding Partner ACC will hold Panel Discussions and host a Keynote Luncheon. The topics will focus on best practices when it comes to negotiating and building relationships in a customer-centric business environment. www.americascc.org

Global Trade Chamber of Commerce, founded in 2008, created the Global Trade Center with the mission of connecting Buyers and Sellers around the world while helping businesses penetrate new markets. As a FITCE Founding Partner GTC will organize matchmaking sessions allowing participants to meet key professional and corporate delegates and receive one-on-one business advice in international trade. www.globaltradechamber.com

Lauderhill Regional Chamber of Commerce founded in 2004, is helping to attract and sustain new businesses to improve the quality of life through responsible, sustained leadership on community and regional issues of relevance. As a FITCE Founding Partner, LRCC will host a Keynote Luncheon. www.lauderhillcc.com

PR Hispanic Chamber of Commerce founded in 2000, is the most active Hispanic chamber in Florida conducting thousands of events throughout the years. As a FITCE Founding Partner, The PR Hispanic Chamber will give attendees maximum opportunity to review, negotiate, and participate in interactive lounge areas and product demonstrations with like-minded individuals conducting business in South Florida and abroad. www.prhispanicchamber.com

The Zambrano Foundation, founded in 2011, created the Democracy in the Americas (DITAS) event with the mission to shape the next generation of business-minded-leaders to build an economically stronger global community by learning best practices from world business leaders, social innovators, heads of state and government officials. As a FITCE Founding Partner, DITAS will host the President's Dinner and a whole day of Panel Discussions with world leaders. www.ditas.org



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DeLuca Events, founded in 2011, is the event production company and contributing creator for the 2015 FITCE Expo. CEO and Founder, Wendy DeLuca has produced events for over 15 years on both the Atlantic and Pacific coasts ranging from 5,000 person outdoor festivals and multi-faceted tech events, 900+ attendee Fundraisers, large and intimate Weddings to Social Gatherings and Government Business Conferences. The DeLuca Events team will handle all aspects of the FITCE event production. www.deluccaevents.com

EVENT DETAILS

- Dates: October 12-16, 2015
- Location: Broward County Convention Center www.ftlauderdalecc.com
- Each Day: International Trade Expo & Demo Lounges
 Technology/Social Media Lounge
 International Business Matchmaking
 Legal, Immigration, & Customs Brokerage Advice, Investment Visas
 Educational Panel Discussions
 Keynote Luncheons, VIP Receptions & Dinners
 Educational & Innovative Initiatives for Long-Term Prosperity
 International Food & Cultural Interactive Experiences
 Networking & Business Building Opportunities
- Monday: Arrival & Registration
 Democracy in the Americas -DITAS VIP President’s Dinner & Cultural Experience
- Tuesday: FITCE Seminar Series
 Lauderhill Regional Chamber of Commerce Keynote Speaker Luncheon
 Doing Business with the World Bi-National Chamber, Consulate General, & Trade Commissioner Meet and Greet
 Bi-National Chamber VIP Welcome Cocktail Reception & Cultural Experience



Wednesday

FITCE Continental Breakfast & Guest Speaker
FITCE Seminar Series
Meet & Connect Sessions with Global Delegates
PR Hispanic Chamber of Commerce Keynote Speaker Luncheon

Thursday

DITAS Welcome Continental Breakfast
DITAS President's Panel Luncheon
DITAS Panel Discussions TBD
PR Hispanic Chamber of Commerce Exhibition Hall
Americas Business Networking Cocktail Reception

Friday

FITCE Closing Breakfast
Americas Business Networking Panel Presentations
Americas Business Networking Panel Luncheon
Global Trade Chamber Matchmaking Sessions
FITCE Closing Cultural Celebration

Saturday:

City Tours (optional –negotiable pricing available)

Join us as we build a stronger community by uniting businesses and partnerships around the world to gather in our community –South Florida.

Contact Information For more information on partnering or sponsoring the event, contact FITCE Event Director, Wendy DeLucca, 954-699-6556, ask@FITCE.com



/FITCEXpo



@FITCEXpo



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REGISTRATION PACKAGES

Early Bird Special Prices until August 31st

VIP Leadership Pass **\$345**

- Full VIP Conference Access Tuesday-Friday
- Full access to VIP Receptions, VIP Exhibition Hall Area, Media Lounge, Sponsor Lounge
- Plenary Keynote Speaker Breakfast -Tues
- Continental Breakfast -Wed-Fri
- Keynote Luncheon Tues-Thurs
- Exhibitor Pass -Tues-Thurs
- FITCE Seminar Series -Tues-Fri
- President’s Panel Luncheon Panel Discussion
- Networking Receptions includes Opening Night VIP Reception Bi-National Chamber Event & Americas Business Networking VIP Reception Thursday night
- FITCE Closing Cultural Celebration -Fri
- Option to purchase Exclusive President’s Dinner at a Discounted Price

Summit Pass **\$195**

- Full Conference Access Tuesday-Friday
- Plenary Keynote Speaker Breakfast -Tues
- Continental Breakfast -Wed-Fri
- Keynote Luncheon Tues-Thurs
- Exhibitor Pass -Tues-Thurs
- FITCE Seminar Series -Tues-Fri
- Access to Doing Business with the World Meet & Greet: Presentations from Consulates, Trade Commission and Bi-National Chambers
- Networking Receptions includes Opening Night VIP Reception Bi-National Chamber Event & Americas Business Networking VIP Reception Thursday night
- FITCE Closing Cultural Celebration -Fri



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Plenary Access

\$100

- Opening Day Celebration
- Plenary Keynote Speaker Breakfast -Tues
- Keynote Luncheon Tuesday only
- Continental Breakfast -Wed-Fri
- Exhibitor Pass -Tues-Thurs
- FITCE Seminar Series -Tues-Fri
- Access to Doing Business with the World Meet & Greet: Presentations from Consulates, Trade Commissioners and Bi-National Chambers
- VIP BI-National Chamber VIP Reception Tuesday night
- FITCE Closing Cultural Celebration -Fri

General Access

\$ 75

- Tuesday-Friday
- Plenary Keynote Speaker Breakfast -Tues
- Continental Breakfasts -Wed-Fri
- Exhibitor Pass -Tues-Thurs
- FITCE Seminar Series -Tues-Fri
- FITCE Closing Cultural Experience -Fri
- Option to purchase boxed lunch onsite day of event*

General Access Basic

\$ 45

- Tuesday-Friday
- Exhibitor Pass -Tues-Thurs
- FITCE Seminar Series -Tues-Fri
- FITCE Closing Cultural Celebration -Fri
- Option to purchase boxed lunch onsite day of event*



SPONSORSHIP LEVELS

FITCE TITLE SPONSOR

\$30,000

- Acknowledgement as EXCLUSIVE TITLE SPONSOR in all Event Marketing Materials (i.e., FITCE proudly sponsored by (Insert Sponsor Logo) Title Sponsor)
- Opportunity for Sponsor Representative to address audience on stage up to five minutes during Plenary Welcome Breakfast and FITCE VIP Cocktail Reception & Cultural Closing Celebration
- Private Meet and Greet with Former President's, Government Delegates, and the like for the duration of the expo -to be discussed and agreed upon with FITCE Executive Team
- Exhibitor 10 x 10 Lounge Area at event
- Opportunity for a photo shoot with international leaders
- Prominent placement of business name and logo on all Event Marketing Materials
- Business Logo included on Event Website as Title Sponsor for six months
- Opportunity to donate items for goody bags
- Company name and special mention as Title Sponsor listed in all Press Releases related to event
- Company name listed in all Media Placement ads related to event
- Full Page Ad in Event Program
- Contact Information of Attendees
- One Reserved Tables (10 seats) at the VIP President's Dinner seated with Former Presidents, City Officials, Delegates and the like
- 30 General Access Tickets

Digital Marketing/Social Media

- Prominent placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



DITAS VIP PRESIDENT’S DINNER SPONSOR

\$25,000

- Acknowledgement as the EXCLUSIVE VIP PRESIDENTIAL DINNER SPONSOR cited in all Marketing Promotional Materials promoting DITAS dinner
- Opportunity for Corporate Representative to address audience on stage up to three minutes during VIP President’s Dinner
- VIP Meet & Greet During VIP President’s Dinner
- Opportunity for a photo shoot with international leaders
- Table Tent Placement on all Dinner Tables during (includes color logo and mention of sponsorship)
- Sponsor Banner* near podium/stage during Dinner
- Prominent placement of business name and logo on all Event Marketing Materials
- Business Logo included on Event Website for six months
- Opportunity to donate items for goody bags
- Company name listed in all Press Releases related to event
- Company name listed in all Media Placement ads related to event when promoting dinner
- Full Page Ad in Event Program
- Contact Information of Attendees
- 2 Reserved Tables (20 seats) at the VIP President’s Dinner seated with Former Presidents, City Officials, Delegates
- 25 General Access Tickets

Digital Marketing/Social Media

- Prominent placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

REGISTRATION SPONSOR

\$15,000

- Acknowledgement as REGISTRATION SPONSOR
- EXCLUSIVE logo luggage tag to be given to all attendees (created by FITCE team)
- Sponsor(s) to provide Goody Bags (with logo (s)) for all attendees
- Special Display at Registration –To be discussed with Event Director



- 18x24 Posters displayed at Registration as all attendees register
- Business Logo included:
 - All Event Marketing Materials
 - Event Website and Registration Page for six months
- Opportunity to donate items for goody bags
- Company name listed in all Press Releases related to event
- Full Page Ad in Event Program
- Contact Information of Attendees
- Two VIP Seats President’s Dinner seated with Delegates
- 15 General Access Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

KEYNOTE LUNCHEON SPONSOR

\$10,000

Tues: Lauderdale Chamber of Commerce Keynote Speaker Luncheon
Wed: PR Hispanic Chamber of Commerce Keynote Speaker Luncheon
Thurs: DITAS President’s Panel Luncheon
Fri: Americas Business Network Panel Luncheon

- Acknowledgement as the XYZ LUNCHEON SPONSOR cited in all Marketing Promotional Materials promoting Luncheon
- Opportunity for Corporate Representative to address audience on stage up to two minutes during chosen Luncheon
- Private Meet and Greet with Company Representative and/or Speaker (specifically requested attendee -to be discussed and agreed upon with Event Director)
- Table Tent Placement on all Luncheon Tables during chosen Luncheon (includes color logo and mention of sponsorship)



Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership
- Additional Social Media and Marketing Opportunities Available ~to be formalized by Event Director and Sponsor

AMERICAS BUSINESS NETWORKING SPONSOR

\$10,000

- Acknowledgement as VIP XYZ RECEPTION SPONSOR cited in all Marketing Promotional Materials promoting Reception
- Opportunity for Corporate Representative to address audience on stage up to two minutes during chosen VIP Reception
- VIP Meet & Greet During VIP Reception
- Sponsor Banner* near podium/stage during Reception
- Business Logo included:
 - on Event Website for six months
 - on all Event Marketing Materials
- Business name listed in all Press Releases related to event
- Opportunity to donate items for goody bags
- Full Page Ad in Event Program
- Contact Information of Attendees
- 10 General Access Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



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DITAS PRESIDENT’S BREAKFAST SPONSOR \$ 8,000

- Acknowledgement as PRESIDENT’S BREAKFAST SPONSOR cited in all Marketing Promotional Materials promoting breakfast speakers
- Opportunity for Corporate Representative to address audience on stage up to two minutes during Breakfast
- Opportunity for a photo shoot with international leaders
- Sponsor Banner* near podium/stage during Breakfast
- Business name listed in all Press Releases related to event
- Business Logo included:
 - on Event Website for six months
 - on all Event Marketing Materials
- Opportunity to donate items for goody bags
- Half Page Ad in Event Program
- Contact Information of Attendees
- 8 General Access Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

PLENARY BREAKFAST SPONSOR SOLD \$ 8,000

- Acknowledgement as PLENARY BREAKFAST SPONSOR cited in all Marketing Promotional Materials promoting Plenary Speaker
- Opportunity for Corporate Representative to address audience on stage up to two minutes during Breakfast
- Opportunity for a photo shoot with international leaders
- Sponsor Banner* near podium/stage during Breakfast
- Business name listed in all Press Releases related to event
- Business Logo included:



- on Event Website for six months
- on all Event Marketing Materials
- Opportunity to donate items for goody bags
- Half Page Ad in Event Program
- Contact Information of Attendees
- 8 General Access Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

GLOBAL TRADE CHAMBER BUSINESS MATCHMAKING SPONSOR \$ 5,000

- Acknowledgement as the BUSINESS MATCHMAKING SPONSOR cited on all Marketing Promotional Materials promoting business matchmaking sessions
- Table Tent Placement on all Matchmaking Tables (includes color logo and mention of sponsorship)
- Banners* placed throughout the session citing sponsorship level
- Business Logo included:
 - on Event Website for six months
 - on all Event Marketing Materials
- Business name listed in all Press Releases related to event
- Half Page Ad in Event Program
- Contact Information of Attendees
- 5 General Access Basic Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



PR HISPANIC CHAMBER OF COMMERCE EXHIBITION HALL SPONSOR

\$ 5,000

- Acknowledgement as EXHIBITION HALL SPONSOR
- Sponsor ability to give Live Announcements during Expo Program
- 2, 10x10, booth/lounge area at Welcome Exhibit Hall Entrance
- Banners placed throughout the Exhibition Hall citing sponsorship level. Can be co-designed by sponsor(s) and FITCE Event Director
- Business Logo included:
 - and business ad looping on two plasmas placed throughout the Exhibition Hall
 - on Exhibition Hall Map (given to all attendees at registration)
 - on Event Website for six months and PR Hispanic Chamber website
 - on all Event Marketing Materials
- Business name listed in all Press Releases related to event
- Business Logo included on Event Website for six months
- Opportunity to donate items for goody bags
- Half Page Ad in Event Program
- Contact Information of Attendees
- PR Hispanic Chamber:
 - One-Year Membership
 - 20% Discount on all PR Hispanic Chamber services and Future Events Exhibition table at future Chamber events
- 10 General Access Basic Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



FITCE SPEAKER SPONSOR

\$ 5,000

- Acknowledgement as the FITCE SPEAKER SPONSOR cited on all Marketing Promotional Materials promoting speaker
- Planned Speaker in agreed upon workshop/luncheon etc
- Banners* placed throughout the session citing sponsorship level
- Business Logo included:
 - on Exhibition Hall Map (given to all attendees at registration)
 - on all Event Marketing Materials
- Business name listed in all Press Releases related to event
- Half Page Ad in Event Program
- Contact Information of Attendees
- 5 General Access Basic Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

FITCE SEMINAR SERIES SPONSOR

\$ 3,500

- Acknowledgement as the FITCE SEMINAR SERIES SPONSOR cited on all Marketing Promotional Materials
- Banners placed throughout the session citing sponsorship level
- Business Logo included:
 - on Exhibition Hall Map (given to all attendees at registration)
 - on all Event Marketing Materials
- Business name listed in all Press Releases related to event
- Quarter Page Ad in Event Program
- Contact Information of Attendees
- 5 General Access Basic Tickets



Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

EVENT PROGRAM SPONSOR

\$ 3,500

- Acknowledgement as the EVENT PROGRAM SPONSOR in over 2,500 programs
- Business name listed in all Press Releases related to event
- Full Page Ad in Event Program
- Contact Information of Attendees
- 5 General Access Basic Tickets

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

Sponsor responsible for paying for 50% of event program printing in addition to \$3,500 sponsorship.

LANYARD SPONSOR

\$ 3,000

- Acknowledgement as LANYARD SPONSOR
- High Quality Lanyards given to all 2,500+ attendees at registration with FITCE and Sponsor Logo
- Business Logo included:
 - All Event Marketing Materials
 - Event Website and Registration Page for six months
- Opportunity to donate items for goody bags
- Company name listed in all Press Releases related to event

Digital Marketing/Social Media



- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

NETWORKING BREAK SPONSOR

\$ 2,500

- Acknowledgement as NETWORKING COFFEE & SNACK BREAK SPONSOR*
- 4, 18x24 posters color posters noting sponsorship level includes logo placed near break areas
- Business Logo included:
 - All Event Marketing Materials
 - Event Website and Registration Page for six months
- Opportunity to donate items for goody bags
- Company name listed in all Press Releases related to event

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

All breaks/snacks and coffee must be supplied by the convention center, no outside vendors unless given in sample size.

WATER BOTTLE SPONSOR

\$ 1,500

- Acknowledgement as WATER BOTTLE SPONSOR
- Sponsor’s Water Bottles given to all 2,500 attendees at registration with FITCE and Sponsor Logo
- Business Logo included:
 - All Event Marketing Materials
 - Event Website and Registration Page for six months
- Opportunity to donate items for goody bags
- Company name listed in all Press Releases related to event



Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

Sponsor responsible for supplying branded water bottles for 2,500 goody bags in addition to \$1,500 sponsorship.

EXHIBITOR PACKAGES

All Packages include the following marketing components:

Digital Marketing/Social Media

- Placement of business logo on email blasts (50K combined contact database)
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership
- PR Hispanic Chamber:
 - One-Year Membership
 - 10% Discount on all PR Hispanic Chamber services and Future Events
 - Exhibition table at future Chamber events

MAGNUM EXHIBITOR LEVEL

\$ 2,500

- Sponsor ability to give Live Announcements during Expo Program
- 1, 20x20 Exhibit Space
- 2 Tickets to DITAS Presidential Dinner
- Plenary Keynote Speaker Breakfast -Tues
- Continental Breakfast passes Wed-Friday
- 2 Tickets to Keynote Speaker Luncheons Tues-Friday
- 2 General Access Basic Tickets Tues-Friday
- Stand Alone Banner* near table and at Welcome Exhibit Hall Entrance
- Contact Information of Attendees
- Business Logo and business ad looping on two plasmas placed throughout the Exhibition Hall



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PLATINUM EXHIBITOR LEVEL **\$ 1,500**

- Sponsor ability to give Live Announcements during Expo Program
- 1, 20x20 Exhibit Space
- Continental Breakfast passes Wed-Friday
- 2 General Access Basic Tickets
- Stand Alone Banner* near table and at Welcome Exhibit Hall Entrance
- Contact Information of Attendees
- Business Logo and business ad looping on two plasmas placed throughout the Exhibition Hall

GOLD EXHIBITOR LEVEL **\$ 650**

- 1, 8ft Exhibit Table
- Stand Alone Banner* near table
- Continental Breakfast
- Contact Information of Attendees
- Business Logo looping on two plasmas placed throughout the Exhibition Hall

SILVER EXHIBITOR LEVEL **\$ 450**

- 1, 8ft Exhibit Table
- Stand Alone Banner* near table
- Contact Information of Attendees
- Business Logo looping on two plasmas placed throughout the Exhibition Hall

COPPER EXHIBITOR LEVEL **\$ 350**

- 1, 6ft Exhibit Table
- Stand Alone Banner* near table
- Contact Information of Attendees
- Business Logo looping on two plasmas placed throughout the Exhibition Hall

Note: Each Exhibit Table/Lounge Area include 2 chairs, 6' table, and linen. *All Banners to be supplied by sponsor/exhibitor. Formal agreement with logistical detailed information will be sent to each exhibitor.



IN-KIND SPONSORSHIP PACKAGES

EVENT VENUE IN-KIND SPONSOR **SOLD** Broward County Convention Center \$ 8,000

- Acknowledgement as the EXCLUSIVE VENUE/PREFERRED LOCATION SPONSOR cited in all Marketing Promotional Materials
- Opportunity for Sponsor Representative to address audience on stage up to three minutes during Plenary Welcome Breakfast
- Business Logo on all Event Marketing Materials
- Company name listed in all Media Placement ads related to event
- Contact Information of Attendees
- 5 General Access Tickets
- 2 Tickets to VIP Receptions

Digital Marketing/Social Media

- Placement of business logo on email blasts
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership

HOTEL IN-KIND SPONSOR \$ 5,000

(2 Available provide hotel accommodations for visiting officials)

- Acknowledgement as the EXCLUSIVE HOTEL SPONSOR for attendees to stay at during their visit cited in all Marketing Promotional Materials
- Business Logo on all Event Marketing Materials
- Contact Information of Attendees
- 5 General Access Tickets
- 2 Tickets to VIP Receptions

Digital Marketing/Social Media

- Placement of business logo on email blasts
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



CULTURAL EVENTS IN-KIND SPONSOR

\$ 2,500

- Acknowledgement as the CULTURAL EVENTS SPONSOR cited on all Marketing Promotional Materials
- Opportunity to provide talent/perform for one of the cultural experiences during the expo.
- Opportunity to have an area in the welcome area (near registration) with dancers/singers, etc promoting the expo (fun!) and sponsor's company.
- Business Logo on all Event Marketing Materials
- Contact Information of Attendees
- 5 Tickets to Cultural Programs
- 2 Tickets to VIP Receptions

Digital Marketing/Social Media

- Placement of business logo on email blasts
- Multiple postings on Facebook (including logo) citing sponsorship level and partnership
- News tweets on Twitter (including logo) citing sponsorship level and partnership



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SPONSOR, EXHIBITOR & EVENT PROGRAM PAYMENT FORMS

Sponsor Name (as you would like it to appear in print):

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail Address: _____

Signature:

Sponsor Levels -check box:

- | | |
|--|---|
| <input type="checkbox"/> Title Sponsor \$30,000 | <input type="checkbox"/> Exhibition Hall Sponsor \$5,000 |
| <input type="checkbox"/> VIP President's Dinner \$25,000 | <input type="checkbox"/> Exhibition Hall Sponsor \$5,000 |
| <input type="checkbox"/> Registration Sponsor \$15,000 | <input type="checkbox"/> Business Matchmaking Sponsor \$5,000 |
| <input type="checkbox"/> Keynote Speaker Luncheon \$10,000 | <input type="checkbox"/> Seminar Sponsor \$3,500 |
| <input type="checkbox"/> Tech/Social Media Lounge \$10,000 | <input type="checkbox"/> Event Program Sponsor \$3,500 |
| <input type="checkbox"/> VIP Reception Sponsor \$10,000 | <input type="checkbox"/> Lanyard Sponsor \$3,000 |
| <input type="checkbox"/> President's Breakfast Sponsor \$8,000 | <input type="checkbox"/> Networking Break Sponsor \$2,500 |
| | <input type="checkbox"/> Water Bottle Sponsor \$1,500 |



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EXHIBITOR PACKAGES

Exhibitor Levels -check box:

- | | |
|---|---|
| <input type="checkbox"/> Magnum Sponsor \$2,500 | |
| <input type="checkbox"/> Platinum Sponsor \$1,500 | <input type="checkbox"/> Silver Sponsor \$450 |
| <input type="checkbox"/> Gold Sponsor \$650 | <input type="checkbox"/> Copper Sponsor \$350 |

AD PRICING & SPECIFICATIONS

DEADLINE: All sponsorship forms, ads & logos are due by September 15, 2015 unless otherwise indicated on the Sponsorship Levels. High resolution (minimum 300DPI, .pdf, .jpg, or .png format) logos, not payment, must be sent to ask@FITCE.com when sponsorship agreement is confirmed.

<u>Ad</u>	<u>Price</u>	<u>Width</u>	<u>Height</u>
Inside Front Cover or Front Page – Color	\$2,500	7.0"	9.00"
Inside Front Cover or Front Page – Black & White	\$2,000	7.0"	9.00"
Inside Back Cover or Back Page – Color	\$2,400	7.0"	9.00"
Inside Back Cover or Back Page – Black & White	\$2,000	7.0"	9.00"
Full page – Color	\$ 500	7.0"	9.00"
Full page – Black & White	\$ 400	7.0"	9.00"
Half page– Black & White	\$ 275	7.0"	4.5"
Quarter page– Black & White	\$ 150	3.0"	4.5"
Business Card Size– Black & White	\$ 75	3.0"	2.00"

- Artwork will not be returned.
- Use Subject Line in email: 'FITCE Program Ad'

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PAYMENT FORMS

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Please invoice our company. Payment in full is due upon receipt of invoice.

Charge the following credit card: Visa MC AMEX

Card number: _____ Expiration date: _____

Security code: _____ (three digits on signature strip or four digits above card number)

Name on card (Please print clearly.): _____

Signature: _____

Billing Address is the same as above.

Billing Address (if different):

City: _____ State: _____ Zip Code: _____

This form may be emailed to ask@FITCE.com

Subject for email when sending confirmation please include this as the subject: Attention FITCE 2015 Event Payment

United Way of Broward County is the FITCE Fiscal Agent for FITCE and is a 501(c)(3) non-profit organization. All sponsorships are tax deductible to the extent allowed by law.

Send check to United Way Attention Tom Watson 1300 S Andrews Ave, Fort Lauderdale, FL 33316