



# Orange County World Trade Week Breakfast & Forum

May 18<sup>th</sup>, 2017

Irvine Marriott

## World Trade Week Partner Highlights

Join our coalition as we explore the values and benefits of exporting and the impact of trade on OC's economy!

### OC's Premier Trade Event

The Irvine Chamber is proud to be part of an impressive coalition of Orange County trade and export organizations and OC-based International-American Chambers, who together produce the annual Orange County World Trade Week Breakfast & Forum.

▶ This unique collaboration among fellow chambers and business associations is an exciting way for us to leverage something we all share and hope to build – the growth of trade and export in our communities.

### Event Details

- ▶ Thursday, May 18, 2017
- ▶ Irvine Marriott Hotel: 18000 Von Karman Ave, Irvine, CA 92612
- ▶ Registration begins at 7:00 a.m. The program will begin promptly at 8:15 a.m. and end by 11:00 a.m.

### Program

- ▶ Network with exporters, consulates, government officials, International-American chambers and more
- ▶ Keynote speaker, Orange County trade overview, and a discussion panel with successful exporting companies
- ▶ One-on-one consulting with trade and business organizations
- ▶ Over 400 people in attendance
- ▶ Receive a resource booklet of all the partners, sponsors, trade organizations, International-American chambers and more

### Partner Benefits

- ▶ Organization name/logo in promotional materials
- ▶ Recognition from podium
- ▶ Listing on pull-up banners, staging, rotating PowerPoint Presentation
- ▶ Exhibit table for pre and post event display/networking with extending AM and after-event hours
- ▶ Social Media promotional plan inclusion

### Partner Commitments

- ▶ Promotional assistance through your marketing channels (eBlasts, banners, marketing on website, social media, etc)
- ▶ Agreement to purchase a table or sell tickets for at least one table of ten (10)

### FAQ

- ▶ After event expenses, all proceeds raised are used to fund college scholarships awarded through the John Colvin Memorial Scholarship Fund (Up to two scholarships of \$2,500 awarded at this event).
- ▶ Last year's event drew in nearly 400 attendees, 7 Consul Generals, and over 20 partner organizations

Contact: Diana Le at [dle@irvinechamber.com](mailto:dle@irvinechamber.com) for Questions or Sponsorship Info





# 2017 OC World Trade Week Breakfast Partner Package

## OCWTW Coalition

► The Irvine Chamber is proud to be part of an impressive coalition of Orange County trade and export organizations and OC-based International-American Chambers, who together will produce the Orange County World Trade Week Breakfast & Forum, May 18, 2017 at the Irvine Marriott. The coalition has grown over the past two years with over 20 participating organizations such as:

Council on Trade & Investments for Filipino Americans (COTIFA)  
District Export Council (DEC)  
Filipino American Chamber of Commerce of OC  
Hong Kong Association of SoCal  
Irvine Valley College  
Korean American Chamber of Commerce OC  
Mission Viejo Chamber of Commerce  
OC Center for International Trade Development  
OC Hispanic Chamber of Commerce  
OC Iranian American Chamber of Commerce

OC Small Business Development Center  
Port of Los Angeles  
Rancho Santa Margarita Chamber of Commerce  
Santa Ana Chamber of Commerce  
Women in International Trade OC  
West Coast Turkish American Chamber of Commerce  
University of California, Irvine  
U.S. Small Business Administration (SBA)  
U.S. Commercial Service (USEAC)... and more!

- The Orange County World Trade Week Breakfast & Forum is the first such event in Orange County. Los Angeles and the Inland Empire have been celebrating this week for over fifty years.
- Shining a spotlight on the impact of trade to Orange County's economy and helping our businesses explore the value and benefits of exporting is our shared objective.
- After event expenses, all proceeds raised are used to fund college scholarships awarded through the John Colvin Memorial Scholarship Fund. Up to two scholarships of \$2,500 each are awarded at this event to deserving students accepted to or enrolled in four year programs in colleges located within Orange County.
- Garnering more interest year by year, you do not want to miss out on being a part of this coalition! Join soon to take advantage of the marketing opportunities and benefits for being a part of the World Trade Week partnership.

## Existing Partners & Sponsors

Our Champion Sponsor is UPS with additional sponsorships to date including Edwards Lifesciences and the Port of LA. And, to honor and recognize this unique and important collaboration, the Irvine Chamber's Economic Development department wants to extend special benefits to those organizations who contribute to the success of this event. Your partnership is greatly appreciated!

- Contact: Diana Le at [dle@irvinechamber.com](mailto:dle@irvinechamber.com) or 949-502-4128 for Sponsorship opportunities

# 2017 OC World Trade Week Breakfast Partner Package

## Marketing Partner Program & Commitment:

In exchange for helping to plan the World Trade Week event, agreeing to purchase a table or sell tickets for at least one table of ten (10) and promoting the event through your organization marketing channels, the Partner organizations – defined as Orange County area, International chambers, chambers, trade and business associations and organizations - will benefit from the following if your **commitment** is received before January 18, 2017:

Your organization name/logo will be included in the official online and offline invitation and on the official online landing page and promotional materials

- ▶ Promotional template made available for marketing
- ▶ Prominent listing in official WTW Program as a Partner organization
- ▶ WTW Program Resource Guide – 30 word description of your mission accompanied by primary contact, logo, website and e-mail at back of WTW Program
- ▶ Recognition from the podium
- ▶ Listing on pull-up banners located on event site and staging
- ▶ Listing on rotating PowerPoint presentation show cards
- ▶ Table for pre and post event display/networking with extended AM and after-event hours
- ▶ Social media promotional plan inclusion
- ▶ Your organization featured in a 50 minute Irvine Builds Businesses webinar produced either before or after event date
- ▶ Enhanced listing of Partners on the home page of the Chamber's new ED website
- ▶ Opportunity to provide brochure, giveaway or promotional material to all attendees at event exit

