



## INVITATION TO SPONSOR

### 17<sup>TH</sup> ANNUAL OWIT WORLD CONFERENCE

Monterrey, Mexico

October 22-24, 2008

The Organization of Women in International Trade (OWIT) will hold the 17th Annual OWIT World Conference in Monterrey, Mexico from **October 22 – 24, 2008** hosted by the Monterrey-Mexico Chapter, entitled ***“Trade and the Triple Bottom Line: Societal, Economic and Environmental Sustainability.”***

Historically, business has focused only on the financial bottom line; however, over the last twenty years, global awareness of the need to assess the full spectrum of corporate value has grown dramatically, and ‘total returns’ on capital –economic, social or environmental- are now being tracked with increasing regularity.

There’s a growing body of research confirming that increased attention to the **triple bottom line (TBL)** has direct and indirect benefits on productivity, efficiency, security risk and corporate image. By assessing and improving TBL, companies are benefiting from increased operational efficiency, cleaner production, improved relations with stakeholders and increased access to new global business opportunities. Today, the areas of **people, planet and profit** are being used to describe the triple bottom line.

OWIT’s 2008 conference will explore how these three elements are impacting international trade, and how people can be position most effectively in order to succeed in this new global environment. We expect to draw hundreds of professionals from all over the world to the conference.



The Organization of Women in International Trade is a leading non-profit association with focus on helping its members to develop and execute global trade opportunities. Today, OWIT is recognized worldwide for building ongoing trade relationships within and between global communities. In North America, our chapters are located coast to coast in 22 states, Canada, and Mexico. In addition, our worldwide scope now includes chapters in Europe, the Caribbean, Nepal, Russia, South America and Africa.

***The OWIT Conference offers an outstanding opportunity for sponsors to get their message and brand out to a focused audience. Sponsors of OWIT's Annual Conference in October 2008 gain maximum exposure and the unique opportunity to profile and leverage their business and services to influential international executives! The audience will include invited international guest speakers and we expect 250-300 delegates from the United States, Mexico, Canada and from various other countries worldwide.***

OWIT and WIT-Monterrey are now offering your organization the opportunity to take a lead role in sponsoring the 2008 OWIT World Conference in Monterrey, Mexico through the following sponsorship package:



## ***GOLD USD \$5,000***

- Logo on the conference website (with hyperlink), conference program, and on all advertising & promotion for the conference
- Recognition as an OWIT Gold Sponsor at the conference
- Premium logo placement on attendee brochure
- Logo signage in exhibit hall
- Half-page advertisement in the conference program
- Premium tabletop display to exhibit corporate materials
- Opportunity to present one of the annual awards (Note: category selection takes place on a first come first serve basis)
- Panel participation for one of your senior executives
- Access to attendee list
- Four complimentary conference passes
- Additional attendee rate of USD \$350
- Opportunity to include a premium from your company and company information in the delegate bag
- Opportunity to include a gift from your company in the gift baskets for key note speakers
- Inclusion in pre-and post-conference promotion
- Recognition in 2008 OWIT annual report

## ***SILVER USD \$3,000***

- Recognition as an OWIT Silver Sponsor at the conference
- Logo on the conference website (with hyperlink), conference program and on all advertising & promotion for the conference
- Logo placement on attendee brochure
- 1/4 page advertisement in the conference program
- Tabletop display to exhibit corporate materials
- Access to attendee list
- Opportunity to include a premium from your company and company information in the delegate bag
- Two complimentary conference passes
- Additional attendee rate of USD\$350
- Inclusion in pre- and post-conference promotion
- Recognition in 2008 OWIT annual report



### **Bronze USD \$1,500**

- Recognition as an OWIT Bronze Sponsor at the conference
- Logo on the conference website (with hyperlink), conference program, and on all advertising & promotion for the conference
- Logo placement on attendee brochure
- 1/8 page advertisement in the conference program
- Access to attendee list
- One complimentary conference pass
- Additional attendee rate of USD\$350
- Inclusion in pre- and post-conference promotion
- Recognition in 2008 OWIT annual report
- Opportunity to include a premium from your company and company information in the delegate bag

### **Exhibitor Package USD \$750**

- Tabletop to display corporate materials or demonstrate products
- Logo signage at the exhibit hall
- Recognition as an OWIT exhibitor at the conference
- Logo placement on attendee brochures
- Access to attendee list
- Business card advertisement in the marketplace section of the conference program
- Opportunity to include a premium from your company and company information in the delegate bag
- High speed internet connection is available without charge

\*\*\*There is limited exhibition space at the OWIT Conference so we encourage early registration. Exhibition space will be assigned on a first-come, first-serve basis\*\*\*

**Interested sponsors from U.S. and Canada** please contact Lilia Navarrete, President & CEO, OWIT  
[lilianavarrete@lknnglobal.com](mailto:lilianavarrete@lknnglobal.com)

Payments should be mailed to Carolyn Varker, OWIT Bookkeeper, 24 David Ct., Colonial, NJ 07067 USA

**Patrocinadores interesados en Mexico**, favor comunicarse con Lic. Valeria Jimenez, Presidente Capitulo Monterrey, OWIT,  
[vjimenez@altertax.com.mx](mailto:vjimenez@altertax.com.mx)