



**VANCOUVER**  
**BC, CANADA**  
**15-17 JUNE, 2020**



**SPONSORSHIP  
OPPORTUNITIES**





VANCO



Dear Valued Partner,

We're delighted to offer your organization full exposure to the global executives and investors attending the 17th annual World Forum for Foreign Direct Investment, giving you the opportunity to showcase your location, products and expertise to global business leaders and prospective investors.

In 2020, we're thrilled to bring the World Forum for FDI to Vancouver for the first time, where we expect the allure of Vancouver to attract record-level participants from around the world.

We expect our largest turnout ever for this year's Forum, and we're including sessions on the industry's hottest topics, visionary keynotes and expanded networking opportunities. The 2020 World Forum for FDI is a sponsorship opportunity you can't miss!

We look forward to welcoming you to this historic event.



Adam Jones-Kelley

A stylized, handwritten signature in black ink, appearing to read 'Adam Jones-Kelley'.

President  
Conway, Inc.

# VANCOUVER

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## WHY YOU CAN'T AFFORD TO MISS THE 2020 WORLD FORUM FOR FDI

The World Forum for FDI brings together expanding companies, intermediaries, investment promotion agencies and service providers from across the globe to network and forge long-lasting relationships. Gain inspiration and business intelligence straight from the most successful leaders and visionaries in the industry. This is THE leading FDI Forum in the world.

## 2020 SPONSOR BENEFITS

No other event brings together as many FDI professionals to discuss the future of corporate expansion and investment.

### Increase your Business Revenue by Engaging in these Opportunities

- Highlight your organization or location on a world stage.
- Build investor confidence in your organization or location.
- Display your logo on collateral, including website and signage.
- Drive more traffic: morning and afternoon networking breaks strategically located within the exhibition area.
- Learn skills and methods that deliver real, attributable revenue results.
- Experience innovative sessions with world-renowned speakers and business leaders.
- Build your network with exclusive networking receptions at first-class venues.
- Stand out with easily identifiable sponsor-specific name badges.



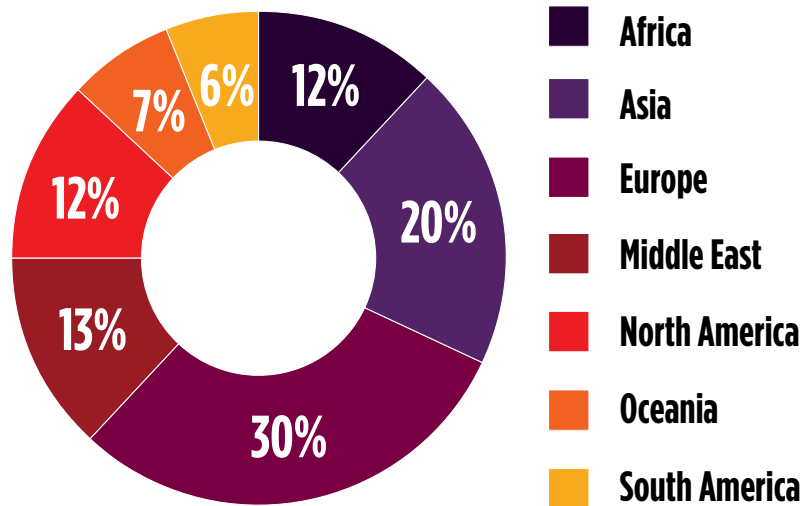
**I met with 27 Company or Fund investors and 40 international IPA and Multipliers who are also important collaborators.”**

— **Mark Rhoda-Reis**, International Business Director for State of Wisconsin Economic Development, WEDC

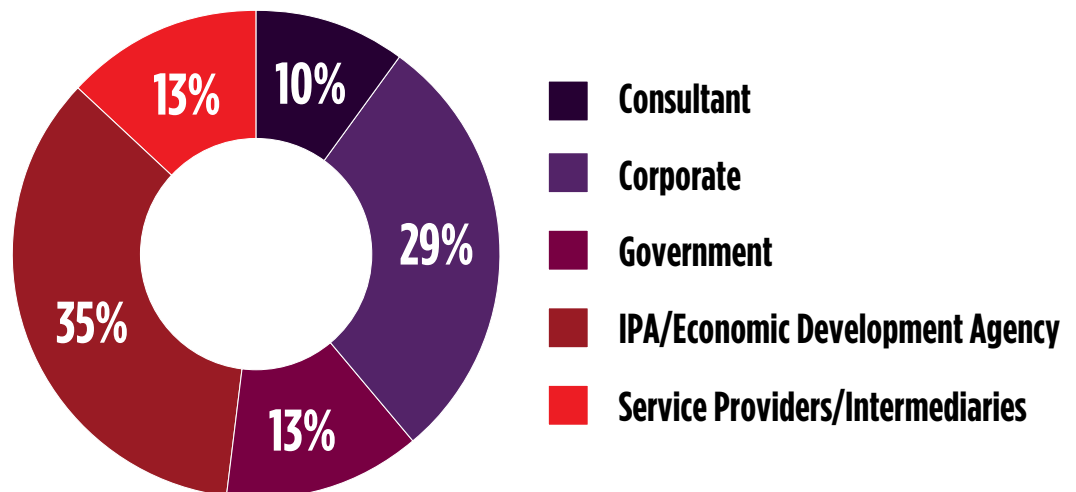
## DEMOGRAPHICS

Top business leaders, chief executives and decision-makers from internationally expanding companies come to hear and discuss the latest news and trends in corporate investment strategy and expansion opportunities.

Delegates by Regions



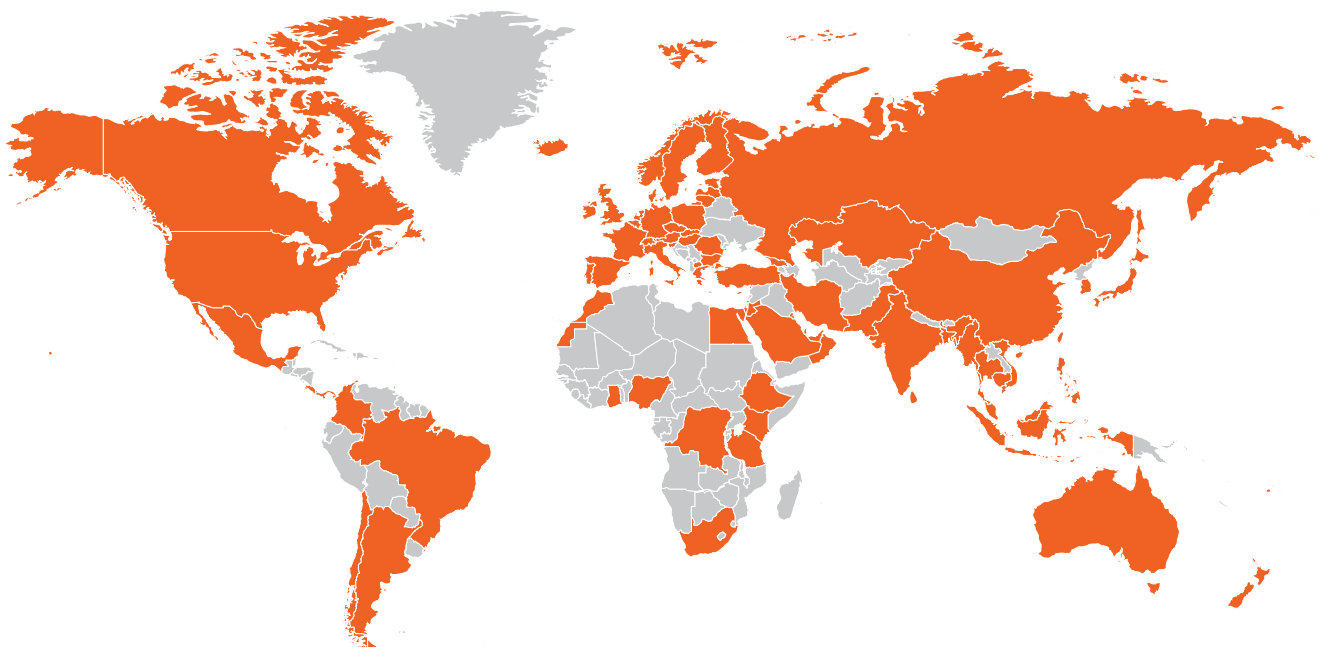
Delegates by Title







**DELEGATES FROM OVER 90 COUNTRIES HAVE  
ATTENDED THE WORLD FORUM FOR FDI**





## AGENDA SNAPSHOT

### MONDAY, 15 JUNE

- Registration Open
- Exhibition Area Setup
- FDI Training Seminar
- Welcome Reception

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### TUESDAY, 16 JUNE

- Breakfast & Dedicated Exhibition Area Time
- Full Day Of Sessions Featuring Keynotes & Panel Discussions
- Morning Break & Dedicated Exhibition Area Time
- Lunch & Dedicated Exhibition Area Time
- Afternoon Break & Dedicated Exhibition Area Time
- Own The Night Reception

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### WEDNESDAY, 17 JUNE

- Breakfast & Dedicated Exhibition Area Time
  - Full Day of Sessions Featuring Keynotes & Panel Discussions
  - Morning Break & Dedicated Exhibition Area Time
  - Lunch & Dedicated Exhibition Area Time
  - Afternoon Break & Dedicated Exhibition Area Time
  - Exhibition Area Tear Down
  - Own The Night Reception
- 

## CONFERENCE CONCLUDES

SUBJECT TO ADJUSTMENTS





## TIERS AND PRICING

### TIER ONE SPONSORSHIPS

- DIAMOND — OWN THE NIGHT **SOLD** — ~~\$75,000~~
- PLATINUM — SESSION PACKAGE **\$55,000**
- GOLD — WELCOME RECEPTION **\$40,000**
- SILVER — OWN THE NIGHT **\$35,000**
- BRONZE — LUNCH **\$30,000**

### TIER TWO SPONSORSHIPS

- BREAKFAST **\$25,000**
- COUNTRY/ CORPORATE PROFILE **\$25,000**
- NETWORKING BREAKS **\$15,000**
- REGISTRATION DESK **\$15,000**
- SESSION **\$15,000**
- EXHIBIT SPACE **\$12,000**

### TIER THREE SPONSORSHIPS

- MOBILE CHARGING STATION **\$9,000**
- ~~DELEGATE HANDBOOK~~ **SOLD** — ~~\$9,000~~
- VIP TRANSPORTATION **\$8,500**
- MOBILE APP **\$7,500**

### ADDITIONAL SPONSORSHIPS

- BRANDED MICROPHONE WRAPS **\$7,000**
- WI-FI ACCESS CARD **\$5,000**
- CORPORATE SPEAKER **\$5,000**
- EVENT SIGNAGE **\$3,000**
- SWAG BAG ITEMS **VARIES**

### DELEGATE HANDBOOK ADVERTISING

- BACK COVER **\$4,500**
- 2-PAGE SPREAD **\$4,000**
- INSIDE BACK COVER FULL PAGE **\$3,500**
- INTERNAL FULL PAGE **\$3,500**

### MOBILE APP ADVERTISING

- SPLASH PAGE **\$2,500**
- ROTATING AD **\$1,500**

# **BENEFITS FOR ALL SPONSORS:**

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## **Sales Engagement & Networking:**

- Opportunity to post a World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

## **Brand Awareness:**

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.



# TIER ONE SPONSORSHIPS

## DIAMOND — OWN THE NIGHT SPONSORSHIP | TIER ONE

**INVESTMENT: \$75,000**

~~ONE (1) AVAILABLE~~  
**SOLD**

The Diamond Sponsorship is the EXCLUSIVE opportunity for you to “Own the Night” and design your perfect reception on the evening of the first full day of the Forum, Tuesday, 16 June. This is your chance to maximize brand awareness by creating a memorable night that delegates will never forget! You’re encouraged to feature your local cuisine, cultural entertainment and decor that will transport delegates to your destination without ever stepping foot on a plane.

### This package includes:

- **Registrations:** Twelve full forum registrations for your organization (\$24,000 value) and twenty-five comp tickets to your networking event (\$7,500 value)
- **Exclusive sponsorship of the official World Forum for FDI’s first full day reception:** on Tuesday, 16 June (Venue selected and contracted by Conway)
- **Food & Beverage:** To include passed hors d’oeuvres and dinner, beer, wine and house-liquor
  - ◊ Choose the dinner format – plated/ seated, buffet, stations etc.
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◊ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Transportation:** To/from venue
- **Five-minute presentation:** During reception
- **Exhibit Space:** Includes custom branded backdrop and display counter (\$12,000 value)
- **One Day Private Executive Meeting Room:** Accommodates 8-10 delegates
  - ◊ Audio visual and food and beverage needs are additional and at the expense of the sponsor
- **One two-page spread advertisement in the delegate handbook:** (\$4,000 value) (Ad provided by sponsor)



## PLATINUM — SESSION SPONSORSHIP | TIER ONE

**INVESTMENT: \$55,000**

FIVE (5) AVAILABLE

The Platinum Sponsorship allows you to be a part of the program by nominating a senior-level corporate investor to join a panel of your choice to best highlight opportunities in your region.

### This package includes:

- **Registrations:** Six full forum registrations for your organization (\$12,000 value)
- **Exclusive sponsorship of the session of your choice:** Subject to availability
- **Opportunity to nominate a corporate investor:** To speak on your selected session
- **Three-minute presentation:** Before your selected session
- **Exhibit Space:** Includes custom branded backdrop and display counter (\$12,000 value)
- **One Day Private Executive Meeting Room:** Accommodates 8-10 delegates
  - ◇ Audio visual and food and beverage needs are additional and at the expense of the sponsor
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)
- **Provide one printed collateral piece:** To be placed in delegate bags (provided by sponsor)
- **Sponsor logo to be displayed on-screen:** For the duration of the session

## GOLD — WELCOME RECEPTION SPONSORSHIP | TIER ONE

**INVESTMENT: \$40,000**

ONE (1) AVAILABLE

The Welcome Reception sponsor will deliver a lasting impression by giving delegates a taste of your region. This is your chance to maximize brand awareness by creating a memorable first night on 15 June! You're encouraged to feature your region's local food and beverage.

### This package includes:

- **Registrations:** Five full forum registrations for your organization (\$10,000 value) and ten comp tickets to your networking event (\$3,000 value)
- **Exclusive sponsorship of the official World Forum for FDI Welcome Reception:** On Monday, 15 June (Venue selected and contracted by Conway)
- **Food & Beverage:** To include passed hors d'oeuvres and stationed food, beer, wine and house-liquor
  - ◇ Food to be served in stations or buffet style
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◇ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Five-minute presentation:** during the welcome reception
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)

## SILVER — OWN THE NIGHT SPONSORSHIP | TIER ONE

**INVESTMENT: \$35,000**

ONE (1) AVAILABLE

The Silver “Own the Night” Sponsorship is an opportunity for you to design your perfect networking reception to close out the World Forum for FDI on 17 June. This is your chance to maximize brand awareness by creating a memorable night that delegates will never forget — the whole night will be about you!

### This package includes:

- **Registrations:** Five full forum registrations for your organization (\$10,000) and ten comp tickets to your networking event (\$3,000)
- **Exclusive sponsorship of the evening reception:** On Wednesday, 17 June (Venue selected and contracted by Conway)
- **Food & Beverage:** To include passed hors d’oeuvres and stationed food, beer, wine and house-liquor
  - ◇ Food to be served in stations or buffet style
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◇ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Transportation:** To/from venue
- **Five-minute presentation:** During reception
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)

## BRONZE – LUNCH SPONSORSHIP | TIER ONE

**INVESTMENT: \$30,000**

TWO (2) AVAILABLE

The Daily Bronze Sponsorship is an opportunity to amplify your brand presence to a captive audience by giving a presentation during lunch on the first or second day of the forum.

### This package includes:

- **Registrations:** Four full forum registrations for your organization (\$8,000 value)
- **Exclusive daily lunch sponsorship**
- **Food & Beverage:** Lunch will be served in buffet style at the forum venue
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◇ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Three-minute video:** Played during Lunch
- **Five-minute presentation:** During lunch
- **Exhibit Space:** Includes custom branded backdrop and display counter (\$12,000 value)
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)



# TIER TWO SPONSORSHIPS

## BREAKFAST SPONSORSHIP | TIER TWO

**INVESTMENT: \$25,000**

UP TO TWO (2) AVAILABLE

The Daily Breakfast Sponsorship offers you the opportunity to maximize brand awareness by showcasing your location during breakfast on either day one or day two of the forum.

### This package includes:

- **Registrations:** Four full forum registrations for your organization (\$8,000 value)
- **Exclusive daily breakfast sponsorship**
- **Food & Beverage:** Breakfast will be served in buffet style at the forum venue
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◊ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Three-minute video:** Played during breakfast
- **Five-minute presentation:** During breakfast
- **Sponsor logo to be displayed on-screen:** For the duration of the breakfast
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)



## COUNTRY/ CORPORATE PROFILE SPONSORSHIP | TIER TWO

**INVESTMENT: \$25,000**

TWO (2) AVAILABLE

The Country/Corporate Profile offers an unprecedented opportunity to present your value proposition and investment attractiveness to the all of the World Forum for FDI delegates.

### This package includes:

- **Registrations:** Three full forum registrations for your organization (\$6,000 value)
- **Five-minute presentation:** In the general session room between sessions
- **Exhibit Space:** Includes custom branded backdrop and display counter (\$12,000 value)
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)

## NETWORKING BREAKS SPONSORSHIP | TIER TWO

**INVESTMENT: \$15,000**

TWO (2) AVAILABLE

The Exclusive Daily Networking Break Sponsorship offers the opportunity to showcase your organization in the exposition space during breaks between sessions on the first or second day of the forum.

### This package includes:

- **Registrations:** Three full forum registrations for your organization (\$6,000 value)
- **Exclusive daily networking breaks sponsorship**
- **Food & Beverage:** Snacks and refreshments will be served during 2 networking breaks per day
- **Opportunity to feature:** Specific food & beverage, entertainment, decorations, and additional signage
  - ◊ If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Sponsor logo to be displayed on signage:** In the networking area for the entire day
- **Three-minute presentation during one daily networking break:** In the networking area
- **Video:** Played on a loop during breaks in the networking area
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad provided by sponsor)

## REGISTRATION DESK SPONSORSHIP | TIER TWO

**INVESTMENT: \$15,000**

ONE (1) AVAILABLE

Showcase your organization where all delegates will see you, at the registration desk!

### This package includes:

- **Registrations:** Two full forum registrations for your organization (\$4,000 value)
- **Sponsor logo to be displayed on signage:** At the registration desk for the full forum
- **Exclusive sponsorship of the branded delegate handbags:** provided to all forum attendees (\$6,000 value)

## SESSION SPONSORSHIP | TIER TWO

**INVESTMENT: \$15,000**

FIVE (5) AVAILABLE

The Session Sponsorship allows you to amplify your brand presence to a captive audience by sponsoring a panel session appropriate to your target sectors and present the advantages of your region from the main stage.

### This package includes:

- **Registrations:** Two full forum registrations for your organization (\$4,000 value)
- **Exclusive sponsorship of the session of your choice:** Subject to availability
- **Three-minute presentation:** Before your selected session
- **Sponsor logo to be displayed on-screen:** For the duration of the session
- **Opportunity to place a branded giveaway in all delegate handbags:** To be provided by sponsor

## EXHIBIT SPACE | TIER TWO

**INVESTMENT: \$12,000**

UP TO TEN (10) AVAILABLE

The Exhibit Space is an opportunity to showcase your region/organization in front of the entire delegation in the exhibition area.

### This package includes:

- **Registrations:** Two full forum registrations for your organization (\$4,000 value)
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **Optional Enhancement:** TV monitor for presentation (additional cost to sponsor)
- **One full-page advertisement in the delegate handbook:** (\$3,000 value) (Ad to be provided by sponsor)

# TIER THREE SPONSORSHIPS

## MOBILE CHARGING STATION | TIER THREE

**INVESTMENT:**  
**\$9,000**

ONE (1) AVAILABLE

Opportunity to include your logo on a mobile charging station — able to store and charge any device during the forum.

### This package includes:

- **Registrations:** Two full forum registration for your organization (\$4,000 value)
- **Charging Station:** Logo to be provided by sponsor
- **Opportunity to place a branded giveaway in all delegate handbags:** To be provided by sponsor

## DELEGATE HANDBOOK | TIER THREE

**INVESTMENT:**  
**\$9,000**

~~ONE (1) AVAILABLE~~

**SOLD**

Your logo will be placed on the front cover of the Delegate Handbook, to be given to every attendee.

### This package includes:

- **Registrations:** Two full forum registration for your organization (\$4,000 value)
- **One full-page spread advertisement in the delegate handbook:** (\$3,000 value) (Ad to be provided by sponsor)
- **Opportunity to place a branded giveaway in all delegate handbags:** To be provided by sponsor

## VIP TRANSPORTATION | TIER THREE

**INVESTMENT:**  
**\$8,500**

ONE (1) AVAILABLE

Opportunity to arrange VIP Transportation for corporate attendees from the airport to their hotel. You will receive a regularly communicated corporate attendee list. All logistics are to be arranged and paid for by the sponsor.

### This package includes:

- **Registrations:** One full forum registration for your organization (\$2,000 value)

## MOBILE APP | TIER THREE

**INVESTMENT:**  
**\$7,500**

ONE (1) AVAILABLE

Opportunity to sponsor the mobile app used by attendees throughout the forum. Your logo will be featured on the startup page and on all communications regarding the mobile app.

### This package includes:

- **Registrations:** One full forum registration for your organization (\$2,000 value)





# ADDITIONAL SPONSORSHIPS

## BRANDED MICROPHONE WRAPS

**INVESTMENT:**  
**\$7,000**  
ONE (1) AVAILABLE

Feature your logo on a 4-sided microphone wrap to be used during Q&A for all sessions during the forum.

- **Registrations:** One full forum registration for your organization (\$2,000 value)

## CORPORATE SPEAKER

**INVESTMENT:**  
**\$5,000**  
ONE (1) AVAILABLE

Opportunity to nominate an executive level corporate investor from your region or company to speak on a panel of your choice.

- **Registrations:** One full forum registration for your organization (\$2,000 value)
- **Logo Placement:** Your logo will be placed in the delegate handbook next to the speaker's headshot and bio

## WI-FI ACCESS CARD

**INVESTMENT:**  
**\$5,000**  
ONE (1) AVAILABLE

Include your logo and the custom password of your choice on the WiFi information cards placed throughout the forum.

- **Registrations:** One full forum registration for your organization (\$2,000 value)
- **WiFi Cards:** Logo and custom password to be provided by sponsor

## EVENT SIGNAGE

**INVESTMENT:**  
**\$3,000**  
THREE (3)  
AVAILABLE

Opportunity to feature your logo/design on a pull up banner stand in the networking/ expo area.

- **Registrations:** One full forum registration for your organization (\$2,000 value)
- **Design:** To be provided by sponsor; Banner stand to be produced by Conway

### INVESTMENT: PRICING VARIES

Feature your logo on a giveaway to be placed in the delegate handbag given to all forum attendees.

- **Registrations:** One full forum registration for your organization (\$2,000 value)
- **Swag Bag Items:** Item selection to be made by sponsor and is subject to Conway approval. Logo to be provided by sponsor



#### PEN

ONE (1) AVAILABLE

**Investment: \$2,500**



#### NOTEBOOK

ONE (1) AVAILABLE **SOLD**  
**Investment: \$2,500**



#### BUSINESS CARD HOLDER

ONE (1) AVAILABLE

**Investment: \$2,500**



#### WEBCAM SECURITY COVER

ONE (1) AVAILABLE

**Investment: \$2,500**



#### USB CHARGERS

ONE (1) AVAILABLE

**Investment: \$3,000**



#### POP SOCKETS

ONE (1) AVAILABLE

**Investment: \$3,500**



#### PHONE HOLDER LANYARD

ONE (1) AVAILABLE

**Investment: \$3,500**



#### CUSTOM BRANDED VR BOX CARDBOARD

ONE (1) AVAILABLE

**Investment: \$5,000**



#### FOLDING TRAVEL UMBRELLA WITH CASE

ONE (1) AVAILABLE

**Investment: \$6,000**



#### LUGGAGE TAG

ONE (1) AVAILABLE

**Investment: \$6,000**



#### RFID PASSPORT WALLET

ONE (1) AVAILABLE

**Investment: \$10,000**

# ADVERTISING SPONSORSHIPS

## DELEGATE HANDBOOK ADVERTISING

- |                                  |                |
|----------------------------------|----------------|
| • BACK COVER                     | <b>\$4,500</b> |
| • 2-PAGE SPREAD                  | <b>\$4,000</b> |
| • INSIDE BACK COVER FULL PAGE AD | <b>\$3,500</b> |
| • INTERNAL FULL-PAGE AD          | <b>\$3,000</b> |



## MOBILE APP ADVERTISING

- |               |                |
|---------------|----------------|
| • SPLASH PAGE | <b>\$2,500</b> |
| • ROTATING AD | <b>\$1,500</b> |



# **BENEFITS FOR ALL SPONSORS:**

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## **Sales Engagement & Networking:**

- Opportunity to post a World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

## **Brand Awareness:**

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.

# WORLD FORUM TIMELINE SINCE 2003



**2003**  
Amsterdam,  
Netherlands



**2005**  
London,  
UK



**2007**  
Bologna,  
Italy



**2009**  
Vilnius,  
Lithuania



**2011**  
London,  
UK



**2004**  
Brussels,  
Belgium



**2006**  
Valencia,  
Spain



**2008**  
London,  
UK



**2010**  
Tallinn,  
Estonia







**2014**  
Philadelphia,  
USA



**2016**  
San Diego,  
USA



**2018**  
Liverpool,  
UK



**2020**  
Vancouver,  
BC, Canada



**2022**  
Edinburgh,  
Scotland, UK

**2013**  
Shanghai,  
China



**2015**  
Sharjah,  
UAE



**2017**  
Shanghai,  
China



**2019**  
Sydney, NSW,  
Australia



**2021**  
Dubai,  
UAE





“The World Forum provided an opportunity to raise awareness of Scotland’s value proposition to a **global, high profile audience**. Indeed, such an event enabled us to showcase our strengths across a number of sectors and it was due to the excellent organizational skills and efficiency of the organizing team that made this event a success. Their commitment and understanding enabled us to maximize this opportunity with successful results and lasting networking connections with key influencers.

— Joanna Gourlay, Scottish Enterprise

