



CCAA

Caribbean-Central American Action



40

ANNUAL CONFERENCE
SPONSORSHIP OPPORTUNITIES

*CCAA40: Opportunities and Solutions for Central America
and the Caribbean in the 21st Century*

November 20-22, 2015 | Westin Colonnade Coral Gables | Florida

A 40-YEAR LEGACY

In the fall of 2016, CCAA will host the 40th edition of its *Annual Conference on the Caribbean & Central America*. Over the years, the Conference has also been known as the *Miami Conference*, the *Conference on the Caribbean Basin*, and others. The core of the program has always focused on bringing together senior public and private sector leaders to discuss trade, economic and policy issues as a means to encouraging understanding of the opportunities and challenges in the region.



The event continues to be the *only annual forum* that focuses solely on the economies of the Caribbean and Central America. It has helped shape policy and influence trade and investment through a format that features policy and business leaders in keynote addresses, plenary discussions, and interactive roundtables. Subject areas include CCAA's focus issues to ensure that there is continuity of programming throughout the year. This way CCAA maintains its role as a voice for the region on the topics that dominate the countries' economic agendas.

HOW SPONSORS GET INVOLVED:

Annual Conference sponsors and contributors are an integral part of the event. Upon confirmation of their participation, they are invited to join the program as speakers and special guests throughout various events. They are also invited to exclusive networking opportunities with government representatives and other executives to maximize levels of access and visibility.

Other Sponsor benefits include:

- Dedicated networking and exhibit spaces for contributors and sponsors;
- Support from CCAA staff in arranging meetings with delegates;
- Head table and/or reserved seating at meal events, and more.



2015 CONFERENCE SPONSORS INCLUDED:



ANNUAL CONFERENCE SPONSORSHIP

CCAA will be hosting its *40th Annual Conference on the Caribbean and Central America* from **November 20-22, 2016** at the Westin Colonnade in Coral Gables, Florida. We invite interested companies and members to confirm their financial commitments to the Conference early in the year. Please find below a list with the Sponsorship levels available for the 40th Annual Conference as well as a preliminary list of benefits for our sponsors. *Note: CCAA members who join as Annual Contributors are already confirmed for a minimum of silver level sponsorship for the Annual Conference.*

In addition to the benefits assigned to the sponsor levels below, *All Sponsor Levels* include the options of:

- ❖ Recognition in Conference-related press releases, starting from receipt of sponsorship commitment
- ❖ Placement of Company logo in all Conference marketing material
- ❖ Placement of Company description in Conference Program
- ❖ Inclusion of promotional item in Conference Bag
- ❖ Hyperlink on CCAA website for one (1) year
- ❖ Discounted registration prices for additional company representatives (10%)
- ❖ Reserved seating areas at meal events

For more information, please contact Gwendolyn Siegel at gsiegel@c-caa.org or 202-464-2031.

CCAA40: GENERAL SPONSOR LEVELS

PREMIER LEVEL SPONSOR: \$40,000

- Exclusive marketing opportunities
- Keynote Remarks by Senior Company Representative at Plenary Event
- Ten (10) complimentary registrations to Conference
- Access for Company Representatives to VIP/Sponsors Reception
- Full delegate list with contact information in advance of the Conference
- Seating at Head Table at Plenary Meal Event of choice
- Reserved Table at Plenary Meal Events
- Two (2) 8x8 Exhibit Booths
- One (1) full-page advertisement in Conference program

PLATINUM LEVEL SPONSOR: \$30,000

- Remarks by Senior Company Representative at Plenary Event
- Seven (7) complimentary registrations to Conference
- Access for Company Representatives to VIP/Sponsors Reception
- Full delegate list with contact information in advance of the Conference
- Seating at Head Table of choice
- Reserved Table at Plenary Meal Events

- Two (2) 8x8 Exhibit Booths
- One (1) full-page advertisement in Conference program

GOLD LEVEL SPONSOR: \$20,000

- Remarks by Senior Company Representative at Plenary Event
- Five (5) complimentary registrations to Conference
- Access for Company Representatives to VIP/Sponsors Reception
- Full delegate list with contact information in advance of the Conference
- Seating at Head Table of choice
- One 8x8 Exhibit Booth
- Half-page advertisement in Conference Program

SILVER LEVEL: \$10,000

- Designation of Company Representative as Speaker at Conference Session of choice
- Three (3) complimentary registrations to Conference
- Access for Company Representatives to VIP/Sponsors Reception
- Full delegate list with contact information in advance of the Conference
- Seating at Head Table of choice
- One 8x8 Exhibit Booth
- Half-page advertisement in Conference Program

BRONZE LEVEL: \$5,000

- Designation of Company Representative as Speaker in a Session
- One (1) complimentary registration to Conference
- Access for Company Representatives to VIP/Sponsors Reception
- Seating at a Head Table
- Quarter-page advertisement in Conference Program

CCAA40: FEATURED SPONSOR CATEGORIES

In addition to general sponsorship, *CCAA40* will offer a limited number of featured sponsor levels for those interested in targeted or custom branding opportunities. Sponsors and advertisers are invited to choose from a variety of meal and networking events, or certain conference materials upon availability. We encourage all sponsors to confirm their featured sponsor choice(s) as early as possible.

The opportunities are as follows:

- ❖ Lunch Sponsor: Minimum of \$25,000; guarantees all Gold level benefits
- ❖ Cocktail Reception Sponsor: Minimum of \$15,000; guarantees all Silver level benefits
- ❖ Conference Bag Sponsor: Minimum of \$5,000; guarantees all Bronze level benefits
- ❖ Program/Lanyard Sponsor: Minimum of \$5,000; guarantees all Bronze level benefits

PRESENTATION PARTNERS

CCAA is seeking to formally engage the region's promotion agencies in the development of the 40th Annual Conference. Participants of past conferences have expressed an interest in having a single event where they could learn about how the countries of the region are incentivizing trade and investment, about the current and emerging sector priorities, and to meet the people who are facilitating the process and creating the enabling business environment.

Therefore, for the 40th Annual Conference, CCAA will aim to fully integrate country presentations into the Conference program. Individual agencies or groups of regional investment promotion agencies are invited to join the Conference as Presentation Partners and host information sessions, panels, or interactive activities within the event. Each host will be able to design the look and feel of the agenda for their presentations so that it meets their expectations and budget. CCAA will assist in promotion in the weeks and months leading up to the event, and, importantly, the country presentations will be open to people who are not registered for the full conference.

The table below outlines the suggested investment and benefits for the various presentation opportunities available. For more information and to discuss these details further, please contact Ms. Gwendolyn Siegel at (202) [464-2031](tel:464-2031)/gsiegel@c-caa.org.

PREMIER PACKAGE: \$20,000

- 6 full Conference registrations
- Dedicated room for full day with enhanced A/V package
- Coffee break(s) and buffet lunch
- 1 8x8 exhibit booth
- 10% registration discount for invited guests

COMPLETE PM PACKAGE: \$15,000

- 4 full Conference registrations
- Half-day presentation room with basic A/V package
- Passed wine, beer, and soft drinks in presentation room
- 1 8x8 exhibit booth
- 10% registration discount for invited guests

COMPLETE AM PACKAGE: \$12,500

- 4 full Conference registrations
- Half-day presentation room with basic A/V package

- Continental breakfast and coffee break in presentation room
- 1 8x8 exhibit booth
- 10% registration discount for invited guests

ENHANCED PACKAGE: \$7,500

- 4 full Conference registrations
- 2 or 3-hour presentation with basic A/V package
- Enhanced coffee break in presentation room
- 1 8x8 exhibit booth
- 10% registration discount for invited guests

STARTER PACKAGE: \$5,000

- 4 full Conference registrations
- 2 or 3-hour presentation with basic A/V package
- Coffee/Tea/Soft drinks in presentation room
- 1 6-foot tabletop exhibit
- 10% registration discount for invited guests

BENEFIT DETAILS:

- Registrations are valued at \$750 per person or \$600 for government employees, NGO's, and academia.
- The basic A/V package includes: 1 projection kit (screen and projector) with laptop hookup, 1 wireless/bluetooth clicker, 1 podium with microphone, 1 wireless microphone for Q&A, and sound mixer. Additional requests can be negotiated with A/V provider.
- Exhibit booth valued at \$2,000.

CCAA40 SPONSOR REGISTRATION

1. Please fill out this form with the contact information of the official sponsor representative of your company/ organization to CCAA. All fields are required.

Salutation: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr.	
Full Name:	Job Title:
Company Address 1:	Company Address 2:
City/Province:	State:
Zip/Postal Code:	Country:
Telephone #:	Mobile #:
Fax #:	E-mail:
Alternative Contact:	Alternative Email:

2. Select your desired sponsorship level for CCAA's 40th Annual Conference. * Note: Payment must be made in full no later than October 30, 2016.

Full Event Sponsorship	Featured Sponsors
<input type="checkbox"/> Premier Sponsor: \$40,000 <input type="checkbox"/> Platinum Sponsor: \$30,000 <input type="checkbox"/> Gold Contributor: \$20,000 <input type="checkbox"/> Silver Contributor: \$10,000 <input type="checkbox"/> Bronze Sponsor: \$5,000	<input type="checkbox"/> Lunch Sponsor: \$25,000 <input type="checkbox"/> Cocktail Sponsor: \$15,000 + <input type="checkbox"/> Conference Bag Sponsor: \$5,000 + <input type="checkbox"/> Program/Lanyard Sponsor: \$5,000

3. Payment Options: Please select one.

I. Make checks payable to:

- a. Caribbean-Central American Action
 1625 K Street NW, Suite 200
 Washington, D.C. 20006.

II. Contact Gwendolyn Siegel at gsiegel@c-cao.org / (202) 464-2031 for wire transfer instructions.

III. To pay by credit card, please fill out the fields below:

Card Type:	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover
Credit Card No:		Exp. Date:		
Cardholder Name:		Signature:		

4. To submit this form, select one of the following options:

- A. Mail the original copy with payment information to the address above.
- B. Fill out this form and email an electronic copy to Gwendolyn Siegel at gsiegel@c-caa.org.

All invoices and receipts will be sent to the representative designated above. If you have any questions on this form, invoices, receipts, or other details, please call CCAA at (202) 464-2031.

CCAA is a non-profit, non-governmental charitable organization. Contributions to CCAA are tax-exempt under Section 501(c)(3) of the United States Internal Revenue Code.

CCAA's Tax ID Number (TIN) is #: 52-1195524

CONTACT CCAA

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MAILING ADDRESS

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Web: www.c-caa.org

SOCIAL MEDIA

*Follow CCAA news and event updates
on Facebook and Twitter.*

*Use a QR reader on your smartphone or
tablet to scan the following tags:*



