



BINATIONAL  
TOURISM ALLIANCE

**Binational Economic & Tourism Summit  
2010  
Sponsorship Benefit Package**

**NORTH AMERICAN RECOVERY & GROWTH  
IN 2010:  
Binational Regions Leading The Way**

*Part of "Binational Dialogues 2010"*



Dear Binational Partner:

We are pleased to provide you with our Sponsorship Benefit Package for the **2010 Binational Economic & Tourism Summit** and look forward to your participation in this signature event with a growing list of esteemed cross-border sponsors.

**The theme for the 2010 Summit is: "NORTH AMERICAN RECOVERY & GROWTH IN 2010: Binational Regions Leading The Way" - learn what other innovative regions are doing and how binational regions can take better advantage of our border locations, new technology and innovative partnerships in order to increase our global competitiveness.**

Niagara Falls, New York has been selected as the host city for 2010. This high-profile event is taking place from Thursday, March 25 to Friday, March 26 at the Conference Center Niagara Falls, NY. Over 300 U.S. and Canadian delegates from across North America, representing Economic Development, Business, Tourism, Cultural, Heritage, Government, Community, Media and Academic Sectors, will be in attendance.

**This is the fifth annual Binational Summit and, building on the success of previous years and a shared commitment to build understanding about the Canada-U.S. relationship, we are partnering with World Trade Center Buffalo Niagara, University of Waterloo Economic Development Program, Niagara College-Niagara University Binational Speakers Series and SUNY Buffalo-Brock University Crossing Border Student Conference to collaboratively present four dynamic days of programming from March 23 to March 26 under the title "Binational Dialogues 2010". This partnership expands our targeted participants to economic development, academic, government and business clients across the Northern Border and provides our sponsors with this unique opportunity to share product and service information with new customers.**

**Committed 2010 Sponsors to date include: Deloitte Touche LLP, Sun Media, Entercom Radio Buffalo, Niagara Airbus, Canadian Consulate General Buffalo, U.S. Consulate General Toronto, TV Cogeco, WUTV FOX29/WNYO myTV Buffalo, Meridian Reservations, Erie County Industrial Development Agency and the Conference & Event Center Niagara Falls NY.**

A sampling of our invited guest speakers include RIM Founder Jim Balsillie; Congresswoman Louise Slaughter; Justice Minister and MPP Rob Nicholson; Jason Burgess, Deloitte Touche; Iain Klugmann, Communitech; David Davidson, Border Policy Research Institute; Scott McRoberts, Niagara Sport Commission; Benjamin Sio, High Speed Rail NY Coalition; and Bradley May, Environment Canada. Along with an array of plenary and break-out session panelists including representatives from other North American cross-border regions, logistics, transportation, economic and tourism development and government leaders with updates on new initiatives, partnerships, research and border crossing improvements, this year's program promises to deliver the information that businesses need now to take advantage of the economic recovery that 2010 presents.

**Summit Topics include:**

- **Lessons from Innovative North American Regions: Waterloo, Raleigh-Durham and Cali-Baha**
- **Keys to Recovery & Growth in 2010: Creativity, Communication, Collaboration & Capital**
- **Positioning Binational Regions to Lead Recovery & Growth**

Day One begins with the Binational Star Awards Luncheon and ends with our Binational Cornucopia Food & Wine Event - with a French Canadian Cultural theme to the evening! Plenary and concurrent sessions will take place the afternoon of March 25 and the morning of March 26, with our keynote wrap-up luncheon on Friday at noon. The Trade Show will run both days in order to maximize the exposure and business networking opportunities for our sponsors and delegates throughout the event.

This sponsorship package has been developed with an extensive range of partnership and participation levels to ensure that a wide array of binational business partners can take part in this important event in order to showcase their products and services in a variety of ways over the 2 day event.

Thank you for your consideration of sponsorship, and please contact me directly if you have any questions.

Arlene White, Executive Director

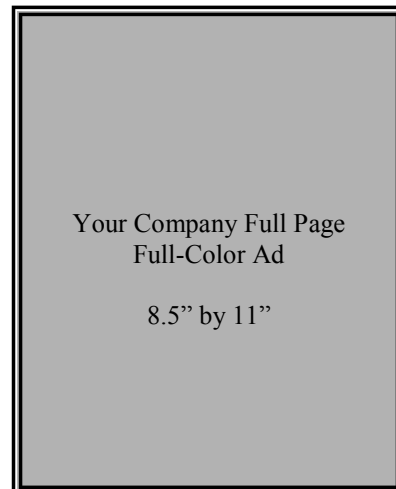
Phone: 716.856.6525 ext 133  
Email: arlene.white@btapartners.com

## PLATINUM PRESENTING SPONSOR \$25,000

*Exclusive recognition as the presenting sponsor of 2010 Summit in partnership with the Binational Tourism Alliance; your choice of sponsorship of any of the Keynote Speakers or Components of the 2010 Summit*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on all signage and banners throughout the Summit as Presenting Sponsor 2010
- A full page full-color ad in the inside front cover of the 2010 Summit program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 8 Full Conference Program passes for Company Representatives
- 8 invitations for Company Guests to any of the components of the 2010 Summit
- The opportunity to provide opening and closing remarks at the start and finish of the Summit as well as introduce and thank the Keynote Speaker or open and close the Specific Program Component of your choice.



TO DISCUSS YOUR OPPORTUNITY FOR SPONSORSHIP CALL 877.884.2736 x 133  
THANK YOU IN ADVANCE FOR YOUR GENEROUS SUPPORT

**GOLD SPONSORS**  
**4 x \$10,000**

*Exclusive recognition as the sole sponsor of either the Binational Star Awards Luncheon or Binational Cornucopia Food & Wine Event Thursday March 25 or either of the Opening and Closing Keynote Speakers Friday, March 26*

**CORPORATE RECOGNITION**

- Your Company name and logo will appear on all signage and banners throughout the Summit as Gold Sponsor
- A 3/4 page full-color ad in the Summit Program
- Company and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 4 Full Conference Program passes for Company Representatives
- 4 invitations for Company Guests to the Binational Awards Luncheon, Binational Cornucopia Food & Wine and any of the Summit Sessions
- The opportunity to provide opening comments to delegates and to introduce and thank the Keynote Speaker sponsored

2010 BTA Summit  
NORTH AMERICAN RECOVERY & GROWTH IN 2010:  
Binational Regions Leading The Way

LUNCHEON, CORNUCOPIA  
OR KEYNOTE SPEAKER  
BROUGHT TO YOU BY: ABC  
CO.

Your  
logo  
here

Event  
Segment or  
Keynote  
Speaker

Your Company 3/4 Page  
Full- Color Ad

8.5'' x 8.25''

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## SILVER SPONSORS

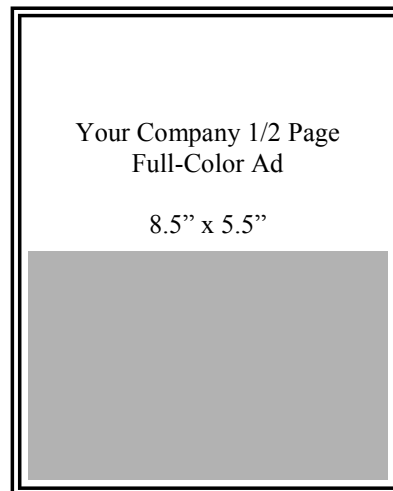
**4 x \$5000**

*Exclusive recognition as the sole sponsor of one of the following:*

*Summit Trade Show, Breakfast or Lunch Friday  
March 26 Summit Audio Visual Services*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on all signage and banners throughout the Summit as Silver Sponsor
- A half page full-color ad in the 2010 Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 2 Full Conference Program passes for Company Representatives
- 2 invitations for Company Guests to attend the Awards Luncheon or Binational Cornucopia Food & Wine Event
- The opportunity to provide opening comments during your sponsored session.



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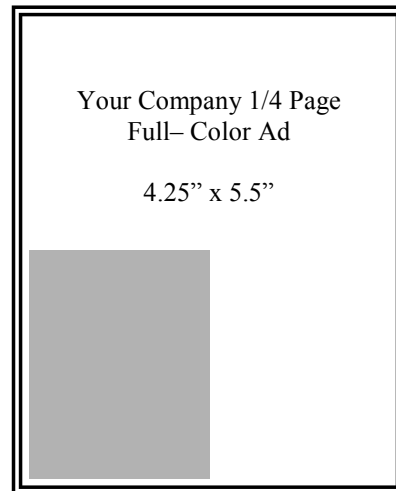
# BRONZE SPONSORS

## 6 X \$2500

*Exclusive recognition as the sponsor of  
Panel and Concurrent Sessions*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Bronze Sponsor
- A 1/4 page full-color ad in the Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 1 Full Conference Program pass for Company Representative
- 1 invitation for Company Guest to the Binational Awards Luncheon or Binational Cornucopia Food & Wine Event
- Verbal recognition for sponsorship of the Panel or Concurrent Session of your choice prior to that component and during the Summit program



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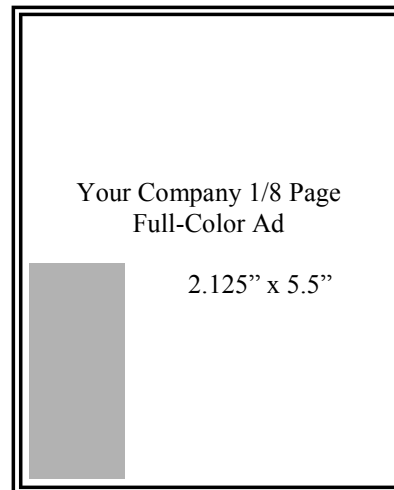
## PARTNERING SPONSORS

**10 X \$1000**

*Recognition as partnering sponsors of Daily Coffee Breaks, Summit Signage, Delegate Bags and Session Video Taping*

## CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Partnering Sponsor
- Your Company name and logo included on the selected component material
- A 1/8 page full-color ad in the Summit Program
- Company name and logo listed on our Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- The opportunity to insert promotional material in delegate conference bags
- Verbal recognition for sponsorship of the session of your choice prior to that component and during the Summit program
- Opportunity to distribute information about your company with the selected component



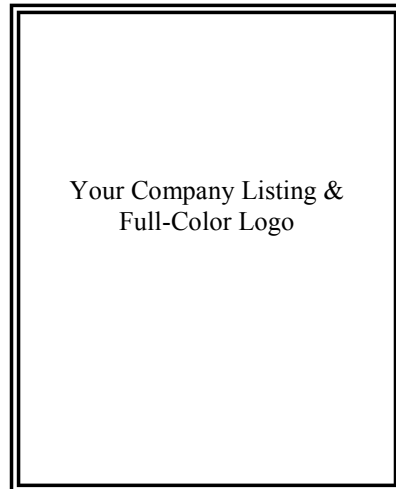
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## CONTRIBUTING SPONSORS 10 X \$500

Recognition as sponsor of one or more of the following:  
Summit Photography, Music, Entertainment, Decorations,  
Nametags, Volunteer Golfshirts, Print Materials, Program

### CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Contributing Sponsor
- Your Company name and logo on the selected component where possible (ie name badges, golf shirts, program, print materials)
- Your Company listing and full-color logo in the Summit Program
- Company name and logo listed on our Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- The opportunity to insert promotional material in delegate summit bags
- Verbal recognition for the Summit contribution made by your Company during the program



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## 2010 Summit Media Sponsors

Recognizing the tremendous support we've had from our Media partners over the past four Summits, and the importance of the contribution you provide, we are offering the following Media Sponsorships for your consideration:

### Platinum Sponsor \$20,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Presenting Sponsor 2010
- A full page full-color ad in the 2010 Summit program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 8 Full Conference Program passes for Company Representatives
- 8 invitations for Company Guests to any of the components of the 2010 Summit
- The opportunity to provide opening and closing remarks at the start and finish of the Summit as well as introduce and thank the Keynote Speaker or open and close the Specific Program Component of your choice.

### Silver Sponsor \$ 5,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Silver Sponsor of your selected Summit component
- A half page full-color ad in the 2010 Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 2 Full Conference Program passes for Company Representatives
- 2 invitations for Company Guests to attend the Awards Luncheon or Binational Cornucopia Food & Wine Event
- The opportunity to provide opening comments during your sponsored session.

### Gold Sponsor \$10,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Gold Sponsor
- A 3/4 page full-color ad in the Summit Program
- Company and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 4 Full Conference Program passes for Company Representatives
- 4 invitations for Company Guests to the Binational Awards Luncheon, Binational Cornucopia Food & Wine and any of the Summit Sessions
- The opportunity to provide opening comments to delegates and to introduce and thank the

### Bronze Sponsor \$ 2,500

- Your Company name and logo will appear on signage and banners throughout the Summit as Bronze Sponsor of your selected Summit component
- A 1/4 page full-color ad in the Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional materials
- 8' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 1 Full Conference Program pass for Company Representative
- 1 invitation for Company Guest to the Binational Awards Luncheon or Binational Cornucopia Food & Wine Event
- Verbal recognition for sponsorship of the Panel or Concurrent Session of your choice prior to that component and during the Summit program

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