



GREAT LAKES
ECONOMIC FORUM
DETROIT-WINDSOR | April 24-26, 2017

A panoramic view of the Detroit skyline, featuring several prominent skyscrapers like the Spirit Tower and the Renaissance Center, reflected in the water of the Detroit River. The scene is captured in a soft, hazy light, likely during dawn or dusk.

EXHIBITOR OPPORTUNITIES

the COUNCIL

- The Council of the Great Lakes Region was established in 2013 as a binational nonprofit to create stronger collaboration between legislators, government leaders and policymakers, business executives, academia and the nonprofit sector in harnessing the economic strengths of the Great Lakes and St. Lawrence Region safely and sustainably.



“It is imperative that leaders from all sectors of the workforce around the Great Lakes Region continue to gather to exchange innovative opportunities and breakthrough research in order to keep us competitive and help ensure our economic vitality.”

The Honorable Bruce Rauner
Governor of Illinois



“This kind of vision and collaboration is exactly what we need in the Great Lakes region and in the overall relationship between our two countries. This council is a model and an inspiration...”

H.E. The Right Honourable David Johnston
Governor General of Canada



“The Council’s involved efforts in strengthening policies, promoting trade, and preserving our ecosystem across regional, state, and country lines stand as a model to the world.”

Rahm Emanuel
Mayor of Chicago

the EVENT

- With over **400+ regional leaders** each year from business, government, academia and the nonprofit sector, the **Great Lakes Economic Forum** is the premier conference for sharing ideas and insights that shape the biggest **economic and environmental policy issues** in the Great Lakes and St. Lawrence Region and **boost the region's sustainability and competitive edge** in today's climate of borderless trade, mobility and investment.



REGIONS REPRESENTED

Ontario
Quebec
Michigan
New York
Pennsylvania
Ohio
Indiana
Wisconsin
Minnesota
Illinois

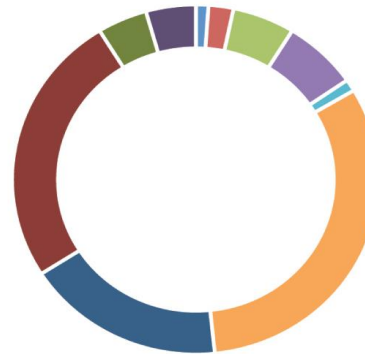


the PARTICIPANTS

"In only a few short years, the Council of the Great Lakes Region has become an important force to bring together the Great Lakes region to find ways to develop our strengths and identify and address our challenges. Their annual Forum consistently attracts top-level speakers and a wide array of representatives from the business, non-profit and government communities. It is growing into a must-attend event." – **Tim Kennedy, Vice President, Spectra Energy**

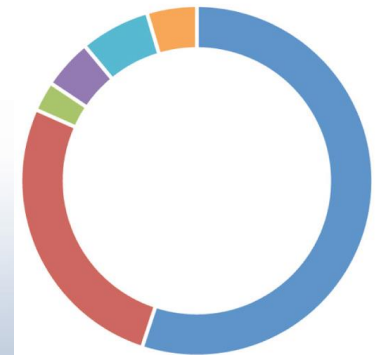
"The Great Lakes Economic Forum provided me the opportunity to make valuable connections across a wide variety of difference sectors and allowed for government officials and stakeholders to discuss critical ideas that will be critical to shaping the future of the Great Lakes region. The forum is an event that professionals who do work in the region can't afford to miss." - **Alex Greco, Public Affairs Specialist, GS1 Canada**

PARTICIPANTS BY ECONOMIC SECTOR



- Accommodation & Food Services
- Arts, Entertainment & Recreation
- Educational Services
- Finance & Insurance
- Information
- Non-Profit
- Professional, Scientific & Technical Services
- Public Administration
- Transportation & Warehousing
- Utilities

PARTICIPANT PROFILE



- Private Industry
- Non-Profit
- Federal Government
- State/Provincial Government
- Municipal Government
- Academia

the OPPORTUNITY

- Distinct benefits of participating in and sponsoring the Forum include:
 - **Connecting with key players** from government, business and academia in the Great Lakes and St. Lawrence Region
 - **Promoting your brand and message** among this elite audience
 - **Learning from thought leaders and experts** on important issues that will affect the region—and your business
 - **Making your voice heard** among decision-makers attending the Forum
 - **Engaging in a bi-national economic agenda** to deepen cross-border and cross-sector partnerships
 - **Helping to strengthen the region's prosperity and sustainability**, retain and expand existing businesses, while attracting new investment and jobs
 - **Having influence over public policy** by developing a unified regional voice on key issues.

the SPACE

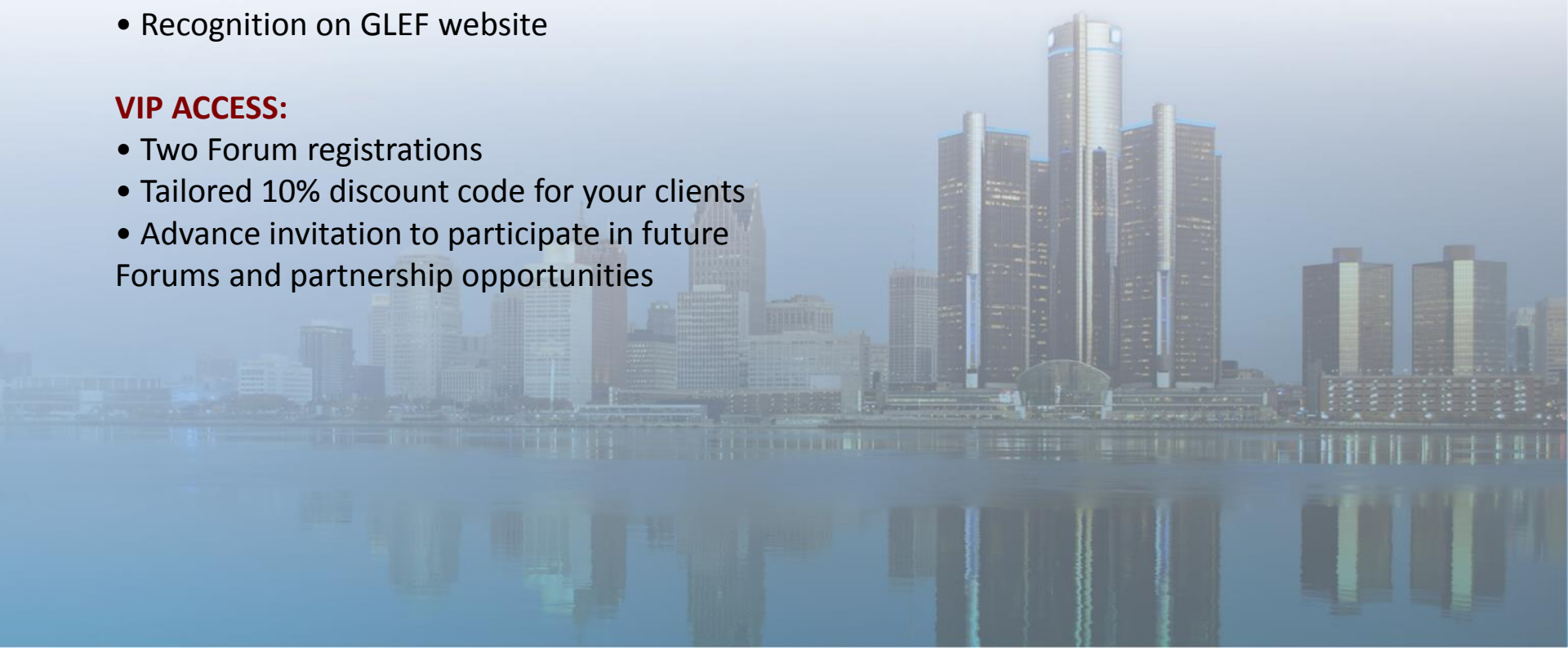
EXHIBITOR booth \$1,500 + Tax USD

PROMINENT RECOGNITION:

- Placement in marketing materials
- 8' x 6' exhibit booth space
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS:

- Two Forum registrations
- Tailored 10% discount code for your clients
- Advance invitation to participate in future Forums and partnership opportunities



the PROMOTION

- The Council has set out a comprehensive communication plan to reach an extensive and diverse audience in the Great Lakes and St. Lawrence Region that enables the Council to provide a highly-visible platform for promoting the Forum and its partners.

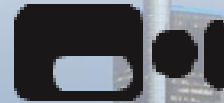
INTEGRATED. TARGETED. COMMUNICATIONS.



Dedicated
Website



Social
Media



Media
Relations



E-Marketing

the SPONSORS



the CONTACTS

- Should you or your team require additional details about the Great Lakes Economic Forum and our exhibitor package, please call:

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Learn more about the Great Lakes Economic Forum at www.greatlakeseconomicforum.com

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