2019

Great Lakes Economic Forum
PARTNERSHIP OPPORTUNITIES

Cleveland, USA
The Great Lakes

A KEY DRIVER OF ECONOMIC GROWTH & SUSTAINABILITY

107 million people across 8 states; two Canadian provinces

More than 50% of bilateral cross-border trade

3rd largest economy in the world if the Region were a country

51 million jobs or nearly a third of the combined U.S. and Canadian workforce

20% of the world’s surface freshwater
CONFEERENCE DETAILS

DATE
May 6-8, 2019

VENUE
The Westin Cleveland Downtown

RECEPTION
Rock & Roll Hall of Fame

300+ Participants

Are You Ready To Build Our Future?

This partnership package is your invitation to be a part of the fifth Great Lakes Economic Forum, the only conference in the binational Great Lakes Region that brings together thought leaders and decision-makers from all levels of government, industry, academia, and the non-profit sector to share the latest ideas and strategies on creating our future economy, improving individual well-being and prosperity, and protecting the Great Lakes for generations to come. If you can’t find the right partnership opportunity, we can tailor a package according to your needs and budget.
Why Sponsor?

THIS IS AN OPPORTUNITY FOR YOU TO STAND OUT AND BE HEARD IN THE MOST IMPORTANT ECONOMIC & ECOLOGICAL REGION IN NORTH AMERICA. DISTINCT BENEFITS OF SPONSORING THE FORUM INCLUDE:

- **Connecting with key players** from government, business and academia in the Great Lakes Region
- **Promoting your brand and message** among this elite audience
- **Providing thought leadership** on important issues that will affect the Region—and your business
- **Showcasing your business, institution or organization** among decision-makers and attendees participating in the Forum
- **Reaching a targeted audience** to directly market your service, product, or city/state
- **Influencing public policy discussions** by developing a unified Regional voice on key issues
The Audience

The Forum attracts delegates and expert speakers from the binational Great Lakes Region and beyond, and is typically attended by more than 300 decision-makers and advisors from government, industry, academia and the non-profit sector.

Launched in Chicago in 2015, the annual Forum is founded on the principal that by creating a stronger and more dynamic culture of collaboration in the Great Lakes Region, the Region can become the most prosperous, innovative, sustainable and welcoming place in the world to live and do business.

Overall Satisfaction
4.4 out of 5

DELEGATE TESTIMONIALS

“I met fascinating individuals committed to the success and sustainability of the Great Lakes region. We discussed possible research collaboration and knowledge sharing. It was very worthwhile.”

“The meetings I had in the hallways were very very productive.”

“The Great Lakes are and will continue to be significantly impacted by all who work and live in the region - across all economic sectors. It is incumbent on all of us to engage with the broader community, strengthen partnerships and enable collaboration.”
2018 Forum Attendee Profile

### WHO IS ATTENDING?

- **25%**
  
  C-Level Executive

- **24%**
  
  Director

- **14%**
  
  Manager

- **14%**
  
  Government Policy Advisor

- **11%**
  
  Vice President

- **4%**
  
  Ambassador & Consul General

- **5%**
  
  Professor / Researcher

- **3%**
  
  Consultant

### INDUSTRIES REPRESENTED

- Accommodation & Food Services
- Arts, Entertainment & Recreation
- Educational Services
- Finance & Insurance
- Information
- Non-Profit
- Professional, Scientific & Technical Services
- Public Administration
- Transportation & Warehousing
- Utilities
2019

Partnership Levels
GREAT LAKES ECONOMIC FORUM
Partnership Levels

Presenting Sponsor

US$35,000

PROMINENT RECOGNITION

- Deliver opening remarks
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom e-mail to promote your sponsorship
- Full-page advertisement in Forum program
- 8’ x 6’ exhibit booth space
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS

- Eight Forum registrations
- VIP table seating during key Forum sessions
- Preferred logo placement throughout venue
- Tailored 15% discount code for your clients
Partnership Levels

Dinner Sponsor

US$15,000

Available: 1

**PROMINENT RECOGNITION**

- Deliver opening remarks at the dinner
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom e-mail to promote your sponsorship
- Full-page advertisement in Forum program
- 8’ x 6’ exhibit booth space
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

**VIP ACCESS**

- Six Forum registrations
- Head table seating during dinner; VIP table seating at other sessions
- Preferred logo placement throughout venue
- Tailored 15% discount code for your clients
Partnership Levels

Lunch Sponsor  US$10,000

PROMINENT RECOGNITION
- Introduce VIP keynote speaker
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom e-mail to promote your sponsorship
- Half-page advertisement in Forum program
- 8’ x 6’ exhibit booth space
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS
- Four Forum registrations
- Head table seating during lunch; prime seating during Forum sessions
- Preferred logo placement throughout venue
- Tailored 15% discount code for your clients

Available: 2
Partnership Levels

Opening Reception Sponsor  US$7,500

PROMINENT RECOGNITION

- Deliver remarks at the Rock & Roll Hall of Fame.
- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- One-third page advertisement in forum program
- 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
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

Available: 1

SOLD
Partnership Levels

Dinner Reception Sponsor  US$7,500

Available: 1

PROMINENT RECOGNITION

- Deliver reception remarks
- Placement in marketing materials
- Custom e-mail to announce your sponsorship
- One-third page advertisement in forum program
- 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
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

SOLD
Partnership Levels

White-Paper Sponsor  US$6,000

Available: 2

By sponsoring the Forum white paper, your organization will be recognized as providing the key insights, messages, and solutions discussed throughout the event. The paper will be sent to delegates and posted on the Council’s website.

PROMINENT RECOGNITION

- Three Forum registrations
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
- Custom e-mail to promote your sponsorship
Partnership Levels

**Breakfast Sponsor**  
US$6,000  
Available: 2

Be recognized as the exclusive provider of the Forum’s breakfast - allowing participants to start their day with health food and great conversation between the event begins each morning.

**PROMINENT RECOGNITION**

- Two Forum registrations
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
- Custom e-mail to promote your sponsorship
Partnership Levels

Panel Sponsor

US$5,000

Available: Multiple

PROMINENT RECOGNITION

- Introduce moderator
- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- One-third page advertisement in Forum program
- 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
- Head table during panel session
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
**Partnership Levels**

**Networking Break Sponsor**  
**US$5,000**  
*Available: Multiple*

**PROMINENT RECOGNITION**
- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- Quarter-page advertisement in Forum program
- 8’ x 6’ exhibit booth space
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

**VIP ACCESS**
- One Forum registration
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
Partnership Levels

**Wi-Fi Sponsor**  
**US$3,000**  
*Available: 1*

- Be recognized as the exclusive provider of the Forum’s wireless connection - allowing participants to live tweet the event and connect to their office.

**PROMINENT RECOGNITION**

- Two Forum registrations
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
- Custom e-mail to promote your sponsorship
Partnership Levels

Exhibitor Sponsor  US$2,000

Available: Multiple

PROMINENT RECOGNITION

- 8’ x 6’ exhibit booth space
- Custom e-mail to promote your exhibitor and sponsorship
- One Forum registration
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
WE VALUE STRONG, ONGOING RELATIONSHIPS WITH EACH OF OUR FINANCIAL CONTRIBUTORS AND WE WORK CLOSELY WITH THEM TO ENSURE THEY RECEIVE A GOOD RETURN ON THEIR INVESTMENT.
Event 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  E-Marketing  Media Relations
About The Council

The Council is a binational non-profit corporation that is dedicated to deepening the United States-Canada relationship in the Great Lakes Region. Its focus is on creating a stronger, more dynamic culture of collaboration in harnessing the Region’s economic strengths and assets, improving the well-being and prosperity of the Region’s citizens, and protecting the Great Lakes for future generations. It achieves this through policy research and programs, connecting regional leaders, and acting as a strong voice for the Region’s varied economic, social and environmental interests.