WORLD TRADE WEEK NYC 19
NEW YORK CITY | MAY 1-31

Partner Reference Booklet

Each year, the President of the United States declares the third week of May as World Trade Week. Trade organizations, businesses and other stakeholders come together both locally and nationally to promote and facilitate international trade in the U.S. economy. With a rich and robust international trade arena, WTW NYC has expanded, thanks to our partner organizations, to include a multitude of diverse activities.

The New York City tri-state region's trade and transportation community celebrates *World Trade Week* by offering a full agenda of educational seminars, global business networking events and the INTERNATIONAL TRADE AWARDS BREAKFAST that recognizes the exemplary achievements by practitioners in the field. *World Trade Week NYC* puts businesses and organizations in touch with invaluable opportunities and resources.

Locally based international trade organizations are invited to become Partners of *World Trade Week NYC* to celebrate international trade and participate in the growth of local businesses, which contributes to a vibrant local economy. Partners are the foundation of *World Trade Week NYC* and play an invaluable role year-round. Participation as a Partner is at no cost.

We are pleased to co-chair *WTW NYC 2019* and look forward to working with our many Partner organizations and sponsors.

To learn more about *WTW NYC 2019*, visit: http://www.wtwnyc.org.

World Trade Week NYC Partner Benefits—Participation is Free!

Partner Discounts

New York International Trade Awards Breakfast – Monday, May 13, 2019

- Expo Booth: Partner rate of **$250** ($100 savings)
- Table for 9: Partner rate of **$250** ($100 savings)
- Combo (Expo booth + table for 9): Partner rate of **$400** ($200 savings)
- Individual Tickets: Partner rate of **$35**

Visibility

WTW NYC Partner logos, links and briefs are featured on the 'Partners' page of the *WTW NYC* website (wtwnyc.org). The list of *WTW NYC* Partners will be printed in the NEW YORK INTERNATIONAL TRADE AWARDS BREAKFAST program distributed at the *WTW NYC* Awards Breakfast (May 13, 2019) to more than 250 attendees.

Promotion

Partners who choose to organize events during the month of May will have the additional advantage of having the event posted on the *WTW NYC* Calendar (wtwnyc.org). *WTW NYC* Steering Committee Members are happy to provide feedback to Partners and propose timely topics. Partners are not required to organize an event.

Networking and Collaboration

World Trade Week NYC Partners benefit from attending the three Partner Meetings in the months leading up to *WTW NYC*, allowing them to meet with key players in the New York metro area trade and business community. In 2018 over 40 trade-related organizations participated in one or more Partner Meetings. Partners are encouraged to collaborate on events and develop other resources for the New York metro area international business community.

Discussion and Shaping of *WTW NYC*

Partner Meetings provide a forum for discussing important issues and trends in global trade and the demands of local businesses. The meetings therefore create an environment where broad themes are addressed, ideas are shared, and where Partner Organizations can receive feedback from other Partners and *WTW NYC* Steering Committee Members on proposed events or initiatives.

Awards

Partners can nominate companies and organizations that have achieved excellence in the following categories: Global Logistics, Global Trade, Small Business Global Trade, and Export Achievement. Visit wtwnyc.org for more details and to download a nomination form or contact Nancy Ploeger at np@iwecawards.com.

Expectations for *World Trade Week NYC* Partners

By becoming a *WTW NYC* Partner your organization commits to actively contributing to *WTW NYC*. The success of *WTW NYC* depends upon Partner participation.

Partner Meeting Attendance

Partners must attend at least one Partner meeting, which will take place as follows:

Location: February 13th and March 13th: **U.S. Council for International Business**
1212 Avenue of the Americas @ 47th Street, 21st floor.

April 10th: To be announced.

Dates: On Wednesdays: February 13th, March 13th, and April 10th

Time: 9:30 AM – 10:30 AM

Please bring an ID and RSVP for the security list.

Promotional Activities

Partners are expected to distribute promotional materials for the NEW YORK INTERNATIONAL TRADE AWARDS BREAKFAST and the *WTW NYC* Events Calendar via: email (distribution to members/clients/partners); flyers (for distribution at organizational events); mailings; social media, website, etc. All promotional materials should include a *WTW NYC 2019* logo, which can be downloaded from the Partner page on wtwnyc.org, including event flyer templates for your own event. Please note that *WTW NYC* promotion is in addition to any promotion you may do for your own event.

Organization Website

Partners are expected to post the following on their organization website:

1) a *WTW NYC 2019* logo;
2) basic information about *WTW NYC*; and
3) a link to the Calendar of events.

The *WTW NYC* Steering Committee can provide standardized text.

Partners organizing events will receive instructions for posting events to the *WTW NYC* calendar via email upon receipt of the Partner Registration.

Important Dates and Deadlines

Tuesdays and Wednesdays are WTWNYC meeting and prep days!

WTW NYC 2019 Partner Meetings

Location: Wednesday, February 13th and Wednesday, March 13th: **U.S. Council for International Business**

1212 Avenue of the Americas @ 47th Street, 21st floor.

April 10th: To be announced.

Dates: **Wednesday, February 13th, Wednesday, March 13th, and Wednesday, April 10th**

Time: **9:30 AM – 10:30 AM**

Please bring an ID and RSVP for the security list.

WTW NYC Website Partner Logos

Upload Deadline: Tuesday, March 12, 2019
Contact: **Barney Lehrer** at info@worldtradeweeknyc.org

WTW Outreach and Promotion

Deadline to begin: Tuesday, April 16, 2019
Promotion of the International Trade Awards Breakfast should begin *no later than* April 20, 2019.

Partner Event Listings

Deadline: Tuesday, April 23, 2019
Events that you organize should be uploaded to the WTW NYC website calendar of events by the deadline.
Contact: **Barney Lehrer** at info@worldtradeweeknyc.org

NY International Trade Awards Breakfast

Deadline: first come, first served; while they last
For Expo Booth, Table and/or Combo pack contact: **Nancy Ploeger** at np@iwecawards.com

2019 International Trade Awards Breakfast

Monday, May 13, 2019 8:30 am – 11 am

Exhibitor Set-Up Instructions

Display materials must be received by Baruch College no later than Tuesday, May 7, 2019!!!

Location: Baruch College
55 Lexington Avenue (Lexington Avenue and 24th Street)
14th floor, room 14-220

Exhibitors receive: Display table (4' x 6') with white linen cover and a tent card with organization name. There is no wall space for hanging displays. You may use an easel or pop-up banner. Each booth should be staffed by a knowledgeable representative.

Set-up: Monday, May 13th from 6:45 am to 7:15 am
Display tables are available on a first-come, first-serve basis, so please arrive early.

Delivery of Displays and/or Materials: Each box must be marked with the name of your organization in bold letters and the total number of boxes in your shipment. You must include instructions for the return or disposal of any extra materials after the event. Materials that do not include instructions will not be returned to you. Displays/Materials that are shipped per instructions will be brought to the Expo location the by set-up time. Contact: Lene Skou at **lene.skou@baruch.cuny.edu**

By Mail (USPS):
Lene Skou
Weissman Center for International Business,
Baruch College/CUNY
One Baruch Way, Box J-0810
NY, NY 10010

By Fedex, UPS or messenger:
Lene Skou
Weissman Center for International Business
Baruch College/CUNY
137 East 25th Street, 8th floor
NY, NY 10010

If have questions about *World Trade Week 2019* you can reach out to the *WTW NYC 2019* Steering Committee members directly for assistance.

NY DEC Chair

Joseph Schoonmaker, joe.schoonmaker@att.net, (212) 535-0238

International Trade Awards Breakfast and Expo

Lene Skou
Lene.Skou@baruch.cuny.edu
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Peter Bengston
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Kinda Younes
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Partnerships

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Press

Ryan Barnes
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Sponsorships

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Rado Saragih
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(212) 435-4259

Website

Barney Lehrer
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(718) 871-0369

Marketing and Media Sponsorship

Lene Skou
Lene.Skou@baruch.cuny.edu
(646) 312-2074

Peter Bengston
peterbengston@nypl.org

Awards

Nancy Ploeger
nancy@iwecfoundation.org
(917) 796-4201

Accounting/Payment Matters

Joseph Schoonmaker, joe.schoonmaker@att.net

2019 Partner Registration

To become a Partner, please complete the form below so that we can **update** your organizational information in our *WTW NYC* database. Please complete and return to: **Carmela.Mammas@trade.gov**.

Organization and Contact Information:

Organization Name:

Address:

Organizational Contact Name: Title:

Additional Contact Name: Title:

Phone: Fax:

Email: Website:

World Trade Week NYC Partner Since:

Attending at least one Partner Meeting is mandatory.

The following are EXPECTED:

- Distribute promotional materials for the INTERNATIONAL TRAD AWARDS BREAKFAST and *WTW NYC* Calendar.
- Promote *WTW NYC* on your organization's website and through social media channels (if available). Promotion of the International Trade Awards Breakfast should begin no later than April 20, 2019.

The following are OPTIONAL:

- My organization will host the following *WTW NYC* event during May 2019. (Please provide tentative title and date):
- Upload event information onto the *WTW NYC* Calendar on wtwnyc.org if your organization plans to host or co-host a *WTW NYC* event during the month of May as a *WTW NYC* Partner.
- Additional comments or suggestions for *WTW NYC* events, potential partners and sponsors: