



Event Sponsorship 2017

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Dear IOE&IT partner

After the huge success of The Institute of Export & International Trade (IOE&IT) events in 2016, we are proud to have put together an even bigger programme of events for 2017. We remain committed to providing help and assistance to businesses of all sizes, from the SME to the large corporate.

The need to build competence in international trade is clear and without knowledge this is not possible. This is where the Institute can help your business.

The Institute will continue to represent its members' views while guiding exporters in today's increasingly complex international trade environment. We are proud to be the leading authority in best practice and competence for businesses trading globally.

Our strength lies in our ability to keep pace with the twists and turns of international trade and to interpret what those changes will mean for UK businesses who are seeking to trade abroad.

As a charitable organisation, sponsorship plays not only a key part in our events programme and promoting our work but also reflects your commitment to being a part of the future growth in professionalism for UKPLC.

We are therefore proud to announce our **new event sponsorship packages for 2017**.

Kind regards



Lesley Batchelor OBE, Director General

Calendar of Events 2017

We are proud to announce our programme of events for 2017:

	Date	Event	Venue	Exclusive Partner Price
New for 2017	March 2017	APMG Parliamentary Debate	House of Commons, London	£15,000
New for 2017	March to October 2017	Series of Regional Trade Summits	Various Regional Locations	£5,000
New for 2017	26 th April 2017	Spring Reception and Networking	House of Lords, London	£30,000
	24 th May 2017	Graduation & Prize Giving Ceremony	Mansion House, London	£20,000
	27 th September 2017	Queen's Awards Gala Dinner	Royal Horseguards Hotel, London	£25,000
	October 2017	IOE World Trade Summit	TBC, London	£20,000
	8 th November 2017	Members' Dinner	One Great George Street, London	£25,000
New for 2017	Quarterly	Roundtable events	Nationally	£5,000



Looking Forward to 2017

Our expanded calendar of events and activities for 2017 reflects the increasing demand from exporters for guidance from industry specialists and experts:

Networking opportunities

Realising that our members at all levels need to meet each other and learn from both peers and other disciplines, the networking element of this year's activity will be key to the growth of the IOE&IT's events.

With introductions facilitated by the IOE&IT Director General and Board of Trustee Directors, members will have an opportunity to meet and do business.

Thought leadership and collaborations

Tapping into the knowledge, experience and passion of industry specialists and experts to help guide exporters in today's complex international trade environment.

New to our calendar this year is the GTR Finance conference, a two-day event bringing together around 500 international trade professionals.

Parliamentary reviews

Parliamentary reviews and research for white papers leading and influencing though leadership pieces in leading media.

Roundtable events

Bringing corporate and trade association members together to develop ideas and examine issues facing exporters and leading to sharing of intelligence a continuing influence at senior level in HMRC and the Department for International Trade.

Institute surveys

Surveys will be taken to a quarterly event and will target agreed audiences throughout the year.

New
event
for 2017

APMG Parliamentary Debate House of Commons

March 2017

Working in collaboration with Policy Connect who run the secretariat for the All Party Parliamentary Manufacturing Group.

Developing a white paper process to inform and disseminate intelligence and thought leadership.

Exclusive attendance of 50-75 invitees only to include senior members of the Institute, Corporate Members and thought leaders within industry.

See our [event sponsorship packages](#) below for more details

Exclusive Partner Price
£15,000



New
event
for 2017

Regional Trade Summits

March to October 2017



Our series of Regional Trade Summits will bring together some of the most knowledgeable and influential speakers on the key issues that impact on international trade.

The one-day events will explore the increasingly complex international trade environment, looking at the many opportunities and a few challenges that we all face in this brave new world.

Summits are planned for the South West, South East, Coventry, Cambridge, Manchester, North East, Glasgow and Belfast.

Sponsorship of these events will give you the chance to position your brand alongside some of the UK's most respected thought leaders in the world of international trade.

Expected attendance of 50 delegates per event

See our [event sponsorship packages](#) below for more details

Exclusive Partner Price
£5,000 per event

New
event
for 2017

House of Lords Spring Reception and Networking

26th April 2017

Hosted by Lord Empey OBE, IOE&IT Vice President.

This valuable networking event is open to all members of the Institute, realising that our members at all levels need to meet each other and learn from both peers and other disciplines.

With introductions facilitated by the IOE&IT Director General and Board of Trustee Directors, members will have an opportunity to meet and do business.



Expected attendance of 100-125 attendees.

See our [event sponsorship packages](#) below for more details

Exclusive Partner Price
£30,000

Graduation & Prize Giving Ceremony

24th May 2017

Mansion House, London

Graduates are invited to our prestigious Prize Giving and Graduation ceremony where they are formally awarded their certificate and Graduate Membership of the Institute.

The event is held at the Lord Mayor of London's residence, Mansion House, London. The perfect setting for this important event, its grandeur was designed to reflect the City of London's position as one of the world's leading financial and trading centres.

This prestigious occasion is held to show the Institute's appreciation of the dedication and commitment our students have put into their studies and to give them an opportunity to meet with fellow students, employers and dignitaries involved in international trade.

This is your opportunity to promote your company's brand to an audience of newly qualified international trade professionals.

Expected attendance of 180-200 including major stakeholders from the world of international trade.

See our [event sponsorship packages](#) below for more details



Exclusive Partner Price
£20,000



Queen's Awards Gala Dinner

27th September 2017

Royal Horseguards Hotel, London

A Queen's Award for Enterprise is probably the most prestigious accolade that a UK business can earn and each year we are honoured to be able to host a celebratory dinner for the winners of the International Trade category.

The winners are an inspiration to all UK businesses having demonstrated a substantial and sustained increase in export earnings over three consecutive 12-month periods, to a level which is outstanding for the products and services concerned, and for the size of the organisation.

This is your opportunity to enhance your company's brand through affiliation with the UK's top business awards.

The evening will include:

- A drinks reception and dinner
- Guest speakers to entertain you
- Speeches from our President and sponsors throughout

Expected attendance of 180-200 to include 20-25 Award Winners and key influencers from the world of international trade.

See our [event sponsorship packages](#) below for more details



Exclusive Partner Price
£25,000

World Trade Summit

October 2017, TBC, London

Our annual world trade summit brings together some of the most knowledgeable and influential speakers on the key issues that impact on international trade.

Designed to challenge and inspire all who attend, the summit will look at ways we can enhance the UK's export performance in a fast moving and dynamic global market.

Sponsorship of this event will give you the chance to position your brand alongside some of the UK's most respected thought leaders in the world of international trade.



The day will also include:

- Lunch and refreshments
- Drinks reception to finish the day with a special guest appearance from a UK Business Ambassador

Expected attendance: 100 +

See our [event sponsorship packages](#) below for more details

Exclusive Partner Price
£20,000

Members' Dinner

8th November 2017, One Great George Street, London

The Members' Dinner is a chance to kick back and celebrate all the year's great achievements and hard work with many companies using it as way to say 'thank you' to their staff for their efforts.

This event will highlight the success of the Institute of Export & International Trade and is both a celebration and a way to recognise its members' dedication to professionalism in international trade.

The dinner always provides an unparalleled opportunity to network with fellow international trade professionals in an enjoyable and less formal atmosphere.

Sponsoring this event is your chance to put your company's brand in front of some of the most dedicated and successful businesses in the international trade arena.

This prestigious event will include :

- Guest speakers to entertain you
- Speeches from our President and sponsors throughout the evening
- 5 awards to ensure recognition of members and member companies
- A drinks reception and 3 course dinner with wine

Expected attendance: 200

See our [event sponsorship packages](#) below for more details

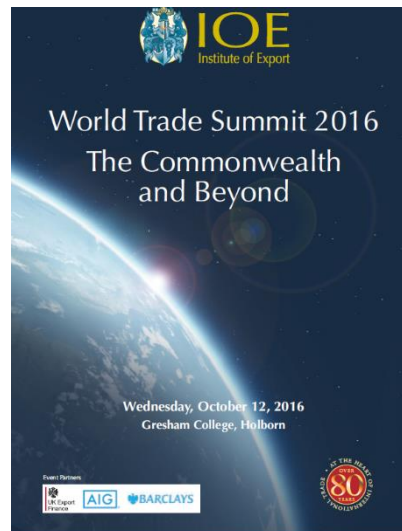


Exclusive Partner Price
£25,000

Event Sponsorship Packages

Align your brand with the UK's only professional membership body representing and supporting the interests of everyone involved in international trade, and enjoy an exclusive relationship with the IOE&IT and our wider membership.

Our team will work with you to create a **tailored** sponsorship package to meet your key business objectives and deliver valuable return on investment. Our packages are designed to give you brand exposure to the audiences that you want to do business with.



Speak to the team to discuss your requirements on +44 (0)1733 404400

Summary

2017 promises to be a year of uncertainty with Article 50 set to be triggered in March, starting the formal negotiations for Brexit. There has never been a greater need for the Institute to help guide exporters in the complex international trade environment.

We remain committed to representing our members' views while encouraging businesses to build competence and renewed confidence in trading around the world.

The Institute's series of post Brexit planning workshops are receiving positive feedback and clearly show the increased requirement for help from businesses when looking at the possible impact on their existing exports and imports and planning the next steps to take to spread their risks.

As one respondent from our recent post Brexit referendum survey stated:

“In the very near future companies are going to require more people with Import/Export knowledge to cope with changes that are going to happen.”

Mission Statement

Our mission remains to be the leading authority in all aspects of International Trade and with your continued support we can bring this to fruition in 2017.

Significant Developments for the IOE&IT in 2017

Chartered Status

The Institute is applying for a Royal Charter which will mean that we are the sole representative of the standards of professionalism in International Trade.



Investment in staff and services

We are investing approximately £250K in new staff and marketing to reach a wider audience of exporters and potential exporters.

New membership platform

Working with specialist software provider, YourMembership, to provide a fully integrated management system for managing members, events, communications and automating workflows. This will provide us with:

- New website restyled to reflect a more modern approach
- Fully integrated CRM & communications system
- SocialLink functionality creating stronger member engagement



Existing and new media

Sponsorship includes an extensive package of branding opportunities, media support and coverage our team at the IOE&IT will be working through the year with your team to ensure strong brand positioning and messaging throughout.

Full Media Pack :

- Croner Magazine: circulation 9,000 per month
- Freight Industry Times Magazine : circulation 7,500 bi monthly electronic
- IOE Doing Business Guides: 24 planned for 2017, each with a circulation of 100,000
- Open to Export: 25,000 visitors per month
- IOE&IT E-Newsletter: Monthly to all members and available online
- Fresh Business thinking: 120,000 visitors and views

Social Media coverage:

- Blogs : 10,500 average per month
- LinkedIn – posted on all activity and groups
- Twitter coverage - tweets before, during and after the events

Regular opportunity to feed into policy and committee work with Government through Corporate Membership

For more information and to discuss the sponsorship opportunities available to you call us on: **+44 (0)1733 404400**



Enhancing your export performance