

# MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

## **CHAIR**

Supply Chain Solutions  
Les Brand

## **COMMITTEE CHAIR**

U.S. Commercial Service  
Kendra Kuo

## **COMMITTEE MEMBERS**

Comerica Bank  
Scott Hibbard

EMO Trans, Inc.  
Daniel Brickley

Grand Valley State University's  
Van Andel Global Trade Center  
Sonja Johnson

Honigman LLP  
Angela Gamalski

JPMorgan  
Darin Blocker

Junior Achievement  
Chantal Hayes

LR International Inc.  
Paul Jarzombek

Michigan Department of Agriculture  
and Rural Development  
Elissa Mutschler

Michigan Economic Development  
Corporation  
Alyssa Tracey

Michigan Small Business  
Development Center  
Julie Oldham

Miller Canfield  
Christopher Gartman, Gregory Lewis

Plante Moran  
Robert Malmstadt, Joel Mitchell

Small Business Administration  
Romy Ancog

SoundOff Signal  
Steve von Dobschutz

tesa North America  
Brian Gill

The Economic Club of Grand Rapids  
Natalia Kovicak

The Right Place, Inc.  
Eric Icard

UPS  
Mickey Carolan

U.S. Commercial Service  
Jennifer Moll, Allie VanDriel

World Affairs Council of Western  
Michigan  
Michael Van Denend

November 20, 2024

Dear Prospective Sponsor:

We are excited to announce the **39th Michigan World Trade Week (WTW)** business conference, which supports the international growth of Michigan businesses. This event thrives thanks to leaders like you. As this year's Chair, I invite you to partner with Supply Chain Solutions, Inc. as an event sponsor.

Join us on **Wednesday, May 7, 2025**, for a day focused on "**Business Beyond Borders.**" Attendees can expect a dynamic afternoon filled with engaging breakout sessions covering a variety of relevant global trade topics.

By sponsoring Michigan World Trade Week, your organization has a unique opportunity to:

- Gain vital international business insights, with complimentary admission to the business conference for three staff or guests.
- Increase your visibility through event advertising, targeted social media campaigns, and logo placement on event program materials.
- Network with globally focused business leaders (attendance is expected to reach over 160 attendees.)
- Contribute to the future of Grand Rapids Public School students through our Student Global Awareness program, founded by Michigan World Trade Week, in collaboration with Junior Achievement.

**Sponsor registration is available now until March 21, 2025.** Register online to secure your spot in the event's full marketing campaign. For sponsorship levels, speaker details, and additional partner events with The Economic Club of Grand Rapids and The World Affairs Council of Western Michigan, please visit the event website: [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org).

You may contact either Kendra Kuo (616-481-9047, [Kendra.Kuo@trade.gov](mailto:Kendra.Kuo@trade.gov)) or Sonja Johnson (616-331-6811, [Sonja.Johnson@gvsu.edu](mailto:Sonja.Johnson@gvsu.edu)) if you have any questions.

We look forward to your support and seeing you at the conference!

Sincerely,

Les Brand, CEO, Supply Chain Solutions, Inc.  
2025 Michigan World Trade Week Chair

## 2025 Sponsorship Costs & Benefits

**BENEFITS:**

**Marketing Exposure for All Sponsors**

- Three (3) business conference event tickets
- Brand recognition on social media promotions
- Statewide e-mail marketing campaign to 6,000+ contacts
- Listing in targeted distributed event marketing
- Brand recognition on slides throughout the Michigan World Trade Week business conference
- Opportunity to share content from blog posts if it is related to the business conference
  - Requires committee approval for sharing on Michigan World Trade Week LinkedIn page
- Sponsor website will be linked from the WTW website: [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org)
- Excellent networking opportunities with globally focused businesses and community leaders

**COSTS:**

- \$1,000 for Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
  - \$700 for Exporters/Importers, Manufacturers, or Distributors
  - \$500 for Governmental, Non-Profit, or Educational Organizations
  - **Optional add on**, \$300 for a limited number of exhibitor tables at the conference, as space is available
- \*\*\*\*\*

Please submit sponsorship payment online at [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org)

or write a check payable to:

**GVSU - World Trade Week 2025 (WTW)**

C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

Note: Sponsorship registration will continue to be accepted to the date of event. However, to guarantee placement of name and logos in the complete marketing campaign, sponsorship payment must be received by close of business **March 21, 2025.**

### Just a Few of the Past World Trade Week Sponsors

|   |   |  |   |
|---|---|--|---|
| Amway<br>Aon Risk Services<br>Aquinas College<br>BDO USA, LLP<br>BISSELL, Inc.<br>Bluewater Hayes<br>Bulman Products, Inc.<br>Byrne Electrical<br>Calvin University<br>Cascade Engineering<br>Cherry Central<br>Comerica Bank<br>Crowe Horwath LLP<br>Davenport University<br>Detroit Regional Partnership<br>EMO Trans, Inc.<br>Ernst & Young<br>Euler Hermes<br>EXIM Bank | FedEx<br>Foster Swift Collins & Smith<br>GNS Automotive<br>Grand Rapids Area Chamber<br>Gerald R. Ford Museum<br>Grand Valley State University<br>HexArmor<br>HUB International<br>Huizenga Group<br>Huntington<br>Hutchinson<br>Hylant Group<br>IBT Online<br>International Risk Consultants<br>Irwin Seating Company<br>JPMorgan Chase<br>JSI Corporation<br>Junior Achievement | Knappe & Vogt<br>Kent Ottawa Muskegon Foreign<br>Trade Zone<br>Lakeshore Advantage<br>Landscape Forms<br>Linguistic<br>Louis Padnos<br>LR International<br>Magna<br>MDARD<br>Meijer<br>Michigan District Export Councils<br>MEDC<br>Michigan SBDC<br>Michigan State University/CIBER<br>Miller Canfield<br>Plante Moran PLLC<br>PNC Bank | SoundOff Signal<br>State Bar of Michigan -International<br>Law Section<br>Steelcase, Inc.<br>Supply Chain Solutions<br>RoMan Manufacturing<br>The Economic Club of Grand Rapids<br>The Right Place, Inc.<br>Trade Acceptance Group, Ltd.<br>U.S. Commercial Service<br>Universal Forest Products<br>UPS<br>Van Andel Global Trade Center<br>Warner Norcross & Judd LLP<br>Wolverine Worldwide, Inc.<br>World Affairs Council of Western<br>Michigan |
|---|---|--|---|