



**TRADE NORTH AMERICA:  
Export Opportunities Right Next Door**

**Invitation to Prospective Presenters/Sponsors**

**TRADE NORTH AMERICA  
Export Opportunities Right Next Door**

**Detroit Marriott Renaissance Center  
Detroit, Michigan  
September 9-10, 2009**

**SUBMISSION DEADLINE:  
5:00pm March 16, 2009  
Notification of Selection: March 31, 2009**

**PROPOSALS MAY BE E-MAILED OR DELIVERED VIA CD  
(W/A HARD COPY) TO:  
Jennifer Moll, Trade Specialist  
Jennifer.Moll@mail.doc.gov  
U.S. Department of Commerce  
U.S. Export Assistance Center  
8109 E. Jefferson Avenue, Suite 110  
Detroit, MI 48214**



## TRADE NORTH AMERICA: Export Opportunities Right Next Door

### ***Sponsorship Opportunities***

Canada and Mexico are the United States' largest trading partners and are both dynamic markets. Are you looking for a way to leverage your marketing and client development resources to reach clients with a significant interest in Canada and Mexico? The U.S. Commercial Service, a part of the U.S. Department of Commerce, can help you showcase your firm's services or products through a unique sponsorship opportunity.

In partnership with private industry's most experienced NAFTA experts, the U.S. Commercial Service is tapping its "A" team of Canada/Mexico experts to bring you a true business conference on the North American market – *Trade North America: Export Opportunities Right Next Door*. Your company will enjoy: the opportunity to network with high-level Government and business representatives; a potential speaking platform; and, an exhibit venue.

We are organizing this conference to provide U.S. businesses with value-added information designed to help them succeed in Canada and Mexico. We will feature our Canada and Mexico based Commercial Attachés working on business development for U.S. firms, our Canadian and Mexican-national industry experts, and select private industry NAFTA business leaders.

For further information about sponsorship opportunities and to see a preliminary agenda, please visit the Conference website at [www.tradenorthamerica.com](http://www.tradenorthamerica.com).

### ***Target Audience***

Scheduled to take place September 9-10, 2009 at the Detroit Marriott Renaissance Center, *Trade North America* will have attendees ranging from large multinational corporations (MNCs) to small and medium enterprises (SMEs) with niche products and services ripe for the burgeoning markets of Canada and Mexico. We anticipate attendance in the 100s for this event, representing all major industries. We are marketing this event nationally through our 106 Commercial Service offices in the United States.

### ***Conference Themes and Call for Session Presentations***

Conference Themes:

- *The Basics of Doing Business in Canada and Mexico*
- *Sectoral Opportunities in the Canadian and Mexican Markets (examples: automotive, biotech, environmental, medical, plastics, ports)*
- *Finding and Managing Relationships with Distributors in Canada and Mexico*
- *Protection of Intellectual Property*
- *The Ins and Outs of Customs*
- *Standards and Regulations*
- *You Tell Us*

Presentation Format

Concurrent sessions are designed to address the conference themes in a large group setting. Presenters choose the instructional method which best suits the presentation's objectives and content. The concurrent sessions will be limited to seventy-five minute presentations that may take the form of a panel discussion or an individual presentation. We ask that presenters be available for questions immediately following their concurrent session.



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### *Conference Schedule and Registration*

To achieve a balanced conference program, the U.S. Commercial Service will determine the times of concurrent session presentations. All sessions will be held on Wednesday, September 9 and Thursday, September 10, 2009. The U.S. Commercial Service does not provide honoraria for presentations at the Conference. Presenters must cover all of their individual travel and registration expenses.

Upon selection, we will contact you for biographical information, your photo and your audio visual requirements. We ask that you have this information available no later than July 15, 2009.

### *Instructions for Completing a Proposal*

- **Complete the attached Concurrent Session Proposal Form. All submissions must be provided electronically in Word for Windows, or saved in that format if using another word processing program.** Please follow the order as it is listed on the form, and use text no smaller than 12-point type. Complete all items and number them accordingly on your proposal.
- During the selection process, the Commercial Service reserves the right to request references and/or credentials related to current employment status and to prior speaking engagements. You must have experience presenting to a professional conference or making a major business presentation to a large group in order to be considered for this conference.
- Upon selection, presenters may be asked to sign their proposal.

### *Review and Notification Information*

- Proposals received after 5:00 pm on March 16, 2009 and/or incomplete proposals will not be considered.
- Upon request, the U.S. Commercial Service Detroit will acknowledge receipt of proposals.
- The Commercial Service will notify all those submitting proposals by March 31, 2009.
- Presentations are accepted based on proposals as submitted. Presenters, session titles, and content are expected to correspond to the proposal. The Commercial Service must approve any speaker substitutions, deletions, or additions.

### *Selection Criteria*

Final selection will be based the following:

- ◇ Contribution of the content to a diverse and well-balanced conference.
- ◇ Clear and concise description of content.
- ◇ Well-defined focus.
- ◇ Relevance of presenter's knowledge and expertise to the proposal.
- ◇ Satisfaction of submission guidelines.

Attachment: Concurrent Session Proposal Form



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## 2009 TRADE NORTH AMERICA BUSINESS CONFERENCE

September 9-10, 2009

Detroit Marriott Renaissance Center  
Detroit, Michigan

### CONCURRENT SESSION PROPOSAL FORM

[www.tradenorthamerica.com](http://www.tradenorthamerica.com)

1. **PRESENTATION TITLE:** Please limit to 10 words (Please do not use all capitals. Please do not use any abbreviations, acronyms, or trademarks) \_\_\_\_\_

2. Please provide the following information for each presenter. No abbreviations, please. For additional presenters, attach a separate list.

Presenter	Presenter
Name	Name
Job Title	Job Title
Organization	Organization
Address	Address
City/State/Province	City/State/Province
Zip/Postal Code/Country	Zip/Postal Code/Country
Telephone Number and Fax Number (Include country and city or area code.)	Telephone Number and Fax Number (Include country and city or area code.)
e-mail Address	e-mail Address

3. For which *Conference Theme(s)* is this proposal submitted? \_\_\_\_\_

4. Categorize your session: What kind of background experience or prior knowledge should the participants have when attending this session? Check only one.

- Introductory: little background knowledge or experience.
- Intermediate: prior knowledge of the concepts and issues surrounding the topic.
- Advanced: considerable prior knowledge of and experience with the topic.

5. Please provide a summary of major points to be covered in 12 point type (no more than 100 words, please). If your presentation is selected, we may request additional information. The Commercial Service reserves the right to edit all summaries, as well as the right to reprint submissions.

**PROPOSALS CAN BE E-MAILED OR DELIVERED VIA CD (W/A HARD COPY)**

**BY 5PM MARCH 16 TO:**

**Jennifer Moll, Trade Specialist, Jennifer.Moll@mail.doc.gov**

U.S. Department of Commerce, U.S. Export Assistance Center

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