



**WORLD TRADE CENTER®  
DENVER**

## 53rd Annual **WORLD TRADE DAY**

**May 21, 2026 - Hyatt Regency, Denver**

# ***A New Era in Trade - Is Globalization Changing for the Better?***

A [Call for Speakers](#) is now in place until January 31, 2026. Speakers are invited to discuss a range of topics relevant to this year's theme or international trade and global business in general, including the impact of global trade on the Rocky Mountain Region, strategies for launching and growing a global business, risk mitigation, overcoming current global challenges, and leveraging emerging technologies to enhance transparency and efficiency in global operations.

Proposed Topics May Include:

- New Trade Deals or Alliances
- Regional Trade's Prominence
- Technology and AI in Trade
- China's Role in the Next Era
- Highlighting New Geographic Opportunities
- Tariff Mitigating Strategies
- Trade Compliance Taking On New Complications
- The Impact of A New Era in Trade on Colorado and the Region

# **Sponsorship Proposal**



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# Introduction

**53 Years of Connections, One Global Celebration:** Join us for **World Trade Day presented by United Airlines on May 21, 2026**, and experience the heart of Colorado's global business network! This Conference has become the largest World Trade Day event in the nation.

For over half a century, this conference serves as the premier connector for international trade in the Rocky Mountain region. Now, we invite you to be part of the **53rd World Trade Day presented by United Airlines**.

This renowned gathering brings together **700+ global business professionals** for a day of **powerful insights, dynamic engagement, and invaluable connections**. As a sponsor, you'll gain exclusive access to this thriving professional landscape, fostering new partnerships and propelling your business onto the international stage.

This year's theme: **A New Era in Trade - Is Globalization Changing for the Better?** will uncover topics top of mind like ever-changing tariffs and non-tariff barriers, trade with regions and allies, new deals, forced labor in the supply chain; technology and AI's influence on trade, corruption; corporate social responsibility, and more.

Whether you're seeking **expansion opportunities, executive connections, or simply to immerse yourself in the vibrant world of global trade**, this event offers the perfect platform.

Join us, become a sponsor, and celebrate 53 years of connections culminating in one extraordinary global celebration.



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# About the Event

## Highlights

- Corporate Expo
- Keynote Address and Luncheon
- Breakout Sessions
- B2B Meeting Opportunities
- Peer-to-Peer Networking
- Governor's Excellence in Exporting Award
- International Reception

## Past Keynote Speakers

*Penny Naas, German Marshall Fund; Ambassador Jayme White, U.S. Deputy Trade Rep; Thomas Whayne, Maxar; Jonathan Kallmer of Zoom Video Communications; Noah Raford, Dubai Future Foundation; Dr. Parag Khanna, author, founder of Future Map; Jake Jabs of American Furniture Warehouse; Madeleine Albright, 64th U.S. Secretary of State*

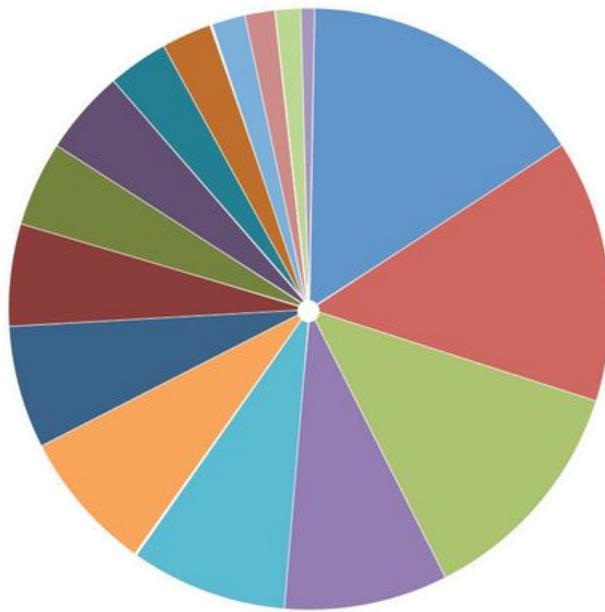


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# About the Attendees

## Attendees by Sector



- Education
- Legal Business Services
- Financial
- Government
- Manufacturer
- Chamber/Non-Profit
- Transport
- Other
- IT
- Consular Corps
- Agriculture
- Engineering
- Bioscience
- Mining
- Importers
- Aerospace

**Attracts trade enthusiasts from the Rocky Mountain region, the U.S. and the World.**

**Attendees include:**

- **C-Level Executives of global businesses from every industry**
- **VPs or Directors of Supply Chain & Logistics, Trade Compliance, Business Development, and Finance from international businesses;**
- **Government Officials and visiting international business delegates**
- **Young professionals seeking careers in global business.**



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# Sponsorship Benefits

## Increase Exposure

Be in front of 700-800+ global business executives and trade professionals

Spotlight your company as the expert resource for global trade professionals

## Support Global Trade

Showcase your company's global reach

Highlight the importance of global trade for the economy

Inspire small and medium-sized businesses

## Access to Global Professionals

Reach Global Professionals who are up on the latest insights into international trade

Find global talent

Build lasting connections



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# What Sponsors are Saying About World Trade Day

*If your company is involved in international trade, or thinking about international trade, I highly recommend attending World Trade Day. This is a day filled with talks and educational sessions about international trade. Our company has attended World Trade Day for the last several years and we have also exhibited at the event. It's the premier event in the greater Denver area that highlights world trade. It's highly educational and a great spot for networking with other international trade minded colleagues.*

*Brad Whittle, President, Gallagher Transport Int'l, Inc.*

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*"World Trade Day is a great event to learn about current issues that impact international trade, make connections and for us as a sponsor,"*

*Stephanie Garnica, Director Global Business Development  
Denver Economic Development & Opportunity*

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*"World Trade Day is an enriching experience; combining thought-provoking conference discussions, engaging keynote speakers and excellent networking opportunities. The World Trade Center Denver team is outstanding in their organization of the event, both in content and logistics. In addition to the wealth of great information learned, we've recruited several high quality members of our organization through connections made at WTD. This is an invaluable event we ensure never to miss!"*

*Aaron Raml, Director, Global Service, Leprino Foods*



# Sponsorship Levels

## 53<sup>nd</sup> Annual World Trade Day

May 21, 2026 | Hyatt Regency Denver

World Trade Day is the largest international trade and investment conference in the Rocky Mountain Region, with an expected 700+ attendees. Experience the World Trade Center's global network and learn of global trade opportunities, discover best practices in mitigating risk and leverage the latest technology, tools and strategies to boost your global operations. This year's theme is "**A New Era in Trade: Is Globalization Changing for the Better?**"

Sponsors can look forward to our global expo, which is always a highlight of this conference.

For more details, visit: <https://wtcdenver.org/world-trade-day-denver/>

| <br><b>WORLD TRADE CENTER<sup>®</sup></b><br>DENVER<br>Mile High and Worldwide | Presenting<br>Sponsor<br>(Exclusive)<br><b>\$50,000</b> | Keynote<br>Sponsors<br>(3)<br><b>\$20,000</b> | Reception<br>Sponsors<br><b>\$15,000</b> | Specialty<br>Sponsors<br><b>\$10,000</b> | Premier<br>Sponsors<br><b>\$6,000</b> | Corporate<br>Sponsors<br><b>\$4,000</b> | Lunch Table<br><b>\$2,500</b> |
|---|---|---|--|--|---------------------------------------|---|-------------------------------|
| Right to use World Trade Center Denver logo, event name, and marketing materials  | 3 tables  | 2 tables                                      | 1.5 tables                               | 1 table                                  | 1 table                               | Partial table                           | Partial table                 |
| Luncheon Table Signage  |   |   |  |  |                                       |   |                               |
| Pre-event promotion (website, social media, marketing materials) 15,000 followers   | •   | •   | •  | •  | •                                     | •                                       |                               |
| Company logo to appear in all print and electronic marketing  |   |   |  |  |                                       |   |                               |
| Conference tickets  | 30  | 20  | 15                                       | 10                                       | 10                                    | 8                                       | 6                             |
| Advertising - Digitally and/or in Printed Program   | Y   | Y   | Y  | Y  | Y                                     | Logo                                    | Listing                       |
| Verbal Acknowledgement  | •   | •   | •  | •  | •                                     | •                                       |                               |
| Expo Table  | •   | •   | •  | •  | •                                     | •                                       |                               |
| Video sponsor, Hybrid Virtual sponsor, Breakfast sponsor, Coffee sponsor, Snack Sponsor, Book Sponsor, etc.   | •   | •   | •  | •  |                                       |   |                               |
| Introductory Remarks to Address Conference Participants   | Assembly, Reception and Breakout                        | Assembly and Breakout                         | Reception                                | Breakout                                 | Breakout                              |   |                               |
| Naming Rights   | Assembly  | Assembly                                      | Expo Hall                                | Specialty                                |                                       |   |                               |
| Full Participant Contact List of Conference Attendees   | •   |   |  |  |                                       |   |                               |

For more information about sponsorship opportunities, please contact: Karen Gerwitz  
at 303.592.5363 or [Karen.Gerwitz@wtcdenver.org](mailto:Karen.Gerwitz@wtcdenver.org).

# About World Trade Center Denver

**Unleash Colorado's Global Potential:** World Trade Center Denver isn't just a network, it's a launchpad. We ignite the international ambitions of Colorado companies, propelling them onto the global stage.

As part of the World Trade Centers Association, a vibrant network spanning 300+ locations in 100+ countries, we connect you to a world of opportunity. We're not simply about exports and imports, we're about forging transformative partnerships that bring prosperity back to our state and neighborhoods.

Imagine building bridges between Colorado's brilliant minds and the world's thriving markets. Picture your business scaling new heights, fueled by strategic connections and expert guidance. That's the power of World Trade Center Denver.

Join us, and let's build a brighter future, one global connection at a time. Trade matters. For Colorado. For you.



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# Thank you again to our 2025 Sponsors!

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## Contact:

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303-592-5363

*Thank you for your consideration in sponsoring*

*the 53rd Anniversary of World Trade Day!*



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