

Keynote Speaker
President Bill Clinton



Sponsor/Exhibitor
Prospectus



summit
Community. Collaboration. Commerce.

**A U.S.-Arab
New Business Exchange**

Monday, October 7, 2013 / Union League Club / New York, New York

Join Industry Leaders at the C³ Summit



The C³ Summit is an exclusive event dedicated to building new relationships, fostering existing partnerships and exchanging best practices between the United States and the Middle East by building a cohesive, global community through collaboration and international commerce.

The three tenets of the C³ Summit revolve around our vision to build, foster and strengthen relationships between United States and Middle East businesses, policy makers and civil society through economic, cultural and social initiatives:



COMMUNITY

Create a global platform for exchanging “best practices”



COLLABORATION

Promote dialogue and grow existing relationships



COMMERCE

Facilitate new ventures and opportunities

Now is the time to establish and grow your business – and C³ will provide you the knowledge on how best to navigate and to reap the benefits of the Arab region’s ample economic and trade opportunities.

Why Attend C³?

What You Missed at C³ Summit 2012

On September 13-14, 2012, the inaugural C³ Summit was held in New York City. As a first time conference, it was a huge success. Highlights included:

- 300 domestic and international corporations
- 25 news organizations
- 400 senior business executives attended, including Chairmen, CEOs, CFOs, COOs, Presidents, Managing Directors, Ambassadors and Ministers of Government
- 35 countries participated, including 10 Arab nations
- 19 corporate sponsors supported the event
- Audience attendance was 80% U.S. and 20% non-U.S.



C³ Summit 2013 Will Drive Critical Business Dialogue



In partnership with the Commercial Service arm of the Department of Commerce (DOC) the 2013 C³ Summit will launch the **American Business & Education Pavilion**. With a focus on helping U.S. businesses increase exports to new markets in the Middle East, the American Business & Education Pavilion will continue to bring together the largest and most significant gathering of buyers from the Middle East who are interested in working with companies from the United States. This invitation-only, business-to-business pavilion is exclusively designed to facilitate critical business introductions while providing an ideal platform for developing new business opportunities.

Additionally, the 2013 C³ Summit plenary sessions will play host to decision makers responsible for effecting and shaping social, political and business practices on the global stage. Capitalizing on the success of the C³ Summit 2012, the centerpiece of this year's event will be another comprehensive program showcasing new developments in commerce, education, and entrepreneurial empowerment. Panel discussions will offer in-depth, global market analysis and business recommendations from reputable, leading companies, industry leaders, and thought leaders in all sectors of commerce.

Benefits of Sponsorship

Expand Your Global Presence

- Identify profitable investment and growth opportunities
- Strengthen business partnerships and civil society relationships
- Learn key regional success factors and share best practices
- Network with potential business partners and service providers
- Increase your business by supporting transitional and growing economies

Senior Level Executive Audience

We expect a plenary audience of 400 senior level executives from companies doing (or planning to conduct) business in the Middle East and up to 100 DOC Commercial Service invited prospects attending C³ Summit 2013 for the explicit purpose of increasing commerce and trade with the United States. Attendees include C Level executives from both corporate and government sectors.

Meet with Leaders From the Following Industries

- Oil & Gas
- Alternative Energy (Wind & Solar)
- Infrastructure (Desalination, Power Generation, Transportation, Housing)
- Finance, Asset Management, Legal & Insurance
- Real Estate, Construction & Development
- Media & Entertainment
- Technology, Defense & Security (Homeland, Food)
- Healthcare
- Education
- Fashion
- Hospitality
- Arts & Culture

U.S. Department of Commerce Commercial Service to Facilitate New Business Leads Through the American Business & Education Pavilion



With the support and cooperation of the U.S. Department of Commerce and Commercial Service, their international trade and promotion arm, the 2013 C³ Summit will facilitate new business introductions from the Middle East for any C³ sponsor or exhibitor. The C³ Summit's partnership with this government entity provides each **American Business & Education Pavilion** exhibitor and each sponsor to fill out a customer profile that the DOC Commercial Service unit will use to facilitate introductions to qualified buyers from the Middle East interested in doing business with you.

Anticipated Highlights of the C³ Summit 2013

Speaker Highlights*

- **President Bill Clinton** will deliver the Keynote Address for the second year



- **Partial Listing of Speakers**

- » **Jaloul Ayed**, *Minister of Finance of Tunisia in 2011*
- » **Joseph Brand**, *Partner, Patton Boggs LLP*
- » **Ron Bruder**, *Founder of EFE (selected as one of Time's 100 most influential people in the world)*
- » **Miroslav Dusek**, *Director, Head of Middle East and North Africa World Economic Forum*
- » **Jane Garvey**, *North American Chairman of Meridiam Infrastructure and former Administrator of the U.S. Federal Aviation Administration*
- » **Marc Ginsberg**, *Former U.S. Ambassador to Morocco*
- » **Lorraine Hariton**, *Commercial and Business Affairs, U.S. Department of State*
- » **Gary Shapiro**, *CEO of the Consumer Electronics Association*
- » **Chase Untermeyer**, *Former U.S. Ambassador to Qatar*
- » **Frank Wisner**, *Partner, Patton Boggs, Former U.S. Ambassador to Egypt, Zambia, India, Philippines*

* *Speakers subject to change*

Agenda Highlights*

The C³ Summit 2013 agenda will have a discovery-based focus on “*Why*” *Commerce, Community, and Collaboration* (the three Cs) are critical between the United States and the Middle East:

7:30 a.m. – 8:30 a.m.

Registration/Breakfast Buffet/
Networking Introductions

8:30 a.m. – 9:00 a.m.

Opening Remarks

9:00 a.m. – 10:00 a.m.

President Clinton Keynote

10:10 a.m. – 11:10 a.m.

Why Cross-Border/International Commerce
Helps to Develop Healthcare Solutions
Through Food and Water Security

11:20 a.m. – 12:20 p.m.

Why Daily Life, Economic Vitality and Global
Security Depend on a Stable, Safe, and
Resilient Cyberspace

12:20 p.m. – 1:30 p.m.

Luncheon Buffet/Networking Break

1:30 p.m. – 2:30 p.m.

Why U.S.-Arab Corporate Cooperation and
Economic Initiatives Help Impact Regional
Relations in the Middle East

2:40 p.m. – 3:40 p.m.

Why U.S. Trade Exports and Infrastructure
can Help MENA Realize the Full Benefits
of Globalization

3:40 p.m. – 4:40 p.m.

Why the Exchange of U.S. Knowledge
Transfer and Arab Financial Support
Helps to Create the New Social
Paradigm for Education, Healthcare and
Entrepreneurial Empowerment

4:40 p.m. – 5:00 p.m.

Closing Comments

5:00 p.m. – 6:30 p.m.

Gala Cocktail/Networking Reception

* *Agenda subject to change*

C³ 2013 Sponsorship Opportunities

SUMMIT Naming Title and President Clinton Moderator

(1 available at \$250,000)

- Receive up to 5 new business introductions from the DOC CS
- Naming Rights to the C³ Summit 2013
- Company representative is the exclusive on-stage moderator for the Q&A session with President Clinton
- 15 photo opportunities with President Clinton (to be selected by Sponsor)
- Panel moderator or speaker slot
- Dominant logo position visible during all C³ Summit 2013 panel sessions and photo opportunities with President Clinton
- Name tag branding with company logo
- Registration desk branding
- Luncheon table top displays with company logo
- 1 Corporate Suite
- 1 Lincoln Library exhibit space in the DOC CS American Business & Education Pavilion
- Registration gift (branded with company logo and supplied by sponsor)
- 15 complimentary guest passes (\$250 value each)
- Front cover branding on C³ Summit 2013 folder and white paper insert
- Website branding on home page with link to corporate website

PEAK Sponsorship Package

(1 available at \$75,000)

- Receive up to 5 new business introductions from the DOC CS
- Panel moderator or speaker slot
- 1 Lincoln Library exhibit space in the DOC CS American Business & Education Pavilion
- Name tag branding with company logo
- Luncheon table top displays with company logo
- 5 photo opportunities with President Clinton (to be selected by Sponsor)
- Registration gift (branded with company logo and supplied by sponsor)
- Back cover branding on C³ Summit 2013 folder and white paper insert
- 5 complimentary guest passes (\$250 value each)
- Website branding on home page with link to corporate website

C³ 2013 Sponsorship Opportunities (continued)

PLATEAU Sponsorship Package

(Limited – \$25,000 each)

- Receive up to 5 new business introductions from the DOC CS
- Panel moderator or speaker slot
- Backdrop logo in the Plateau Panel visible during all C³ Summit 2013 panel sessions
- 1 photo opportunity with President Clinton (to be selected by Sponsor)
- Inside left-front pocket flap branding on C³ Summit 2013 folder and white paper insert
- Company logo on Plateau Sponsor Logo Wall in Reception area
- Registration gift (branded with company logo and supplied by sponsor)
- 2 complimentary guest passes (\$250 value each)
- Website branding on home page with link to corporate website

FOOTHILLS Sponsorship Package

(Limited – \$20,000 each)

- Receive up to 5 new business introductions from the DOC CS
- Panel moderator or speaker slot
- Backdrop Logo in the Foothills Panel visible during all C³ Summit 2013 panel sessions
- Inside right-front pocket flap branding on C³ Summit 2013 folder and white paper insert
- Company logo on Foothills Sponsor Logo Wall in Reception area
- Registration gift (branded with company logo and supplied by sponsor)
- 1 complimentary guest pass (\$250 value)
- Website branding on home page with link to corporate website



C³ 2013 Sponsorship Opportunities (continued)

	SUMMIT \$250,000	PEAK \$75,000	PLATEAU \$25,000	FOOTHILLS \$20,000
"New Prospect" Introductions from the DOC CS	Up to 5	Up to 5	Up to 5	Up to 5
Photo Opportunities with President Clinton	15	5	1	0
Backdrop Logo	Dominant logo position visible during all C ³ Summit 2013 panel sessions and photo opportunities with President Clinton	Secondary logo position visible during all C ³ Summit 2013 panel sessions and photo opportunities with President Clinton	Backdrop logo in the Plateau Panel visible during all C ³ Summit 2013 panel sessions	Backdrop Logo in the Foothills Panel visible during all C ³ Summit 2013 panel sessions
Name Tag Branding with Logo	Yes	Yes	No	No
Summit Folder Branding	Front Cover	Back Cover	Left Front Pocket	Right Front Pocket
White Paper Branding	Yes	Yes	Yes	Yes
Guest Passes	15	5	2	1
Registration Gift	Yes	Yes	Yes	Yes
Website Branding	Home Page	Home Page	Sponsor Page	Sponsor Page
Corporate Branding	Registration Desk			
Table Top Displays (luncheon)	Table Top Displays (luncheon)	Sponsor Wall (Reception Area)	Sponsor Wall (Reception Area)	
Executive Suites	1	0	0	0
Lincoln Library Exhibit Space in the DOC CS American Business & Education Pavilion	1	1	0	0

C³ 2013 Sponsorship Opportunities (continued)

Breakfast Buffet Reception Sponsorship – Morning of October 7

(Limited – \$5,000 each)

- Company logo branding on Buffet Reception Welcome Banner
- Company logo in food-serving areas
- Appreciation gift for attendees (supplied by sponsor)

Luncheon Buffet Reception Sponsorship – Mid-day of October 7

(Limited – \$10,000 each)

- Company logo branding on luncheon reception welcome banner
- Company logo on website sponsorship pages
- Company logo in food serving areas
- Appreciation gift for attendees (supplied by sponsor)

Networking Reception Sponsorship – Evening of October 7

(Limited – \$12,000 each)

- Reception-specific name tags with sponsor company branding
- Company logo branding on networking reception banner
- Company logo in bar area and hors d'oeuvres food serving areas
- Appreciation gift for attendees in Goodie Bag (supplied by sponsor)
- Website branding on sponsor page with link to corporate website

Private Corporate Executive Suite

(1 available at \$10,000 – SOLD!)

- The exclusive Grant/Cabinet Executive Suite – very large, suitable for exhibit space and separate/private meeting area
- Complimentary coffee, tea and cookies
- A-la-carte catering services available at sponsor's expense
- Ideal for evening Hospitality Suite Function October 7 (refreshments at sponsor's expense)

Private Corporate Suites

(4 available at \$5,000 each – 2 SOLD!)

- Suites: the Bates, Blair, Chase, Seward at the Union League Club
- Suites are on the Third Floor Mezzanine Level
- Ideal for private business meetings, all day and evening
- Complimentary coffee, tea and cookies
- A-la-carte catering services available at sponsor's expense

NOTE: *If needed, there are individual guest/conference rooms that can be made available for an additional cost (separate from the 4 Corporate Suites). "Outside" meeting accommodations can be made at your own expense should space not be available.*

DOC Commercial Service American Business & Education Pavilion

C³ Summit 2013 will operate and promote two exhibit areas supported by the U.S. Department of Commerce (DOC) Commercial Service, the international trade promotion arm of the DOC. Available opportunities are listed below:

Lincoln Library Pavilion Tables

(Limited – \$3,000 each)

- Receive up to 5 new business introductions from the DOC CS
- Located adjacent to C³ Summit 2013 meeting room in Lincoln Hall
- All coffee breaks will be scheduled in this exhibition area to draw attendee traffic
- Standard display table 6' x 30" x 30" including drapery



Main Lounge Pavilion Tables

(Limited – \$2,500 each)

- Receive up to 5 new business introductions from the DOC CS
- Located on first floor with Registration Desk, Breakfast Buffet and Networking Reception
- Adjacent to elevators
- Standard display table 6' x 30" x 30" including drapery

These exhibits will get constant traffic all day long, because:

- The Breakfast Buffet Reception will be held in this area from 8:00 a.m. – 10:00 a.m.
- Registration will be held in this area from 8:00 a.m. – 3:00 p.m.
- The Networking Reception will be held in this area from 5:00 p.m. – 7:00 p.m. (includes bar and hors d'oeuvres)