17-19, JUNE 2019 SYDNEY, NSW, AUSTRALIA

HYATT REGENCY SYDNEY









SPONSORSHIP OPPORTUNITIES





Dear Valued Partner,

We're delighted to offer your organization full exposure to the global executives and investors attending the 16th annual World Forum for Foreign Direct Investment, giving you the opportunity to showcase your location, products and expertise to global business leaders and prospective investors.

In 2019, we're thrilled to bring the World Forum for FDI to Australia for the first time, where we expect the allure of Sydney to attract record-level participants from ASEAN and the world.

We expect our largest turnout ever for this year's Forum, and we're including sessions on the industry's hottest topics, visionary keynotes and expanded networking opportunities. The 2019 World Forum for FDI is a sponsorship opportunity you can't miss!

We look forward to welcoming you to this historic event.

Adam Jones-Kelley

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President Conway, Inc.

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- 8 Agenda Snapshot
- 9 Tiers & Pricing
- 10 Sponsorship Opportunities
- 10 : Tier One
- 16 Tier Two
- 22 Tier Three
- 28 Additional Sponsorship
- **34** Advertising Sponsorships
- **37** Sponsorships At-A-Glance

TABLE OF CONTENTS





WHY YOU CAN'T AFFORD TO MISS THE 2019 WORLD FORUM FOR FDI

The World Forum for FDI brings together expanding companies, intermediaries, investment promotion agencies and service providers from across the globe to network and forge long-lasting relationships. Inspiration and business intelligence straight from the most successful leaders and visionaries in the industry. This is THE leading FDI Forum in the world.

2019 SPONSOR BENEFITS

No other event brings together as many FDI professionals to discuss the future of corporate expansion and investment.

Increase your Business Revenue by Engaging in these Opportunities

- Highlight your organization or location on a world stage.
- Build investor confidence in your organization or location.
- Display your logo on collateral, including website and signage.
- Drive more traffic: morning and afternoon networking breaks strategically located within the exhibition area.
- Learn skills and methods that deliver real, attributable revenue results.
- Experience innovative sessions with world-renowned speakers and business leaders.
- Build your network with exclusive networking receptions at first-class venues.
- Stand out with easily identifiable sponsor-specific name badges.

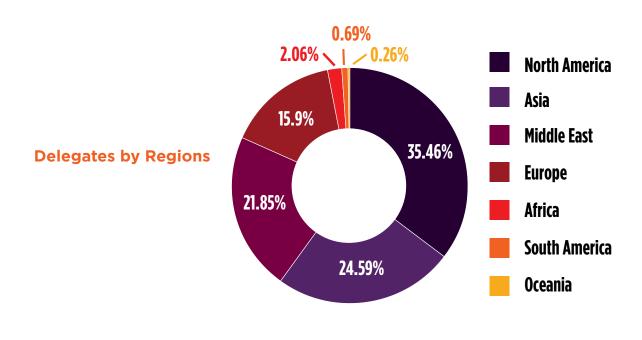
The World Forum is a first-class event. I found the presentations very interesting and made useful contacts!"

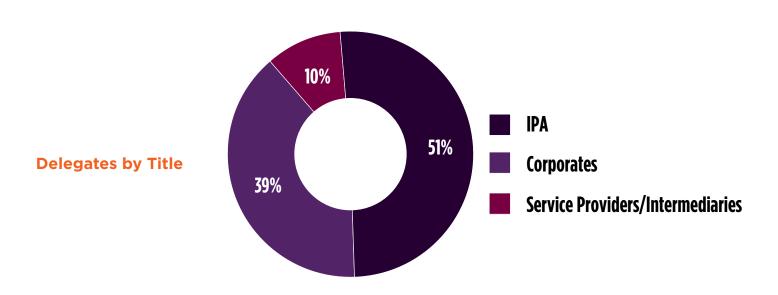
- Londa Brady, Senior Director Corporate Real Estate, Convergys



DEMOGRAPHICS

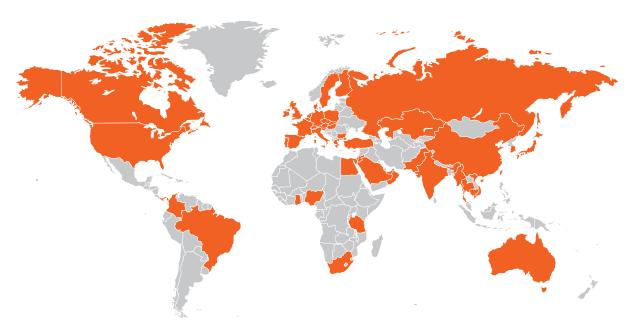
Top business leaders, chief executives and decision-makers from internationally expanding companies come to hear and discuss the latest news and trends in corporate investment strategy and expansion opportunities.













AGENDA

MONDAY, 17 JUNE

- Registration Open
- Exhibition Area Setup
- FDI Training Seminar
- Welcome Reception

TUESDAY, 18 JUNE

- Breakfast & Dedicated Exhibition Area Time
- Full Day Of Sessions Featuring Keynotes & Panel Discussions
- Morning Break & Dedicated Exhibition Area Time
- Lunch & Dedicated Exhibition Area Time
- Afternoon Break & Dedicated Exhibition Area Time
- Own The Night Reception

WEDNESDAY, 19 JUNE

- Breakfast & Dedicated Exhibition Area Time
- Full Day of Sessions Featuring Keynotes & Panel Discussions
- Morning Break & Dedicated Exhibition Area Time
- Lunch & Dedicated Exhibition Area Time
- Afternoon Break & Dedicated Exhibition Area Time
- Exhibition Area Tear Down
- Own The Night Reception

SUBJECT TO ADJUSTMENTS



TIERS AND PRICING

TIER ONE **SPONSORSHIPS**

DIAMOND

INVESTMENT - \$75,000

PLATINUM "CHINA NIGHT" SOLD

INVESTMENT - \$75,000

GOLD

INVESTMENT - \$55,000

SILVER SOLD

INVESTMENT - \$35,000

TIER TWO **SPONSORSHIPS**

BREAKFAST

INVESTMENT - \$30,000

COUNTRY/CORPORATE PROFILE

INVESTMENT - \$25,000

WELCOME RECEPTION (WINE)

INVESTMENT - \$25,000

WELCOME RECEPTION (F&B AND DÉCOR)

INVESTMENT - \$25,000

TIER THREE **SPONSORSHIPS**

•	ROOM DROP	INVESTMENT - \$15,000
•	SUSTAINABILITY	INVESTMENT - \$12,000
•	EXHIBIT SPACE	INVESTMENT - \$12,000

EXHIBIT SPACE

ADDITIONAL SPONSORSHIPS

•	HOTEL KEYCARDS/SLEEVES		\$9,000
•	DELEGATE BACKPACK SOLD		\$8,800
•	SPLASH PAGE & ROTATING		
	BANNER ON MOBILE APP		\$7,000
•	UNIQUE BRANDED SIGNAGE		\$6,000
•	ROTATING BANNER ON MOBILE A	APP	\$5,000
•	WI-FI ACCESS CARD		\$4,200
•	SWAG BAG ITEMS	PRICING	VARIES

ADVERTISING **SPONSORSHIPS**

DELEGATE HANDBOOK ADVERTISING

•	BACK COVER	\$8,000
•	CENTER SPREAD	\$6,000
•	INSIDE BACK COVER SPREAD	\$6,000
•	FULL PAGE AD	\$5,000



Investment: **\$75,000**

ONE (1) Available

The Diamond Sponsorship is the EXCLUSIVE opportunity for you to "Own the Night" and design your perfect reception on the evening of the first full day, Tuesday, 18 June. This is your chance to maximize brand awareness by creating a memorable night that attendees will never forget! You're encouraged to feature your local cuisine, cultural entertainment and decor that will transport attendees to your destination without ever stepping foot on a plane.

This package includes:

Offerings:

- Exclusive sponsorship of the official World Forum for FDI opening reception on Tuesday, 18 June; venue to be selected and contracted by Conway.
- Reception to include four (4) passed hors d'oeuvres, beer, wine and houseliquor.
- Opportunity to feature:
 - Food & Beverage
 - Entertainment
 - Branded Catering Supplies
 - Decorations
 - Additional Signage
 - * If any of these items are an additional expense, they are to be paid by the sponsor.
 Subject to Conway & venue approval.
- Dinner to be served in buffet or interactive stations format.
- Cost of transportation to/from venue included in sponsorship.
- All attendees invited to join.

Content:

- Sponsor to give 5-minute presentation to all delegates during reception; standard A/V included.
- Additional A/V needs are at the expense of the sponsor and subject to availability at the venue.
- Sponsor to provide presentation preevent for Conway's final approval.

Exhibit Space:

- Exhibit booth in the main exhibition area.
- One (1) case counter with printed wrap & lockable storage.
- Includes wireless Internet, electrical & custom branded backdrop.

Private Executive Meeting Room:

- Meeting room to be used for pop-up meetings at discretion of the sponsor.
- Food, beverage & audio-visual needs are additional and at the expense and responsibility of the sponsor.
- Must be reserved 30 days prior to event.
- Accommodates 8-10 attendees.

Registrations Included:

- Six (6) complimentary full Forum registrations for your staff (\$12,000 value).
- Six (6) full Forum passes for your customers (\$12,000 value).
- Opportunity to purchase up to 25 passes to your networking event (\$300 rate).

Brand Awareness:

 One (1) two-page spread advertisement in the delegate handbook, distributed to all delegates and speakers (\$6,000 value). Ad to be provided by sponsor.





EXCLUSIVE PLATINUM "CHINA NIGHT" SPONSORSHIP | TIER ONE

Investment: **\$75,000**

ONE (1) Available

The Exclusive Platinum "China Night" Sponsorship is an opportunity for you to design your perfect networking reception to close out the World Forum for FDI and maximize brand awareness by creating a memorable night that attendees will never forget - the whole night will be about you!

This package includes:

Offerings:

- Exclusive sponsorship of the entire evening networking reception on Wednesday, 19 June. Venue to be selected and contracted by Conway.
- Opportunity to feature:
 - Food & Beverage
 - Entertainment

Branded Catering Supplies
Decorations
Additional Signage
If any of these items are an additional expense, they are to be paid by the sponsor.
Subject to Conway & venue

approval.

Transportation to/from venue included in sponsorship.

Content:

- Opportunity to give a 3-5 minute presentation to all delegates during the reception; standard A/V included.
- Additional audio-visual needs are at the expense of the sponsor and subject to availability at the venue.
- Presentation to be supplied pre-event by sponsor and subject to Conway approval.

Exhibit Space:

- Exhibit booth in the main exhibition area.
- One (1) case counter with printed wrap & lockable storage.
- Includes wireless Internet, electrical & custom branded backdrop.

Registrations Included:

• Five (5) full Forum registrations for your organization (\$10,000 value).



EXCLUSIVE GOLD SPONSORSHIP | TIER ONE

Investment: **\$55,000**

NINE (9) Available

This Exclusive Daily Gold Sponsorship allows you to be a part of the program by nominating a senior-level corporate investor to join a panel of your choice to best highlight opportunities in your region. Creativity is encouraged!

This package includes:

Content:

- Includes exclusive sponsorship of selected session. Subject to availability.
- Exclusive daily opportunity to nominate a corporate investor from your region to speak on the panel of your choice. Subject to panel availability.
 - » Representative must be an engaging, senior-level corporate leader. Subject to Conway approval.
- Opportunity to give a 3-4-minute address to all delegates before selected session.
- Opportunity to place one (1) printed collateral piece on all tables in the general session room during the selected session. Collateral to be provided pre-event by sponsor and subject to Conway approval.
 - » Collateral must be placed prior to the start of the day or at lunch, depending on the timing of your session.
- Opportunity to provide branded promotional giveaway to be included in the delegate bag. Branded item up to \$2,000 value and subject to approval by Conway.
- Sponsor logo will display on-screen for duration of session.

Exhibit Space:

- Exhibit space in the main exhibition area (\$12,000 value)
 - » One (1) case counter with printed wrap & lockable storage.
 - » Includes wireless Internet, electrical& custom branded backdrop.

Private Executive Meeting Room:

- Meeting room to be used for pop-up meetings at discretion of the sponsor.
- Food, beverage & audio-visual needs are additional and at the expense and responsibility of the sponsor.
- Must be reserved 30 days prior to event.
- Accommodates 8-10 attendees.

Registrations Included:

• Six (6) full Forum registrations (\$12,000 value).

Brand Awareness:

• One (1) full-page advertisement in the delegate handbook, distributed to all delegates and speakers (\$4,000 value). Ad to be provided by sponsor.





Investment: **\$35,000**

TWO (2) Available

The Exclusive Daily Silver
Sponsorship is an opportunity to amplify your brand presence to a captive audience by providing a presentation during one lunch on the first or second day of the conference.

This package includes:

Content:

- Exclusive daily opportunity to show a video (up to three minutes) and give a 3-4-minute address to all delegates featuring your location during lunch. Video and presentation materials to be provided pre-event by sponsor and subject to Conway approval.
- Standard A/V included. Additional A/V needs are at the expense of the sponsor and subject to availability at the venue.
- Opportunity to feature your region's local cuisine (Subject to Conway and venue approval).

Exhibit Space:

- Exhibit booth in the main exhibition
- One (1) case counter with printed wrap & lockable storage.
- Includes wireless Internet, electrical & custom branded backdrop.

Registrations Included:

• Five (5) complimentary full-Forum registrations (\$10,000 value).

Brand Awareness:

- One (1) full-page advertisement in the delegate handbook, distributed to all delegates and speakers (\$4,000 value). Ad to be provided by sponsor.
- Opportunity to provide branded promotional giveaway to be included in the delegate bag. Branded item up to \$2,000 value and subject to approval by Conway.





SPONSORS:

Sales Engagement & Networking:

- Opportunity to post World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.



BREAKFAST SPONSORSHIP | TIER ONE

\$30,000

TWO (2) Available

The Exclusive Breakfast
Sponsorship offers you the
opportunity to maximize brand
awareness by showcasing your
location during breakfast on
either day one or day two of the
conference.

This package includes:

Content:

- Includes a display table during breakfast.
- Includes a video or presentation looping in the background during the duration of the breakfast.
- Opportunity to give a 3-4-minute address to all delegates during breakfast. Presentation to be supplied pre-conference by sponsor (to be approved by Conway.)
- Sponsor logo will display on-screen in General Session room during full duration of the breakfast.

Registrations Included:

 Four (4) complimentary full forum registration for your organization (\$8,000 value.)





COUNTRY/CORPORATE PROFILE SPONSORSHIP | TIER TWO

Investment: **\$25,000**

TWO (2) Available

The Country/Corporate Profile offers an unprecedented exclusive daily opportunity to present your value proposition and investment attractiveness to the all World Forum for FDI delegates.

This package includes:

Content:

 Opportunity to give a 5-7 minute address to all delegates during the networking break in exhibition area; standard A/V included. Presentation to be supplied pre-event by sponsor and subject to Conway approval.

Registrations Included:

• Three (3) complimentary full Forum registrations (\$6,000 value).

Exhibit Space:

- Exhibit booth in the main exhibition area.
- One (1) case counter with printed wrap & lockable storage.
- Includes wireless Internet, electrical & custom branded backdrop.



WELCOME RECEPTION WINE SPONSOR | TIER TWO

Investment: **\$25,000**

ONE (1) Available

The Exclusive Welcome Reception Wine Sponsor has the opportunity to make a first impression by hosting the bar at the World Forum for FDI welcome reception. This is your chance to maximize brand awareness by creating a memorable welcome for all attendees.

This package includes:

Offerings:

- Exclusive bar sponsorship of entire evening networking reception on Monday, 17 June. Venue to be selected and contracted by Conway.
- Sponsor to provide product, absorb expense of shipping, handling and receiving. Subject to Conway and venue approval.
- Opportunity to provide a sommelier at the expense and responsibility of the sponsor.

Content:

- 3-5-minute presentation to all delegates during the reception; standard A/V included. Additional A/V needs are at the expense of the sponsor and availability at the venue.
- If sommelier is onsite, additional minutes may be used to describe wines.
- Presentation to be provided pre-event by sponsor and subject to approved by Conway.

Registrations Included:

- Three (3) complimentary full Forum registrations for your company; including own the night reception staffers (\$6,000 value).
- Opportunity to purchase up to 25 passes to your networking event (\$300 per person).







WELCOME RECEPTION FOOD TASTING SPONSOR | TIER TWO

Investment: **\$25,000**

ONE (1) Available

The Exclusive Welcome Reception Food Sponsor will deliver a lasting impression by giving attendees a taste of your region. This is your chance to maximize brand awareness by creating a memorable night that attendees will never forget! You're encouraged to feature your region's local cuisine.

This package includes:

Offerings:

- Exclusive cuisine sponsorship of entire evening networking reception on Monday, 17 June. Venue to be selected and contracted by Conway.
- Opportunity to feature hors d'oeuvre, or provide a chef for interactive stations, to best showcase your region's local cuisine. Subject to Conway and venue approval.
- Includes six (6) hors d'oeuvre to be served in a butler passed or interactive stations format.
 Additional offerings may be selected at the expense of the sponsor.
- Sponsor may provide additional local products to be displayed or given to delegates during the reception.
 Sponsor to absorb expense of shipping, receiving, and handling.
 Subject to Conway and venue approval.

Content:

- 3-5 minute presentation to all delegates during the reception; standard A/V included. Additional A/V needs are at the expense of the sponsor and availability at the venue.
- If chef is onsite, additional minutes can be used to specifically describe cuisine.
- Presentation to be provided pre-event by sponsor and subject to approved by Conway.

Registrations Included:

- Three (3) complimentary full Forum registrations for your company; including own the night reception staffers (\$6,000 value).
- Opportunity to purchase up to 25 passes to your networking event (\$300 rate).







SPONSORS:

Sales Engagement & Networking:

- Opportunity to post World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.

TIER THREE SPONSORSHIPS

HOTEL ROOM DROP SPONSOR | TIER THREE

Investment: **\$15,000**

TWO (2) Available

The Exclusive Daily Hotel Room Drop sponsor gains a competitive advantage by having your promotional piece delivered directly to the attendee's hotel room on either day 1 or 2 of the World Forum for FDI.

This package includes:

Content:

- Opportunity to have a promotional giveaway or collateral piece placed in attendee's hotel room at the host hotel.
- Promotional item to be identified pre-event by sponsor and subject to Conway approval (Total value not exceed \$4,000).
- Dates selected on a first-come, firstserved basis.

Registrations Included:

• Two (2) complimentary full Forum registrations (\$4,000 value).

SUSTAINABILITY SPONSOR | TIER THREE

Investment: **\$12,000**

ONE (1) Available

The Sustainability Sponsorship gains a competitive advantage by having your brand associated with all water and recycling during the program.

This package includes:

Content:

- Get your company or region noticed with your logo placed on the vestibules of water stations and recycling bins dispersed throughout the networking hall and main conference room for the duration of the conference.
- Includes branded water bottles for entire conference.

Registrations Included:

Two (2) complimentary fullconference registrations for your company (\$4,000 value).

EXHIBIT SPACE | TIER THREE

Investment: **\$12,000**

TEN (10) Available SIX (6) Left

The Exhibit Space is an opportunity for you to showcase your region/company in front of the entire delegation in the exhibition area.

This package includes:

Offerings:

- Exhibit space in the main exhibition area and includes:
 - 8-foot exhibit space footprint
 - Branded backdrop and case to counter
 - Wireless internet & electrical

Registrations Included:

 Two (2) complimentary full-forum registrations for your organization; including exhibit booth staff (\$4,000 value.)









SPONSORS:

Sales Engagement & Networking:

- Opportunity to post World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.



ADDITIONAL SPONSORSHIPS

HOTEL KEYCARD/SLEEVES

Investment: \$9,000

ONE (1) Available

Content:

 Opportunity to include your logo on all attendee's hotel key cards or RFID sleeves.

Registrations Included:

• Two (2) complimentary full Forum registrations (\$4,000 value).

DELEGATE BACKPACK

Investment: \$8,800

ONE (1) Available

Content:

 Opportunity to include your logo on all official Forum delegate bags

Registrations Included:

• Two (2) complimentary full Forum registrations (\$4,000 value).

SPLASH PAGE & ROTATING BANNER AD ON MOBILE APP

Investment:

\$7,000

ONE (1) Available

Content:

 Opportunity to include your logo on a banner ad within the mobile app.

Registrations Included:

• One (1) complimentary full Forum registration (\$2,000 value).

UNIQUE BRANDED SIGNAGE

Investment: \$6,000

TWO (2) Available

Content:

 Opportunity to include your logo on areas around the conference venue (Options vary).

Registrations Included:

• One (1) complimentary full Forum registration (\$2,000 value).

ROTATING BANNER AD ON MOBILE APP

Investment: \$5,000

THREE (3) Available

Content:

Opportunity to include your logo on a rotating banner ad within the mobile app.

Registrations Included:

• One (1) complimentary full Forum registration (\$2,000 value).

WI-FI ACCESS CARD

Investment:

\$4,200

ONE (1) Available

Content:

- Opportunity to include your logo on the Wi-Fi information cards placed throughout the conference.
- Corporate executive nominee on selected panel (to be approved by Conway).

Registrations Included:

• One (1) complimentary full Forum registration (\$2,000 value).

Feature your logo on one of the below items. If there is something you are interested in, but don't see, let us know and we'll source & price it for you.











LUGGAGE STRAP



Investment: \$6,000

ONE (1) Available

Fully sublimation-dyed adjustable luggage strap. 2-inch width, 63-inch adjustable length. Heavyduty, high-quality smooth polyester webbing with increased tensile strength for travel. Includes durable snap lock plastic buckle.

WIRELESS TRAVEL MOUSE



Investment: \$10,000

ONE (1) Available

Standard size mouse that folds to compact design, perfect for traveling. Ergonomic design. Convenient wireless connectivity reduces cable clutter.

FOLDING TRAVEL UMBRELLA WITH CASE



Investment: \$6,000

ONE (1) Available

Manual open, metal shaft, wrist strap, polyester material.

RFID PASSPORT WALLET



Investment: \$10,000

ONE (1) Available

Developed with airline travelers and professionals in mind, special RFID Technology encases your belongings to protect them from ID theft. This deluxe passport wallet contains a flip-up boarding pass holder, quick-access passport pocket, three credit card slots, and a privacy mesh ID holder. All while remaining small and convenient enough to slip into your back pocket.

SPONSORS:

Sales Engagement & Networking:

- Opportunity to post World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) complimentary full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.



ADVERTISING SPONSORSHIP

DELEGATE HANDBOOK ADVERTISING

Back Cover \$8,000 Center Spread \$6,000 Inside Back Cover Spread

Internal Full-Page Ad



BENEFITS FOR ALL ADVERTISING SPONSORS:

Sales Engagement & Networking:

- Opportunity to post World Forum for FDI promotional banner ad on sponsor's company homepage to receive one (1) complimentary full Forum pass (\$2,000 value).
- Opportunity to purchase additional full or daily Forum passes for your staff at a 50% discount off the full Forum, non-early bird, rate of \$1,000.

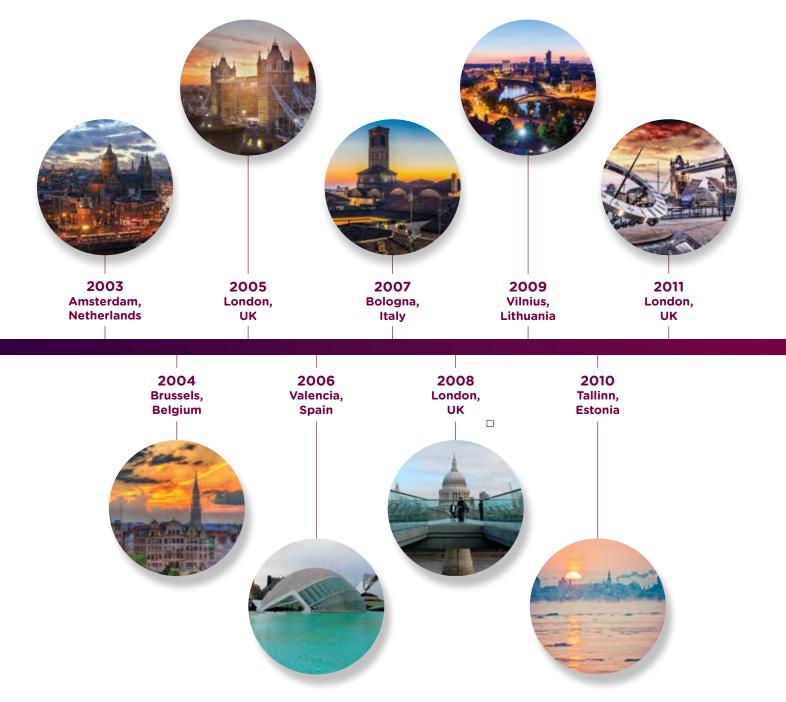
Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Logo in mobile app.
- Prominent placement of logo on Forum opening slide.
- Sponsor identifier on name badges.

SPONSORSHIPS AT-A-GLANCE

TIER ONE	DIAMOND	PLATINUM	GOLD	SILVER
INVESTMENT	\$75,000	\$55,000	\$35,000	\$30,000
NUMBER AVAILABLE	1	2	2	9
FULL FORUM PASSES	12	6	5	4
PRIVATE MEETING ROOM	YES	YES	_	_
SPEAKING OPPORTUNITY	YES	YES	YES	YES
EXHIBIT BOOTH	YES	YES	YES	_
FUNCTION-RELATED INCLUSIONS	DAY ONE RECEPTION	_	_	LUNCH
LOGO WITH LINK ON WEB SITE & IN MOBILE APP	YES	YES	YES	YES
COMPANY DESCRIPTION ON EVENT WEBSITE	YES	YES	YES	YES
LOGO ON PRE-EVENT COMMUNICATIONS	YES	YES	YES	YES
AD IN HANDBOOK	TWO-PAGE SPREAD	ONE-PAGE	ONE-PAGE	ONE-PAGE
LOGO ON THANK YOU TO OUR SPONSORS BANNERS	YES	YES	YES	YES
PRE-EVENT LIST WITH CONTACT INFORMATION	YES	YES	YES	YES
POST-EVENT LIST WITH CONTACT INFORMATION	YES	YES	YES	YES
NAME BADGE IDENTIFIER	YES	YES	YES	YES

WORLD FORUM TIMELINE SINCE 2003





"I thought the meeting was terrific, the mix of topics relevant, the speakers fantastic and participant turnout was excellent."

— Cathy Rodgers, VP Global Opportunities, IBM





The World Forum for FDI was amazing! Conway is first class."

— **Jon Gustafson,** Economic Development Lead, Lockheed Martin Corporation







