

Sponsorship Prospectus

2025

Why Invest in SIDO?

The State International Development Organizations (SIDO) is the premiere and only U.S. organization dedicated to supporting the Governors international trade agencies. SIDO is a a non-profit, non-partisan organization and serves as a central resource for Governors, state and local trade organizations, exporters, investors, and other key stakeholders on international trade promotion and investment attraction.

SIDO brings together international trade officials from states and territories twice a year to discuss best practices around international trade and investment attraction. SIDO's annual conferences are a must attend for anybody that works in international trade promotion and investment attraction. They are the largest gathering of officials from states and territories, and brings together federal partners, embassy officials, consultants, organizations, service providers, and other partners.

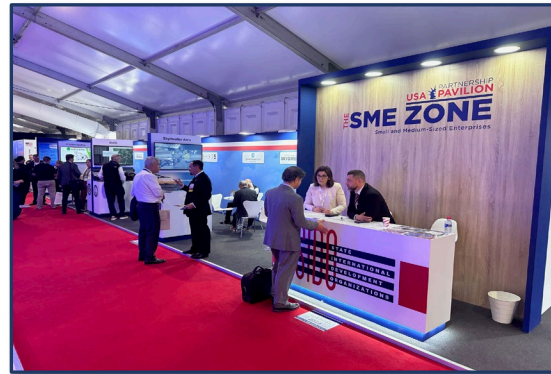
You won't want to miss SIDO's conferences and access to attendees.



SIDO Programs

Along with our conferences, SIDO administers the Accessing International Markets (AIM) program to connect state trade offices with highly qualified international vendors for trade services, executes trade shows/missions, and coordinates closely with federal trade agencies on trade and investment initiatives.

**What
Does SIDO
Do?**



SIDO Trade Shows



AIM Catalog



Federal Coordination & Collaboration



SIDO's 2025 Conferences

When and Where



CSG The Council of State Governments | SIDO

SIDO
Washington
Leadership Forum

WASHINGTON, D.C.
APRIL 1-3, 2025

The poster features a photograph of the United States Capitol building on the left. The right side has a dark blue background with white and red text. Logos for CSG and SIDO are at the top.



SIDO
Best Practices and
Training Forum

Sept. 30 - Oct. 3, 2025
Portland, Maine

CSG The Council of State Governments | SIDO

The poster features a photograph of a harbor with many sailboats and a city skyline in the background. The top right corner has a red triangle with the CSG logo. The SIDO logo is in the bottom right corner.



Welcome!

If your business goals for 2025 include maintaining, raising and developing your brand's visibility with our members, group of experts and decision-makers, we invite you to join us. SIDO continues to push the envelope by exploring solutions, advocacy platforms and services that help state export and investment programs become stronger and more sustainable. This unique collaboration allows us to identify and resolve problems that stand in the way of export and trade promotion, investment promotion and the administrative procedures of the STEP Grant Program. Sponsorship, advertising and exhibiting opportunities with SIDO provide unparalleled access to state Trade Directors, Federal Government officials, key stakeholders and many more.

Our team is happy to discuss ways you can brand your organization's services at one or both of SIDO's annual conferences. We look forward to starting this conversation with you and thank you for your interest in sponsorship and advertising opportunities with SIDO.

SIDO Leadership

Board Members



Vice President
Emily Desai
California

Governor's Office of Business and Economic
Development



PRESIDENT
Natalie Chmiko
Michigan

Economic Development Corporation



EXECUTIVE DIRECTOR
Andy Karellas
SIDO

Members

NORTHEAST	Wade Merritt Tim Tierney	Maine Vermont	MIDWEST	Lindsey Warner Gabrielle Gerbaud	North Dakota Minnesota	AT LARGE	Lindsey Bertozzi Leonyl Ortiz-Gonzalez Jennifer Black Aaron Zitzelsberger	Virginia Puerto Rico Pennsylvania Wisconsin
SOUTH	Mike Hubbard Vickie Watters Martin	North Carolina Mississippi	WEST	Angelyn DeYoung	Montana			

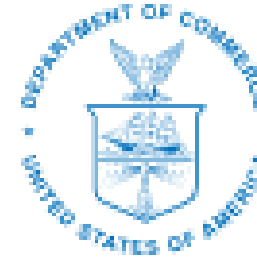


**SIDO
Partners**

Trade &
Investment
Promotion
Agencies



U.S. Small Business
Administration



INTERNATIONAL
TRADE
ADMINISTRATION



OFFICE *of the* UNITED STATES TRADE REPRESENTATIVE
EXECUTIVE OFFICE OF THE PRESIDENT



Attendee Overview

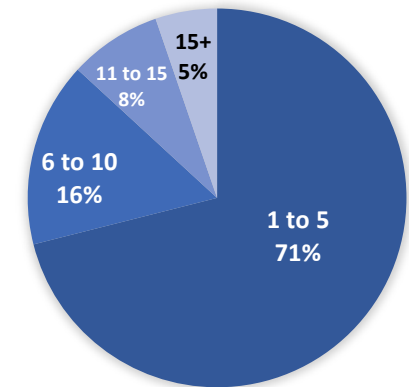
Target Audience*

With an estimated 45 State and Territory Trade Directors and their Teams, SIDO's conferences attract key trade and investment constituents, decision makers and stakeholders.

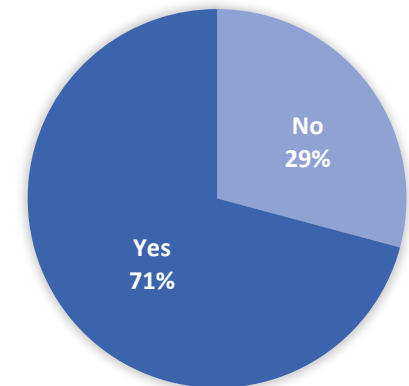
SERVICES OFFERED



TRADE SHOWS



LEAD FDI PROMOTION



**Services Offered, Trade Shows & Missions Coordinated Annually and FDI Lead Agency*

Leadership Forum 2025

Forum Overview



The Washington Leadership Forum will be held on *April 1-3rd* in *Washington, D.C.* and will convene trade directors from the states and territories for high-level meetings with key federal, international, and congressional officials.

The Washington Forum also provides access to government and congressional leaders with numerous networking events to build strong relationships.

Leadership Forum

Schedule at-a-Glance

- **March 31**
 - Board Meeting & Dinner
- **April 1**
 - Member Meetings (invite only)
 - Capitol Hill Visit
 - Welcome Reception
- **April 2**
 - Sessions at Hall of States
 - US Chamber of Commerce – Business Session
 - Ambassadors Reception
- **April 3**
 - Leadership & Strategic Planning at Center for Strategic Intl. Studies (CSIS)
 - Sponsor Speed Dating Session
 - Closing Reception at the Canadian Embassy



*Lodging at the St. Gregory
Hotel in Dupont Circle*

Conference Overview

Best Practices & Training Forum

The Best Practices and Training Conference will convene Trade Directors and their Team Members in Portland, Maine on *September 29 – October 2* for an in-depth training on promoting U.S. exports and attracting foreign investment.

SIDO's anchor conference, convenes all staff for three days to share best practices, network, and learn about new tools and resources.



Salt Lake City, Utah – 2024

Best Practices & Training Forum

Schedule at-a-Glance

- **Sept. 29**
 - SIDO Level 1 & 2 Training
 - Board Meeting & Dinner
- **Sept. 30**
 - SIDO Level 1 & 2
 - Member Meetings
 - Welcome reception
- **Oct 1**
 - Programming
 - Networking
- **Oct 2**
 - Programming
 - Closing Event



*Sessions and lodging at the
Marriott Westin Portland
Harborview*

Marketing Tables and Networking Events

SIDO's Best Practices & Training Forum builds in ample time for networking and building relationships with members. There is a central area for partners to display their banners and marketing materials.

Marketing Tables





Sponsorship Opportunities

2025



Washington Leadership Forum

20 sponsorship
opportunities
available

Sponsorship

Platinum (1) - \$15,000

- Board Dinner Sponsor
- Breakfast or Lunch Remarks
- *Speed Dating Table
- Website Brand Recognition
- Branding in Pre-Forum Communications
- Branding in Forum App
- Post-Forum Email Recognition
- (2) Registrations

Gold (5) - \$10,000

- Breakfast or Lunch Remarks
- *Speed Dating Table
- Website Brand Recognition
- Branding in Forum App
- (1) Registration

Silver (6) - \$7,500

- *Speed Dating Table
- Branding in Forum App
- (1) Registration

Bronze (8) - \$5,000

- Branding in Forum App
- (1) Registration

Sponsorship levels at a first come basis

Deadline is March 3, 2025

Sponsor both forums and receive 10 percent off!

**The speed dating event will be a 2-hour session on April 3*



Best Practices & Training Forum

*28 sponsorship
opportunities
available*

Sponsorship Levels

Platinum (3) - \$15,000

- Board Dinner, Reception or Breakout Session Speaking
- Marketing Table
- Website Brand Recognition
- Branding in Pre-Forum Communications
- Branding in Forum App
- Post-Forum Email Recognition
- (4) Registrations

Gold (5) - \$10,000

- Breakfast or Lunch Remarks
- Marketing Table
- Website Brand Recognition
- Branding in Forum App
- (2) Registrations

Silver - \$7,500

- Marketing Table
- Branding in Forum App
- (2) Registrations

Bronze - \$5,000

- Branding in Forum App
- (1) Registration
- + \$1500 for Marketing Table

Sponsorship levels at a first come basis per availability

25 Marketing tables available

Deadline is September 1, 2025

Sponsor both forums and receive 10 percent off!



Don't Wait!

Sponsorships at SIDO Forums and Conferences are limited, so don't wait!
Reach out to our Executive Director for additional information and opportunities today.

Sponsorship Contact:

Andy Karellas
akarellas@csg.org

Thank you!

