2015

EXHIBIT 1

Event Proposal

Florida International Trade
&
Cultural Expo (FITCE)

Event Description

In 2015 Broward County will welcome international cities to one of the top tourism destinations in the world for the inaugural Florida International Trade and Cultural Expo (FITCE) taking place April 30-May1 at the Fort Lauderdale Broward County Convention Center. During this two-day International Trade and Cultural Expo attendees will learn directly from community leaders how to establish and grow their business in South Florida. The overall goal is to educate, promote and welcome international businesses to Broward County.

Attendees will meet and network with the region's leading industry and government officials and experienced U.S. and global companies. They will meet one-on-one with top business experts, local officials, corporate sponsors, chambers of commerce, business alliances and councils, CVBs, and more to learn the latest market entry strategies.

The Vision of FITCE: Broward County is to establish community, welcome business growth and provide tools and resources for those businesses wanting to do business internationally or locate their business in Broward County /South Florida.

Overall Goal of Event is to bring in 200 International Companies and 400 State-Side Companies that want to establish business in Broward County/South Florida.

Attendance

Attendance Goal: 5,000 (includes both days)

Demographics: Dignitaries, politicians, international businesses, corporate leaders, small businesses, non-profits, foundations and established businesses (2-3 years +).

Financial Costs & Profit of Event

- See Separate Financial Budget

Program Highlights

- **5,000 Attendees for both days**
- **Renowned & Professional Emcee**
- **Plenary** in am first day
- **Keynote Luncheon** each day. Need big names to pull crowds.
  Add **Awards** aspect to luncheon
- **Exhibition Hall**: Goal 200+- exhibitors
- **Panel Workshops**: 4/day (Key focus on importing and exporting)
- Add FUN **cultural events** –entertainment during lunch, during expo, etc.
- **VIP Reception**
- **Focus on Technology and Social Media** (Social Media Concierge, Twitter Lounges, etc)
- Additional possibilities:
  - Speed Networking Section (VIP Meet and Greets, Business Connections, etc)

1. **The Vision of FITCE**: Broward County is to establish community, welcome business growth and provide tools and resources for those businesses wanting to do business internationally or locate their business in Broward County /South Florida.
2. **Overall Goal of Event** is to bring in 200 International Companies and 400 US companies.

- **Question: What is going to make this event different, memorable and sustainable?**
  - Mix fun and business by adding huge components of culture throughout expo?
  - Make the marketing slogans, campaigns, etc fun, welcoming, and smart (similar to Hello Sunny.org).
  - Include entire community by connecting with Broward100. This will include many community driven events/things to do after attending expo. Allow time for attendees to enjoy. Include field trips/transportation to and from events?
  - Have a focus on getting capital. Include banks, lenders, etc so businesses can get answers day of event. Have a "lending hall" where credit approvals and lending decisions can be made on the spot.
  - Ensure that each business leader visiting is connected to the right local leader to ensure they feel confident doing business in Broward County/South Florida. Assign ambassadors to each visiting business leader so there is a confidant during the expo and post event as well. Ambassadors should have to report back to Event Chairs status on their business leader and potential of them doing business in Broward County/South Florida.
  - Invite dignitaries, U.S. embassy and consulate leaders, authors, etc
  - This one-of-a-kind event will give participants the opportunity to conduct B2B meetings with high level decision makers in the United States and abroad.

Marketing

- HelloSunny.org ask them to help create campaigns? Website?
- Partner with Broward100. Focus on overarching themes can connect to Broward100 campaign to event by using the '100' in messaging.
  - For example: 100 Reasons to Exhibit at FITCE: Secure new business contacts, expand your business to Broward County/South Florida, network with the regional business community leaders, learn, identify and assess new markets, gain access to capital, learn ins and outs of importing and exporting, contracting law and best businesses practices, etc
- Heavily promote on all Social Media platforms. Create strategy on how to increase fans/followers, etc. Create contests, competitions, engaging postings and blogging.

- Partner with all chambers of commerce to ensure there is buy-in on their end. They must be involved and included from the beginning of planning stages.
- Partner with all cities/municipalities.
- Partner with consular corps, sister cities.
- Highlight the community of Broward County/ South Florida. What is trending, what business is hot, etc. Careful to not just focus on the beaches as the only draw to SoFlo.
- Highlight growth in Miami Dade, Broward County and Palm Beach. Expansive growth and the money being poured into our communities is a draw for overseas investors.
- Highlight Port Everglades: Fort Lauderdale is home to one of the busiest cruise ports in the world, the 12th largest container port in the United States serving 12 countries, includes an economic impact of $18 billion a year...etc.
- Marketing Committee will create overall marketing & PR plan.

Staff, Volunteers & Committee

- Need staff person/point of contact(s) from county to help with event.
- Need solid group of volunteers.
- Need additional committee members.
- Need an overall logistical manager to handle all aspects of the event. This hired person/company will work with event chairs and committees to ensure all moving pieces to event are executed flawlessly.