



# 4<sup>th</sup> USMCA SME Dialogue

*Sponsorship Opportunities*

## Overview

The Arizona District Export Council (AzDEC) invites organizations to support the **4th USMCA SME Dialogue Event**, an official trilateral gathering uniting leaders from the USA, Mexico, and Canada to discuss trade and investment opportunities in North America. Sponsors will gain unparalleled visibility, networking access, and the opportunity to align their brand with North American trade leadership. Multiple events will take place over November 18 and November 19, 2025 in Greater Phoenix, Arizona.

## About the Summit

Business stakeholders from across North America will be invited by their respective governments to participate in the **4th United States-Mexico-Canada Agreement (USMCA) Small and Medium Enterprise (SME) Dialogue** in Phoenix, Arizona on **Wednesday, November 19, 2025**.

The SME Dialogue is convened by the Office of the United States Trade Representative with the U.S. Department of Commerce, the U.S. Small Business Administration, Global Affairs Canada, and Mexico's Secretariat of the Economy, and will be hosted this year by the Arizona District Export Council (AzDEC) and the U.S. Export Assistance Center - Arizona. This event provides an opportunity for stakeholders from the United States, Canada, and Mexico to engage in discussions with senior officials regarding trade and investment opportunities and challenges under the USMCA.

This year's SME Dialogue will tackle high-impact themes—ranging from boosting tri-national trade in key sectors like sports and tourism, to leveraging artificial intelligence and advanced technologies to sharpen North America's competitive edge. Attendees will explore real-world solutions to talent shortages and supply chain disruptions, with a focus on innovation, partnerships, and market access. For sponsors, this event offers a front-row seat to conversations shaping the future of North American commerce—and access to the leaders driving it. On Tuesday, November 18, AZDEC will offer optional matchmaking for SMEs from the United States, Canada, and Mexico attending the SME Dialogue in Phoenix.

## Sponsorship Tiers

**Presenting Sponsor | SOLD OUT**

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**Trilateral B2B Sponsor | SOLD OUT**

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**Lanyard Sponsor | SOLD OUT**

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**Title Sponsor | \$25,000 (1 Sponsorship Available)**

**Exclusive Benefits:**

- *Premier Recognition:* Logo prominently displayed as the Title Sponsor on all event materials, including the website, promotional emails, and signage.
  - *Speaking Opportunity:* Deliver remarks during program.
  - *Media Features:* 30-second video option, banner logo backdrop for photos, and features in event social media and marketing.
  - *Distinguished Access:* 7 complimentary passes (1 full table front row) to the USMCA SME Dialogue and Signature Reception. 7 passes to the VIP Reception the evening prior.
  - *Networking Opportunities:* Private invitations to meet with high-level speakers and trade officials or opportunity for separate site visit.
  - *Post-Event Recognition:* Thank you recognition in event recaps and communications.
  - Includes annual sponsorship of the AzDEC and related benefits.
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**Signature Reception Sponsor | \$15,000 (1 Sponsorship Available)**

**Exclusive Benefits:**

- *Brand Ownership:* Exclusive recognition as the sponsor of the Signature Reception following the USMCA SME Dialogue, a networking event for all attendees, including industry leaders, SMEs, policymakers, and sponsors.
- *Speaking Opportunity:* Deliver opening remarks at the reception.
- *Event Branding:* Prominent logo placement on reception signage and materials.
- *Event Access:* 7 complimentary event passes (1 full table front row) to the USMCA SME dialogue and Signature Reception. 4 passes to the VIP Reception the evening prior.
- *Media Recognition:* Highlighted in Signature Reception-specific communications and general event, social media campaigns and marketing.
- Includes annual sponsorship of the AzDEC and related benefits.

## Sponsorship Tiers

### VIP Reception Sponsor | \$15,000 (1 Sponsorship Available)

#### Exclusive Benefits:

- *Brand Ownership:* Exclusive recognition as the venue co-host and sponsor of the VIP Reception the evening prior, an exclusive gathering of all speakers, government officials, invited industry executives, and high-level visitors from Canada and Mexico.
  - *Speaking Opportunity:* Deliver opening remarks at the VIP Reception.
  - *Event Branding:* Prominent logo placement on VIP reception signage and materials.
  - *Distinguished Access:* 7 complimentary passes (1 full table first row) to the USMCA SME dialogue and Signature Reception.
  - *Media Recognition:* Featured in VIP Reception Sponsor-specific invites and general event social media campaigns and marketing.
  - Includes annual sponsorship of the AzDEC and related benefits.
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### Luncheon Sponsor | \$15,000 (1 Sponsorship Available)

#### Exclusive Benefits:

- *Recognition:* Logo placement on event materials, website, and signage.
  - *Event Access:* 7 complimentary passes to the USMCA SME dialogue and Signature Reception. 4 passes to the VIP Reception the evening prior.
  - *Media Presence:* Exclusive mention as Luncheon Sponsor and in marketing
  - *Networking:* Invitations to exclusive networking sessions.
  - Includes annual sponsorship of the AzDEC and related benefits.
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### Continental Breakfast Sponsor | \$10,000 (1 Sponsorship Available)

#### Exclusive Benefits:

- *Recognition:* Logo placement on event materials, website, and signage.
- *Event Access:* 4 complimentary passes to the USMCA SME dialogue and Signature Reception. 2 passes to the VIP Reception the evening prior.
- *Media Presence:* Exclusive mention as Continental Breakfast Sponsor and in marketing
- *Networking:* Invitations to exclusive networking sessions.
- Includes annual sponsorship of the AzDEC and related benefits.

## Sponsorship Tiers

### Panel Sponsor | \$7,500 (2 Sponsorships Available)

#### Exclusive Benefits:

- *Speaking Opportunity*: Deliver opening remarks for the sponsored panel. Panel topics include: workforce development, trade opportunities, sports & tourism, AI/technology (first come first serve on panel choices).
  - *Brand Ownership*: Recognition as the exclusive sponsor of the selected panel, with logo placement on panel signage and materials.
  - *Event Access*: 4 complimentary passes to the USMCA SME dialogue and Signature Reception. 2 passes to the VIP Reception the evening prior.
  - *Media Recognition*: Mention in panel-related communications and promotional content in general event social media campaigns and marketing.
  - Includes annual sponsorship of the AzDEC and related benefits.
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### Export Gateway Sponsor | \$5,000 (3 Sponsorships Available)

#### Exclusive Benefits:

- *Recognition*: Logo placement on event materials, website, and signage.
  - *Event Access*: 2 complimentary passes to the USMCA SME Dialogue and Signature Reception. 2 passes to the VIP Reception the evening prior.
  - *Media Presence*: Mentions in general event social media campaigns and marketing.
  - Invitation to all AzDEC sponsored events for one year.
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### Swag Sponsor | \$3,000 (Multiple Opportunities)

**Swag Bag Branding Opportunities:** Reusable Water Bottle, Baseball Cap, Notepad, Pen, etc.

#### Exclusive Benefits:

- *Recognition*: Logo placement on event materials, website, and signage.
  - *Event Access*: 2 complimentary passes to the USMCA SME Dialogue, including the Signature Reception. 2 invite to the VIP Reception the evening prior.
  - *Media Presence*: Mentions in general event social media campaigns and marketing.
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### Next Steps:

To secure your sponsorship or for more information, please contact us at [info@azdec.org](mailto:info@azdec.org) or reach out directly to 602-308-9257.