



**FEBRUARY 2, 2018**  
**OMNI HOUSTON HOTEL WESTSIDE**  
**9:00 AM - 1:00 PM**

## **DO OIL AND WATER MIX?**

**THE PRESSURE POINTS FOR 2018**

### **NEW TO 2018 BUSINESS FORUMS**

- Patients, Providers, And Politics
- Cutting Edge or Bleeding Edge
- Russia, Russia, Russia

*Presented by*  
**Mercantil**  
Bank

**OMNI**  **HOTELS & RESORTS**  
westside | houston

Now in our 5th year of providing cutting edge economic forecasts and top-level networking opportunities this year's West Houston Economic Development Summit will expand to include a morning session designed to focus on local business' most pressing issues. With the devastating floods that West Houston suffered while still laboring under the unprecedented effects of the slowly recovering energy markets, we will be facing unique challenges in 2018.

## FEATURED EXPERTS & RESEARCH



### HOUSTON AND WEST HOUSTON REGION ECONOMIC OUTLOOK REPORT

**Presented by Dr. Ray Perryman, President and CEO of the Perryman Group**

Dr. Perryman's Region Outlook Report is the key source for economic drivers in Houston. He provides audiences with new and dynamic perspectives of business segments including healthcare, finance, energy and real estate. This year, in addition to the outlook report, Dr. Perryman will address the financial devastation caused by Hurricane Harvey and the recovery status of the business community.

### ECONOMIC SECTOR PANEL DISCUSSION

**Moderated by Tom Zizka, FOX 26 Business and Consumer Reporter**

An elite panel of West Houston executives in key industries (real estate, healthcare, retail, and financial, Hurricane Harvey recovery and the energy driven economy) will provide personal insight on how business segments are reacting to the energy-driven economic climate.



## \* NEW FOR 2018 - BUSINESS FORUMS \*

### BUSINESS SESSIONS ADDRESSING PRESSURE POINTS OF 2018

#### RUSSIA RUSSIA RUSSIA

**Cyber Security :  
Everybody's  
Business**

The evolution of the information age delivers tremendous advantages and innovation – but also exposes companies to new risks. Just ask Equifax, Yahoo and the SEC, among others who have had systems hacked for sensitive data. This session will help you understand the risks and how to avoid them.

- What are the major types of cyber threats?
- How can I better protect my customer and employee data?
- How can a breach impact my business?
- What resources are available to prevent loss, or help with restoration?

#### CUTTING EDGE OR BLEEDING EDGE

**Brick & Mortar vs  
E-Commerce**

The Internet has forever altered the way we shop. E-commerce retail sales are on the rise, while "big box" retailers are consolidating physical locations to cut costs. The digital age delivers unprecedented speed and ease at which consumers can shop. This session will provide insight on e-commerce trends.

- What are large retailers doing to embrace e-commerce?
- What trends are emerging to benefit both retailers and consumers?
- How will these trends impact West Houston and the retail landscape?
- What should all businesses do to stay ahead of the curve?

#### PATIENTS PROVIDERS & POLITICS

**The Future of  
Healthcare**

The changing of the guard in Washington has ushered in a new era for the U.S. health care industry, which has spent years adapting to the Affordable Care Act. Businesses should be prepared for the challenges and opportunities that ACA or its replacement might bring. You'll find answers here.

- What changes can be expected in health care insurance?
- What impact will possible legislation have on premiums, providers and quality of care?
- What can businesses do today to be better positioned for the future?
- How will tax reform affect health care policy?

The program is subject to change.



**2018 WEST HOUSTON ECONOMIC DEVELOPMENT SUMMIT**  
FRIDAY, FEBRUARY 2, 2018 | 9:00 AM - 1:00 PM  
OMNI HOUSTON HOTEL WESTSIDE - 13210 KATY FREEWAY @ ELDRIDGE

## SPONSORSHIP & VISIBILITY OPPORTUNITIES

### SPONSORSHIP LEVELS

### VISIBILITY BENEFITS

#### PLATINUM SPONSORS

**MERCANTIL BANK  
OMNI HOUSTON HOTEL WESTSIDE**



#### EXCLUSIVE BUSINESS FORUM HOST (Limited to 3)

**SPONSORSHIP  
FEE \$5,000**

- Logo in pre-event marketing
- Name in pre-event press releases
- May submit a 30 second video or ad to be played during sponsor recognition
- Opportunity to introduce the seminar presenter(s)
- Complimentary exhibit space during Business Expo
- Signage at the seminar presentation
- Ten guests invited to attend Seminars, Business Expo and Luncheon
- Ability to award seminar guests with company branded gift/item
- Half page (8"x5.125") advertisement in program

**\*Additional tickets for your client can be purchased at reduced rate**



#### GOLD SPONSORS (Limited to 3)

**SPONSORSHIP  
FEE \$5,000**

- May submit a 30 second video or ad to be played during sponsor recognition
- Premier seating for ten at luncheon
- Full-page (8" x 10.5") advertisement in luncheon program
- Logo recognition in all promotional printed and digital material
- Marketing material in attendee gift bags
- Opportunity to host an exhibition table before luncheon
- Spotlight in front of C-level executives and middle management audience

**\*Additional tickets for your client can be purchased at reduced rate**



#### SILVER SPONSORS (Limited to 5)

**SPONSORSHIP  
FEE \$2,500**

- Premium seating for ten at luncheon
- Sponsor acknowledgment at luncheon
- Half-page (8" x 5.125") advertisement in program
- Logo recognition in all promotional printed and digital material
- Marketing Material in attendee gift bags
- Opportunity to host an exhibition table before luncheon
- Spotlight in front of C-level executives and middle management audience

**\*Additional tickets for your client can be purchased at reduced rate**

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**Display space is limited and available only to our sponsors on a first-come, first-served basis.** Sponsorship Commitment deadline is **Wednesday, January 17, 2018**. Sponsorship commitment must be received by January 17, 2018 to be featured in print materials. Please fill out the sponsorship form and return it by fax to 713-785-4944 or email to [stephanie@hwcoc.org](mailto:stephanie@hwcoc.org). If you would like to pay for your Sponsorship by credit card, please call Stephanie White at 713-785-4922. Final payment is required prior to the event.



# 2018 WEST HOUSTON ECONOMIC DEVELOPMENT SUMMIT

FRIDAY, FEBRUARY 2, 2018 | 9:00 AM - 1:00 PM  
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## SPONSORSHIP & VISIBILITY OPPORTUNITIES

### SPONSORSHIP LEVELS

### VISIBILITY BENEFITS



#### BRONZE SPONSORS (Limited to 10)

**SPONSORSHIP  
FEE \$1,750**

- Preferred seating for ten at luncheon
  - Quarter-page (3.875" x 5.125") advertisement in program
  - Marketing material in attendee gift bags
  - Sponsor acknowledgement at luncheon
  - Opportunity to host an exhibition table before luncheon
  - Spotlight in front of C-level and middle management executives
- \*Additional tickets for your client can be purchased at reduced rate**



#### NAME TAG SPONSOR

- Reserved seating for ten at luncheon
- Quarter-page (3.875" x 5.125") advertisement in luncheon program
- Company Logo included on all name tags
- Sponsorship fees: \$2,000



#### TABLE SPONSOR

- Reserved seating for ten at luncheon
- Table signage and recognition in Luncheon Program
- Sponsorship fees: \$1,000
- Split Table Option: \$500 - Reserved seating for five, Shared Table Signage, & Name in Program



#### GIFT BAG SPONSOR

- Reserved seating for two at luncheon
- Quarter-page (3.875" x 5.125") in Luncheon Program
- Sponsorship fee: \$2,000 (pays for gift bags featuring your company logo)



#### INDIVIDUAL TICKET

Individual Ticket \$89

Business/Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ *Deadline to be featured in print materials is January 18, 2017*

Payment Method: ☐ Check payable to Houston West Chamber of Commerce ☐ Credit Card - AMEX, DISC, VISA, MC

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Signed: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Houston West Chamber of Commerce | 10370 Richmond Ave, Ste 125, Houston, TX 77042 | P: 713.785.4922  
**SUBMIT QUESTIONS AND SPONSOR FORMS** to Stephanie White at [stephanie@hwcoc.org](mailto:stephanie@hwcoc.org) or fax to 713.785.4944  
Sponsorship Commitment deadline is Wednesday, January 17, 2018. **Refund Policy:** No Refunds