



World Trade Center Monaco, Monte Carlo
and
World Trade Center Palm Beach

present

CEO GOLFERS



WORLD CHALLENGE 2010

UAE – ITALY – GERMANY – NETHERLANDS – USA





**World Trade Center
Palm Beach**

2600 N. Military Drive, Suite 201 • West Palm Beach, Florida USA 33409 • Office: 561.712.1443
www.wtcpalmbeach.com

Dear Business and Community Leaders,

The World Trade Center Palm Beach (WTCPB) is proud to host the U.S. Regional Semi-Final and Final Tournaments of the **2010 CEO World Golfers Challenge** this fall. The Semi-Final will be held from October 9-11 at Boca Raton Resort and Golf Club, where eight winners will be identified to compete in the November Championship with top qualifiers from Semi-Final matches held throughout the year in Italy, Germany, Holland, and Abu Dhabi, under the auspices of the World Trade Center Monaco.

We are excited that Donald J. Trump is our Honorary Chairman of the CEO Golfers Challenge Championship Tournament week, November 8-11, with the competition final slated for November 10 at Trump International Golf Club. The Awards Reception and Presentation Banquet will be held that night at The Mar-a-Lago Club, orchestrated by key members of the Organizing Committee, Yvonne Boice-Zucaro, President of Fugazy Travel (Official Travel Agency) and Lexye Aversa, President of Professional Touch International (Official Event Planner).

This event is designed to provide world business leaders the opportunity to enjoy the exclusive lifestyle throughout the Palm Beaches, while engaging in productive networking with our County's prime business figures from a variety of sectors. With the support of our community and tourism partners, as well as the worldwide network of World Trade Centers, we anticipate high profile exposure for our County as a premiere international resort destination as well as crossroads for industry.

The inaugural issue of the "World Trade Center Palm Beach Magazine" will be issued in conjunction with the tournament, as an additional resource to showcase our County's abundant resources and businesses in the local and international arena. We plan to broadcast "on-location" national TV spots of CEO interviews during both the October Semi-Final and November Championship matches. WASP Mobile of Boca Raton will provide the technological link, making the Tournament and event highlights available as a global "app".

We invite you to read further about the unique and exciting Sponsorship opportunities to maximize your marketing objectives, details on participation as a golfer in the October Regional Semi-Final, and advertising or editorial modules for inclusion in the WTCPB Magazine. It's not just about golf, but global gamesmanship and business opportunities on a multi-tiered platform!

Yours truly,

Alfred Zucaro

Alfred Zucaro
Chairman World Trade Center Palm Beach

Cristina Sbaizero

Cristina Sbaizero
CEO World Trade Center Monaco SRL



World Trade Centers Palm Beach and Monaco, Monte Carlo

CEO GOLFERS



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World Trade Center
Palm Beach

World Trade Center Palm Beach Hosts Global Business Leaders for the 2010 CEO Golfers World Challenge Championship Finals

Trump International Golf Club and Mar-a-Lago
November 8-11, 2010

www.ceogolfers.org

The World Trade Center Palm Beach (WTCPB), in conjunction with the World Trade Center Monaco, is privileged to host the November 10 Finals of the CEO Golfers World Challenge on one of the most magnificent courses known to the sport, *TRUMP INTERNATIONAL GOLF CLUB*.



"I am honored to welcome the CEO Golfers on November 10, 2010 to Trump International Golf Club in West Palm Beach, one of the most ambitious golf course projects ever undertaken. It is a visually spectacular course, replete with hills that contrast with Florida's level terrain, incorporating landscaped vistas, bunkers and incredible water features. Just five minutes from the beaches of the Atlantic Ocean, you will find a place that is valued as much for its splendor as for its caliber of play."

Donald J. Trump, Honorary Chairman of the event, extends his personal invitation and Red Carpet for finalists who will compete with other international Senior Executives for the coveted trophy and other top prizes. Rated NUMBER ONE by "Florida Golf Magazine" and listed in the Top 50 of "Golf Digest", *TRUMP INTERNATIONAL GOLF CLUB* was conceived as a "Theatre of Golf" in its design, showcasing the marvels of nature in harmony with some of the most lavish 27 holes of golf in the world. Since its opening, the course has been the pride of Palm Beach County, commonly known as "Golf Capital of the World" and home to the PGA (Professional Golfers Association of America).

Players will become familiar with the course on November 9 during a practice round, with professional caddies whose insights enhance the understanding of how to hit the fairways, read the greens, and experience the unique signature water holes. **A networking lunch will follow**, so participants may engage in productive conversation with key figures from high level businesses and community dignitaries.

Accommodations are provided for 3 nights in a luxurious setting at THE MAR-A-LAGO CLUB, the exclusive sister club to Trump International, located just 10 minutes away on the Atlantic Ocean. This 1927 grand beachfront estate, on the United States National Register of Historic Places, was restored by Donald Trump and transformed into a private, exclusive members-only club. **The Awards Banquet will be celebrated at MAR-A-LAGO** in the opulent ballroom as a grand finale to the fanfare and excitement of the international tournament.

The experience will include a whirlwind of social and networking opportunities, as well as individual meetings in desired sectors of commerce can be arranged. ***The events are designed to provide world business leaders the opportunity to enjoy the lifestyle of the Palm Beaches, while learning more about its multi-faceted economic opportunities and connecting with their peers on the Global stage.*** Founded by Henry Morrison Flagler, a partner in Standard Oil and one of the most prominent tycoons of his time, Palm Beach was originally developed as a resort retreat for his business magnate colleagues. Today, that energy still permeates throughout Palm Beach County, with a confluence of commerce, culture and sports. As a crossroads for captains of industry, much like the industrialists of a former era, Palm Beach is recognized by today's international business "movers and shakers" as a unique enclave to strengthen relationships and close deals, also realizing the power of golf in corporate gamesmanship.

Participants can share this extraordinary experience with a spouse or guest, as special packages will be offered to winners, as well as the possibility of extending a stay in Palm Beach, "America's Riviera". The Organizing Committee is planning some memorable tours of Palm Beach mansions and Worth Avenue, museums and an exclusive fashion show. There are countless opportunities for sightseeing area attractions, shopping and dining, with cultural experiences for concerts, theatre, opera and ballet. In addition to the lavish pool area, beach club and spa at Mar-a-Lago, leisure activities range from sailing and yachting to croquet, tennis, polo and equestrian matches, and exploring Florida's heritage of marine life or the Everglades.

The inaugural issue of the "World Trade Center Palm Beach Magazine" will be issued in conjunction with the tournament, with a cover story focusing on the CEO Golfers World Challenge Championship, featuring Trump International Golf Club and The Mar-a-Lago Club. And, Dan Mangru will conduct live "on-location" interviews with the CEO Golfers finalists to be aired on his FOX TV Business broadcast "The Mangru Report".

THE EXPERIENCE FOR EACH FINALIST INCLUDES:

- 3 Nights Luxury Accommodation at the Mar-a-Lago Club (November 8/9/10)
- Airfare in Economy Class from a Major International Airport
- Two Days of Exceptional Golf at Trump International Golf Club, including greens fees, cart & caddie
 - November 9 Practice Round of Golf for 18 Holes
 - American Breakfast & Networking Lunch with Local Business Leaders
 - November 10 CEO Golfers Challenge Final Shotgun Tournament
 - American Breakfast & Champions Celebration Lunch
- Awards Night & Winner Trophy Presentation at Mar-a-Lago with Cocktail Reception & Banquet
- Personalized VIP Assistance by Professional Palm Beach Staff & Committee Members
- Additional Surprises, Gifts and Sports Items
- Other Exclusive Events in Evolution
- Listing in the CEO Golfers World Challenge Program Brochure
- Tournament Article Featured in the Inaugural Palm Beach World Trade Center Magazine and Preferred Opportunities for Promoting your Company
- Networking & Customized Meeting to Meet with Palm Beach Colleagues for Business Synergies
- Promotional Packages to bring your Spouse or Guest to join the Finals Experience
- Special Pre and Post Packages to Extend your Stay in Palm Beach

All Semi-Final Qualifiers will be Contacted with Complete Details on the Finals Week Agenda as well as extensive information on local attractions, cultural venues, restaurants and shopping opportunities, including spouse programs for touring Palm Beach and its wonderful galleries and boutiques.

PREMIERE SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

FOR ADDITIONAL DETAILS ON THE FINALS WEEK or SPONSORSHIPS, PLEASE CONTACT THE U.S. ORGANIZERS:
Al Zucaro, Palm Beach World Trade Center 561 644-1665 AIZucaro@WTCpalmbeach.com
Lexye Aversa, Professional Touch International 561 776-1173 or 561 512-7333 Events@ProfessionalTouchIntl.com

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About CEO Golfers World Challenge 2010

www.ceogolfers.org

- CEO's and Senior Corporate Executives Enter to Play in One of Five Regional Semi-Final Tournaments, taking place throughout Europe, in Abu Dhabi and Boca Raton, Florida
- U.S. Semi-Final Held at Boca Raton Resort & Golf Club, October 9-11, including Practice Round Day
- *Eight Top Winners from Each Semi-Final Tournament are Invited to Participate as Finalists in the Championship and are Hosted November 8-11 for the Finals Event in Palm Beach, Florida*
- Championship Final takes place at Trump International Golf Club, including a Practice Round Day
- The Experience for Finalists includes 3 Nights Accommodations at The Mar-a-Lago Club
- Awards Banquet will be Held in the Elegant Ballroom at The Mar-a-Lago Club on November 10
- Winners are Flown to Florida in Economy Class from a Major International Airport
- Finals Week Encompasses Special Events and Networking Opportunities with Global CEO's
- Inaugural Issue of the "World Trade Center Palm Beach Magazine" Features the Tournament
- "On Location" Interviews with CEO Finalists Scheduled for Broadcast on Network TV
- Special Amenities, Sports Gifts and Prizes for Finalists





Founded by World Trade Center Monaco (Monte-Carlo), the CEO Golfers World Challenge 2010 is the world leader in golf competition designed exclusively for Chairmen, Presidents, CEO's, Senior Level Management, Owners, and Country Managers of major companies, identifying the "Best of the Best" in golf competition, while creating a networking platform for like-minded Executives. Participants in the CEO Golfers World Challenge are Senior Executives of companies that customarily generate a minimum of \$10 million in annual revenue or have subsidiaries in a several countries at worldwide level, or whose presence touches the global market platform.

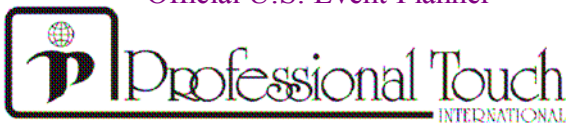
The top eight qualifiers from tournaments in Milan, Munich, Holland, Abu Dhabi and Boca Raton will converge in Palm Beach November 8-11, 2010 to compete at Trump International Golf Club for the Top Trophy and other Awards, and to become part of the exclusive family of participants in this World Trade Center global endeavor, unique in format and opportunity, bringing together Global Senior Level Executives in the spirit of competition, camaraderie and interaction to forge business alliances and collaborations with their peers, while playing golf on some of the most prestigious courses in the world.

Cristina Sbazeiro, CEO of The World Trade Center Monaco and Business Development Advisor to the World Trade Centers Association headquartered in New York, has spearheaded the CEO Golfers Challenge and is the pivotal figure in developing and implementing the Tournaments. Since 2007, her efforts have expanded the global relationships each year, reflecting increased exposure for participants and sponsors with support from the local municipalities and Chambers of Commerce for each Regional tournament.

In 2010, the partnership with the World Trade Center Palm Beach (WTCPB) has strengthened the organizational structure of the CEO Golfers World Challenge through the efforts of Al Zucaro, Chairman of the WTCPB, further enhancing its global reach and involving the Palm Beach County Business Development Board, Sports Commission, Cultural Council, Convention and Visitors Bureau, Realtors Association and Chambers of Commerce. This foundation ensures a County-wide network is in place to promote and support the Championship at Trump International Golf Club, as well as the U.S. Regional qualifying tournament at Boca Raton Resort and Golf Club, a member of The Waldorf Astoria Collection. "The opportunity to host global business leaders while showcasing the Palm Beaches provides unique opportunities. The abundance of financial knowledge, expertise, and talent in our County, combined with its superb lifestyle invites rewarding international partnerships," said Al Zucaro, also Chairman of the event.

Zucaro has assembled a stellar Organizing Committee with key active roles in the coordination of the event: Lexye Aversa, President of Professional Touch International, Official U.S. Events Planner orchestrating overall logistics and publicity, Yvonne Boice-Zucaro, Principal of Fugazy Travel of Boca Raton, Official Travel Agency, with Ed Tinari and Rick Cantinella, Principals of WASP Mobile, providing the technological link, making the Finals Tournament available as a global "app". Aversa and Boice-Zucaro are also Chairmen of the Awards Banquet at The Mar-a-Lago Club, Cantinella has implemented the web portal, and Tinari is coordinating the tournament format. Working with the entire Steering Committee, this collaboration links all other organizers and sponsors to the participants as well as the Global universe of World Trade Centers and their members.

Official U.S. Event Planner



Official Travel Agency



Official Technology & Global "app" Provider





World Trade Center
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The WTCPB is a not-for-profit association whose mission is to expand business opportunities in its Greater Economic Region (Palm Beach County), a hub for international business activity in any industry, bringing efficiency and productivity to both global and local commercial marketplaces. Thus, **the CEO Golfers World Challenge is envisioned as a launch pad to formulate strategic alliances with the participants, who will be introduced to the cornucopia of opportunities in Palm Beach County** encompassing sectors in Bio-Science, Aerospace and Aviation, Real Estate, Information Technology, Water Preservation, Green Sustainable Initiatives, Agriculture, Banking and Finance, Tourism, Fashion and Merchandising, Pharmaceuticals and Health Care, and other key economic clusters in the global marketplace. **Sponsors, whether headquartered in the U.S. or based overseas, are welcome to join this exciting project, to interact with the participants in a variety of networking venues and to explore synergies while introducing opportunities that meet marketing and long-term objectives. There are possibilities of one-on-one meetings for viable business ventures, and the WTCPB is prepared to assist in formulating “Trade Missions” to coincide with the Finals week experience.**

The inaugural issue of the “Palm Beach World Trade Center Magazine” will be issued in conjunction with the tournament. The cover story will focus on the CEO Golfers World Challenge Championship, featuring Trump International Golf Club and The Mar-a-Lago Club, **and all sponsors and partners will be recognized.** The high quality magazine will showcase businesses active in the local and international arena with insights about Palm Beach County’s position as a “Crossroads of Commerce and Culture” while revealing the luxury lifestyle for residents and visitors. **Exposure is possible not only through promotional advertising, but in the form of compelling interviews or articles.** Linking Palm Beach County to the worldwide network of World Trade Centers and Chambers of Commerce, the publication will serve as a source of pride for the county, the tournament and the WTC community!

Dan Mangru will include Finalists (Senior Level Corporate Executives) and top Sponsors as panelists on his FOX TV business broadcast “The Mangru Report” leading up to the Championship Tournament, with exposure for the Tournament as a corporate networking opportunity of the highest level. Mangru will also conduct live “on-location” interviews at Trump International Golf Club and The Mar-a-Lago Club with the CEO Golfers Finalists and top Sponsors to be aired on his show.

The Marketing Platform for the CEO Golfers World Challenge will encompass strategic exposure throughout Palm Beach County and beyond.... statewide, nationwide and worldwide. Through website links, Enewsletters, blast emails and other online mechanisms, the event will be publicized via the network of global WTC’s and Chambers of Commerce, exclusive golf clubs, as well as the Palm Beach County sports and tourism bureaus. Media will also include radio interviews, other TV spots, press releases, articles in luxury magazines (Europe and U.S.), and co-branding with international firms.

www.ceogolfers.org



www.trumpinternationalpalmbeaches.com



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Significant Benefits of Event Participation and Sponsorship

- Creating a Platform of Business “Matchmaking” Meetings for Sponsors, World Trade Centers Members, and CEO Golfers at an International Level
- Approaching New Potential Clients among Local Members of the Golf Clubs Around the World
- Opening New Markets at Commercial Levels with Follow-up Activities through the Assistance of local World Trade Centers
- Promoting Goods/Services Worldwide to the Exclusive Target Market of High-end Business Executives
- Enhancing the Image of Sponsors and Offering an Exclusive Platform for Brand Exposure in Key Markets
- Being an Integral Part of a Long-term Project of Golf Events with Continuity
- Increasing Tourism Hospitality & Cultural Exchanges at an International Level
- Key Focus of Business Generation resulting in Building Long-lasting Relationships through Golf is Achieved Thanks to the Collateral Support of the Reciprocity among World Trade Centers
- Combining Sport with a Philanthropic Role at International Level, in 2010 supporting the “Fondazione Legato Dino Ferrari” for Muscular Dystrophy Research



Historical Background of the CEO Golf Challenge

Year 2007 – First Golf Challenge in Trieste (Italy) – **Sponsored by:** Audi; Breitling; Bulgari; Burberry; Callaway; S.T.Dupont; Hotel Cristallo; Mont Blanc; Polo Golf Ralph Lauren; Taylor Made; Technogym; Jaeger leCoultre; Transvital; Green Pass; GolfUS; ArtestampaArte; Graphart; Holiday Communication.

Year 2008 – Two Semifinals: in Abu Dhabi (UAE) and Miami Beach (USA), with the Final Golf Challenge in Porto Cervo (Italy) - **Sponsored by:** San Lorenzo; Aqua di Parma; Borsalino; Bulgari; Hotel Cristallo; E.Marinella; Katana; Hotel Cala di Volpe; G.Lorenzi Montenapoleone; Pineider; Technogym; Aldar; W.T.C.A.; Duchell; DuMark; Transvital; Evian; Jolanda de Colò; Fiat Majani; ArtestampaArte; Il Mondo del Golf; Green Pass; Pop Up Banners.

Year 2009 - Four Semifinals: Abu Dhabi (UAE), Miami Beach (USA), St. Moritz (Switzerland), St. Leon-Rot (Germany), with the Final Golf Challenge in Porto Cervo (Italy) – **Sponsored by:** San Lorenzo; Acqua di Parma; Borsalino; Bulgari; Hotel Cristallo; Royal Chashmere; Samsonite; Hotel Cala di Volpe; G.Lorenzi Montenapoleone; Pineider; Technogym; W.T.C.A.; Aldar; W.T.C. Abu Dhabi; W.T.C. Miami; W.T.C. Magazine; W.T.C. TV; Duchell; Cigno; Transvital; Jolanda de Colò; Il Mondo del Golf; Auto Digest; Tutto Porsche; Cortina Auto; Cara Cortina; La Rivista del Forte; Costa Smeralda Magazine; Portofino Coast; Yachting in Capri; Sailing in Porto Rotondo; PSE Editore; Pop Up Banners.

Facts & Figures of the Past Editions

- 5 World Trade Centers involved (in year 2009) in assisting the Golfers with business appointments
- 700 selected Golfers in 3 years tournaments (2007-2009)
- 200+ Award Trophies and Prizes provided by Sponsors 2007-2009
- 2,100 Matchmaking Business Meetings while Playing Golf and During the Collateral Events
- 350,000 Golfers Reached Worldwide through Promotional Activities (2007- 2009)
- 3,000 Media & News Outlets Reached and 300 Press Articles Published through the Marketing Campaigns (2007- 2009)
- 50,000 Euros Donated for Charity Purposes to benefit the “Fondazione Legato Dino Ferrari”, which has supported research against Muscular Dystrophy for over 25 years

National Semifinal Tournaments in hosted in 2010, with 120-150 Golfers in each Tournament, identifying 8 Qualifiers:

- **Date TBD, in Abu Dhabi, U.A.E.**
- **May 1 in Milano, Italy (Circolo Zoate)**
- **July 23 in Munich, Germany (Golf Club Gut Rieden)**
- **September 10, in Arnhem, the Netherlands**
- **October 11, in Boca Raton, Florida (Boca Raton Resort & Golf Club)**

With Appreciation for our Sponsors and Partners!



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