

NAFTZ PUBLIC AFFAIRS ADVOCACY CAMPAIGN
Telling the FTZ Success Story

Announcing the
2018 FTZ Success Story Challenge!

FTZ Grantees, Operators and Users:
The FTZ Success Story is YOUR STORY!
Here's Your Chance to Tell It – Strong and Proud!

NAFTZ's Public Affairs Advocacy Campaign is off to a strong start. Our February Legislative Summit and Congressional Appreciation Awards Reception in Washington were a great success – and over \$70,000 in pledges have been received to fund an FTZ Economic Impact Study, which is now in the RFP process.

The next phase of the Advocacy Campaign is to compile Positive FTZ Impact Stories from members across the nation. To preserve and grow the benefits of the FTZ program during these challenging times, we need to make sure that Members of Congress, Governors, and other public officials appreciate the role that FTZs play in their own local economies.

To jump-start this process, the NAFTZ Board has created the
2018 FTZ Success Story Challenge!

This is your opportunity to tell your own FTZ story in the most compelling way possible. Show your stuff to the rest of the U.S. FTZ community – and win an award for your efforts! Challenge winners will be selected by online vote of the entire NAFTZ membership. Winners will be announced at the NAFTZ Spring Seminar in Portland, Oregon on May 21.

WHAT: A contest for FTZ Grantees, Operators and Users to present their success stories in Text/Graphics format.

- Entries must consist of no more than ten (10) pages or slides in PDF format.
- Entries will be accepted from **NAFTZ member organizations only**.
- Please see the "FTZ Success Story Ideas, Tips & Tricks" section for content suggestions.

AWARDS CATEGORIES: Separate awards will be presented for submissions by:

1. FTZ Grantees and
2. FTZ Operators or Users

HOW: Entries should be emailed to advocacy@naftz.org with the following information included:

- Story title
- All contributors' name(s)

NAFTZ will issue an email confirming receipt/acceptance of each entry.

DEADLINE: Entries will be accepted through **11:59 PM EDT on May 9, 2018**.

JUDGING: All submissions will be posted on a Members-Only page of the NAFTZ website on May 11, 2018. All current NAFTZ members will be eligible to cast one vote in each of the two categories. Voting will open on May 14 and close on May 16. Additional details about the voting process will be announced in the coming weeks.

PRIZES: First-Place Winners in each category will receive their choice of:

- Complimentary Registration for the 2018 NAFTAZ Annual Conference & Exposition in Atlanta, Georgia - September 16-19 (a \$925 value), or
- A new tablet/laptop of Comparable Value

Runners-up will receive appropriate recognition to be determined by the Board of Directors.

Special Service Provider Challenge: The NAFTAZ Board will also present a special award to the Service Provider member that facilitates the highest number of separate FTZ grantee, operator and/or user challenge entries. Proof will be required including attribution by the contest entrant.

Terms and Conditions – By submitting an entry, the submitting organization agrees that the material entered becomes the property of the National Association of Foreign-Trade Zones (NAFTZ). You thereby grant to the NAFTAZ the irrevocable right to reproduce, distribute, publish, and display content at-will and the right to create derivative works from your content, edit or modify such content and use such content for any NAFTAZ purpose. Submitting organizations must have the rights to use any copyrighted material included in an entry. Although every effort has been made to provide complete and accurate information, the NAFTAZ makes no guarantees about the accuracy of content provided. The [NAFTZ logo](#) may be used in any submission without obtaining prior approval.

2018 FTZ Success Story Challenge!

Telling the FTZ Success Story (Ideas, Tips and Tricks)

The layout and content of your NAFTA FTZ Success Story Challenge entry are is totally up to you. Here are some suggestions for how to tell your unique story – whether you’re a grantee, operator or user:

Design a Compelling Success Story

- Highlight the positive economic effects related to the use of FTZ procedures:
 - New or maintained U.S. production and employment
 - Production shifted to U.S. from abroad
 - Import displacement, export increases, domestic value added
 - Levels of domestic/foreign sourcing
 - Levels of employment
- How does the FTZ help you compete?
 - Describe the current international competitiveness environment with regard to the industry, noting things such as:
 - Import penetration levels
 - Cost advantages of offshore production (including customs treatment)
 - Plants abroad with similar production capabilities, including affiliated plants
 - Overall plant cost reduction efforts
 - Describe some effects on activity because of the FTZ:
 - Plant production levels / exports
 - Maintenance of plant activity in competition with foreign plants
 - Ability to bid for new production activity with foreign plants (provide instances where manufacture of specific products was transferred to U.S. plant)
- What interesting changes have you seen come about?
 - Indirect but related changes at the plant:
 - Plant expansion / modernization
 - Investment in on-site fabrication and value added facilities
 - Adding of design, R&D activities
 - Changes in plant sourcing/value added patterns:
 - Changes in overall U.S. value added levels, noting the role of on-site value added activity

Use People and Back Up Your Story with Data

- Highlight your key personnel
- Provide numerical data as appropriate – values, volumes, jobs, investments, years in operation, etc.

Be Creative and Have Fun!

- Include dynamic photos or illustrations, such as:
 - Manufacturing or production lines
 - Transportation vessels/vehicles
 - Large-scale operations
 - Recognizable brands
 - Port operations
 - Automation elements
- Describe elements of your FTZ operation that may be unique or unusual – take pride in your operation!