

SPONSORSHIP AND MARKETING OPPORTUNITIES

North American companies will invest over \$16 billion sponsoring events in 2012.**

Why the interest? Because experiential marketing works! Companies have learned that the best way to strengthen their bonds with their customers is by creating memorable experiences. CSCMP's Annual Global Conference is supply chain's premier event™...and becoming a sponsor is the perfect way to reach a highly-qualified target audience of 3,000-plus influential supply chain professionals. CSCMP offers its attendees the opportunity to interact with our sponsors' brands. This is an excellent, strategic opportunity for your business—don't miss it!

Why Become a Sponsor?

- Reach your prime target market.
- Reinforce your brand.
- Increase your visibility.
- Receive unparalleled access and positioning with market leaders.
- Exclusive opportunity to communicate a substantive message to influential supply chain industry professionals and key decision makers.
- Leverage these benefits to achieve marketing objectives.
- Generate sales through multiple networking opportunities.

Sponsorship Benefits

By becoming a CSCMP Annual Global Conference sponsor, you will receive many on- and off-site benefits, including:

- Company logo placement on registration area signage recognizing all sponsoring companies
- Logo and indication of sponsorship in CSCMP's Annual Global Conference 2012 promotional materials (Two [2] mailings at approximately 65,000 distribution, as well as on a page in the *On-Site Conference Program* at approximately 3,000 distribution. *)
- Discounted participation in the Supply Chain of the Future (based on availability), if sponsoring company qualifies
- CSCMP sponsors have an opportunity to submit a proposal for an online webinar educational session and participate in the Sponsor Presentation Series. Exclusively available for sponsors only
- Exclusive use of the Sponsors' Lounge, which offers seating and meeting areas, computer terminals, and beverages throughout the event
- Up to a 25% discount on advertising rates in *CSCMP's Supply Chain Quarterly* magazine
- Recognition as a CSCMP Annual Global Conference sponsor on CSCMP's annual conference web site with logo, 50-word description, and link to sponsor web site
- Company logo, recognition, and web site link on promotional e-mail blasts reaching 30,000-plus industry professionals
- A post-event e-mail from CSCMP recognizing all sponsors with link to sponsor web site
- The post-event Proof of Sponsorship report that details all activities

1 PREMIER

1 AVAILABLE

The **Premier Sponsorship** package provides the highest level of recognition and benefits—before, during, and after the event. In addition to the standard benefits of being a CSCMP Annual Global Conference sponsor (left), you will receive recognition as the Premier sponsor on all materials as well as extra benefits, including:

- Five (5) complimentary full CSCMP Annual Global Conference 2012 registrations
- A one-time use of CSCMP's Annual Global Conference 2012 attendee list for post-event direct mailing ***
- The Premier sponsor's logo will be most prominent on registration area signage recognizing all sponsoring companies.
- Exclusive insertion of one (1) promotional/informational item (i.e., flyer, brochure, giveaway) in each registration bag
- A four-color advertisement on the outside back cover of the *On-Site Conference Program*
- Sponsor's logo and CSCMP's logo on registration bags provided to all CSCMP Annual Global Conference 2012 attendees (approximately 3,000)

Annual Global Conference Registration Area and Registration Bag (\$50,000 US)

—A prominent presence at the CSCMP Annual Global Conference and beyond, your company's brand will appear prominently in the registration area and on each bag that attendees receive upon registration and will accompany industry leaders, not only at the conference, but on many future trips.

A **Major Sponsorship** package ensures that your company will receive the recognition and brand awareness it deserves during CSCMP's Annual Global Conference 2012. In addition to the standard benefits of being a CSCMP Annual Global Conference sponsor (see page 1), you will also receive:

- A one-time use of CSCMP's Annual Global Conference 2012 attendee list for post-event direct mailing***
- Three (3) complimentary full CSCMP Annual Global Conference 2012 registrations
- One exclusive Major sponsor benefit from the following (M1-M9):

“Our partnership with CSCMP offers us access to the key decision makers in the supply chain industry.”

John Urban, President
GT Nexus

WHO ATTENDS?

As a CSCMP Annual Global Conference 2012 sponsor, your company will enjoy unprecedented exposure to a highly-targeted and powerful group of supply chain executives and professionals who are directly responsible for implementing, integrating, and improving the effectiveness of their organizations' supply chains. In addition to CEOs, presidents, and partners, attendees include vice presidents and director-level decision makers involved in all aspects of the supply chain.

M1 Lanyards (\$40,000 US)—One of CSCMP's most sought-after sponsorships, lanyards offer constant branding throughout the conference. The lanyards are distributed at registration and worn by nearly every conference attendee.

- Sponsor logo appears on lanyard attached to badge holder

M2 Message/Internet Centers (\$30,000 US)—Your brand will receive high visibility with two central message/Internet locations in high-traffic density areas where attendees will have the opportunity to check e-mails, access the Internet, and communicate with fellow attendees.

- Signage with sponsor logo at each of the two Message/Internet Centers and on message boards (2.85 log ins per attendee projected)
- Sponsor logo will be used on every computer as a screensaver and will include a desktop link to sponsor web site
- Homepage will be sponsor's web site

M3 Hotel Key Cards (\$25,000 US)—This unique sponsorship offers your company frequent exposure of its brand every day, from check in to check out.

- Sponsor logo on hotel key cards for all attendees staying at CSCMP preferred hotels

M4 CSCMP Bookstore (\$20,000 US)—Increase branding exposure at the CSCMP Annual Global Conference by sponsoring the CSCMP Bookstore. The bookstore is centrally located and enjoys heavy attendee traffic throughout the three-and-a-half days, ensuring maximum visibility.

- Sponsor logo on all bookstore bags
- Company logo and indication of sponsorship on signage at the bookstore entrance
- Designated section for showcasing your company's publication

M5 Welcome Reception (\$25,000 US)—This reception kicks off the CSCMP Annual Global Conference...an excellent opportunity for your brand to be immediately visible.

- Company logo and indication of sponsorship on signage outside the event
- Company logo and indication of sponsorship on signage at each buffet table

M6 Supply Chain Industry Networking Luncheon (\$25,000 US)—This highly-attended event is a great way to make your company visible. Attendees enjoy lunch while networking with friends and colleagues!

- Company logo and indication of sponsorship on signage outside the event
- Company branding and targeted message on big screens during luncheon

M7 Roundtable-Hosted Luncheon (\$25,000 US)—This luncheon is open to all attendees and allows them the opportunity to meet individuals in their own supply chain management communities, as well as discover what programs and activities local CSCMP roundtables have planned.

- Company logo and indication of sponsorship on signage outside the event
- Company branding and targeted message on big screens during luncheon

M8 Strategic Leaders Luncheon (\$25,000 US)—This invitation-only (50-75 C-level attendees and CSCMP Corporate Members) luncheon will be held on Monday, October 1. The Opening General Session speaker will speak and be available for open discussion.

- A sponsor representative (C-level) will be able to introduce the Opening General Session speaker at the luncheon
- Exclusive logo branding and recognition of sponsorship on signage at the luncheon
- One sponsor marketing brochure to be placed at each attendee's seat ***
- One post-event mailing from CSCMP to all luncheon attendees

M9 Wi-Fi (\$30,000 US)—This opportunity represents a unique advertising medium that places your brand in front of Wi-Fi users before they can access the Internet on their laptops and smart phones. Complimentary Wi-Fi connectivity will be available in all areas of the facility except for the individual session rooms. There will also be branded "Wi-Fi zones" in the exhibition area.

- Company listed on connection link
- Company logo on splash page when attendees connect to the Internet
- Company logo and branding on signage in all highly-trafficked areas throughout the convention center
- Company logo and branding on signage in a designated section of the exhibition hall

S1 Supply Chain of the Future Reception (\$25,000 US)—This reception is held within the Supply Chain of the Future, a 100,000 square-foot real-time, fully-integrated functional supply chain that will be open most days of the conference.

- Company logo and indication of sponsorship on signage outside the event and at appropriate buffet tables

S2 Networking Reception (\$25,000 US)—This is a relaxing end to the last full day of the CSCMP Annual Global Conference where attendees take advantage of delicious food and entertainment.

- Company logo and indication of sponsorship on signage outside the event and at appropriate buffet tables

S3 Cell Phone Charging Stations—Terrific exposure with branded, fully wrapped backlit display units that have multimedia/video capabilities. Providing the ability to charge over 90% of all mobile phones in seven minutes and up to 24 devices simultaneously, these stations will be well-situated in high-traffic areas.

- Each station has a front billboard and video screen and full branding wrap
- One (1) complimentary full CSCMP Annual Global Conference 2012 registration per station
 - **One Station—\$10,000**
 - **Two Stations—\$17,000**
 - **Three Stations—\$23,000**
 - **Four Stations—\$28,000**
 - **Five Stations—\$33,000**

S4 Monday Opening General Session Breakfast (\$20,000 US)—Start the day off right...this breakfast is always highly-attended and is a great way to make yourself visible at the start of the event.

- Company logo and indication of sponsorship on signage at all breakfast stations
- Company branding and targeted message on big screens during breakfast

S5 Tuesday Major Session Breakfast (\$20,000 US)—Relay your message at the beginning of the day at this highly-attended breakfast.

- Company logo and indication of sponsorship on signage at all breakfast stations
- Company branding and targeted message on big screens during breakfast

S6 Wednesday Closing Session Brunch (\$15,000 US)—Exposure to your brand caps off attendees' conference experience!

- Company logo and indication of sponsorship on signage at all brunch stations
- Sponsor logo and targeted message on big screens during brunch

S7 Chairman's Reception (\$15,000 US)—Your company will enjoy exclusive one-on-one access to a group of industry leaders and high-level professionals at this private, VIP invitation-only event.

- Company logo and indication of sponsorship on signage outside the event
- Three company representatives at the event

S8 Branded Notebooks and Pens (\$17,500 US)—A guaranteed way to get the ink your company deserves. These notebooks and pens will be distributed to each attendee at registration and will be seen prominently throughout the conference and used long after.

- Sponsor logo on pens and notebooks included in each portfolio bag that is given to all attendees

S9 Relaxation/Massage Station (\$15,000 US)—Increasingly popular and always appreciated, the seated massage relaxation station is one of the most visited locations at the conference. Attendees will be grateful for the wonderful service and the sponsoring company will benefit from consistent exposure throughout the event.

- Company branding and recognition of sponsorship at the Relaxation/Massage Station
- Golf shirts or other signature clothing worn by staff (provided by sponsor)

S10 Student Recruitment Day (\$15,000 US)—Now, more than ever, recruiting and identifying future supply chain leaders is crucial to the viability and success of any organization. The Student Recruitment Day offers attendees the unique opportunity to meet some of the brightest students in the country in the supply chain field. It provides books and multiple computer terminals to view students' résumés and the ability to arrange individual appointments in open seating areas or private interview rooms.

- Sponsor logo and a letter from the sponsor will be on résumé CD-ROMs to be distributed on a first-come, first-served basis at approximately 300 distribution*

Signature Sponsorship packages promote your brand in highly-recognizable locations providing your company with unique exposure opportunities. In addition to the standard benefits of being a CSCMP Annual Global Conference sponsor (see page 1) you will also receive:

- Two (2) complimentary full CSCMP Annual Global Conference 2012 registrations (with the exception of S3)
- One exclusive Signature sponsor benefit from the following (S1-S10):

“We have enjoyed a long and beneficial relationship with CSCMP. The annual conference provides a unique opportunity to expose our brand to senior management at a wide range of companies and is a very effective place to educate the market on MercuryGate’s message.”

Monica Wooden, CEO,
MercuryGate International, Inc.

Receive the superior and highly-economical benefits of the **Preferred Sponsorship** package, providing your company with affordable exposure and brand recognition. In addition to the standard benefits of being a CSCMP Annual Global Conference sponsor (see page 1), you will also receive:

- One (1) complimentary full CSCMP Annual Global Conference 2012 registration
- One exclusive Preferred sponsor benefit from the following (P1-P4):

“Descartes Systems Group is proud to be a charter sponsor of CSCMP’s Annual Global Conference. CSCMP’s demographics (attendees and members) are the very same demographics as our brand which has resulted in a very successful relationship.”

Arthur Mesher, Chairman and Chief Executive Officer
Descartes Systems Group

P1 Classic Shoe Shine Stand

(\$12,000 US)—This classic shoe shine stand will literally sweep attendees off their feet and provide a captive audience of customers. The stand will be located near the highly-trafficked registration area and will offer complimentary professional shoe shines to all attendees.

- Classic shoe shine stand using professional products located near the registration area. The stand will operate on Sunday from 11:00 am to 7:00 pm, and on Monday and Tuesday from 9:30 am to 5:30 pm
- Sponsor signage at the stand and a small table for literature

P2 Sponsors’ Lounge (\$14,000

US)—Your company logo will be prominently displayed on signage inside and outside of the lounge. The Sponsors’ Lounge will offer seating and meeting areas, computer terminals, and beverages throughout the event

P3 Daily Pocket Guides (\$14,000

US)—Your company will be featured daily on an ad in the back outside cover of our pocket guides. A useful and practical reference source, these three guides are distributed daily and referred to often by CSCMP attendees.

P4 Beverage Breaks—Your company logo will be prominently displayed at all break stations. These valuable networking opportunities will be held daily and will be conveniently located throughout the educational sessions.

- **Monday Beverage Breaks (3)**—\$12,000
- **Tuesday Beverage Breaks (3)**—\$12,000
- **Wednesday Beverage Break (1)**—\$10,000
- **All three days—\$25,000** (includes three complimentary full CSCMP Annual Global Conference 2012 registrations)

CSCMP’S ANNUAL GLOBAL CONFERENCE 2012 ON-SITE CONFERENCE PROGRAM ADVERTISING

CSCMP’s Annual Global Conference 2012 *On-Site Conference Program* advertising is a great way to stay visible throughout the entire event...and beyond! The program includes sections on special events, educational sessions, maps, the Supply Chain of the Future, CSCMP membership information, and much more. Distribution: 3,000.

Inside Front Cover:

\$7,500 US (four-color only)

Inside Back Cover:

\$7,500 US (four-color only)

Tab Section Divider:

\$6,000 US (four-color only)

Gatefold Ad:

\$10,000 US (four-color only)

WHO IS CSCMP?

Founded in 1963, the Council of Supply Chain Management Professionals (CSCMP) is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With nearly 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management. CSCMP’s Annual Global Conference is the largest event of its kind in the world.

Sponsorships are also available for other CSCMP global conferences in 2012.

If your company has an interest in becoming a 2012 CSCMP sponsor or if you’d like more information about sponsoring other CSCMP events, contact Chuck M. Martinez at +1 305.661.2896 or Chuck@AdelfiGroup.com.



Council of Supply Chain Management Professionals

The World’s Leading Source for the Supply Chain Profession.™