



supply chain council

SPONSOR PROSPECTUS



Supply Chain World North America 2012

Taking Supply Chains to the Next Level

A Shift to Integrative Thinking

Customer Delight; Operational Excellence; People; Resilience

2-4 April 2012

Miami, Florida

Hyatt Regency Miami

hosted by Supply Chain Council



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About Supply Chain Council

Supply Chain Council is a global management organization that helps member organizations make dramatic and rapid improvements in supply chain processes. SCC maintains the Supply Chain Operations Reference (SCOR®) model, the supply chain management community's most widely accepted framework for evaluating and comparing supply chain activities and performance.

supply-chain.org +1 202 962 0440

Audience Profile

Supply Chain World attendees represent the full realm of professionals serving the supply chain, including global managers from every industrial sector, consulting services and software providers, and academics educating future supply chain professionals.

Conference attendees include vice presidents, directors, and managers for:

- Supply Chain
- Operations & Project Management
- Procurement
- Logistics/Distribution
- Production Management
- IT
- Finance
- Purchasing

Supply Chain World North America 2012

Supply Chain World North America will bring together successful supply chain professionals from a variety of industries to share experiences, identify success factors, and facilitate learning and networking.

This year's program will focus on a fully integrative supply chain management approach that includes employees, processes, technology, functions and even supply network partners. Organizations need to move to where there is north-south goal alignment, but a focus on east-west process performance. The conference will address these issues, as well as present practical case-based examples of SCOR application.

Sponsorship Opportunities

Maximize your exposure at Supply Chain World North America by taking advantage of one of our sponsorship opportunities.

- Gain direct access to a targeted audience focused on using supply chain as a competitive advantage
- Speak directly to decision makers
- Educate customers and prospects about your company's latest innovations
- Initiate, build, and further develop business relationships
- Strengthen and reinforce your company's brand among professionals who are looking for today's most powerful, efficient technologies and services

For more information or help in making a sponsorship work for you, contact Melinda Spring: mspring@supply-chain.org, +1 202 540 8005.

All Sponsors Receive

1. Company logo placement in Supply Chain World North America 2012 (SCW-NA) registration area signage recognizing all sponsoring companies;
2. Logo and indication of sponsorship in SCW-NA promotional materials including company logo, recognition, and website link on promotional email campaign reaching 35,000+ industry professionals;
3. Recognition in onsite program (logo and 25-word description); planned attendee distribution of approximately 120-150;
4. Opportunity to present an educational webinar in the SCC weekly webinar program;
5. Exclusive use of the Sponsors' Lounge, which offers seating, client meeting areas, and refreshments throughout the event;
6. Recognition as a SCW-NA sponsor on the Supply Chain World North America 2012 website (supplychainworld.org/na), including logo, and link to sponsor website;
7. Acknowledgement in a post-event email message to attendees from SCC recognizing all sponsors with a link to sponsor websites; and
8. Exhibit space in the Supply Chain World North America Enablers' Education and Exhibit Area (exhibit space selection will be based on sponsor level and purchase date).

Upgrade Options

Available in addition to sponsorships/exhibits:

- Lanyards for Conference Bags (exclusive) – \$1,500
- Conference Bag Insert (1 piece printed material) – \$1,250

PLATINUM SPONSOR

\$20,000 Member / \$25,000 Nonmember

Available: 1

The Platinum sponsorship package provides the highest level of recognition and benefits before, during, and after the event. In addition to the standard SCW-NA sponsor benefits (above), platinum sponsors will receive recognition as the Platinum sponsor on all materials and additional benefits including:

- Host and Introduce Award Winners during Ceremony;
- Speaking Opportunity in Plenary session;
- Three (3) complimentary full SCW-NA conference registrations;
- One (1) full page color ad in onsite program;
- Acknowledgement by the conference chairman in welcoming statements to the attendees;
- Insertion of one (1) promotional/informational item (i.e., flyer, brochure, CD-ROM, thumb drive) in each attendee's attendee packet; and
- One-time use of SCC's SCW-NA attendee list for post-event direct mailing (excluding attendees who opt-out)

GOLD SPONSOR

\$10,000 Member / \$15,000 Nonmember

Available: 3

A Gold sponsorship package ensures that your company will receive the recognition and brand awareness it deserves during SCW-NA 2012. In addition to the standard SCW-NA sponsor benefits (page 3), gold sponsors will also receive:

- Two (2) complimentary full SCW-NA conference registrations;
- Speaking opportunity in concurrent sessions;
- One (1) half page color ad in onsite program;
- Acknowledgement by the conference chairman in welcoming statements to the attendees;
- Insertion of one (1) promotional/informational item (i.e., flyer, brochure, CD-ROM) in each attendee packet; and
- Exclusive sponsorship of one of the following (first come, first choice): Opening Night Reception (April 2nd), Networking Luncheon (April 3rd), or Closing Networking Luncheon (April 4th).

SILVER SPONSOR

\$7,500 Member / \$12,000 Nonmember

Available: 3

Silver sponsorship packages promote your brand in highly-recognizable locations providing your company with unique exposure opportunities. In addition to the standard SCW-NA sponsor benefits (page 3), silver sponsors will also receive:

- Two (2) complimentary full SCW-NA 2012 conference registrations;
- Insertion of one (1) promotional/informational item (i.e., flyer, brochure, CD-ROM) in each attendee packet; and
- Exclusive sponsorship of one of the following (first come, first choice): Beverage Breaks (April 3rd), Beverage Breaks (April 4th), or Delegate bags.

TABLE-TOP EXHIBIT

\$3,000 Member

Available: 3

Table-top exhibit next to Plenary room in Coffee Break / Welcome Reception area:

- 6'x6' space with table for displays
- 1 electrical outlet
- 2 Exhibit Staff badges
- Acknowledgement in onsite program
- Exhibitor logo on website