



Supply Chain Insights Global Summit 2014

Sponsorship Packages

September 10th-11th, 2014

Targeted Total Attendance: 230 Supply Chain Leaders

Vendor and Consultant Attendance to be Limited to Event Sponsors (It is estimated that 18-20% of attendees will be event sponsors).

About the Event

The Supply Chain Insights Global Summit is designed for line-of-business leaders (Supply Chain Leaders, Chief Financial Officers and Corporate Social Responsibility Leaders) driving excellence in value networks. The event will be a two-day conference at the Phoenician Hotel in Scottsdale, AZ. The program is designed to encourage networking and sharing of supply chain content. The theme for the 2014 event is “**Imagine: The Supply Chain That Could Be.**”

Supply Chain Insights' marketing efforts will be targeted to attract Vice Presidents of supply chain and Chief Supply Chain Officer (CSCO) attendees from all industries.

At the conference, attendees will gain insights from:

Impact of Globalization. The program features two experts on economics and globalization to discuss the future expected impact of world events on the global supply chain.

New Research on Supply Chain Excellence. At the conference, the Supply Chain Insights team will launch of a new method of evaluating companies for supply chain excellence based on performance on the Supply Chain Effective Frontier. This will be a combination of work on the Supply Chain Index (correlations to market capitalization and free cash flows), patterns of supply chain performance of strength, balance and resiliency, along with peer feedback from supply chain leaders from the Shaman's Circle. These elements will be built into a blended score ranking companies by peer group on the delivery of supply chain excellence for the period of 2000-2012.

To deliver this work, the Supply Chain Insights team is partnering with Arizona State University to better understand the patterns and correlations of supply chain financial ratios and the correlation to market capitalization, free cash flow and GMROI.

Exposure to New Business Models. Based on the concept of “Imagine,” attendees at the conference will be challenged to think differently about the future of supply chain. The conference will feature a learning lab to help attendees visualize the future of supply chain. It will be an open sharing of concepts by experts in a lab type setting. (This will not be a trade show. Instead, it will be a hands-on learning lab.) Attendees will get hands-on experience with:

3-D printing

Robotics and automated vehicles
Mobile/social applications and the impact of e-commerce convergence
Wearables and Few Forms of Sensors
Google Glass
Mobile applications for the collaborative economy
New techniques for Corporate Social Responsibility
Sensing: weather and channel sensing

Panel Discussions with Experts. Interactive panels that combine the recent research on supply chain talent, big data and analytics, corporate social responsibility, new forms of technology, and risk management.

Orchestrated Interaction. The program is designed to facilitate and elevate the executive level of conversation:

Visual Facilitation. The content during the two days will be recorded by a graphic facilitator. The outcome will be published as a takeaway for all attendees.

Audience Polling and Participation. Participants of the sessions will be given a mobile application to facilitate audience response to program questions. This will enable real-time feedback on program topics to drive audience and presenter interactions. The responses to the audience polls will be captured and used in the post-event report, e-book series, and webinar wrapping up the event.

Podcasts. Selected speakers will be taped on the *Straight Talk with Supply Chain Insights* podcast series that will be available for download and sharing via iTunes prior and after the event. Attendees will also be taped at the event for the podcast series.

Birds-of-a-Feather Networking Luncheons. Lunch tables will be orchestrated around table topics to facilitate peer-to-peer networking.

Concierge Service. All line-of-business leaders will be able to participate in an event concierge service to enable a one-on-one session with supply chain leaders of their choice.. A month before the event, business leaders will select a one-on-one meeting that they would like help in setting up. The event staff will coordinate several small rooms to enable a more formal and scheduled one-on-one networking experience around mutually agreed topics.

Speaker Q&A. At the end of each session, a formal Q&A program will be included to ensure that the audience can engage in an effective dialogue on the insights from the speaker. Each speaker will be asked to comment on their corporate performance and lessons learned on making supply chain trade-offs (sharing of corporate performance based on the plotting of financial ratios by the Supply Chain Insights team) at the end of their sessions.

Networking with Peers. The event is designed to facilitate networking. The day before the main event will feature the Shaman's Circle. The Shaman's Circle is an invitation-only networking event of supply chain leaders to share stories and experiences with each other. Attendees of the Shaman's Circle will be offered a series of activities in the afternoon preceding the main event that sponsors can also participate in. This will include golf and a summit hike. (Our goal is 25 attendees at the Shaman's Circle.). Vendors and consultants will not be allowed to participate in the Shaman's Circle roundtables.

Social Orchestration. Leading up to the event, during the event and post-event, the Supply Chain Insights team will be coordinating with a network of speakers/influencers/thought leaders and bloggers. The goal is to raise the level of interaction. The #SCISummit hashtag will be used to coordinate questions and dialogue within the social networks/communities of Facebook, LinkedIn and Twitter. The event will

also be prominently featured in the re-launch of the Supply Chain Insights Global Community April 2014.

Advance Notice of the Program to Drive Attendance. The program solidified by early March. Sponsors have the opportunity to submit speakers against the preliminary agenda.

Each sponsor can drive awareness of the program within their ecosystem to enable a different level of supply chain leadership learning. The program is designed to enable sponsors to have exclusive invitation-only dinners at the end of the first day of the program.

Pre- and Post-conference Research. The primary conference themes will be translated into a quantitative survey that combines online survey and financial content that will be based on pre- and post-conference survey responses. Line-of-business conference attendees will participate in these surveys. Sponsors of the summit keynote speakers and the u-stream webcasts will have the opportunity to insert questions into these surveys.

Why Become a Sponsor?

With limited sponsorship (27) opportunities available, your brand will not get lost in a sea of logos. This event is about value and deep, rich content. Every sponsorship opportunity is designed to elevate the attendees' understanding of supply chain excellence.

The event attendance by vendors and consultants will be limited to sponsors and program participants (invitation only). The Supply Chain Insights team will work cooperatively with the sponsors on the selection of speakers for the event.

Event content will be shared openly. All presentations will be webcast and archived for reuse on the Supply Chain Insights Community and through slideshare.

The event will have no trade show or paid speaking slots. The goal of the event is to be seen as the premier event for supply chain leaders to network and learn about the future of supply chain excellence.

Sponsor will have a unique opportunity to blog—before and after the event, on the event website—about the theme “**Imagine: The Supply Chain That Could Be.**” All sponsors' logos will be displayed prominently on event signage and in the event PowerPoint on the main stage.

Exclusive Sponsorships:

Keynote Speaker Sponsor Day 1: ~~One Available at \$40,000~~ **SOLD!**

Sponsorship of a keynote speaker for the event kickoff. This keynote speaker will be jointly selected and the sponsor will get:

- Introduction of the keynote speaker on the main stage
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- 2 complimentary registrations to the event
- Inclusion of a question in the pre- and post-conference survey
- Participation in the event video “**Imagine: The Supply Chain That Could Be.**” with a one minute interview of a thought leader speaking on “Imagine” the supply chain of the future (video production to be on September 9th)

Keynote Speaker Sponsors Day 2: Two Available at \$20,000 Each.

Sponsorship shared by two Sponsors -- Sponsorship of a keynote speaker for the event kickoff. This keynote speaker will be jointly selected and the sponsors will get:

- One of: The introduction of the keynote speaker on the main stage OR the opportunity to join the keynote speaker on the main stage for a post session Q&A.
- Use of event attendee list for a one-time mailing
- Inclusion of a question in the pre- and post-conference survey
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- 2 complimentary registrations to the event
- Participation in the event video **"Imagine: The Supply Chain That Could Be."** with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Day One Webcast: ~~\$20,000~~ SOLD!

Sponsorship of the live-streamed webcast of the first day of the two-day event (may or may not be able to include the keynote presentation). Sponsorship to include five-minute interviews at the start and end of the broadcast with the company's supply chain leader and use of the company's logo on the broadcast. Video to be archived on the Supply Chain Insights Global Summit Site for six months. Logo to be included on website and event signage.

Sponsorship also includes:

- 15 minute Interview on the webcast live feed on a topic of mutual interest during lunch of the main session (To be prerecorded on the day before the event)
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- Inclusion of a question in the pre- and post-conference survey
- 2 complimentary registrations to the full event
- Participation in the event video **"Imagine: The Supply Chain That Could Be."** with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Day Two Webcast: ~~\$20,000~~ SOLD!

Sponsorship of the live-streamed webcast of the second day of the two-day event (may or may not be able to include the keynote presentation). Sponsorship to include five-minute interviews at the start and end of the broadcast with the company's supply chain leader and use of the company's logo on the broadcast. Video to be archived on the Supply Chain Insights Global Summit Site for six months. Logo to be included on website and event signage.

Sponsorship also includes:

- The insertion of a 15 Interview on the webcast live feed on a topic of mutual interest during lunch of the main session (To be prerecorded on the day before the event)
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- Inclusion of a question in the pre- and post-conference survey
- 2 complimentary registrations to the full event
- Participation in the event video **"Imagine: The Supply Chain That Could Be."** with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Note: For an additional charge of \$3,500 keynote and webcast sponsors can reserve one of four meeting rooms close to the event space to be used as a meeting space during the event. This space is available from 8am on the 10th until 4:00 PM on the 11th.

Afternoon Break Sponsors: ~~Two Available at \$15,000~~ **SOLD OUT!**

Day 1 Afternoon Break Sponsor – **SOLD!** Your branding will be prominently displayed on signage as well as printed on napkins at the break station.

Sponsorship includes:

- Event signage
- Main stage five minute statement by a leader welcoming the attendees to the break while commenting on the future of supply chain using the theme Imagine
- Logo printed on napkins
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- 2 complimentary registrations to the event
- Participation in the event video “**Imagine: The Supply Chain That Could Be.**” with a one minute interview of a thought leader speaking on “Imagine” the supply chain of the future (video production to be on September 9th)

Day 2 Afternoon Break Sponsor – **SOLD!** Your branding will be prominently displayed on signage as well as printed on napkins at the break station.

Sponsorship includes:

- Event signage
- Main stage five minute statement by a leader welcoming the attendees to the break while commenting on the future of supply chain using the theme Imagine
- Logo printed on napkins
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- 2 complimentary registrations to the event
- Participation in the event video “**Imagine: The Supply Chain That Could Be.**” with a one minute interview of a thought leader speaking on “Imagine” the supply chain of the future (video production to be on September 9th)

Book Sponsor: ~~One Available at \$15,000~~ **SOLD!**

Be the sole sponsor of giveaway gift, *Metrics That Matter*. This new book, written on the Supply Chain Index and outlining a decade of supply chain performance will be published in August, 2014. The sponsor will get to brand a “belly band” to go around the book and a bookmark insert to go in the book. At the event, there will be two book signings.

Sponsorship includes:

- Event signage
- Logo and mention on the bookmark and the “belly band” of the book
- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- 2 complimentary registrations to the event
- Participation in the event video “**Imagine: The Supply Chain That Could Be.**” with a one minute interview of a thought leader speaking on “Imagine” the supply chain of the future (video production to be on September 9th)

Shaman's Circle Reception Sponsor: ~~One Available at \$12,000~~ **SOLD!**

Be the sole sponsor of the opening night reception for the Shaman's Circle Event on September 9, 2014. The Shaman's Circle is an invitation-only peer networking event that will precede the main sessions. Normal attendance to the Shaman's Circle is 10-25 companies, and attendance the night before will not include all Shamans' Circle attendees.

On the opening night of the event, a small gathering of supply chain leaders will be held in the Orchid Garden at the Phoenician to kick off the event.

Sponsorship includes:

- Event signage
- Custom printed cocktail napkins with sponsor's company logo
- 2 complimentary registrations to the main event. Ability to have one additional company representative to attend this opening reception.
- Participation in the event video "**Imagine: The Supply Chain That Could Be.**" with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Opening Reception Sponsor: ~~One Available at \$15,000~~ **SOLD!**

Be the sole sponsor of the opening night reception. On the opening night of the event, the attendees will be invited to an opening reception on the East Lawn of the Phoenician.

Sponsorship includes:

- Event signage
- A short welcome speech from main stage welcoming the attendees to the reception
- Custom printed cocktail napkins with sponsor's company logo
- 2 complimentary registrations to the event. Ability to have two additional company representatives to attend this opening reception.
- Participation in the event video "**Imagine: The Supply Chain That Could Be.**" with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Reception Sponsor for Day One: ~~One Available at \$15,000~~ **SOLD!**

Be the sole sponsor of the reception at the end of day one. The event is a two-day event. At the end of the day one program, the reception sponsor will be the featured sponsor of the evening cocktail reception on the East Lawn of the Phoenician.

Sponsorship includes:

- Event signage
- Custom printed cocktail napkins with sponsor's company logo
- A short welcome speech from main stage welcoming the attendees to the reception
- 2 complimentary registrations to the event. Ability to have two additional company representatives to attend this reception.
- Participation in the event video "**Imagine: The Supply Chain That Could Be.**" with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Post-event Webinar Sponsor ~~\$15,000~~ **SOLD!**

Be the sole sponsor of the post-event webinar. The event is a two-day event. All content and survey results will be published and promoted through the standards of Open Content research. At the end of the event, attendees will be invited to have their wider teams attend a post-event wrap-up webinar that will include a panel of supply chain leaders discussing the experience and the most important takeaway of the event. The exclusive sponsor of this post-event webinar will get to place a thought leader on this panel. The webinar will be advertised as the monthly Supply Chain Insights webinar series on multiple websites and through newsletters.

Sponsorship includes:

- Event signage
- 2 complimentary registrations to the event.
- Logo branding on the post-event webinar
- Use of event attendee list for a one-time mailing
- Inclusion of a question in the pre- and post-event surveys
- One time mailing inviting members of the Supply Chain Insights database of 8,000 people to the webinar
- Placement of a company executive on the webinar wrap-up panel of three to four supply chain leaders discussing the main event takeaway concepts and insights.
- Participation in the event video **"Imagine: The Supply Chain That Could Be."** with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Pre-event Webinar Sponsor ~~\$15,000~~ **SOLD!**

Be the sole sponsor of the pre-event webinar. During this August webinar, the final results of the Supply Chain Index will be shared. During the webinar, the Founder of Supply Chain Insights will interview a thought leader selected by the Sponsor to review the industry patterns and comment on the peer ratings of supply chain leaders. This webinar will be archived on the event website and will be shared through social networks.

Sponsorship includes:

- Event signage
- 2 complimentary registrations to the event.
- Logo branding on the post-event webinar
- Use of event attendee list for a one-time mailing
- One time mailing inviting members of the Supply Chain Insights database of 8,000 people to the webinar
- Participation in the event video **"Imagine: The Supply Chain That Could Be."** with a one minute interview of a thought leader speaking on "Imagine" the supply chain of the future (video production to be on September 9th)

Golf Outing ~~\$15,000~~ **SOLD!**

Be the sole sponsor of the golf outing. The golf outing will be offered to supply chain business leaders. It is estimated that 25 supply chain leaders will be playing golf. The sponsor of the golf outing will be sponsoring the lunch before the kick-off of the golf game and will present the awards for golf from the main stage of the event. Sponsor is responsible for purchase and delivery of golf awards.

Sponsorship includes:

- Event signage
- 2 complimentary registrations to the event.

- Two executives to play golf in the golf outing
- Signage of the golf outing.
- Logo on golf balls for the event. Participation in the event video “**Imagine: The Supply Chain That Could Be.**” with a one minute interview of a thought leader speaking on “Imagine” the supply chain of the future (video production to be on September 9th)

General Event Sponsor: ~~Ten~~ Two Available at \$10,000 each

Show your support and get brand awareness in a limited logo show. General sponsorship of the Supply Chain Insights Global Summit includes:

- Use of event attendee list for a one-time mailing
- Insert into the attendee bag (up to an 8.5 x 11 inch piece of educational collateral)
- One complimentary registration to the event

Sponsorships are available on a first-come, first-served basis.



Email events@supplychaininsights.com to start the discussion on how your company can be a part of the Supply Chain Insights Global Summit family.

Sincerely,

Lora Cecere
Founder & CEO
Supply Chain Insights