



Supply Chain Insights Global Summit 2016

Sponsorship Packages

Targeted Total Attendance: 150 Supply Chain Leaders

Location: The Phoenician, Scottsdale, AZ

Vendor and Consultant Attendance to be Limited to Event Sponsors

About the Event

Now planning for our fourth year, 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 in Scottsdale, AZ. The program is designed to encourage networking and sharing of supply chain content to help supply chain leaders “**Imagine: The Supply Chain of 2030.**”

Supply Chain Insights’ marketing efforts will be targeted to attract Vice Presidents of Supply Chain, Directors 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 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 unveil the third-year of research on the *Supply Chains to Admire* report.

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 technologies like:

- 3D printing
- Robotics and automated vehicles
- Mobile/social applications and the impact of e-commerce convergence
- Wearables and new forms of Sensors
- Google Glass
- Mobile applications for the collaborative economy
- New techniques for Corporate Social Responsibility
- Sensing: weather and channel sensing

Panel Discussions and Roundtables 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:

- **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 to 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. Sponsors will be asked to host conversations at these networking tables.
- **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.
- **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 we 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, an excursion and a summit hike. (Our goal is 22 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 #ImagineSCI hashtag will be used to coordinate questions and dialogue within the social networks/communities of Facebook, LinkedIn and Twitter.

Advance Notice of the Program to Drive Attendance. 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 streaming broadcasts will have the opportunity to insert questions into these surveys.

Tentative Agenda

September 6 1:30-5:00 5:00-7:30	Shaman's Circle Networking Facilitated networking of 22 supply chain leaders on two topics Reception with the Shaman's Circle and Speakers
September 7 8:30-12:00 1:00-2:00 3:00-5:30 6:00-8:00 8:00	Opening of the Main Event Excursions: Golf, Hike, and Yoga Structured Networking Sessions -Making the Digital Pivot -Building Talent -Risk Management and Supplier Development Main Event: Supply Chains to Admire Announcement Keynote Address Panel Discussion on Supply Chain Leadership Digital Showcase Hosted Vendor Dinners (Sponsors can invite attendees to private dinners)
September 8 7:30-8:30 8:30-12:00 12:00-1:00 1:00-5:00 5:00-5:45 5:45-7:00 7:00	Main Event Breakfast Main Event (Broadcast through Live-Streaming) Lunch with Book Signing of the 2016 Shaman's Journal Main Event (Broadcast through Live-Streaming) Networking Sessions -New Forms of Analytics -Supply Chain Centers of Excellence -Future of SAP HANA Reception Hosted Vendor Dinners (Sponsors can invite attendees to private dinners)
September 9 6:00-7:00 7:30-8:30 8:30-12:00 12:00-1:00	Main Event 5K Run for Supply Chain Excellence Breakfast Main Event (Broadcast through Live-Streaming) Lunch

Why Become a Sponsor?

With limited sponsorship 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. 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.

Select sponsors 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 Available:

Keynote Speaker Sponsor Day 1: One Available \$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
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Podcast on the Future of Supply Chain with a supply chain thought leader to be featured on the Straight Talk with Supply Chain Insights Podcast Series
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- Table drop in the Day 1 general session ballroom of one piece of collateral or a company branded giveaway item. Collateral size should be no greater than 8.5 x 11 inches and limited to a total of four pages and must be pre-bound/stapled
- 3 complimentary registrations to the event
- Inclusion of a question in the pre- and post-conference survey
- A small room near the main event for business meetings
- 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 6 and 7)

Keynote Speaker Sponsor Day 2: One Available \$40,000

Sponsorship of the keynote speaker for Day Two of the event. This sponsor will kick off the morning session of Day Two on changing the physics of supply chain. The sponsor will introduce the topic and close the session before break with a non-advertorial five minute discussion. This sponsorship also includes:

- Introduction of the keynote speaker on the main stage
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Podcast on the Future of Supply Chain with a supply chain thought leader to be featured on the Straight Talk with Supply Chain Insights Podcast Series
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- Table drop in the Day 2 general session ballroom of one piece of collateral or a company branded giveaway item. Collateral size should be no greater than 8.5 x 11 inches and limited to a total of four pages and must be pre-bound/stapled
- 3 complimentary registrations to the event
- Inclusion of a question in the pre- and post-conference survey
- A small room near the main event for business meetings



- 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 6 and 7)

Exclusive Opportunity for Consulting Partners: Discussion of the Supply Chain’s to Admire: Three Available at \$25,000 Each

This is an exclusive sponsorship for consulting partners. This sponsor will participate in a panel on the second release of the Supply Chains to Admire. The sponsor will have someone to participate on a panel to contrast views on the evolution of supply chain excellence for the period 2006-2015 using the Supply Chain Index Methodology. The sponsor will have a senior partner on stage discussing their views of progress on the Index. This sponsorship also includes:

- Participation on stage for the introduction of the Supply Chain Index
- Use of event attendee list for a one-time mailing before the conference and after the conference
- Opportunity to participate in pre-event blogging
- Podcast interview on the future of supply chain on the *Straight Talk with Supply Chain Insights channel*
- Inclusion of a question in the pre- and post-conference survey
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- 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 the morning of September 6 and 7).
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)

Webcasting of the Event -- SOLD!

Sponsorship of the live-streamed webcast of the two-day event (may or may not be able to include all presentations). 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 broadcast of the main session (To be prerecorded on the morning of the 8th before the event and played on the Streaming feed)
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- Inclusion of a question in the pre- and post-conference survey
- Pre-event blogging on the future of supply chain on the Supply Chain Insights Global Summit event site
- 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 6 and 7)

Break Sponsors: \$15,000

Day 1 Morning 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
- Logo printed on napkins. Production limited to a maximum of two color printing.
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting
- 2 complimentary registrations to the event
- Ability to speak from main stage on “Imagine the Supply Chain of the Future” using two slides to welcome the audience to break
- 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 6 and 7)

Day 2 Morning Break Sponsor: 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. Production limited to a maximum of two-color printing.
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- 2 complimentary registrations to the event
- Ability to speak from main stage on “Imagine the Supply Chain of the Future” using two slides to welcome the audience to break
- 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 6 and 7)

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. Production limited to a maximum of two-color printing.
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- 2 complimentary registrations to the event
- Ability to speak from main stage on “Imagine the Supply Chain of the Future” using two slides to welcome the audience to break
- 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 6 and 7)

Book Sponsor Day 1: One Available at \$20,000-- SOLD!

Be the sole sponsor of giveaway gift, *Supply Chain Shaman's Journal 2016*. This new book, written on the Supply Chain Index and outlining a decade of supply chain performance and will be published in August 2016.

Sponsorship includes:

- Event signage
- Logo and mention on the bookmark to be inserted in attendee's books
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting.
- 2 complimentary registrations to the event
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior 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 6 and 7)

Opening Reception Sponsor: One Available at \$20,000 -- 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 near the event.

Sponsorship includes:

- Event signage
- Custom printed cocktail napkins with sponsor's company logo. Production limited to a maximum of two-color printing.
- 2 complimentary registrations to the event. Ability to have two additional company representatives to attend this opening reception.
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior 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 6 and 7)

Reception Sponsor for Day One: One Available for \$20,000

Be the sole sponsor of the reception at the end of Day 1. The event is a two-day event. At the end of the Day 1 program, the reception sponsor will be the featured sponsor of the evening cocktail reception at The Phoenician.

Sponsorship includes:

- Event signage
- Custom printed cocktail napkins with sponsor’s company logo. Production limited to a maximum of two-color printing.
- 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.
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior 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 6 and 7)

Post-Event Webinar Sponsor One Available for \$20,000 -- **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
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior to the event
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Use of event attendee list for a one-time mailing
- Inclusion of a question in the pre- and post-event surveys
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting
- 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 6 and 7)

Golf Outing \$25,000

Be the sole sponsor of the golf outing. The golf outing will be offered to supply chain business leaders as free for charge and to other technology providers based on space availability a week before the event. It is estimated that 24 supply chain leaders will be playing golf. The sponsor of the golf outing will be sponsoring refreshments during the event 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
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior to the event
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting
- Signage of the golf outing.
- Logo on golf balls for the event - limited to two-color production.
- 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 6 and 7)

Run for Supply Chain Excellence: One Available at \$20,000 -- **SOLD!**

Be the sponsor of the 5k Run on the morning of Day 2. The sponsor of the 5k run will be the sole sponsor of this Day 2 activity. Attendees will start out at 6 a.m. on the beautiful grounds of The Phoenician.

Sponsorship includes:

- Event signage
- 2 complimentary registrations to the event.
- Signage at the Race Start site.
- Podcast on the Supply Chain of the Future on *Straight Talk with Supply Chain Insights* with a thought leader in the spring prior to the event
- Pre-event blogging on the event site (blog posts to be content rich and subject to review and approval)
- Printed t-shirts with your logo (joint design) for the runners and offered to attendees at the Day 2 lunch.
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting



- 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 6 and 7)

General Event Sponsor: ~~Ten~~ Four 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:

- Event signage
- One registration (An additional pass to the event can be purchased for \$2,000)
- Pre-event blogging on the event site based on a content-centric topic
- Use of event attendee list for a one-time mailing
- Option to include a PDF file of your company messaging on the Summit Website Sponsor Page. Material should be educational in nature and will be reviewed for approval by Supply Chain Insights before posting

Sponsorships are available on a first-come, first-served basis. Sponsorships will be invoiced at time of contracting and payment is due on receipt.



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



Deadlines and Details

Meeting the dates and following the boundaries is a key element for success for sponsors.

Deadlines:

June 15	Submission of Qs for pre- and post-event surveys
August 1	Completion of podcasts
August 15	Release of attendee lists to the sponsors
May-August	Window for active blogging of partners
September 1	Opening up of golf and hike for other technology providers. Prior drive will be for line-of-business users. The goal is 25 for both the hike and the golf event.

Boundaries

- Tracking the delivery of materials to the event site is the responsibility of the sponsor.
- The focus of blogging, podcasts, etc. should be focused on content delivery. At no time will Supply Chain Insights accept advertorials.
- There is no guarantee on the number of attendees or the inclusion of prepared materials into the program. We will try to make the program compelling, but the sponsors help to drive attendees. The more compelling the speakers on the videos and podcasts the greater the opportunity to include them in the event materials.
- Each speaker on video and onstage will need to sign a release for taping and publication. We will share the video footage post event for use in your marketing efforts.
- Video production is the morning of September 6 and 7. Eligible vendors will get the opportunity for the video production, but failure to show for the video production will void this opportunity for the sponsorship.

