Supply Chain Insights Global Summit 2017

September 5-8th ● The Ritz-Carlton Reynolds, Lake Oconee, GA

Sponsorship Opportunities

Supply Chain Insights™

Invitation

Supply Chain 2030. How do we leaders prepare? It is our goal to stimulate new thinking. Together–through networking, case studies, research, and sharing of thought leadership presentations–we want to facilitate a new level of dialogue between line-of-business users and technology providers to tackle business problems and unleash the power of technology.

Supply Chain Visionaries are invited to attend the ***Supply Chain Insights Global Summit*** *on Sept 5-8, 2017. The event, now in its fifth year, will question the status quo and spark new dialogue. As a technologist, we encourage you to consider the sponsorship opportunities outlined in this document.*

Let us know how you want to be a part of this experience in a meaningful way…

Lora Cecere
Founder, Supply Chain Insights

About the Event

IMPACTFUL CONTENT FROM EXPERTS

- **Impact of Globalization.** Experts on economics and globalization will discuss the expected impact of world events on the global supply chain.
- **New Research on Supply Chain Excellence**. We'll unveil the fourth year of research on the *Supply Chains to Admire*.
- **New Business Models.** Based on the concept of "Imagine," attendees will be challenged to think differently about the future of supply chain and will be invited to attend a learning lab to help attendees visualize the future.
- **Panel Discussions**. We'll have interactive panels that combine expert experience with recent research on supply chain talent, big data and analytics, corporate social responsibility, new forms of technology, and risk management.

ORCHESTRATED NETWORKING

- **Pre-Event Podcast Series.** Selected speakers will be taped on the *Straight Talk with Supply Chain Insights* podcast series.
- **Birds-of-a-Feather Networking Luncheons** to facilitate peer-to-peer networking and focused discussions.
- **Concierge Service.** Offered to all line-of-business users to enable a one-on-one session with the supply chain leader of their choice.
- **Speaker Q&A**. Each session will end with a focused Q&A to engage the audience in an effective dialogue on the insights from the speaker.
- **Interactive Game/Learning.** In partnership with CorpU, case studies of the Supply Chains to Admire winners will be available as a learning module before the event. On Friday morning, attendees can play the interactive game, SCI IMPACT!, to reinforce the concepts of the Supply Chain Metrics That Matter and Outside-In processes.
- **Social Orchestration**. Before, during, and after the event, the Supply Chain Insights team will coordinate with a network of thought leaders to raise the level of discussion across social networks. #Imagine2030

A New Location

The Ritz-Carlton Reynolds, Lake Oconee, GA

An Ideal Spot for Networking and Important Conversations

THE RITZ-CARLTON®

Tentative Agenda

Sponsored elements are indicated in red

TUESDAY

September 5	**The Shaman's Circle: Building the Network of Networks**
12:00-1:00	Lunch
1:30-5:00	Facilitated Networking: Thirty supply chain leaders on two topics at the Shaman's Circle event (business users only)
5:00-7:30	Reception with the Shaman's Circle and Speakers: Night Golf and S'mores by the Fire Pit (business users only)

WEDNESDAY

September 6	**Opening of the Main Event**
8:30-12:00	Excursions: Golf, Fishing, Nature Hike, and Yoga
12:00-1:00	Lunch
1:00-5:30	Main Event: Supply Chains to Admire 2017 Winners Announcement, Presentations, Panel Discussion (including **Sponsored Break**)
5:15-8:00	Reception / **Progressive Dinner**

THURSDAY

September 7	**Main Event**
7:30-8:30	Breakfast
8:30-12:00	Main Event: Making the Digital Pivot (including **Sponsored Break**)
12:00-1:00	Lunch with Book Signing of the **2017 Shaman's Journal**
1:00-5:00	Main Event: Preparing for the Journey (including **Sponsored Break**)
5:00-6:00	**Digital Showcase**
7:00	Hosted Vendor Dinners: Select sponsors can book one of the **private dinner locations**

FRIDAY

September 8	**Main Event**
6:00-7:00	**5K Run for Supply Chain Excellence** / Yoga by the Lake
7:30-8:30	Breakfast
8:30-12:00	Game: SCI IMPACT! (Gain an appreciation of the value of outside-in processes through simulated game play)
12:00-1:00	Lunch
1:00	Departures

Sponsorships Available

We have created 23 different sponsorship opportunities at a variety of price points and levels of engagement. The event will have no trade show or paid speaking slots and all content will be shared openly. We invite you to find a sponsorship that fits your budget and interests.

LEVEL	SPONSORSHIP	# AVAILABLE	COST
PREMIUM	**Keynote Speakers**	SOLD	$40K
	Live Stream	1	$30K
	Progressive Dinner	1	$30K
	Golf Outing	SOLD	$25K
	Digital Showcase	1	$25K
INTERMEDIATE	**Event Transportation**	1	$20K
	5K Run	1	$20K
	Shaman's Journal	SOLD	$20K
	Post-Event Webinar	SOLD	$20K
BASIC	**Session Breaks**	2 left, 1 sold	$15K
	General	7 left, 3 sold	$10K

Sponsorships Available: PREMIUM

- **KEYNOTE SPEAKERS:** There will be two keynote speakers – one on Thursday morning and one on Thursday afternoon. The keynote speaker will be jointly selected with the sponsor. SOLD
- **LIVE STREAM:** The event will have a live-streamed webcast across all days of the main event. Inclusion of a presentation in the live stream is at the discretion of each presenter. The video of the webcast will be archived on the Supply Chain Insights Global Summit website for six months. NOTE: In 2016 over 2500 people watched the live stream of the event and it allowed for global social discussion throughout the event via Twitter.
- **PROGRESSIVE DINNER:** This fun and interactive dinner will be held onsite on Wednesday night after the main event. At the event, your logo will be prominently displayed in the signage.
- **GOLF OUTING:** Golf will be held on Wednesday morning and will be offered to line-of-business users free of charge, and to other technology providers (aside from the sponsor) based on availability. It is estimated that 20 players will participate. The sponsorship includes refreshments during golf, and a presentation of the awards during the main event. The sponsor is responsible for purchase and delivery of golf awards. Logo balls are provided as part of sponsorship.. SOLD
- **DIGITAL SHOWCASE:** This evening showcase and reception will be held onsite on Thursday after the main event. It will include a collection of offerings from other sponsors (including the Digital Showcase sponsor) as well as other new supply chain developments.

Sponsorships Available: PREMIUM

	KEYNOTE SPEAKERS	LIVE STREAM	PROGRESSIVE DINNER	GOLF OUTING	DIGITAL SHOWCASE
# Offered	SOLD	1	1	SOLD	1
Cost	$40K	$30K	$30K	$25K	$25K
MARKETING					
Event signage	✓	✓	✓	✓	✓
Material on event website	✓	✓	✓	✓	✓
Collateral / giveaway	table drop		table drop	golf balls	table drop
Branding at sponsored event		live stream site	options: sign, napkins, gobos, aprons, pastry	golf course	options: sign, napkins, pastry
Attendees list	✓	✓	✓	✓	✓
PARTICIPATION					
Complimentary registrations	3	2	2	2	2
Onstage presence	intro keynote & close		session close	present awards	session close
Participation in sponsored activity				2	✓
Participation in Digital Showcase	✓	✓	✓	✓	✓
PRIVATE NETWORKING					
Location for private dinner (limited #)	✓	✓	✓		✓
Room for business meetings	✓				
Invitation-only educational session					✓
Private teas with Keynote speakers	✓				
MEDIA					
Pre-event blog posts on event website	✓	✓	✓	✓	✓
Question in pre-event survey	✓	✓	✓	✓	✓
Inclusion in event video	✓	✓	✓	✓	✓
Videotaped interviews		✓			

See final section of this document for element details.

Sponsorships Available: INTERMEDIATE

- **EVENT TRANSPORTATION:** Each line-of-business user will be met at the Atlanta airport with a personalized car service. In the car will be a specialized and branded snack pack for the trip to the property, along with a special offer from the sponsor.

- **5K RUN:** The 5K Run for Supply Chain Excellence is a fun, playfully competitive event that this conference has hosted every year. It will be held on Friday morning, starting at 6:30 a.m. on the beautiful grounds of the property. Sponsorship includes presenting t-shirts to the top three runners.

- **SHAMAN'S JOURNAL:** Sponsor the event's primary giveaway, a copy of the latest *Supply Chain Shaman's Journal.* This new book, outlining a decade of supply chain performance based on the Supply Chain Shaman blogs, will be published in August 2017. There will be a designated book signing during lunch on Thursday where attendees will be given the book plus a sponsor-branded bookmark.

- **POST-EVENT WEBINAR:** Supply Chain Insights and the sponsor will co-host a post-event webinar which will include a panel of supply chain leaders to discuss the experience of the event and the most important takeaways. The webinar and sponsorship will be advertised as the part of Supply Chain Insights' monthly series and will be promoted via newsletters, emails, social, and on our company website.

SOLD

SOLD

Sponsorships Available: INTERMEDIATE

`	EVENT TRANSPORTATION	5K RUN	SHAMAN'S JOURNAL	POST-EVENT WEBINAR
# Offered	1	1	SOLD	SOLD
Cost	$20K	$20K	$20K	$20K
MARKETING				
Event signage	✓	✓	✓	✓
Material on event website	✓	✓	✓	✓
Collateral / giveaway	branded water + special offer	t-shirts	bookmark	
Branding at sponsored event		✓	✓	✓
Attendees list	✓	✓	✓	✓
PARTICIPATION				
Complimentary registrations	2	2	2	2
Onstage presence	session intro	announce winners	pre-break intro	
Participation in sponsored activity		optional		✓
Participation in Digital Showcase	✓	✓	✓	✓
PRIVATE NETWORKING				
Location for private dinner (limited #)		✓	✓	
MEDIA				
Pre-event blog posts on event website	✓	✓	✓	✓
Question in pre-event survey	✓			✓
Inclusion in event video	✓	✓	✓	✓
Inclusion in email to SCI database				✓

See final section of this document for element details.

Sponsorships Available: **BASIC**

- **SESSIONS BREAKS:** There will be three breaks with sponsors: Wednesday afternoon, Thursday morning, and Thursday afternoon. Sponsor branding will be prominently displayed on signage as well as napkins. Sponsors will be brought onstage for a brief non-advertorial discussion prior to break.
- **GENERAL:** Show your support and get brand awareness through signage on the website and at the event.

Sponsorships Available: BASIC

	SESSION BREAKS	GENERAL
# Offered	2 left, 1 sold	3 Left, 7 sold
Cost	$15K	$10K
MARKETING		
Event signage	✓	✓
Material on event website	✓	✓
Branding at sponsored event	sign & napkins	
Attendee list	✓	✓
PARTICIPATION		
Complimentary registrations	2	1
On-stage presence	pre-break intro	
Participation in Digital Showcase	✓	✓
MEDIA		
Pre-event blogs on event website	✓	✓
Inclusion in event video	✓	

See final section of this document for element details.

Sponsorship Elements: MARKETING

More details about the individual sponsorship elements:

- **Event signage:** All sponsors will receive signage at the event and on the Supply Chain Insights Global Summit website.
- **Material on event website (optional):** A PDF file of your company messaging may be included on the event website sponsor page. Material should be educational in nature. Subject to review and approval from Supply Chain Insights.
- **Collateral / Giveaway:** For table drop collateral, it should be no greater than 8.5 x 11 inches and limited to four pages in total and prebound/stapled. All collateral and giveaways are subject to review and approval from Supply Chain Insights.
- **Branding at sponsored event:** For sponsored events, sponsor logo will be displayed prominently on a sign and some events include additional branding options.
- **Attendee list:** This includes use of the event attendee list for a one-time mailing.

Sponsorship Elements: PARTICIPATION

More details about the individual sponsorship elements:

- **Complimentary registrations:** All sponsorships include at least one complimentary registration
- **Onstage presence:** This is typically an introduction or a discussion at the close of a session. All discussions should be brief and non-advertorial.
- **Participation in sponsored activity:** Sponsors of a particular event are allowed to participate in the event itself.
- **Participation in Digital Showcase:** Sponsors of all levels are encouraged to participate in this event, held after the main event on Thursday evening. Each sponsor is allowed one small table round on which to display their offerings.

Sponsorship Elements: NETWORKING

More details about the individual sponsorship elements:

- **Location for private dinner (optional):** There is a limited number of private dinner options available and they are offered as a part of select sponsorship packages. All dinners will be held onsite on Thursday night after the Digital Showcase (7:00 PM) and will be coordinated with the program. Food and beverage will be at the expense of the sponsor.
- **Room for business meetings:** A small conference room near the main event will be reserved for the sponsor's private use (Keynote Sponsors only).
- **Invitation-only educational session (optional):** This is provided to the Digital Showcase sponsor only and is an optional educational session at the side of the Digital Showcase. The educational material will be presented in 5-10 minute soundbites using hotel AV
- **Invitations for Private Teas with Keynote Sponsors:** Keynote sponsors have the opportunity to invite ten executives to private teas to interact directly with the speakers during the break after each Keynote presentation.

Sponsorship Elements: MEDIA

More details about the individual sponsorship elements:

- **Pre-event blogs on event website:** Blog posts to be shared on the Supply Chain Insights Global Summit website prior to the event. Content is to be rich and relevant to the event, and will be subject to review and approval from Supply Chain Insights.
- **Questions in pre-event survey:** This survey will be conducted online prior to the event among registrants only and results will be shared during the event. Question are to be submitted by the end of July 2017 and are subject to review and approval.
- **Inclusion in event video:** This video will be focused on “Imagine: The Supply Chain That Could Be” and will include one-minute interviews of thought leaders. Video interviews will be conducted on Tuesday.
- **Videotaped interviews:** This is for the Live Stream sponsor only and includes two five-minute interviews to air at the start and end of the webcast as well as a 15-minute interview to air on the webcast during lunch on Thursday. Videos will be prerecorded.

Come **IMAGINE** the Possibilities with Us…

Contact Regina Denman to get started:
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