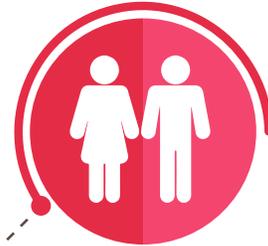


# TRANSFORMATION

## THE RISE OF SUPPLY CHAIN



**20+ Industries Represented**  
Manufacturing, Public Sector,  
Retail, and more!



**The People**  
400+ delegates in  
Supply Chain



**Join Us!**  
October 19, 2018



**Prime Location**  
Conveniently located at the  
Hilton Meadowvale Mississauga



**CSCMP**  
70% of attendees are  
designation holders

### 21st Annual SCMAO Conference Sponsorship

#### Driving Value

Guaranteed foot traffic, interactive  
games, complimentary attendance,  
CASL compliant list of delegates



**Networking**  
Optimal space for networking  
opportunities



**Top 3 Roles Represented**  
1. Manager/Supervisor  
2. Buyer  
3. CEO/Senior Manager

# TRANSFORMATION

## THE RISE OF SUPPLY CHAIN

Supply Chain Executives drive businesses forward, through excellence in Sourcing, Procurement, Logistics, Inventory Management, Operations, Transportation, Distribution, Sustainability, Replenishment, Contract Management, and Demand Planning.

SCMAO is part of Canada's largest association for supply chain management professionals. We set the standards for excellence and ethics and are the principal source of professional development and accreditation in supply chain management.

Our Ontario institute will host 400 Supply Chain professionals at our Annual Pre-Conference Workshop and Conference Day, themed "Transformation: The Rise of Supply Chain". Our Workshop and Conference will be focused on preparing members for the transformative forces that Supply Chain Professionals will need to address in the ever-changing world of supply chain.

### Transformation Workshop

Thursday, October 18, 2018

### Conference Day

Friday, October 19, 2018  
at Hilton Mississauga Meadowvale

John Weigelt, Chief Technology Officer, Microsoft Canada will deliver a Keynote address to prepare us for the technology impacts of the future. John is also hosting our inaugural "CEO's Round Table" to allow top leaders in industry to have an intimate setting to discuss the transformation in business that technology is driving, and how best to adapt their strategy and embrace the potential.



Steven A. M. Prentice is a published author and a professional speaker, whose area of expertise is the relationship between technology, people and work. He founded the consulting firm The Bristall Group (formerly Bristall Morgan Inc.).[1] in 1994, and is a frequent guest on radio and television in Canada and the United States. He also served as a consulting producer on the series CEO-TV. He is a regular lecturer at the University of Ontario Institute of Technology. Steve will be hosting our pre-conference seminar, "The Transformation Workshop" which provides a day long, interactive learning session for 100 Designation Holders (CSCMP).

Technology | Diversity | Mobility | Security | Compliance | Sustainability | NAFTA

21st Annual SCMAO Conference Sponsorship Opportunities



# YOU'RE IN GOOD COMPANY



# NEW SCMAO APP

## Top 3 sponsor benefits of the new SCMAO 2018 Conference App:

1. Participate in app-specific sponsor quiz to engage with delegates
2. Book one-on-one appointments with attendees
3. Use optional badge scanner for lead tracking and retrieval





## WHY PARTNER WITH SCMAO?

1. You will be in front of decision makers and influencers in supply chain management controlling more than \$130 billion in annual spend.  
*(2015 Survey of the Canadian Supply Chain Profession)*
2. Get a competitive edge by fast-tracking direct personal relationships with the decision makers who purchase your products and services.
3. Align your brand with the pre-eminent association for professionals in supply chain management in Canada.

### Driving Value for your Sponsorship Money:

- Guaranteed foot traffic: Booths are immediately accessible from all doors leading into and out of the Main Hall/Centre Stage
- Guaranteed foot traffic: Food stations are scattered among the booths to ensure traffic
- Interactive games will drive more opportunities for Sponsors
- NEW** Two unique sponsorships available for extra large booths with either a networking lounge or interactive technology experience
- NEW** Sponsorship opportunity with our Transformation Workshop – Reach 100 Designation Holders as they prepare to Transform their business leveraging new technologies.
  - Special logo cookies for the Sustenance Sponsor (Meals), brings greater brand awareness
- NEW** Assigned topic tables in the lunch room will attract people who want to discuss particular subjects, providing a great opportunity to leave your business cards in a prime location
- NEW** Conference app available for appointment setting, quiz questions, etc. Sponsors can use the tool to drive engagement activities with attendees
  - Lunch is included for Sponsors and is scheduled separately, to allow for optimum networking at your booth during the delegates' lunch break
- NEW** Attendance in the break out sessions is complimentary for Sponsors
- NEW** CASL compliant list of delegates to be provided after the Conference

# SPONSOR BENEFITS 2018

Benefits	Presenting Sponsor \$12,500 SOLD	Technology Sponsor \$10,000	Networking Lounge Sponsor \$10,000	Networking Facilitator Sponsor \$7,500	Sustaining Sponsor \$5,000	Foundation Sponsor \$3,500
"2018 SCMAO Annual Conference presented by Sponsor" featured exclusively on cover of Conference program and homepage	X					
Invite a client or key personnel	X	X	X	X	X	X
Introduce keynote address	X					
Complimentary lunch	X4	X2	X2	X2	X2	X2
Complimentary attendance at conference	X	X	X	X	X	X
Hyperlinked logo and profile on SCMAO/event website	X	X	X	X	X	X
Logo included in conference slide-show, recognition in the conference program, and onsite signage	X	X	X	X	X	X
Insert(s) in delegate bags	X	X	X	X	X	X
Advertisement in SCMAO e-newsletter, e-Connect	X	X	X	X	X	X
Back inside cover 1/2 page advertisement in program		X	X			
Job Postings (two free)	X	X	X	X	X	X



## YOUR AUDIENCE

The majority of conference delegates are SCMAO members – a highly desirable demographic!



SCMAO members are the country's top professionals in supply chain management. As decision makers, SCMA members control more than \$130B in annual spend nationally. *(2015 Survey of the Canadian Supply Chain Profession)*



Our members are highly educated business professionals who have worked in the profession an average of 16 years. The majority of obtained their CSCMP designation or are enrolled in our accreditation program.



The average SCMAO member has an annual personal buying volume of \$35.7 million and an annual department volume of \$72.8 million. *(2015 Survey of the Canadian Supply Chain Profession)*

Based on our 2017 conference attendance, you can anticipate 70% of our delegates to be one of the following top three roles from supply chain to be in attendance:

1. **Manager/Supervisor**
2. **Buyer**
3. **CEO/Senior Manager**

Likewise, we had representation from 20+ industries, with the top three by volume represented being:

1. **Manufacturing**
2. **Public Sector/Healthcare**
3. **Retail**



### Presenting Sponsor Package – \$12,500

- Logo on the cover of the Conference Program
- Inside Front Page Full Page advertisement in Conference Program
- Introduction of Keynote Speaker on stage
- Premium Location for Booth
- Complimentary lunch for 4
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage



### Technology Sponsor Package – \$10,000

- Interactive virtual reality experience
- Inside back half page ad in Conference Program
- Extra large booth for the purpose of hosting/sponsoring the technology experience
- Complimentary lunch for 2
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage



### Networking Lounge Sponsor Package – \$10,000

- Extra large booth for hosting/sponsoring the Networking Lounge ("Lounge" style furniture)
- Inside back half page ad in Conference Program
- Complimentary lunch for 2
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage



### Networking Facilitator Package – \$7,500

- Logo on Tote Bags designed for Networking Match Ups (co-branded with SCMAO).
- Complimentary lunch for 2
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage



### Sustaining Sponsor Package – \$5,000

- Tent cards with logo/message on tables serving food
- Business card stands on designated tables for lunch
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage
- Logo on cookies to be served at snack/meal time
- Complimentary lunch for two



### Foundation Package – \$3,500

- Booth, table, skirting and 2 chairs
- Complimentary lunch for 2
- Hyperlinked logo and profile on conference website
- Logo included in Conference Slide Show, Conference Program and Onsite signage

**\*All packages include a booth, skirted table, and chairs\***



# TRANSFORMATION

THE RISE OF SUPPLY CHAIN

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## READY TO BECOME A 2018 SCMAO CONFERENCE SPONSOR?

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CONTACT US TODAY!

**Kim Sforza,**

Director, Membership and Marketing at  
[ksforza@scmao.ca](mailto:ksforza@scmao.ca)



**SUPPLY CHAIN MANAGEMENT**

Logistics | Procurement | Inventory Management | Operations | Transportation | Distribution  
Sustainability | Replenishment | Demand Planning