



Orlando, FL  
May 21-24, 2017



**ISM2017**

May 21-24, 2017 • Orlando

2017 EXHIBITOR  
**prospectus**

[www.ism2017.org](http://www.ism2017.org)

# Why Exhibit at ISM2017?



As the world's largest gathering of supply management professionals, the ISM Annual Conference is the perfect venue to showcase your company's capabilities to others eager to do business with new partners. Exhibiting at ISM2017 Annual Conference is a prime opportunity to connect with over 2,400 supply chain and procurement professionals representing industries across the spectrum including pharmaceutical, aerospace, retail, manufacturing, medical, technology, energy and more.

# 94%

of attendees visited the exhibit hall and spoke to exhibitors

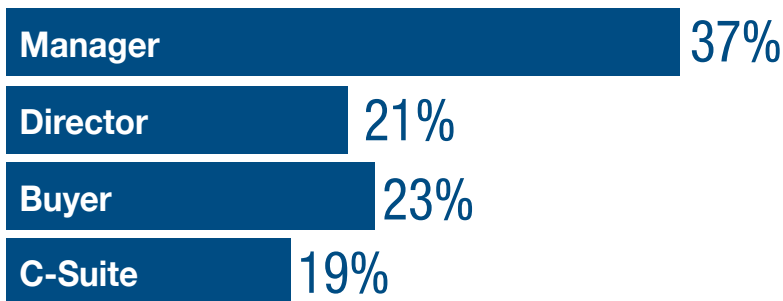
# 76%

of attendees surveyed said they plan to do business with an exhibitor they met at ISM2014

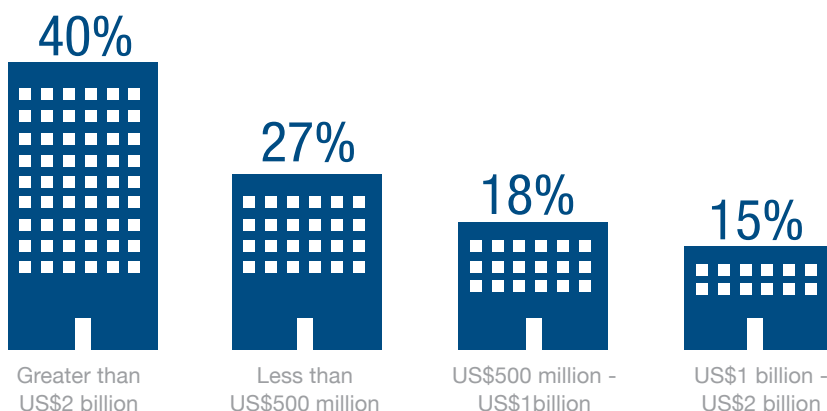
# 40%

of attendees were from organizations with annual revenue of over US\$2 billion

## Career Level



## Company Size



## Exhibit Hall Schedule\*

### Saturday

May 20, 2017

1:00 p.m. - 5:00 p.m.  
Exhibitor Move-In

### Sunday

May 21, 2017

1:00pm - 5:00pm  
Exhibitor Move-In

6:30 p.m. - 8:30 p.m.

Opening Social Off-site, Bus Transportation Provided & Required

### Monday

May 22, 2017

12:00 p.m. - 2:30 p.m.  
Lunch/Exhibit Hall Grand Opening

5:00 p.m. - 7:30 p.m.  
Networking Reception

### Tuesday

May 23, 2017

12:00 p.m. - 2:30 p.m.  
Lunch / Exhibit Hall

5:00 p.m. - 7:30 p.m.  
Networking Reception

\*Schedule subject to change

# Reach Your Target Customers



## Past Attending Companies\*

3M	Caterpillar	General Motors	Pricewaterhousecoopers LLP
A.T. Kearney AARP	Centurylink	Goldman Sachs	Publix Super Markets Inc.
Adobe Systems Inc. ADT LLC	Chevron	Google	Raytheon
American Red Cross Apple Inc.	Cintas Corporation	Gulfstream Aerospace Corporation	Rolls-Royce North America
Avnet	Coca-Cola	Harley Davidson Motor Co	Ryder Truck Company
B/E Aerospace	Colgate Palmolive	Hewlett-Packard	Samsung Electronics
Bank of America	Crown Equipment	Honeywell Aerospace	Sodexo
Bausch & Lomb	Dell Inc.	IBM	Staples Advantage
Bayer Healthcare	Delphi Corporation	Intel Corp	Stryker Corp
Bechtel Corporation	Dignity Health	Johnson & Johnson	Sysco Corp
Blue Cross Blue Shield Association	Duke Energy	McKesson Microsoft	Teva Pharmaceuticals
Boston Scientific	DuPont	Monsanto Company	The Boeing Company
Boxwood	Energizer Holdings Inc.	Nationwide Insurance	Time Warner Inc.
BP	Fastenal	Northrop Grumman	UPS
Capital One	Fidelity Investments	Office Depot	Walmart
Carmax	Flextronics	Pella Corp Pfizer, Inc.	WL Gore & Assoc.
	General Dynamics		Xcel Energy

## Past Exhibitors\*

AdaptOne	DeltaBid	MRA Global Sourcing	Services, LLC
Adelman Travel	Denali Group	Multiview	Staples Advantage
ADTRAV	Directworks	National Minority Supplier Development Council	Strategic Procurement Solutions
AFMS	DXP Enterprises, Inc.	ORR Safety	Sungard Availability Service
Allied Barton Security	EC Sourcing	Paladin Associates, Inc.	Superior Group
American Express	Ecencia	Paragon Relocation	Supply Chain Management-Review
American Metal Markets	Element Fleet Management	Parsifal	SynerTrade
Apex Analytix, LLC	Elwood Staffing	PayStream Advisors, Inc.	Technology Industry Group
Ariba, an SAP Company	Enterprise & National	Pennsylvania State University	ThomasNet
Arizona State University	First Flight Solutions	Perfect Commerce	Tradeshift
ATC Industrial	Forte Business Solutions	POOL4TOOL	Travel Leaders
Atlas Van Lines	General Motors	Portland State University	TRC Global Solutions, Inc.
Avalara	GEP	Prequal, Procurement Academy	Unigroup
BravoSolution	Global Risk Management	Procurex	University of San Diego
Bristol Global	Haizol.com	Protviti, Inc.	University of Wisconsin — Platteville
BROWZ, LLC	IBIS World	Rapid Ratings	Value Innovation Technologies
BuyerQuest, Inc.	Icertis	Resilinc	Value Point Material Solutions
CASME	LexisNexis Risk Solutions	Scanmarket	Volt
Chetu	Manufacturing Talk Radio	SciQuest	Wheels
ClientLoyalty	McKinsey & Company	Scout RFP	Wolseley Industrial Group
Corporate Imaging Concepts	Michigan State University	SDI, Inc.	Xeeva, Inc.
Corporate United	Mobus Creative Negotiating	Serex	Zycus
Credit Risk Monitor	MRA Global Sourcing	Source One Management	
Crown World Mobility	Mobus Creative Negotiating		

\*Represents sampling of ISM2015 Annual Conference attendees and exhibitors.



With a range of exceptional exhibit packages to choose from, you can select the one that meets your promotional needs at a price that agrees with your budget.

## Reserve Your Space Today

### EXHIBITOR BENEFITS

- One Full Conference Registration per 10 X 10 booth
- Pre- and Post-Conference attendance list with contact information excluding email address
- 8' high back drape with 3' high side rail drape and a 7" X 44" identification sign
- Your company's URL and booth assignment placed on our Conference Exhibit Hall Map
- Listing on the ISM's Mobile Event App and dedicated hashtag for the event
- Exhibit Hall passes for staff. (Unlimited Exhibit Only passes)
- Discounts for print advertising in our publication, *Inside Supply Management*® and banner ads on the ISM website.

### EXHIBITOR BOOTH OPTIONS:

- 10 x 10 - \$5,000
- 10 x 20 - \$10,000
- 20 x 20 - \$20,000
- Larger booths available upon request

### BOOTH BOOSTERS:

- Additional Full Conference Registrations
- \*Full Page 4-Color ad in Conference Navigator
- \*Half Page Company Profile in Conference Navigator

- Exposure in the ISM Social Media Campaign
- Passport to Prizes
- Tote Bag Inserts
- Pre OR Post Conference Email Blasts
- Company Logo and Profile on ISM2017 Microsite and Mobile App

*\*Must purchase booth and submit ad by March 15, 2017. Contact ISM Sales Department for pricing.*

### ADD-ON OPTIONS:

Upgrade to a 10 x 20 booth - \$5,000 | Upgrade to a 20 x 20 booth - \$15,000 | Upgrade to a 30 x 30 booth - please inquire

\*Must purchase booth and submit ad by March 15, 2017 Booth upgrade subject to space availability – not guaranteed. If upgrade space is not available, you will be placed in a 10 x 10 and your upgrade cost will be refunded.

## Exhibit Hall Schedule\*

### Saturday, May 20, 2017

1:00 p.m. – 5:00 p.m.  
Exhibitor Move-In

### Sunday, May 21, 2017

8:00 a.m. – 5:00 p.m.  
Exhibitor Move-In

6:30 p.m. - 9:30 p.m.  
Opening Social Off-site  
Bus Transportation  
Provided & Required

### Monday, May 22, 2017

12:00 p.m. – 2:30 p.m.  
Lunch/Exhibit Hall Grand Opening

5:00 p.m. – 7:30 p.m.  
Networking Reception

### Tuesday, May 23, 2017

12:00 p.m. – 2:30 p.m.  
Lunch / Exhibit Hall

\*Schedule subject to change

5:00 p.m. – 7:30 p.m.  
Networking Reception

7:30 p.m. – 11:00 p.m.  
Exhibitor Move-out

### Wednesday May 24, 2017

8:00am – 12:00pm  
Exhibitor Move-out

For more information contact ISM Sales Department at **480.752.6276** or email [ismsalesdept@instituteforsupplymanagement.org](mailto:ismsalesdept@instituteforsupplymanagement.org).

Visit [www.ism2017.org](http://www.ism2017.org) for more event details.

## DIAMOND

\$55,000 – Exclusive Opening Social

Be a part of what promises to be one of the highlights of ISM2017! All conference attendees are invited for an evening of fun, food, drinks and networking. Custom printed napkins and light-up ice cubes with your logo will be on hand at the party.

- Sponsor recognition signage at event.
- Sponsor may provide a company representative to give opening remarks and welcome attendees to the party.
- Sponsor message will be incorporated into the entertainment provided at the event.
- Sponsor may provide logo items to be distributed to attendees.
- Sponsor branded napkins and ice cubes.
- Wait staff may wear one sponsor logo item (i.e., shirts or pins, etc. provided by sponsor).

### Diamond Level Sponsorship Includes:

- Invited to submit (1) 60-minute presentation that is educational in value and fits in the overall theme of the conference. Presentations cannot be a sales pitch promoting company's products and services. The presentations will be considered by ISM's Conference Leadership Committee and, if selected, will be promoted along with the other Conference sessions.
- Your 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel at the conclusion of the conference.
- Sponsor branded email invitation to Opening Social to all ISM2017 attendees.
- Exposure on ISM2017's Mobile App.
- Full page Ad in Conference Navigator Guide.
- Full Page Ad in April 2017 edition of Inside Supply Management Magazine. Ad must be submitted by April 1, 2017
- Pre OR post conference email with your message sent by ISM on behalf of sponsor to registered conference attendees. Date TBD by ISM
- One Tote Bag Insert
- Passport to Prizes – Directs attendees to your booth for a stamp (provided by ISM)
- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in electronic conference brochure (if contract received prior to December 15th)
- Company logo highlighted on exhibitor hall map in Conference Navigator Guide.
- Sponsor Logo and link with 50-word description on ISM Conference web site and Conference Navigator Guide.
- Sponsor highlighted as Diamond Level Sponsor with company logo on Exhibit Hall map in Conference Brochure
- 10 Full Conference Registrations

## PLATINUM

\$40,000 — Choose One

### Sponsor Website, Online and Registration

Attract attendee's attention before the conference on our conference registrations page and throughout the entire conference by sponsoring one of the busiest areas.

- Sponsor logo on every other registration booth kick panels.
- Sponsor logo or message included on electronic confirmation email sent by ISM to registered attendees.
- Sponsor logo on registration page on ISM website
- Sponsor logo on online registration form

### Conference Wi-Fi Sponsor

Wi-Fi access provided for conference attendees during the three-day event. Attendees will be able to access the internet throughout the meeting and exhibit space (excluding the guestrooms). As a Wi-Fi sponsor, you can define the landing page that attendees will see as they connect to the internet. This is a great opportunity to reach a large, targeted audience, increase brand or product awareness, and display your message to attendees during the conference.

- Sponsor logo or message included on electronic confirmation email sent by ISM to registered attendees announcing Wi-Fi password.
- Sponsor logo/message promoting Wi-Fi on two 3x8' signs located throughout the meeting space and on digital screens, which feature daily conference highlights.

### All Platinum Level Sponsorships include:

- Invited to submit (1) 60-minute presentation that is educational in value and fits in the overall theme of the conference. Presentations cannot be a sales pitch promoting company's products and services. The presentations will be considered by ISM's Conference Leadership Committee and, if selected, will be promoted along with the other Conference sessions.
- Your 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel at the conclusion of the conference.
- Exposure on ISM2017's mobile app
- Full page ad in Conference Navigator Guide.
- Pre OR post conference email with your message sent by ISM on behalf of sponsor to registered conference attendees. Date TBD by ISM
- One Tote Bag Insert
- Passport to Prizes – Directs attendees to your booth for a stamp (provided by ISM)
- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in electronic conference brochure (if contract received prior to Dec. 15th)
- Company logo and booth location highlighted on exhibitor hall map in Conference Navigator Guide.
- Sponsor Logo and link with 50-word description on ISM Conference web site and brochure
- 8 full conference registrations

## GOLD

\$28,000 — Select One Package

(Multiple Package discount available)

**Lanyard/Badge Holder** — No one can miss your presence when your corporate identity literally encircles every neck at the conference! Each attendee, sponsor and exhibitor will receive a lanyard with their badge at registration. Badges are required for admission to all ISM2017 events, so company awareness is consistent throughout the conference.

**Conference Tote** — This is a great opportunity to give ISM2017 attendees something they will continue to use long after the conference. Each registered attendee will receive a tote bag printed with your company name and logo. Receive recognition as the Official Tote Bag Sponsor in the Conference Navigator.

**Monday & Tuesday Networking Lunch in Exhibit Hall** — Sponsor logo and name on lunch buffet tables, service and one lunch table reserved for sponsor. Sponsor may provide one item to be placed at each table set for lunch, excluding any hosted lunch tables.

**Networking Reception** — (2 available)

Includes sponsor signage on cocktail rounds and bars, one bar placed as close to the booth as possible. Looped video or logo provided by sponsor will be played on video screens set up by buffet.

### Gold Sponsorships Include:

- Your 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel at the conclusion of the conference.
- Exposure on ISM2017's mobile app and full page ad in Conference Navigator.
- Pre OR Post conference email with your message sent by ISM on behalf of sponsor to registered conference attendees. Date TBD by ISM
- One Tote Bag Insert
- Passport to Prizes – Directs attendees to your booth for a stamp (provided by ISM)
- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in electronic conference brochure (if contract received prior to Dec. 15th)
- Sponsor Logo and link with 50-word description on ISM Conference web site and brochure
- Company logo and booth location highlighted on exhibitor hall map in Conference Navigator Guide.
- 4 Full Conference Registrations

## SILVER

\$20,000 – Chose one

(Multiple Package discount available)

### Continental Breakfast — (Monday or Tuesday)

Obtain maximum exposure during breakfast in conjunction with the General Sessions. Table signage on buffets with sponsor logo will be provided. Sponsor may place collateral on each table. Looped video or logo provided by sponsor will be played on video screens set up by buffet.

**Relaxation Lounge** — A 20x20 lounge inside the Exhibit Hall will feature your company. Generate booth traffic and outstanding visibility for your company by sponsoring this relaxing service. Conference attendees will be required to stop by sponsor's booth to pick up coupon (provided by ISM) for the free massage. Relaxation Lounge will be available during Exhibit Hall hours on Monday and Tuesday. Relaxation Lounge promotions will be included on conference web page, ISM mobile application and digital signage. Sponsor may provide shirts or other signature clothing for massage therapists to wear.

**Refresh and Recharge Station** — Located in the exhibit hall area, this space will include furniture and a sponsor-branded charging kiosk. Attendees can relax and charge their electronic devices between sessions. Coffee and refreshments will be available as well.

### Silver Sponsorships Include:

- Your 60 second commercial on ISM Solution News aired Your 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel at the conclusion of the conference.
- Exposure on ISM2017's mobile app and full page ad in Conference Navigator.
- Pre OR post conference email with your message sent by ISM on behalf of sponsor to all registered conference attendees.
- One Tote Bag Insert
- Passport to Prizes – Directs attendees to your booth for a stamp (provided by ISM)
- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in electronic conference brochure (if contract received prior to Dec. 15th)
- Sponsor Logo and link with 50-word description on ISM Conference web site and brochure
- Company logo and booth location highlighted on exhibitor hall map in Conference Navigator Guide.
- 4 full conference registrations

## BRONZE

\$18,000 — Select One Package

(Multiple package discount available)

**Hotel Card Key** — Reach attendees staying at the official hotel of the ISM2016 Annual Conference through the hotel room keycards customized with your company logo and/or message. Cards will be distributed to hotel guests at check-in and used throughout their stay.

**Professional Picture Photo Booth** — Draw the crowds to your booth by offering an item everyone needs, but often do not make the time to get one made. That item is a professional headshot. The Business Fair Photo sponsor will have the photographer set up near their booth so that traffic to this activity also brings attendees over to the sponsor booth. Attendees walk away with a key tool for future networking and more knowledge about the sponsor. Your logo is placed on the business card for the attendee to download.

**Digital Video Wall** — This unique platform for showcasing information with rotating content including Videos, Ads and Logos, will be shown on the wall in the registrations area for all attendees to view. This sponsorship includes signage in the video viewing area, 2 one-minute videos provided by you that will run on the wall.

**Sponsor/Exhibitor Lounge and Set-Up Reception** — Your Company Logo will be prominently displayed on signage inside and outside of the lounge and during the Sunday afternoon Exhibitor Set-Up Reception. The Sponsor/Exhibitor Lounge will offer seating and meeting areas, computer terminals and beverages. The reception is Sunday May 21st, and will have light snacks and beer available. As sponsor you will welcome exhibitors and fellow sponsors and ISM staff will go over pertinent trade show information.

### Exhibit Hall Aisle Signs\*

Provide your company logo and ISM marketing will create and design Aisle Signs for throughout the exhibit hall. Aisle Signs must be within convention center or resort restrictions or guidelines.

\*Maybe purchased as a stand alone item. This will exclude all items included in Bronze Sponsorship, for \$12,000.

### All Bronze Sponsorships Include:

- Your 60 second commercial on ISM Solution News aired Your 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel at the conclusion of the conference.
- Exposure on ISM2017s mobile app and full page ad in Conference Navigator.
- Pre OR Post conference email with your message sent by ISM on behalf of sponsor to all registered conference attendees.
- One Tote Bag Insert
- Company logo and booth location highlighted on exhibitor hall map in Conference Navigator Guide.
- Passport to Prizes – Directs attendees to your booth for a stamp (provided by ISM)
- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in electronic conference brochure (if contract received prior to Dec. 15th)
- Sponsor Logo and link with 50-word description on ISM Conference web site and Conference Navigator Guide.
- 2 Full Conference Registrations

# Additional Sponsorship Opportunities



**Information Agent Shirts** **\$12,000**  
Sponsor the button down dress shirts worn by volunteers and ISM Information agents throughout the conference helping to direct attendees. Volunteers will wear button down dress shirts with your company logo embroidered on the cuff or shoulder.

**App Sponsor** **\$10,000.00**  
Have your logo on the opening App landing page. When attendees download the ISM2017 App they will see your logo denoted as the sponsor. Recognition of sponsorship will be in all general sessions on tabletop tent cards and on the video screens. The App will be promoted with your logo in the Conference Navigator Guide and on all conference emails describing App download. Also included are these marketing tools: Tote Bag Insert, Passport to Prizes, Company Profile and Full Page Ad in Conference Navigator.

**Disney Behind the Scenes Tour** **\$8,000**  
(2 Opportunities) — Sponsor the Facility Tour and Transportation for the attendees that are participating. Signage will be placed at the loading area and video provided by sponsor will play during transportation.

**Info Desk** **\$5,000**  
(2 Opportunities) — This area is one of the most popular destinations at the conference and is a fantastic way to get your company noticed. Sponsorship includes signage in the certification area, promotional brochure near exhibit hall and acknowledgement in the Conference Navigator Guide.

**Facility Tour and Transportation** **\$5,000**  
(2 Opportunities) — Sponsor the Facility Tour and Transportation for the attendees that are participating. Signage will be placed on the transportation vehicles.

**Coffee Breaks** **\$5,000**  
(Multiple opportunities) — Sponsor the coffee breaks for the Conference and put the focus on your brand! Your name will appear on table tents where coffee stations are set. Plus acknowledgment in the Navigator Conference guide.

**Thumb Talk** **\$5,000**  
Your company name displayed during the General Sessions on our video monitors. This is an interactive pop survey / questions to the speaker (Thumb Talk) that will project your company name onto the large monitor behind the speaker.

**Connection Reception Sponsorship** **\$5,000**  
(3 available) ISM2017 will feature the first annual bringing together corporate executives and participants of the emerging professionals experience, including those who have distinguished themselves as 30 under 30 winners, Richter Scholars and Capital One Scholars.

**Step and Repeat** **\$2,500**  
A "Step and Repeat" sign will be set up at the Opening Social, location TBD.\* Attendees will be encouraged to have their picture taken in front of it. Considering the length of time this will be displayed and how it will be utilized this puts you steps ahead of the competition. You would be the exclusive sponsor. The ISM logo will appear as well.

**Advertise on Digital Video Wall and News Feeds in EXPO and Conference areas**  
(Rotating content provided by sponsors)  
Showcase your digital message on the large video wall in the EXPO lobby and throughout the conference on the news feed monitor's located where all can see. Rotating content can include Logos, digital still ads and videos.

**One-minute video (60 seconds max)** **\$2,500**  
**Digital Still Ad** **\$1,500**  
**Logo** **\$500**

**Advertising on Conference Mobile App**  
Increase your company exposure by advertising on the ISM2017 conference app and be sure to get your company noticed.

**Rotating Logo on Banner (Numerous opportunities)** **\$1,500**  
**Logo on Specialty Tabs (2 opportunities per tab)** **\$1,000**

**Hosted Lunch Tables Monday & Tuesday** **\$1,000**  
Reserve your table for lunch served in the exhibit hall. Sponsors may promote their company and or products to a captive audience. You are permitted to hand out promotional items while networking and educating potential clients.

**Advertising on Conference Mobile App (Limited)**  
Increase your company exposure by advertising on the ISM2017 conference app and be sure to get your company noticed.

**Promoted Posts** **\$300**  
**Push Notifications** **\$300**  
**Enhanced Company Profile with Logo** **\$300**  
On ISM2017 Microsite and Mobile App.  
**\*Do all 3 options at a discounted rate of** **\$750**

**\*SIGNAGE AVAILABLE OPPORTUNITIES IN ORLANDO** \*within convention center or resort restrictions or guidelines. Please contact ISM Sales Department for further information