



Nashville, TN
May 6-9, 2018



ISM2018

May 6-9, 2018 • Nashville

2018 EXHIBITOR prospectus

www.ism2018.org

Why Sponsor & Exhibit at ISM2018?



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 ISM2018 is a prime opportunity to connect with over 2,800 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

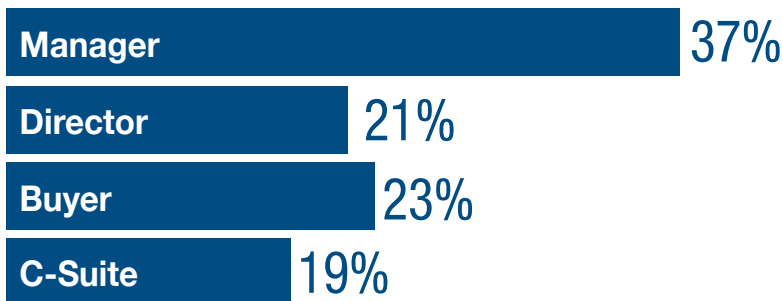
76%

of attendees surveyed said they plan to do business with an exhibitor they met at ISM2017

40%

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

Career Level



Company Size

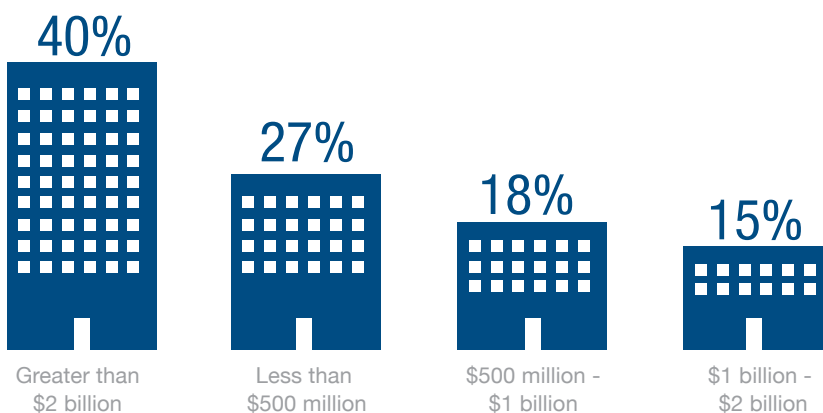


Exhibit Hall Information

Saturday May 5, 2018

Exhibitor Setup
1:00 p.m. – 5:00 p.m.

Sunday May 6, 2018

Exhibitor Setup
8:00 a.m. – 5:00 p.m.
Welcome Party
6:30 p.m. – 8:30 p.m.

Monday May 7, 2018

Educational Sessions
8:00 a.m. – 12:00 p.m.
Exhibit Hall Lunch & Networking
12:00 p.m. – 2:30 p.m.
Educational Sessions
2:30 p.m. – 5:00 p.m.
Exhibit Hall Networking Reception
5:00 p.m. – 7:30 p.m.

Tuesday May 8, 2018

Educational Sessions
8:00 a.m. – 12:00 p.m.
Exhibit Hall Lunch & Networking
12:00 p.m. – 2:30 p.m.
Educational Sessions
2:30 p.m. – 5:00 p.m.
Exhibit Hall Networking Reception
5:00 p.m. – 7:30 p.m.
Exhibitor Move-out
7:30 p.m. – 11:00 p.m.

Wednesday, May 9, 2018

Exhibitor Move-out
8:00 a.m. – 12:00 a.m.
Educational Sessions
8:00 a.m. – 12:00 p.m.

*Schedule subject to change

Reach Your Target Customers



Past Attending Companies*

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

Past Exhibitors*

ADTRAV Travel Management	ClientLoyalty	HealthCare Scouts, Inc.	riskmethods
AFMS Global Transportation	ConnXus	IBIS World	SCOPE Recruiting
Allied Universal	CoreTrust Purchasing Group	Insight Sourcing Group	Scout RFP
Amazon Business	Denali-A WNS Company	Jagger (formerly SciQuest)	SAP Ariba
American Express Global Business Travel	Determine	Liquidity Services	Source One Management Services, LLC
Apex Analytics	Donlen	Mobus Creative Negotiating	Staples Business Advantage
APL Logistics	DS Services	NAFA Fleet Management Association	Synertrade
Aquiiire (Real-Time eProcurement)	DXP Enterprises, Inc.	OpusCapita	The Suddath Companies
ARI	EC Sourcing Group, Inc.	Paladin Associates	ThomasNet
Atlas Van Lines	EcoVadis	Paragon Relocation	Tradeshift
Avetta	Egencia	Parsifal Corporation	Travel Leaders Corporate
BIC USA Inc.	Element Fleet Management	POOL4TOOL	TRC Global Mobility
BravoSolution	Enterprise Holdings & National	ProcureAbility	Volt Consulting Group
BROWZ	Epiq Technologies	Procurex, Inc.	Wheels
BuyerQuest	Expensing	Procurious	Xeeva
Capital One	First Flight Solutions	Proxima Group	Zycus
	GEP	Rapid Ratings	

*Represents sampling of ISM2017 Annual Conference attendees and exhibitors.

EXHIBITOR INFORMATION



EXPO HOURS

Monday, May 6 12:00 p.m. – 2:30 p.m.; 5:00 p.m. – 7:30 p.m.

Tuesday, May 7 12:00 p.m. – 2:30pm; 5:00 p.m. – 7:30 p.m.

Lunch and cocktail reception each day on Expo floor

EXHIBITOR MOVE IN

Saturday, May 5 — 1:00 p.m. – 5:00 p.m.

Sunday, May 6 — 8:00 a.m. – 5:00 p.m.

Your exhibit space includes:

- Presence on the ISM2018 Expo Floor
- One complimentary registration (a US\$2,295 value, per 10'x10')
- Pre-and post-Conference attendance list
- Company identification sign (7"x 44")
- Listing on the ISM2018 Convention website
- Listing on ISM2018 Convention mobile and tablet app
- Listing in ISM2018 Convention onsite program (for space secured by March 5, 2018)
- Listing in printed Expo Map (for space secured by March 5, 2018)
- Draped back and side wall
- 10 hours of exhibit floor selling time*
- Access to attendees Sunday May 6 — Wednesday May 9
- Unlimited Exhibitor Floor Only Passes

**Subject to Change*

Additional Exhibit Personal:

All booth personal, including exhibit only staff, must be fully registered for the Conference. Registration information will be sent to the booth contact upon receipt of the rental agreement.

Booth Fee

10' x 10' — \$5,000

10' 20' — \$10,000

20' x 20' — \$20,000

ADD-ON OPTIONS

- Ad in ISM's *Supply IN Demand* April Edition (onsite at ISM2018)
- Full Page 4-Color ad in Conference Navigator
- Passport To Prizes
- Half Page Company Profile in Conference Navigator
- Pre- or Post-Conference Email Blasts to Attendees
- Tote Bag Inserts
- Enhanced Company Profile of Website and Event App
- Promoted Posts and Push Notification on App
- Banner advertising on ISM website
- Additional Full Conference Passes

Housing Information

The headquarters hotel is The Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. ISM has blocked rooms for the 2018 Conference.

Official Service Contractor

GES

2018 Exhibitor Booth Space Selection

Each year at Conference, exhibitors are given the opportunity to choose their booth space for the following year's show. ISM2017 exhibitors will be slotted into selection appointments in Orlando. Information will be emailed to current exhibitors prior to Conference, outlining assigned selection times for ISM2018 taking place in Nashville, Tennessee, May 6-8, 2018.

ISM2018 SPONSORSHIP OPPORTUNITIES



Select any one sponsorship and combine opportunities to reach your level of involvement at ISM2018 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee, May 6-9, 2018

Sponsorship Levels:

Diamond \$60,000 | Platinum \$45,000 | Silver \$25,000 | Gold \$30,000 | Bronze \$20,000

All level Sponsors receive:

- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in mailed conference brochure (if contract received prior to December 1)
- Company highlighted on exhibitor hall map in Conference Navigator Guide.
- Sponsor Logo and link with 50-word description on ISM Conference web site.
- Listing in Conference Navigator with logo and company description
- Listing on ISM2018 App as a Sponsor
- Recognition signage at sponsored event or in area of sponsorship

*Packages Include Your Choice of these Sponsor Items (See sponsor level)

- Your provided 60 second commercial on ISM Solution News aired throughout the conference public space. ISM Solution News will be available on the ISM YouTube channel after the conference.
- Full page Ad in Conference Navigator Guide.
- Full Page Ad in April 2018 edition of *Inside Supply Management*® magazine. (Ad must be submitted by March 25, 2018)
- Pre-Conference email with your message sent by ISM on behalf of sponsor to registered conference attendees. Date TBD by ISM (HTML must be received by March 15, 2018)
- Post-Conference email with your message sent by ISM on behalf of sponsor to registered conference attendees. Date TBD by ISM (HTML must be received by April 25, 2018)
- One Tote Bag Insert (Sent to GES by April 15, 2018 — label will be sent)
- Passport to Prizes — Directs attendees to your booth through the mobile App to complete scavenger hunt to enter drawing for prizes.
- Reserved Lunch table Monday and Tuesday in Expo area
- Company Profile with 125-word description in Conference On-Site Navigator
- 2 Promoted Posts during exhibit times on ISM2018 Conference App
- 2 Push Notifications during ISM2018 Conference

*All Print subject to deadlines

Welcome Party \$60,000

Be a part of what promises to be one of the highlights of ISM2018! 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. Representative from your company can give opening remarks and welcome attendees. Sponsor message will be incorporated in the entertainment. Sponsor can provide logo items for attendees and the event staff to wear.

Official Conference Registration Website and Registration Area \$45,000

Attract attendee's attention before the Conference on our Conference registrations page and throughout the entire Conference by sponsoring one of the busiest areas. Logo on Kick panels, electronic confirmation, registration form and registration page of ISM microsite

Convention Center Wi-Fi \$45,000

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 announcing wi-fi password and on pull up signs in Conference area.

Lanyard/Badge Holder \$30,000

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 ISM2018 events, so company awareness is consistent throughout the Conference.

Conference Tote \$30,000

This is a great opportunity to give ISM2018 attendees something they will 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

NEW EP Experience and Connection Reception \$30,000

Sponsor this track that is planned for the emerging professionals in supply management. These tracks are over the two-day conference and target some specific needs of this group. We also have a special networking event for the EP Experience Group, the 30 Under 30, the Capital One and the Richter Scholar winners called the Connection Reception. This brings all our emerging professionals together with our ExecIn Group (the top leaders in supply chain) at one event. Get your company in front of the emerging professional in their sessions (introducing the speakers, possibly participating in a session) and it could culminate into the Connection Reception.

NEW Thought Leadership Sponsor \$30,000 (3 available participants)

Establish a leadership position by sponsoring a white paper with other thought leaders in supply management. This new and innovative supply management research will be conducted by Institute for Supply Management®. Your co-branded research topic, to be determined, will be presented live at ISM2018 in panel discussion format, will receive media coverage, and be released to the ISM membership in webinar format.

Networking Lunch Monday \$25,000

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. If permitted, hotel staff will wear logo-emblazoned item provided by you.

Networking Lunch Tuesday \$25,000

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. If permitted, hotel staff will wear logo-emblazoned item provided by you.

Networking Reception Monday \$25,000

Includes sponsor signage on cocktail rounds and bars, one bar placed as close to the booth as possible. Logo provided by sponsor will be set up on buffet and bars. If permitted, hotel staff will wear logo-emblazoned item provided by you

Networking Reception Tuesday \$25,000

Includes sponsor signage on cocktail rounds and bars, one bar placed as close to the booth as possible. Logo provided by sponsor will be set up on buffet and bars. If permitted, hotel staff will wear logo-emblazoned item provided by you

Refresh and Recharge Lounge \$25,000

Located in the exhibit hall area, this space will include furniture and two sponsor-branded charging kiosks. Open throughout the Conference hours, attendees can relax and charge their electronic devices between sessions. Refreshments will be available in area as well.

Relaxation Lounge \$25,000

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.

Digital Video Wall \$20,000

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, two one-minute videos provided by you that will run on the wall.

General Session Continental Breakfast Monday \$20,000

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.

General Session Continental Breakfast Tuesday \$20,000

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.

ISM2018 Mobile App Sponsor \$20,000

Have your logo on the opening App landing page. When attendees download the ISM2018 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.

ISM2018 SPONSORSHIP OPPORTUNITIES



Hotel Key Card \$20,000

Reach attendees staying at the official hotel of the ISM2018 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 or Comic Picture Booth \$10,000

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.

Exhibit Hall Aisle Signs \$10,000

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.

Facility Tour and Transportation Sunday \$10,000

Sponsor the facility tour and transportation for the attendees that are participating. Signage will be placed on the transportation vehicles.

Facility Tour and Transportation Wednesday \$10,000

Sponsor the facility tour and transportation for the attendees that are participating. Signage will be placed on the transportation vehicles or you will be allowed to run a video during the travel time.

Expo Hall Rest Stops \$10,000

Sponsor rest stops along the main aisles of the Expo Hall with two benches in each of the eight locations. Use this visible opportunity to encourage attendees to visit your booth. A double-sided meter board will be placed next to your bench. Sponsor to provide the artwork. Upgrade options available.

Coffee Break All Day Monday \$10,000

Sponsor the coffee breaks for the Conference and put the focus on your brand! Your name will appear on signage in area and table tents where coffee stations are set.

Coffee Break All Day Tuesday \$10,000

Sponsor the coffee breaks for the Conference and put the focus on your brand! Your name will appear on signage in area and table tents where coffee stations are set.

Step & Repeat Wall Sponsor \$5,000

A "Step & Repeat" sign will be set up at the ISM2018 Conference, location TBD. Attendees will be encouraged to have their picture taken in front of the wall and post it to the ISM2018 App. 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. Your Logo along with the ISM2018 logo will appear on the wall.

Information Desk Sponsor \$5,000 each

(2 available)

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 and promotional brochure near exhibit hall.

60 second commercial on Video Wall \$2,500

(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 monitors, seen by all in attendance. Rotating content can include logos, digital still ads and videos. One-minute video.

Conference Area Luncheon VIP Tables Monday and Tuesday \$1,000 each

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 Website and Mobile App \$1,000 (ALL 3)

Increase your company exposure by advertising on the ISM2018 Conference App and be sure to get your company noticed.

Promoted Post: \$350

Push Notification: \$350

Enhanced Company Profile \$350

Sponsorships with booth space



DIAMOND \$60,000

10 Full Conference Badges –
Full Sponsor Items*

\$75,000 – 20 x 20 Booth Space

\$70,000 – 10 x 20 Booth Space

PLATINUM \$45,000

8 Full Conference Badges –
Choose 8 Sponsor Items*

\$60,000 – 20 x 20 Booth Space

\$55,000 – 10 x 20 Booth Space

GOLD \$30,000

5 Full Conference Badges –
Choose 6 Sponsor Items*

\$50,000 – 20 x 20 Booth Space

\$40,000 – 10 x 20 Booth Space

SILVER \$25,000

4 Full Conference Badges –
Choose 5 Sponsor Items*

\$35,000 – 10 x 20 Booth Space

\$30,000 – 10 x 10 Booth Space

Upgrade to 20 x 20 \$45,000

BRONZE \$20,000

2 Full Conference Badges –
Choose 4 Sponsor Items*

\$25,000 – 10 x 10 Booth Space

Upgrade to 10 x 20 \$30,000

Upgrade to 20 x 20 \$40,000

Included booth space does not come with carpet or furnishing
2 Full Conference Badges per 10 x 10 space. (If commitment
received before June 30, 2017)