

# ISM2020

APRIL 26-29 / BOSTON, MA

## **Sponsor & Exhibitor Prospectus**

# ISM2020

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Dear Prospective Partner:

The ISM2020 annual conference is your opportunity to get in front of over 2,500 supply chain and procurement professionals who are interested in learning more about you and your product offerings. Face-to-face meetings are a critical component of any marketing strategy. In fact, according to a report conducted by Meeting Planners International, 40% of prospects converted to new customers via face-to-face meetings, and 28% of current business would be lost without face-to-face meetings.

From a booth in our exhibit hall to a highly visible sponsorship positioning you as a thought leader in your field, our team can work with you to develop the right strategic package to help you achieve your goals.

Sincerely,

Kelly Rich

 1.480.455.5941

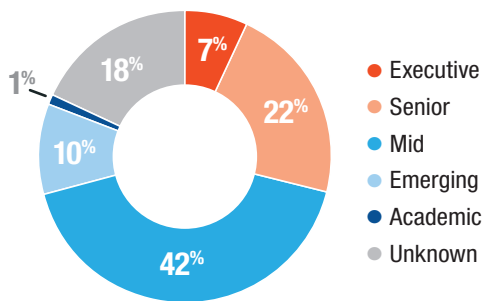
 [krich@instituteforsupplymanagement.org](mailto:krich@instituteforsupplymanagement.org)

The ISM Annual Conference attracts a global audience of supply management professionals representing over 20 industries across 40 countries.

### About the Attendee

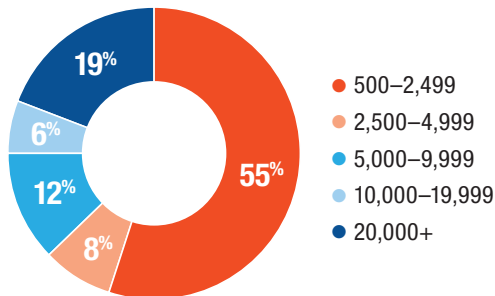
Over 29% of our audience are Senior and Executive title levels, while a majority of attendees (41%) are mid-level within their organizations focused on daily supply management activities and purchasing decisions.

#### Title Level



### About the Companies They Work For

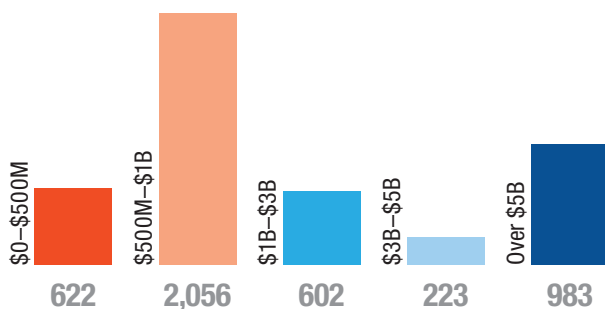
#### Employee Size



#### Top 10 Industries

- 1 Manufacturing
- 2 Finance and Insurance
- 3 Wholesale Trade
- 4 Retail Trade
- 5 Educational Services
- 6 Utilities
- 7 Professional, Scientific, and Technical Services
- 8 Transportation and Warehousing
- 9 Administrative and Support and Waste Management and Remediation Services
- 10 Information

#### Company Revenue Size



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## Contact

**Kelly Rich**



1.480.455.5941



krich@

instituteforsupplymanagement.org

## SPONSORSHIP OPPORTUNITIES

Gain exclusive visibility in front of the ISM2020 audience through one of these sponsorship offerings. Select multiple sponsorship options and get added benefits above the individual sponsorship packages.

### Sponsorship Levels

#### **NEW!** Double Diamond Sponsor (Qty 1) - \$100,000 Investment

Contains all regular sponsor benefits and all sponsored items, plus includes an exclusive thought leadership add-on. The Double Diamond Sponsor will be provided with one speaking session consisting of up to two (2) speakers or four (4) panelists. Content and time slot (Monday or Tuesday) are subject to ISM approval.

### Tier One Sponsors

Investments  
\$45,000 and above

#### DOUBLE DIAMOND

**\$100,000**

- 10 Full Conference Registrations
- Use of all Sponsor Items
- Add booth, get 10% exhibit discount

#### DIAMOND

**\$60,000**

- 10 Full Conference Registrations
- Use of all Sponsor Items
- Add booth, get 10% exhibit discount

#### PLATINUM

**\$45,000**

- 8 Full Conference Registrations
- Use of all Sponsor Items
- Add booth, get 10% exhibit discount

### Tier Two Sponsors

Investments  
\$20,000 - \$30,000

#### GOLD

**\$30,000**

- 4 Full Conference Registrations
- Use of 4 Sponsor Items
- Add booth, get 5% exhibit discount

#### SILVER

**\$25,000**

- 3 Full Conference Registrations
- Use of 3 Sponsor Items
- Add booth, get 5% exhibit discount

#### BRONZE

**\$20,000**

- 2 Full Conference Registrations
- Use of 2 Sponsor Items
- Add booth, get 5% exhibit discount

\*All Print subject to deadlines

## Contact

**Kelly Rich**



1.480.455.5941



krich@

[instituteforsupplymanagement.org](http://instituteforsupplymanagement.org)

Please contact Kelly Rich regarding the following sponsorships:

## SPONSORSHIP OPPORTUNITIES

### ISM2020 Sponsorship Options

#### All Sponsors receive:

- Sponsor Logo on Exhibit Hall Entrance
- Sponsor Logo listed in mailed conference brochure (if contract received prior to December 13, 2019)
- Sponsor Logo and link with 50-word description on ISM Conference web site
- Listing on ISM2020 App as a Sponsor
- Recognition signage at sponsored event or in area of sponsorship
- Sponsors receive opt-in attendee list a minimum of two times total, before and after ISM2019.

#### Tier One Sponsor receives:

- One email sent from ISM via attendee list
- One-time direct mail list rental. Attendee list pulled, formatted and delivered directly to your printer for single mailing usage, designed with ISM branding. Sponsor must sign a separate list rental agreement and only includes names of those attendees opted in to receive 3rd party information. (Available to Diamond level and above with set-up by ISM team)

#### Packages Include Your Choice of These Sponsor Items

See sponsor level for specific number of options that are included.

- Full Page Ad\* in March 2020 edition of *Inside Supply Management*® magazine. (Ad must be submitted by January 22, 2020)
- One Tote Bag Insert\* (Sent to GES by March 15, 2020 – label will be sent)
- Reserved lunch table Monday and Tuesday in Expo area
- Promoted Social Posts (Max 3)
- Push Notifications during ISM2020 (Max 1) Limited Availability
- Passport program involvement on event app (Silver Level and Above)
- Logo, link and 10-word description included on “Get Ready” email to participants (Only 5 spots available)

\*All print and time sensitive items are subject to Sponsor meeting deadlines in order to participate.

### Welcome Party

\$60,000 

Be a part of what promises to be one of the highlights of ISM2020! 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.

### Exclusive Event Digital Sponsorship

\$50,000 

Drive digital visibility with this exclusive option available, which includes the ISM2020 Mobile App Sponsor and Social Media and Livestreaming Sponsor. Includes benefits of both digital sponsorships noted above for end-to-end digital coverage.

### Official Conference Registration and Wi-Fi

\$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 main conference registration booth, registration form and registration page of ISM microsite. In addition, as the Wi-Fi sponsor, you get your logo and design input into the entry splash page to highlight your company and/or a product you provide. You define the password with something memorable for attendees to input. It is a great opportunity to target a large audience and educate them on your brand. Your logo or message is included on electronic confirmation email announcing the Wi-Fi information as well as you are included on signage in Conference areas.

### 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 ISM2019 events, so company awareness is consistent throughout the Conference.

### Conference Tote

\$30,000 

This is a great opportunity to give ISM2020 attendees something they will use long after the Conference. Each registered attendee will receive a tote bag printed with your company name and logo.

### EP Experience and Connection Reception

\$30,000 

Sponsor the emerging professionals in supply management education track. Sessions geared to this audience take place over two days of the conference. In addition to the track, be a part of the Connection Reception which includes the EP Experience Group, the 30 Under 30 and the Richter Scholar winners. Get your company in front of the rock star performers and our future in supply management. As the sponsor either introduce or work with subject matter experts to participate in a session. Also includes logo and/or description on signage within track events as well as within mobile app and other related collateral.

### Thought Leadership Research Sponsor

\$30,000 

*(3 available participants)*

Establish a leadership position by sponsoring a white paper with other thought leaders in supply management. This innovative supply management research will be conducted by the Institute for Supply Management®. Your co-branded research topic, to be determined, will be presented live at ISM2020 in a panel discussion, will receive media coverage, and be released to the ISM membership in a webinar.

### NEW Social Media and Livestreaming Sponsor

\$30,000



Gain social visibility by being the official sponsor of the ISM conference social media. Sponsorship includes distribution of select content and messaging, inclusion of logo on our Facebook event cover image and involvement in a Facebook Live session at ISM2020.

### ISM2020 Mobile App Sponsor

\$30,000



Have your logo on the opening App landing page. When attendees download the ISM2019 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 Pocket Guide and on all conference emails describing App download.

### NEW Sponsored Game Zone

\$30,000



Bring the fun and excitement level up for your company and attendees in the exhibit hall. A large 70' x 30' space will be dedicated to interactive games, in a central location of the exhibit hall. Sponsor would have logo featured on games and activities, with space for collateral materials.

### NEW Official Conference T-Shirt

\$25,000



The co-branded T-Shirt has longevity and will surely be worn even after the event is over. As the sponsor, our design team will work with you on design and message. You choose to hand out T-shirts at your exhibit booth or have shirts given to attendees upon check-in for the event.

### Refresh and Recharge Station

\$25,000



Located in a high traffic conference attendee 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.

### Hotel Key Card

\$15,000

(2 available)

Reach attendees staying at the official hotel of the ISM2020 Annual Conference through the hotel room keycards customized with your company logo and/or message. Cards will be distributed to host hotel guests at check-in and used throughout their stay.

### General Session Continental Breakfast Monday

\$15,000

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. Thank you to our sponsor with your logo highlighted within the General Session. Insulated coffee cups with your logo.

### General Session Continental Breakfast Tuesday

\$15,000

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. Thank you to our sponsor with your logo highlighted within the General Session. Insulated coffee cups with your logo.

### Technology and Innovation Hall Sponsor

**\$15,000**

*(8 available participants)*

Connect with attendees in a dedicated and private space focused on the future of procurement technology in a demonstration setting. There will be up to 8 areas that can feature separated sponsor company spaces for demonstrations and meetings.

### Evening Networking Reception Monday

**\$15,000\***

*(2 available)*

Includes sponsor signage on bar and food locations. One food station will be located near booth (or will provide passed hors d'oeuvres depending on booth location). Visibility on conference site agenda as the named sponsor as well as receive one conference mobile app notification prior to event. Sponsor will receive 100 drink tickets to pass out to attendees. Great opportunity to attract people to your booth! If permitted, hotel staff will wear logo-ed item provided by you.

### UPDATED Networking Reception Tuesday

**\$15,000\***

Includes sponsor signage on bar and food locations. One food station will be located near booth (or will provide passed hors d'oeuvres depending on booth location). Visibility on conference site agenda as the named sponsor as well as receive 1 conference mobile app notification prior to event. Sponsor will receive 100 drink tickets to pass out to attendees. Great opportunity to attract people to your booth!

### Networking Lunch Monday

**\$15,000**

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-ed item provided by you.

### Networking Lunch Tuesday

**\$15,000**

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-ed item provided by you.

### NEW Hotel Room-Drop, Monday or Tuesday

**\$10,000**

*(2 available, one each day)*

This opportunity is exclusive to one company each day. Your marketing piece will be delivered under the door to attendees' room at the host hotel. You provide drop materials.

### Professional Headshot Photo (additional comic photo possible)

**\$10,000**

Draw the crowds by offering something people often need, but rarely take the time to get—a professional headshot! This sponsorship includes having the photographer set up near your booth (subject to conference center guidelines) to boost your attendee traffic. Your logo is placed on the business card for the attendees to download their professional headshot. You get exposure and attendees get a precious gift for professional networking.

### 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 located within the exhibit hall and are subject to conference center guidelines.

### Facility Tour and Transportation Sunday

**\$10,000**

Sponsor the facility tour and transportation (if needed) for the attendees that are participating. Signage will be placed on the transportation vehicles (video playing on bus is based upon availability).



### Facility Tour and Transportation Wednesday

**\$10,000**

Sponsor the facility tour and transportation (if needed) for the attendees that are participating. Signage will be placed on the transportation vehicles (video playing on bus is based upon availability).

### 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.

### Pocket Guide Sponsor

**\$10,000**

Sponsor the go-to guide for the event that every attendee and participant receives that outlines the timeline and full details of the event. Your company logo will be included along with ad space within the guide.

### NEW Welcome Gift in Room, Sunday Night

**\$8,000**

Deliver your unique gift to attendees the night before the event begins! The sponsorship includes delivery of your gift inside each attendee's room at the host hotel on Sunday night, with a joint welcome note from you and ISM featuring your logo and message. You supply the gift.

### Mobile App Passport Game Sponsor

**\$3,000**

The featured sponsor of the interactive passport game will be the go-to attendee guide through the conference exhibit hall. Includes in-app company logo, signage, push notification, and tabletop signage featuring your company.

### Annual Conference Event Site Banner Ad

**\$1,000 each per month**

Starting December 1, 2019 leading up to Conference. place your ad on a scrolling section of the main page of the ISM2020 website. Standard digital ad size of 336 x 280. Max 10 ads per month. Provide your URL link to direct visitors to your website or landing page.

#### 2019 Analytics\*:

Pageviews: 29,632

Unique Pageviews: 22,720

Time on Page: 2:55 minutes

\*From Dec 1. 2019-April 1, 2019

Meet face-to-face with current and prospective clients at ISM2020.

### Pricing

Exhibit Booth Size	Type	Standard Booth Price	Select Your Location***	Available Inventory
	Tabletop*	\$3,500	N/A	21
10'x10'	Inline**	\$5,000	N/A	16
10'x10'	Corner	\$6,000	\$1,000	39
10'x20'		\$10,000	\$2,000	23
20'x20'		\$20,000	\$2,500	11
20'x30'		\$30,000	\$5,000	2
<b>Total</b>				<b>112</b>

\*Tabletop is for first time exhibitors only.

\*\*Inline is defined as any booth between two booths (of any size).

\*\*\*Standard booth price location is at ISM discretion, there is an additional fee to select a specific booth location and is subject to availability.

A 50% deposit is required upon submission of agreement or within 30 days of invoice date to reserve booth space and/or sponsorship agreement. Final 50% balance is due by Jan. 31, 2020. Agreements submitted after Jan. 31, 2020 require payment in full.

### Your exhibit space includes:

- Presence on the ISM2020 Expo Floor
- Two complimentary registration (a US\$4,590 value, per 10'x10')
- Pre-and post-Conference attendance list (limited to those who have opted-in and does not include email addresses)
- Company identification sign (7"x 44")
- Listing on the ISM2020 Convention website
- Listing on ISM2020 Convention mobile app
- Draped back and side wall
- 10 hours of exhibit floor selling time\*
- Access to attendees Sunday April 26 — Wednesday April 29
- Unlimited Exhibitor Floor Only Passes

\*Subject to Change

### Add-On options:

- Ad in ISM's *Inside Supply Management* magazine March Edition
- Tote Bag Inserts
- Enhanced Company Profile of Website and Event App
- Promoted Posts
- Additional Full Conference Passes
- Host a lunch table
- Passport game participant
- Annual Conference site banner ad

### Expo Hours

#### Monday, April 27

12:00 p.m. – 2:30 p.m.

5:00 p.m. – 7:30 p.m.

#### Tuesday, April 28

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

#### Sunday, April 26

8:00 a.m. – 5:00 p.m.

### Additional Exhibit Personnel

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.

### Housing Information

The host hotels are Sheridan Boston and the Marriott Boston Copley Place. ISM has a discounted room block for those reservations received prior to March 23, 2020.

### Official Service Contractor: GES

## EXHIBIT HALL MAP

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<https://www.expocad.com/host/fx/ism/ism2020/exfx.html>

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### Contact

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