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
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.

About the Companies They Work For

<table>
<thead>
<tr>
<th>Employee Size</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>500–2,499</td>
<td>19%</td>
</tr>
<tr>
<td>2,500–4,999</td>
<td>6%</td>
</tr>
<tr>
<td>5,000–9,999</td>
<td>12%</td>
</tr>
<tr>
<td>10,000–19,999</td>
<td>8%</td>
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<table>
<thead>
<tr>
<th>Top 10 Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Manufacturing</td>
</tr>
<tr>
<td>2. Finance and Insurance</td>
</tr>
<tr>
<td>3. Wholesale Trade</td>
</tr>
<tr>
<td>4. Retail Trade</td>
</tr>
<tr>
<td>5. Educational Services</td>
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<tr>
<td>6. Utilities</td>
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<tr>
<td>7. Professional, Scientific, and Technical Services</td>
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<tr>
<td>8. Transportation and Warehousing</td>
</tr>
<tr>
<td>9. Administrative and Support and Waste Management and Remediation Services</td>
</tr>
<tr>
<td>10. Information</td>
</tr>
</tbody>
</table>
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**

### Tier One Sponsors

**Investments**

$45,000 and above

**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*
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 one-time pre- and post-conference.

Tier One Sponsor receives:
• One email sent from ISM via attendee list
• Logo placed on all 21 Hynes Convention Center digital signage locations in a rotation (12 on Plaza Level, 7 on Level 2, 2 on Level 3)

Packages Include Your Choice of These Sponsor Items
See sponsor level for specific number of options that are included.

• Full Page Ad* in March/April issue of Inside Supply Management® magazine.
• 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)
• 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 (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.

Please contact Kelly Rich regarding the following sponsorships:
• ExecIn — SOLD
• ISM 30 Under 30 Rising Supply Chain Stars Program
• Gene R. Richter Scholarship

Contact
Kelly Rich
1.480.455.5941
krich@instituteforsupplymanagement.org
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 on-site materials will showcase your message, and ISM will work with you to create visibility within the event that fits your goals. A sponsor representative can give opening remarks to welcome attendees, and entertainment will incorporate sponsor message. Sponsor can provide logo items for attendees and the event staff to wear. 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.

EP Experience and Connection Reception  
**$30,000**

Sponsor the emerging professionals education sessions. Sessions geared to this audience take place over two days of the conference. In addition, be a part of the Connection Reception which includes attendees from ExecIn, ISM 30 Under 30 and Richter Scholar winners, and emerging professionals. Provide a welcome message at the reception and 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, designed by the ISM Emerging Professionals Committee. Also includes logo and/or description on signage within EP sessions as well as within the mobile app and other related collateral.

Lanyard/Badge  
**$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 ISM2020 events, so company awareness is consistent throughout the Conference.

Conference Bag  
**$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 bag printed with your company name and logo. Sponsor can provide one item, to be made available at exhibit booth, to place in the backpack or bag.

Thought Leadership Research Sponsor  
**$30,000**  
*(2 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 and will receive media coverage.
**NEW Sustainability and Water Bottle Sponsor**

$30,000

Send the clear message to attendees that your company supports sustainability, for the event, profession and your brand. Sponsorship includes branded insulated water bottles that can be distributed. Attendees will be directed to pick them up at sponsor exhibit booth suggested to use throughout venue.

**NEW Social Media and Livestreaming Sponsor**

$30,000

Gain social visibility as the official sponsor of the ISM conference social media. Sponsorship includes distribution of select content and messaging, approved by ISM social team, inclusion of logo on our Facebook event cover image and involvement in a live streaming session at ISM2020 for a designated breakout or signature session.

**ISM2020 Mobile App Sponsor**

$30,000

Have your logo on the opening App landing page. When attendees download the ISM2020 App, they will see your logo denoted as the sponsor. Recognition of sponsorship will be in all general sessions 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 Official Conference T-Shirt**

$25,000

One exclusive t-shirt sponsor will have the opportunity to emblazon quality t-shirts with their company logo for registered attendees and press. This promotional item is used during the week and long after the conference concludes, providing maximum visibility impact. Our design team will work with you on design and message. Draw attendees to your booth to receive their T-shirt!

**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. Sponsor branding can also be placed on the built-in charging areas within venue rotundas. 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.

**NEW Exhibit Hall Pillar Wraps**

$20,000

Sponsor logo featured on select exhibit hall pillar wraps in both exhibit hall rooms. Wraps must be located within the exhibit hall and are subject to conference center guidelines.

**Hotel Key Card**

$15,000

*(2 available)*

Reach attendees staying at one of the two official hotels of the ISM2020 Annual Conference (Sheraton Boston Hotel or Boston Marriott Copley Place) 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.
SPONSORSHIP PRODUCTS

General Session Continental Breakfast Monday $15,000
Obtain maximum exposure during breakfast prior to the General Sessions. Table signage on buffets with sponsor logo will be provided. Sponsor may place collateral on each table, and have insulated coffee cups with your logo.

General Session Continental Breakfast Tuesday $15,000
Obtain maximum exposure during breakfast prior to the General Sessions. Table signage on buffets with sponsor logo will be provided. Sponsor may place collateral on each table, and have insulated coffee cups with your logo.

NEW Signature Session Signage & Video Sponsor $15,000
Sponsor co-brands signage outside of the two signature sessions rooms on either Monday or Tuesday, and can kickoff each signature session with a 60 second sponsor video.

NEW Mobile Coffee Cart Sponsor $15,000
Keep event attendees caffeinated and rejuvenated each day as the sole sponsor of the mobile coffee cart providing various coffee products throughout the Hynes Convention Center. Cart is setup for minimum of three hours each day and includes locations to feature sponsor logo.

Technology and Innovation Hall Sponsor $15,000
Connect with attendees in a dedicated and private space focused on the future of procurement technology in a demonstration setting. There can be up to 10 areas that can feature separated sponsor company spaces for demonstrations and meetings. In addition to the private areas, an adjoining, separate space for thought leadership presentations will be provided for Monday and Tuesday of ISM2020.

Evening Networking Reception Monday $15,000*
Includes sponsor signage and branded napkins 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.

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.

NEW Women in Procurement Symposium Title Sponsor $15,000
Sponsor the Women in Procurement symposium session at ISM2020 on Tuesday, 4/28. This two-hour session will feature sponsor signage, visibility on any presentation materials, and sponsor representative can introduce the session. As the title sponsor, sponsor can invite 5 attendees to this invite-only session.

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 Directional Signage Sponsor $15,000
Sponsor select directional signage available in the Hynes Convention Center, including hanging banners above escalators directing attendees to second and third level. Signs are subject to conference center guidelines.

EVENING 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 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.
**NEW Social Photo Booth Sponsor**
$12,000
Host an interactive and branded photo booth for guests to snap interactive photos with your logo featured on the printed photos and backdrop, alongside the ISM event logo. Attendees can send their photos virtually and share in real-time via social media.

**NEW Worklife Wellness Sponsor**
$12,000
Sponsor can create wellness station with sponsor signage, work/life materials, optional sponsor-provided lounge or office furniture, and CTA to drive attendees to sponsor booth. Option to create a wellness activity at an agreed-upon time, within the Convention Center or surrounding area. Examples include guided meditation activity, guided walk of nearby Freedom Trail, stretching and/or yoga, to name a few.

**NEW Exhibit Hall Charging Station**
$10,000
The designated and built-in charging station adjoins two sections of the Exhibit Hall, and will be one of the primary paths attendees will take to travel between them. This connecting hallway with built-in charging stations, offers branding opportunities above each station and throughout the hallway. Sponsor can designate the name of the hallway and feature logo on signage throughout.

**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 and Networking Station**
$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).

**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, coffee sleeves 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, coffee sleeves 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, Sheraton Boston Hotel, on Sunday night, with a joint welcome note from you and ISM featuring your logo and message. You supply the gift.

**NEW Women in Procurement Symposium Table Sponsors**

$5,000  
(5 available)

Sponsor a table at the Women in Procurement symposium session, including signage and ability for two sponsors attendees to join invite-only session.

**Passport Game Sponsor**

$3,000

The featured sponsor of the passport game will be the go-to attendee guide through the conference exhibit hall. Includes scrolling ad in app, 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. 2018-April 1, 2019

**Want something custom?**

Contact [Kelly Rich](mailto:kelly.rich@ism2020.org) if you'd like to work with ISM to create a custom sponsorship to meet your needs at ISM2020.
Meet face-to-face with current and prospective clients at ISM2020.

**Pricing**

<table>
<thead>
<tr>
<th>Exhibit Booth Size</th>
<th>Type</th>
<th>Standard Booth Price</th>
<th>Select Your Location***</th>
<th>Available Inventory</th>
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</thead>
<tbody>
<tr>
<td>Tabletop*</td>
<td>$3,500</td>
<td>N/A</td>
<td>9</td>
<td></td>
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<tr>
<td>10’x10’</td>
<td>Inline**</td>
<td>$5,000</td>
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<td>Corner</td>
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<td><strong>112</strong></td>
</tr>
</tbody>
</table>

*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 attendee 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
- 13 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
- Promoted Posts
- Additional Full Conference Passes
- Host a lunch table
- Passport game participant
- Annual Conference site banner ad

*Subject to Change
EXHIBITOR HALL INFORMATION

Expo Hours

Monday, April 27
11:00 a.m. - 3:00 p.m.
5:00 p.m. – 7:30 p.m.

Tuesday, April 28
11:00 a.m. - 3:00 p.m.
5:00 p.m. – 7:30 p.m.

Lunch and cocktail reception each day on Expo floor

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

Exhibitor Move-In

Sunday, April 26
8:00 a.m. – 5:00 p.m.

EXHIBIT HALL MAP


Contact

Kelly Rich
1.480.455.5941
krich@instituteforsupplymanagement.org