

# ASCM CONNECT 2024: EUROPE

The Hotel | 4-5 June 2024  
Brussels, Belgium

## Sponsorship Prospectus

### Reach supply chain professionals all around Europe!

Expand your brand awareness and make meaningful connections with more than 150 attendees over the course of two days.

Let your experts shine at ASCM CONNECT 2024: Europe through speaking engagements, panel discussions, Connection Cafés and networking breaks.

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**For sponsorship opportunities**

**Contact:** Susie Prue

**Email:** [susie.prue@ascm.org](mailto:susie.prue@ascm.org)

## **ASCM CONNECT: EUROPE**

ASCM is the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience. With more than 49,000 members and 300 channel partners, ASCM is transforming the way people do business, drive growth and reach global customers.

A range of sponsorship opportunities are available so you can boost your organization's visibility by joining us at ASCM CONNECT 2024: Europe on 4-5 June 2024 in Brussels.



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## Top Industries represented by attendees:

Consumer Packaged Goods  
Pharmaceutical/Healthcare  
Education  
Industrial/Manufacturing  
Technology  
Retail

## Position level of attendees:

Analyst/Associate  
Manager  
Director  
Vice president  
Executive (C-level)

## Supply Chain Operations Reference (SCOR) Function:

**25%** **Orchestrate**  
Integration and enablement of supply chain strategies

**21%** **Plan**  
Developing a road map to operate the supply chain

**9%** **Order**  
Customer purchase of products and services

**19%** **Source**  
Procuring, ordering, scheduling ordering, delivery and transfer

**11%** **Transform**  
Scheduling and creation of products

**9%** **Fulfill**  
Executing customer orders or services

**5%** **Return**  
Reverse flow of goods and services

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## ASCM Membership:

Individual members: 39,724

Corporate members: 9,482

## Most Common Member Job Titles:

Materials Manager  
Production Manager  
Supply Chain Manager  
Operations Manager  
Purchasing Manager  
Project Manager  
Master Scheduler  
Buyer/Planner  
Production Manager  
Logistics Manager  
Senior Consultant

## COMMON MEMBER INDUSTRIES

(From 2023 ASCM Salary and Career Report)

Industrial/Manufacturing	<b>27%</b>	Chemical	<b>5%</b>
Pharmaceutical/Health care	<b>14%</b>	Retail	<b>5%</b>
Consumer packaged goods	<b>10%</b>	Transportation/Logistics	<b>5%</b>
Technology	<b>7%</b>	Government/Military	<b>3%</b>
Aerospace	<b>6%</b>	Other	<b>13%</b>
Automotive	<b>5%</b>		

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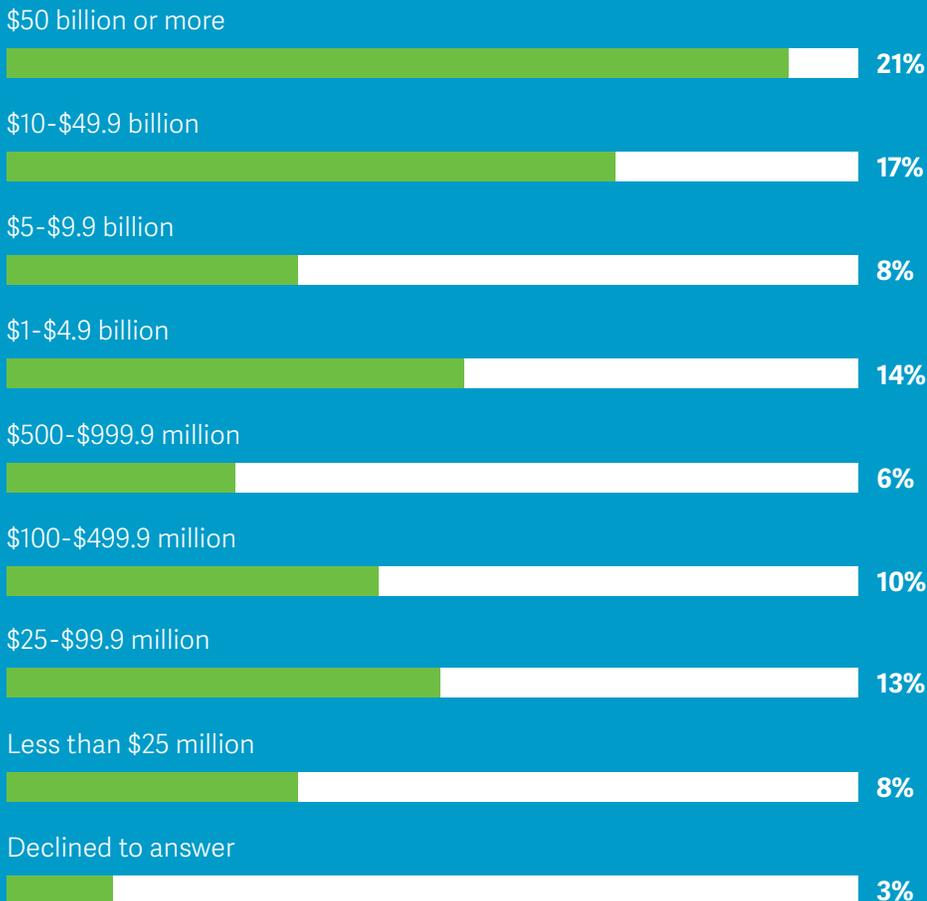
## SUPPLY CHAIN ROLE BASED ON SCOR-DS PROCESSES (PRIMARY FUNCTION)

(From 2023 ASCM Salary and Career Report)



## COMPANY ANNUAL REVENUES

(From 2023 ASCM Salary and Career Report)



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## THOUGHT LEADERSHIP OPPORTUNITIES

### Learning Tracks

The ASCM CONNECT Annual Conference educational sessions are aligned under twelve session topics, each addressing the fundamental issues of a resilient and sustainable supply chain. The content within these session topics is specifically structured to provide the best possible learning experience for conference attendees.

1. End-to-End Supply Chain Orchestration
2. Emerging Trends and Innovation
3. Supply Chain Planning
4. Manufacturing
5. Logistics and Fulfillment
6. Sourcing and Procurement
7. Talent, Leadership and Transformation
8. Digital Capabilities, Technologies and Enablers
9. Sustainability, Circularity and Climate
10. Stability, Resilience and Agility
11. Advanced Analytics, Data and Information
12. Startup Supply Chain

## EDUCATIONAL SESSION FORMATS

### Solo or Joint Presentation

The Solo or Joint Presentation format offers flexibility in content delivery, enabling both individual presenters and pairs to share their insights and expertise about a particular topic. It brings advantages such as the opportunity for a deep dive into a topic, engaging interactions, expert collaboration and increased audience engagement. This format is well suited to meet diverse learning preferences and proves to be a valuable choice for professional education settings.

**Session Length:** 60 minutes | **Room Capacity:** 100-250 | **Room Setup:** Theater

**Attendee Engagement Level:** Low

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## Panel Discussions

A Panel Discussion is a dynamic and engaging format that allows your team to host industry subject-matter experts, clients and other team members. They come together to share their diverse insights and experiences about a specific topic, making this format a valuable choice for various settings. With multiple panelists offering a range of viewpoints, these discussions provide a comprehensive exploration of a subject, enriching the content and ensuring a well-rounded understanding. Interactivity and audience participation thrive in this format, as panelists engage in debates; answer questions; and share practical, real-world insights, enhancing the audience's engagement and understanding.

**Session Length:** 60 minutes | **Room Capacity:** 100-250 | **Room Setup:** Theater  
**Attendee Engagement Level:** Medium

## Connection Café

The Connection Café is one of the most popular session formats at ASCM events. It offers a unique opportunity for your team to engage with attendees in a more meaningful way. This format provides a 60-minute session, which includes a 20-minute presentation followed by a 40-minute group discussion. During the group discussion, we invite you to prepare two thought-provoking questions for the attendees. Each question will be discussed for 10 minutes at individual tables, and participants will then share the highlights of their discussions with the larger group. Presenters will have the flexibility to move among different tables during the group discussions, adding their insights to the table conversations.

**Session Length:** 60 minutes | **Room Capacity:** 50-70 | **Room Setup:** Crescent Rounds  
**Attendee Engagement Level:** High

\* If you cannot find your preferred session format, we will assist in tailoring your session format to ensure your Thought Leadership engagement aligns with your goals.

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## **PREMIUM CONFERENCE SPONSOR**

**(1 Available) - €25,000 investment**

**Thought Leadership:** Please select up to two options from pages 6 and 7.

The ideal panel includes an executive SME from your firm to moderate, a client supply chain professional, a project leader, and a client technical SME

### **Lead Generation:**

- List of conference attendees who opt-in to have their information distributed

### **Meeting Passes:**

- 4 full conference registrations (**€7,180 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM
- Acknowledgment of sponsorship during the opening address by key ASCM leaders

## **EDUCATIONAL TRACK SPONSOR**

**(2 Available) - €18,500 investment**

**Thought Leadership:** Connection Café

Host a Connection Café. 60-minutes, including a 20-minute presentation followed by a 40-minute immersive group discussion. For a more detailed description see page 7.

### **Lead Generation:**

- List of conference attendees who opt-in to have their information distributed

### **Meeting Passes:**

- 4 full conference registrations (**€7,180 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM
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## NETWORKING RECEPTION SPONSOR

(1 Available) - €12,500 investment

### Conference Involvement:

- Exclusive opportunity to sponsor this evening networking event on Day 1 of ASCM CONNECT 2024: Europe

### Lead Generation:

- List of conference attendees who opt-in to have their information distributed

### Meeting Passes:

- 2 full conference registrations (€3,590 value)

### Branding Opportunities:

- Opportunity to name a signature drink for the party
- Opportunity to provide prize for a raffle to be drawn at the party
- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM
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## OPENING NIGHT RECEPTION SPONSOR

(1 Available) - €10,000 investment

### Conference Involvement:

- Exclusive opportunity to sponsor this evening networking event on Day 1 of ASCM CONNECT 2024: Europe

### Lead Generation:

- List of conference attendees who opt-in to have their information distributed

### Meeting Passes:

- 2 full conference registrations (€3,590 value)

### Branding Opportunities:

- Logo inclusion on main stage
- Opportunity for a representative from your organization to make 1-2 minute remarks at opening
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM

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## LANYARD SPONSOR

**(1 Available) - €8,500 investment**

### Conference Involvement:

- With this sponsorship, all conference attendees will highlight your brand for continued recognition throughout the event

### Meeting Passes:

- 1 full conference registration (**€1,795 value**)

### Branding Opportunities:

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM
- Acknowledgment of sponsorship during the opening address by key ASCM leaders

## WIFI SPONSOR

**(1 Available) - €5,000 investment**

### Conference Involvement:

- You can't have a conference without WiFi! Sponsor the WiFi package at ASCM CONNECT 2023: Europe, and be the name everyone associates with getting online. Choose a customized WiFi network and password

### Meeting Passes:

- 1 full conference registration (**€1,795 value**)

### Branding Opportunities:

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM

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## CONFERENCE EXHIBITORS

**€5,000 investment**

### Conference Involvement:

Exhibitor package to include table and chairs for ancillary marketing materials. Questions regarding power, WiFi, and audio / visual add-ons will be assessed closer to event.

### Meeting Passes:

- 1 full conference registration (**€1,795 value**)

### Branding Opportunities:

- Company logo on conference [website](#)
- Social media announcement - includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content will be generated from ASCM

## About ASCM

The Association for Supply Chain Management (ASCM) is the global pacesetter of organizational transformation, talent development and supply chain innovation. As the largest association for supply chain, ASCM members and worldwide alliances fuel innovation and inspire accountability for resilient, dynamic and sustainable operations. ASCM is built on a foundation of world-class APICS education, certification and career resources, which encompass award-winning workforce development, relevant content, groundbreaking industry standards and a diverse community of professionals who are driven to create a better world through supply chain.

To learn more, visit [ascm.org](https://www.ascm.org)

