

# 2023 ASCM Sponsorship Prospectus

**Reach supply chain professionals all year long!**  
ASCM event sponsorships offer a variety of lucrative and rewarding opportunities to increase your organization's exposure and connect with the global supply chain community.

## **ATTENDEES: BY THE COMPANIES**

ASCM CONNECT 2023: North America attracts key players in the supply chain community. Following is a sampling of companies that have attended or participated in this annual conference.

3M\*  
Abbott Laboratories  
Adidas  
Airbus  
Alibaba\*  
Amazon  
AstraZeneca  
AT&T  
BASF  
Bristol-Myers Squibb\*  
Caterpillar  
Chevron Products  
Cisco Systems\*  
Colgate-Palmolive\*  
Collins Aerospace  
Dell Technologies\*  
DHL  
Diageo\*  
DuPont  
Ericsson AB  
FedEx  
Ford Motor Company  
GE  
Google LLC  
H&M

Huawei Technology Co  
Intel\*  
Johnson & Johnson\*  
Kellogg  
Lenovo\*  
L'Oréal\*  
McDonald's Corporation  
Michelin NA  
MillerCoors  
Mitsubishi Electric Corporation  
Mondelez International  
NASA  
Nestlé\*  
Nike\*  
Novartis  
P&G  
PepsiCo\*  
Pfizer\*  
Samsung Electronics  
Shell Oil  
Target  
The Boeing Company  
The Coca-Cola Company\*  
The Hershey Company  
Walmart\*

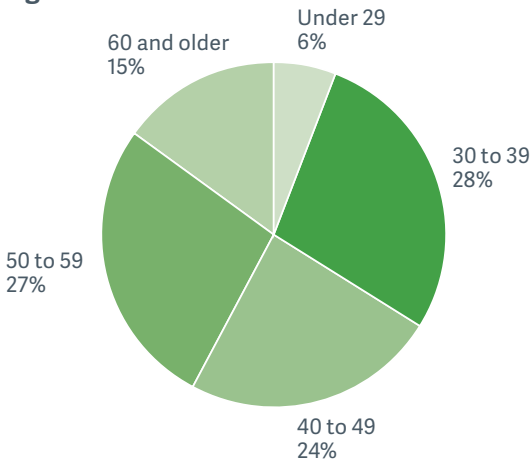
*\*Companies that are part of the Gartner  
Supply Chain Top 25 for 2022.*

**ATTENDEES: BY THE NUMBERS**

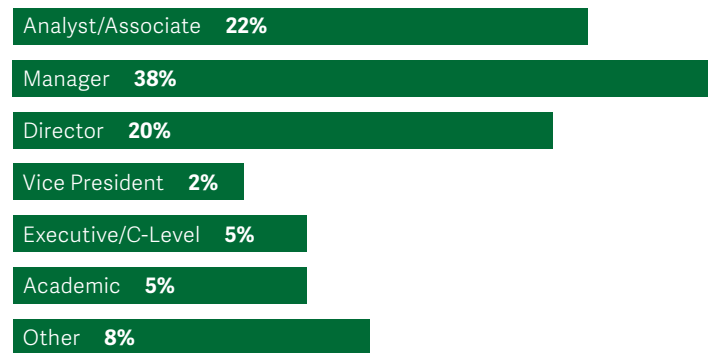
ASCM is the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience. With more than 45,000 members and 300 channel partners, ASCM is

transforming the way people do business, drive growth and reach global customers. Increase your visibility and awareness to our extended supply chain community by joining us at ASCM CONNECT 2023: North America.

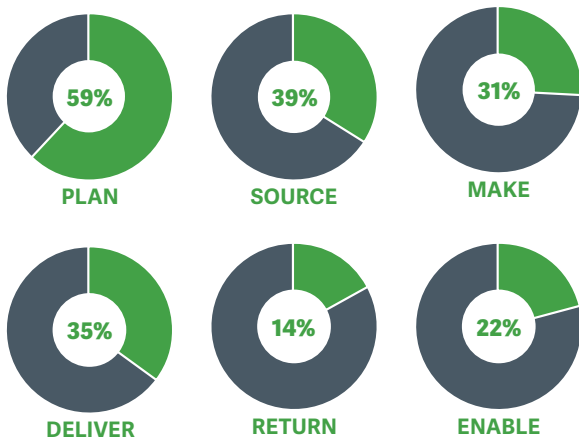
**Age**



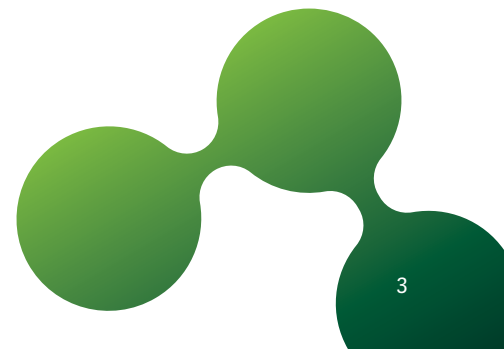
**Career Level**



**Responsibilities by SCOR Function**



**65%**  
management level  
and above



## **CONFERENCE KEYNOTE SPONSOR**

**\$50,000 investment (3 available)**

### **Thought Leadership\*:**

- **Organize and moderate a 60-minute panel discussion.**  
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.
- **Present multiple sessions of a TECHTalk.**  
A TECHTalk is a new feature that uses a TED-Talk-style format to deliver a 10-minute, 5-slide presentation on a special stage within the exhibit space. The content should bring to life a supply chain trend using your tech in a client success story.
- **Facilitate an Innovation Lab (limited).**  
Innovation Labs are 60-minute, hands-on, interactive sessions that use software demonstrations, small group discussion and audience polling. The content should feature new technology, best practices, or innovation that your company is introducing to advance supply chain impact. An abstract must be submitted in the timeframe provided for consideration.

### **Lead Generation:**

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

### **Exhibit Space and Meeting Passes:**

- 20' x 20' booth (**\$18,000 value**)
- 8 full conference registrations (**\$19,600 value**)
- 2 exhibitor registrations (exhibit only) (**\$700 value**)

### **Branding Opportunities:**

- **Recognition as keynote sponsor**
- **Opportunity to introduce one keynote speaker on stage**
- **Digital seat drop**
- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **PREMIUM CONFERENCE SPONSOR**

\$30,000 investment (5 available)

### **Thought Leadership\*:**

- **Organize and moderate a 60-minute panel discussion.**  
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.
- **Present multiple sessions of a TECHTalk.**  
A TECHTalk is a new feature that uses a TED-Talk-style format to deliver a 10-minute, 5-slide presentation on a special stage within the exhibit space. The content should bring to life a supply chain trend using your tech in a client success story.
- **Facilitate an Innovation Lab (limited).**  
Innovation Labs are 60-minute, hands-on, interactive sessions that use software demonstrations, small group discussion and audience polling. The content should feature new technology, best practices, or innovation that your company is introducing to advance supply chain impact. An abstract must be submitted in the timeframe provided for consideration.

### **Lead Generation:**

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

### **Exhibit Space and Meeting Passes:**

- 10' x 20' booth (**\$9,000 value**)
- 4 full conference registrations (**\$9,800 value**)
- 2 exhibitor registrations (exhibit only) (**\$700 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **TRACK SPONSOR**

**\$20,000 investment (5 available)**

### **Thought Leadership\*:**

Host a Connection Café. Included for our Track sponsors only. 60-minutes, including a 20-minute presentation followed by a 40-minute immersive group discussion and a comprehensive wrap up. Available tracks:

- Talent, Leadership and Transformation
- Sustainability, Circularity, and Climate
- Stability, Resilience, and Agility
- Digital Capabilities, Technologies, and Enablers
- Advanced Analytics, Data, and Information

### **Lead Generation:**

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

### **Exhibit Space and Meeting Passes:**

- 10' x 20' booth **(\$9,000 value)**
- 4 full conference registrations **(\$9,800 value)**
- 2 exhibitor registrations (exhibit only) **(\$700 value)**

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **ASCM AFTER-DARK PARTY SPONSOR**

\$25,000 investment (1 available)

### **Conference Involvement:**

- Exclusive opportunity to sponsor this evening networking event on Day 1 of ASCM CONNECT 2023: North America.

### **Meeting Passes:**

- 2 full conference registrations (**\$4,900 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
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## **CHARGING STATION SPONSOR**

\$20,000 investment (1 available)

### **Conference Involvement:**

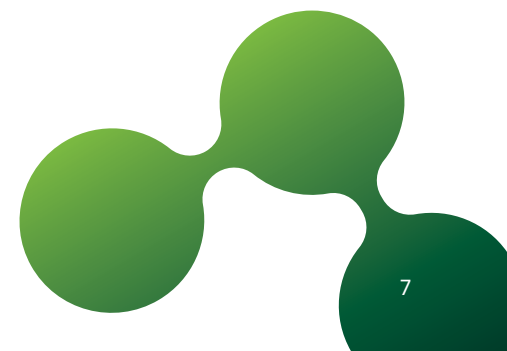
- Attendees will appreciate the opportunity to “charge up” and have extended exposure to your ad while they wait.

### **Meeting Passes:**

- 2 full conference registrations (**\$4,900 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address



## **OPENING NIGHT RECEPTION SPONSOR**

\$15,000 investment (1 available)

### **Conference Involvement:**

- Exclusive opportunity to sponsor this evening networking event on Day 1 of ASCM CONNECT 2023: North America.

### **Meeting Passes:**

- 2 full conference registrations (**\$4,900 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **WEDNESDAY NETWORKING BREAKFAST**

\$15,000 investment (1 available)

### **Conference Involvement:**

- Exclusive opportunity to sponsor a breakfast networking event on Day 3 of ASCM CONNECT 2023: North America

### **Meeting Passes:**

- 2 full conference registrations (**\$4,900 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address



## **CONFERENCE REUSABLE DRINKWARE SPONSOR**

\$15,000 investment (1 available)

### **Conference Involvement:**

- Display your logo on high-quality reusable drinkware that all attendees will receive and use during the conference – and long after the event is over!

### **Meeting Passes:**

- 1 full conference registration (**\$2,450 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **LANYARD SPONSOR**

\$10,000 investment (1 available)

### **Conference Involvement:**

- With this sponsorship, all conference attendees become a walking billboard for your company throughout the event.

### **Meeting Passes:**

- 1 full conference registration (**\$2,450 value**)

### **Branding Opportunities:**

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **EXHIBIT HALL COFFEE BREAK SPONSOR**

\$7,500 investment (2 available morning Day 1 and Day 2)

### **Conference Involvement:**

- Kick-start the day for attendees and build brand awareness with a morning coffee break sponsorship.

### **Meeting Passes:**

- 1 full conference registration (**\$2,450 value**)

### **Branding Opportunities:**

- Opportunity for sponsor to supply branded coffee sleeves and/or napkins
- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

## **AFTERNOON REFRESHMENT BREAK SPONSOR**

\$7,500 investment (2 available Day 1 and Day 2)

### **Conference Involvement:**

- Give attendees an afternoon boost and build name recognition as a snack break sponsor.

### **Meeting Passes:**

- 1 full conference registration (**\$2,450 value**)

### **Branding Opportunities:**

- Opportunity for sponsor to provide branded cups and/or napkins
- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Social media announcement when sponsorship is arranged
- Acknowledgment of sponsorship during the opening address

*\*Thought Leadership presentation materials, including presentation information, slide deck and presenter information, are due to the ASCM content management staff six weeks prior to the ASCM CONNECT 2023: North America conference. ASCM reserves the right to cancel any talks, presentations, etc. if presentation materials are not received by July 31, 2023.*

# ASCM Supply Chain Tour

Check out all of the opportunities to become an ASCM Supply Chain Tour sponsor.

## ASCM Supply Chain Tour Sponsorship

The ASCM Supply Chain Tour will make stops in metropolitan areas across North America. The lineup features sessions about integrated business planning or sourcing, procurement and supply. The benefits of sponsorship are endless, so don't delay in making a commitment to promote your company and sponsor a stop on the ASCM Supply Chain Tour.

### ASCM SUPPLY CHAIN TOUR

**\$15,000 investment**

#### Involvement:

- Opportunity to cohost in selected city
- Opportunity to present a TechTalk (10-minute, 5-slide presentation that connects one of the top 20 trends in Supply Chain for 2023 to a case study or success story from your company, featuring lessons learned and/or what's coming next) as part of the conference program
- Sponsor networking lunch and happy hour
- A delegate contact list of those who attend the event and have agreed to have their details distributed

#### Branding Opportunities:

- Logo inclusion on main stage
- Featured branding on conference marketing materials and communications
- Company logo on conference website
- Acknowledgment of sponsorship during the opening address

### ASCM SUPPLY CHAIN TOUR STOPS

#### Integrated Business Planning

- Chicago
- Wilmington, DE
- Toronto, Canada
- Anaheim, California
- Hoboken, NJ
- Minneapolis
- Dallas

#### Sourcing, Procurement and Supply

- Hoboken, NJ
- Minneapolis
- Washington DC
- Vancouver BC, Canada
- Milwaukee
- San Diego

To learn more about the ASCM Supply Chain Tour experience [view this short video](#)

## 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)