

ASCM CONNECT 2024: NORTH AMERICA

Austin, TX
September 9-11, 2024

Sponsor & Exhibitor Prospectus

ASCM CONNECT 2024: North America offers a variety of rewarding opportunities to increase your organization's exposure and connect with the global supply chain community. Expand your brand awareness and make meaningful connections with more than 1,200(+) attendees over our 3-day program targeting early careerists to senior management; to vice president and director levels.

To learn more, visit ascm.org/conference

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* Customizations available –
let's start a conversation!

For sponsorship opportunities

Contact: Susie Prue

Email: susie.prue@ascm.org

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 50,000 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 2024: North America.

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

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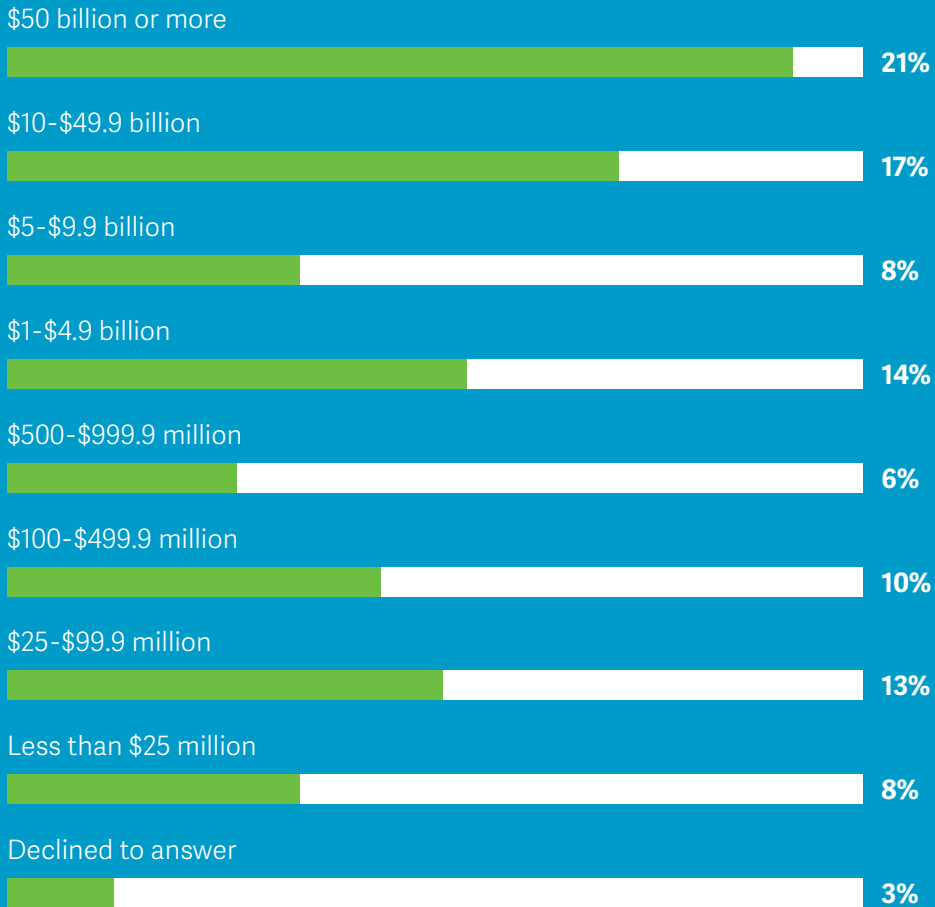
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Company Annual Revenues

(From 2023 ASCM Salary and Career Report)



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ATTENDEES: BY THE COMPANIES

ASCM CONNECT 2024: North America attracts key players in the supply chain community. The following is a sampling of companies that have attended or participated in this annual conference:

3M*	Johnson & Johnson*
Abbott Laboratories	Kellogg
Airbus	Lenovo*
Alibaba*	L'Oréal*
Amazon	McDonald's Corporation
AstraZeneca	Michelin NA
AT&T	MillerCoors
BASF	Mitsubishi Electric Corporation
Bristol-Myers Squibb*	Mondelez International
Caterpillar	NASA
Chevron Products	Nestlé*
Cisco Systems*	Nike*
Colgate-Palmolive*	Novartis
Collins Aerospace	P&G
Dell Technologies*	PepsiCo*
DHL	Pfizer*
Diageo*	Samsung Electronics
DuPont	Shell Oil
Ericsson AB	Target
FedEx	The Boeing Company
Ford Motor Company	The Coca-Cola Company*
Google LLC	The Hershey Company
H&M	Walmart*
Huawei Technology Co	
Intel*	

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

Position level of attendees:

Analyst/Associate	22%	Executive/C-Level	5%
Manager	38%	Academic	5%
Director	20%	Other	8%
Vice President	2%		

65%
of our attendees are at a
management level or above

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Responsibilities by SCOR Function:

The Supply Chain Operations Reference Digital Standard (SCOR DS) is the most recognized global standard for supply chain.

- 31%** **Orchestrate**
Integration and enablement of supply chain strategies
- 22%** **Plan**
Developing a road map to operate the supply chain
- 7%** **Order**
Customer purchase of products and services
- 27%** **Source**
Procuring, ordering, scheduling ordering, delivery and transfer
- 6%** **Transform**
Scheduling and creation of products
- 7%** **Fulfill**
Executing customer orders or services
- 1%** **Return**
Reverse flow of goods and services



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NEW FOR 2024!

ASCM INNOVATION HUB

ASCM has redefined the standalone Exhibit Hall where attendees traditionally meandered through standard sales literature into an Innovation Hub that is an exciting, interactive part of the overall educational experience.

BIG Changes to Note:

- Digital Capabilities Labs with simulations and games on one of our educational stages
- New layout with neighborhood seating, meeting, and greeting
- Braindate Lounge – a NEW engagement opportunity for 1:1 and small, organic meetings
- Robotics Demonstration Cage

As part of the transformation, we've:

- Added over 50 sessions to the program on three (3) Innovation Hub stages
- Upleveled our networking tools with Braindate, a web-based platform that fosters knowledge-sharing conversations among people at event.
- Dramatically scaled the number and frequency of activation moments

Based on the ASCM Top 10 Trends, we've organized the Innovation Hub into 4 broad "neighborhoods". Each neighborhood will have a unique blend of table seating, booth space, 1-1 meeting nooks, and visual connection to one of three Innovation Hub Stages. Currently, we've identified the following as our ASCM CONNECT 2024: North America neighborhoods:

Talent Development:

Includes companies from the following:

- Colleges, universities, partners, and consultancies

Automation and Robotics:

Includes companies from the following:

- Robotics demonstrations area
- Sponsors & exhibitors are encouraged to showcase their automated/robotic solution
 - Customized sponsorship & exhibitor packages available varying on size and scale of spacing required

Digital Transformation and AI:

Includes companies from the following:

- Software providers
- ERP/MRP systems providers
- Machine learning programs
- Cybersecurity
- Other digital platforms

Logistics, Traceability, and Location Intelligence:

Includes companies from the following:

- Logistics providers
- Location intelligence solutions
- Visibility
- Sustainable logistics

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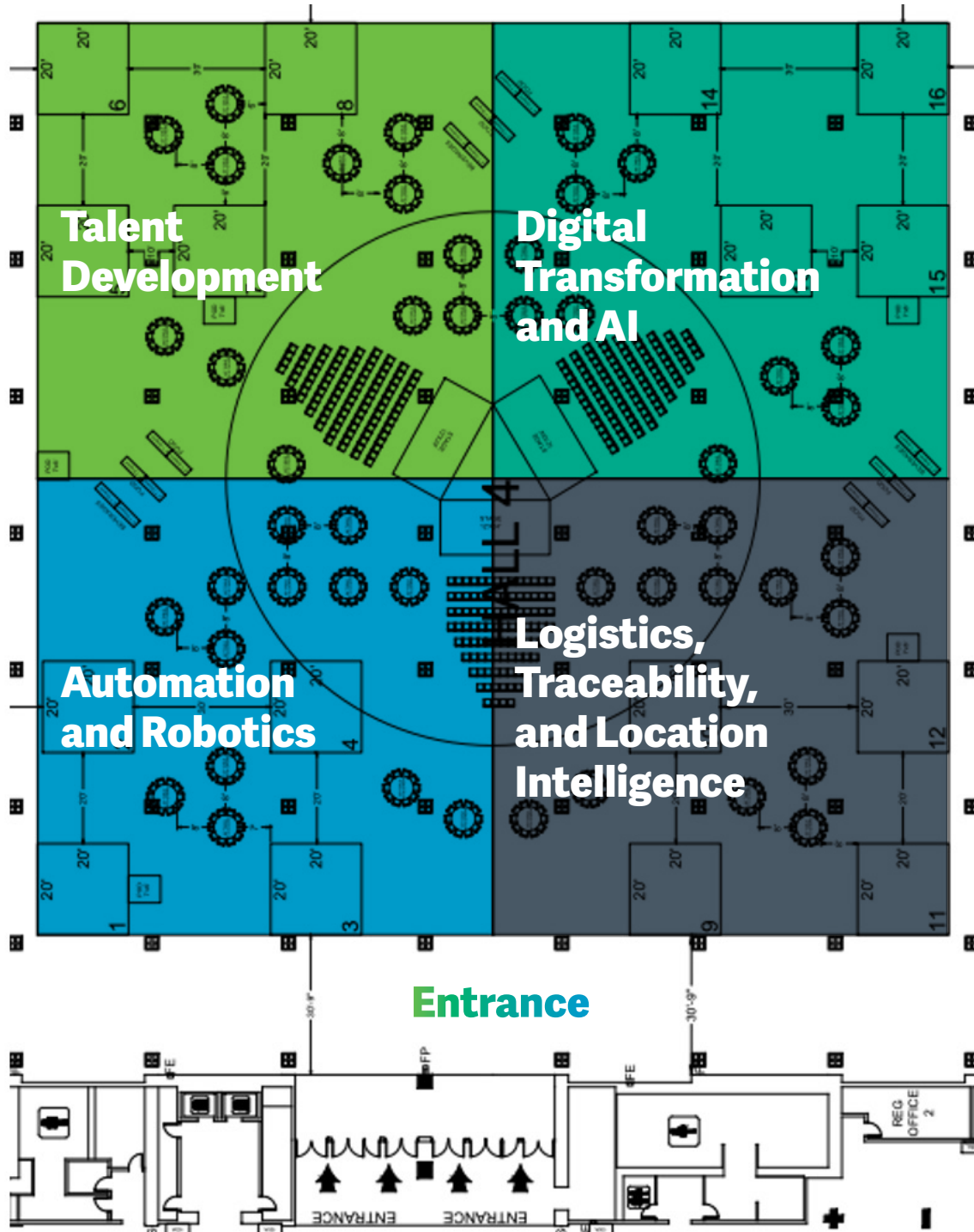
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INNOVATION HUB FLOOR PLAN



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NEW FOR 2024!

NOOK EVENT PODS®

NOOK Event Pods® are an acoustic and agile pod which puts human connections right at the heart of the busy, noisy event space. The PODS play a key role in various manners during the Innovation Hub hours including:

- Enhanced attendee experience – dedicated space for 1:1 meetings
- Drive traffic to booth and increase
- Lead generation
- Sponsor messaging in a relaxed setting; sound dampening seating for quiet meetings and calls
- Attendee appreciation for sponsor provided space
- Promotes a wellness, fun factor; and more

The standard NOOK Event Pod provides areas for branding, comes in a blizzard grey flame-retardant upholstery inside with a shell white exterior finish. The back wall is a "whiteboard" and mains plugs with USB charging ports are standard.

Branding of the NOOK Event Pods® includes a small opportunity for a logo, but the entire unit may be wrapped, or specific areas branded upon request for an additional fee. Sponsor is required to remove any branding during its post-event clean up.



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THOUGHT LEADERSHIP OPPORTUNITIES

Learning Tracks

Educational sessions at ASCM CONNECT 2024: North America are aligned under ten 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. Supply Chain Planning
3. Manufacturing
4. Logistics and Fulfillment
5. Sourcing and Procurement
6. Talent, Leadership and Transformation
7. Digital Capabilities, Technologies and Enablers
8. Sustainability, Circularity and Climate
9. Stability, Resilience and Agility
10. Advanced Analytics, Data and Information

EDUCATIONAL BREAKOUT ROOMS

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 using a variety of multi-media experiences. It brings advantages for thought leadership through a topical deep dive, case studies, research, expert collaboration, etc. This format is well suited to meet diverse learning preferences and proves to be a valuable choice for professional education settings. ASCM highly encourages audience engagement activities as part of any solo or joint presentation.

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

Attendee Engagement Level: Low to Medium

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Moderated Panel Discussions

A Moderated Panel Discussion is a 60-minute session that utilizes an executive SME from the sponsor to moderate 3 to 4 panelists selected by ASCM and the sponsor, to blend practitioner, technologist, and academic points of view on a selected topic. The specific agenda includes 5 minutes of thought leadership from the sponsor introducing the topic followed by 3 to 5 questions and dialogues with the panelists. ASCM will assign a project manager to assist with the planning and organization of this session.

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

Room Setup: Education room with theater | **Attendee Engagement Level:** Medium

Connection Cafés

The Connection Café is a 60-minute session that utilizes roundtable discussion facilitated by the sponsor to engage attendees with three to five questions from a topic taken from ASCM's Top 10 Trends and is core to the sponsor's domain expertise. The specific agenda includes 10 minutes of thought leadership from the sponsor introducing the topic followed by a question with audience polling, sponsor insight, table discussion, and large group share. Depending on audience engagement, Connection Cafés are ideally suited for 3 to 5 questions. ASCM will assign a project manager to plan and organize the session. Ideally suited for market research.

Session Length: 60 minutes | **Room Capacity:** 75-150

Room Setup: Education room with crescent rounds | **Attendee Engagement Level:** High

INNOVATION HUB STAGES

(featured on one of our 360° Exhibit Hall stages)

Digital Capabilities Lab (up to 8 of these available Monday and Tuesday)

A Digital Capabilities Lab is a 60-minute session that leverages simulation to engage attendees with an learning experience illustrating a digital capability as defined in ASCM's Digital Capability Model, dcm.ascm.org or SCOR DS, scor.ascm.org. ASCM will assign a content SME to plan, organize, and assist with the delivery of the session. Gaming, Demonstration, and Interactive AI are ideally suited for this stage.

Session Length: 60 minutes | **Room Capacity:** 75 | **Room Setup:** Innovation Hub Stage

Attendee Engagement Level: High

Available AV: Audience silent disco headsets and speaker mics, audience tablets

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What's New? Educational Features (up to 12 of these available Monday and Tuesday)

What's New? Educational Features are 40-minute spotlight sessions that bring to life ASCM content, application, and impact. This format is ideally suited for 30 minutes of thought leadership followed by 10 minutes of audience QA, and 5 minutes of wrap up. ASCM will assign a project manager to assist with planning and organizing this session.

Session Length: 45 minutes | **Room Capacity:** 75 | **Room Setup:** Innovation Hub Stage

Attendee Engagement Level: Medium

Available AV: Audience silent disco headsets and speaker mics

TECH Talk (up to 30 of these available Monday and Tuesday)

Borrowed from its sibling, the purpose of a TECHTalk is to leverage the spotlight of a stage to share a new supply chain idea, best practice, and/or technology, in the form of a short, powerful, entertaining talk. The content should bring to life a supply chain trend using a practical example, client case study, or real-world example.

Session Length: 10 minutes | **Room Capacity:** 75 | **Room Setup:** Innovation Hub Stage

Attendee Engagement Level: Low

Available AV: Audience silent disco headsets and speaker mics

Group Conversation Host (Using Braintree Meeting Platform)

The Braintree meeting platform is a dynamic way to facilitate attendees who'd like to share their knowledge and expertise with attendees seeking it. The platform helps match the knowledge sharer and seeker by topic and then arranges a time and place to meet. ASCM will be hosting a Braintree Lounge which will be located in the Innovation Hub and facilitated by our Learning Concierges. Braintdates can be organized for individuals as well as small groups. A sponsor for this event type will be able to host two group meeting on a topic of their choosing.

Session Length: varies | **Room Capacity:** 1 to 8

Room Setup: Braintree Lounge in the Innovation Hub, mixed with private nooks

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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SPONSORSHIP OPPORTUNITIES

KEYNOTE SPONSOR

(3 Available) - \$50,000 investment

Select up to two (2) Educational Content /
Thought Leadership Opportunities from the following:

- Solo / Joint Presentation
- Moderated Panel Discussion
- Connection Café
- Digital Capabilities Lab
- What's New? Educational Feature
- TECHTalk
- Group Conversation Host: Braindate

Presence Inside ASCM Innovation Hub

- Up to a 20'x20' island opportunity inside Innovation Hub neighborhood of sponsor's choosing (booth size and scale may be reduced to a minimum of a 10'x20' space)
 - An exhibitor kit will be provided from Freeman.
Power, internet, carpet, rigging, audio/visual, and lead scanning not included.
All Exhibitor packages come with one (1) table and two (2) chairs, but additional purchases may be made.
- Dedicated NOOK Event Pod® for 1:1 private meetings

Branding Opportunities:

- Recognition as Keynote Sponsor on ASCM digital signage
- Opportunity to introduce ONE Keynote Speaker on-stage during General Session
 - Includes between 1-2 minutes for introduction and remarks
 - Inclusion of :30 sponsor sizzle reel to be played during General Session before keynote introduction is made.
 - ASCM Leadership recognition during opening keynote
- Logo inclusion on General Session Main Stage
- Featured branding on conference marketing materials and communications
- Company logo and link on ASCM CONNECT 2024: North America website
- Social media announcements
 - Includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content generated from ASCM.
- Eight (8) full conference registration passes
- Two (2) exhibitor registration passes
- 10% discount on first Event Marketing Opportunity – a la carte sponsorship
- List of conference attendees who opt-in to have their information distributed that includes attendee name, title, company, and email address

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PREMIUM SPONSOR

(5 Available) - \$30,000 investment

Select one (1) Educational Content /
Thought Leadership Opportunities from the following:

- Solo / Joint Presentation
- Moderated Panel Discussion
- Connection Café
- Digital Capabilities Lab
- What's New? Educational Feature
- TECHTalk
- Group Conversation Host: Braindate

Presence Inside ASCM Innovation Hub

- Up to a 20'x20' island opportunity inside Innovation Hub neighborhood of sponsor's choosing (booth size and scale may be reduced to a minimum of a 10'x20' space)
 - An exhibitor kit will be provided from Freeman.
Power, internet, carpet, rigging, audio/visual, and lead scanning not included.
All Exhibitor packages come with one (1) table and two (2) chairs, but additional purchases may be made.
- Dedicated NOOK Event Pod® for 1:1 private meetings

Branding Opportunities:

- Recognition as Premium Sponsor on ASCM digital signage
- Featured branding on conference marketing materials and communications
- Company logo and link on ASCM CONNECT 2024: North America website
- Social media announcements
 - Includes up to two (2) sponsorship mentions between when sponsorship is arranged and the event takes place. All content generated from ASCM.
- Four (4) full conference registration passes
- Two (2) exhibitor registration passes
- 10% discount on first event marketing opportunity – a la carte sponsorship
- List of conference attendees who opt-in to have their information distributed that includes attendee name, title, company, and email address

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EDUCATIONAL TRACK SPONSOR

(10 Available) - \$20,000 investment

- Host a Connection Café for one (1) of our ten (10) learning tracks

Presence Inside ASCM Innovation Hub

- Up to a 10'x20' in-line / end cap opportunity inside Innovation Hub neighborhood of sponsor's choosing (booth size and scale may be reduced to a minimum of a 10'x10' space)
 - An exhibitor kit will be provided from Freeman.
Power, internet, carpet, rigging, audio/visual, and lead scanning not included.
All Exhibitor packages come with one (1) table and two (2) chairs, but additional purchases may be made.

Branding Opportunities:

- Recognition as Educational Track Sponsor on ASCM digital signage
- Featured branding on conference marketing materials and communications
- Company logo and link on ASCM CONNECT 2024: North America website
- Social media announcements
 - Includes one (1) sponsorship mention between when sponsorship is arranged and the event takes place. All content generated from ASCM.
- Four (4) full conference registration passes
- Two (2) exhibitor registration passes
- 10% discount on first event marketing opportunity – a la carte sponsorship
- List of conference attendees who opt-in to have their information distributed that includes attendee name, title, company, and email address



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NEW! CONNECT SUPPORTING SPONSOR

(Limited Availability) - \$12,500 investment

Presence Inside ASCM Innovation Hub

- A 10'x20' in-line booth opportunity inside Innovation Hub neighborhood of sponsor's choosing (booth size and scale may be reduced to a minimum of a 10'x10' space)
 - An exhibitor kit will be provided from Freeman.
Power, internet, carpet, rigging, audio/visual, and lead scanning not included.
All Exhibitor packages come with one (1) table and two (2) chairs, but additional purchases may be made.

Branding Opportunities:

- Featured branding on conference marketing materials and communications
- Company logo and link on ASCM CONNECT 2024: North America website
- Two (2) full conference registration passes
- One (1) exhibitor registration pass
- 10% discount on first event marketing opportunity – a la carte sponsorship
- List of conference attendees who opt-in to have their information distributed that includes attendee name, title, company, and email address



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EXHIBITOR PACKAGES

- 20'x20' Premier island presence inside ASCM Innovation Hub neighborhood - **\$8,500**
- 10'x20' Presence inside ASCM Innovation Hub neighborhood - **\$5,000**
- 10'x10' Presence inside ASCM Innovation Hub neighborhood - **\$3,500**

Upgrade and customized spacing packages available upon request.

A finalized floor plan with booth numbers will be provided as we get closer to the program. Exhibitor is committing to size and designated neighborhood. ASCM will work to ensure competing organizations will not be placed next to one another. Customization packages may be available upon request.

An exhibitor kit will be provided from Freeman, our general contractor. Power, internet, carpet, rigging, audio/visual, and lead scanning are not included. All Exhibitor packages come with one (1) table and two (2) chairs, but additional purchases may be made.

All Exhibitor Packages include:

Branding Opportunities:

- Two (2) full conference registration passes
 - Two (2) additional Full Conference for 20'x20'
 - One (1) additional Full Conference for 10'x20'
- One (1) exhibitor registration pass
 - Two (2) additional Exhibit Hall passes for 20'x20'
 - One (1) additional Exhibit Hall pass for 10'x20'
- List of conference attendees who opt-in to have their information distributed that includes attendee name, title, company, and email address

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)

