



SPONSOR & EXHIBITOR PROSPECTUS

VIRTUAL  
**NEXTGEN**  
Supply Chain Conference  
— NOVEMBER 2-4, 2021 —  
DRIVING THE DIGITAL FUTURE

- AI • ROBOTICS • BIG DATA
- THE INTERNET OF THINGS • PREDICTIVE ANALYTICS
  - MOBILE AND PIECE PICKING ROBOTS

JOIN US!

The NextGen Supply Chain is the premier educational conference that answers the question “What’s next in supply chain management?” for senior-level SCM professionals. Only NGSC is exclusively dedicated to preparing executives for the coming technologies and processes that will have the most transformative effects on their supply chains.

Spend 2 days with senior-level supply chain professionals who have significant influence over their companies’ domestic/global supply chain operations during the 3rd annual NextGen Supply Chain Conference focused on Driving the Digital Future.

**Who should attend:**

- VP/Directors of Supply Chain Management/Logistics/Distribution
- VP/Directors of Operations
- VP/Directors Procurement Sourcing
- Chief Supply Chain Officers
- Chief Logistics Officers
- Supply Chain/Logistics/Distribution Managers
- Operations Managers

*“NextGen is the one place to make sense of the technology leaps impacting the world’s supply chain business in the coming year.”*

— Matthew Trapp, Vanderlande

*“Excellent way to think about the future of supply chain.”*

— Jim Matcham, BEI Global

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**Honeywell**  
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[www.NextGenSupplyChainConference.com](http://www.NextGenSupplyChainConference.com)

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## MISSION & THE VIRTUAL EXPERIENCE

# Connect with the Most Influential Decision-Makers in the Supply Chain Industry who are at the Forefront of Evaluating Emerging Technologies

This year's theme is "Driving the Digital Future" and will focus on emerging technologies such as Artificial Intelligence, Big Data, the Internet of Things, Predictive Analytics, and Mobile and Piece Picking Robots. The pandemic has unleashed an unprecedented amount of investment in technology to help us realize our strategies and business plans. After all, technology is the backbone of the digital supply chain future. Technology is also crucial to mitigate and recover from the next disruption, whatever that may be.

Like last year's virtual event, we will bring together industry leaders, academics and consultants who will share how they're putting to work emerging technologies to drive their supply chains into the digital future.



### THE VIRTUAL EVENT EXPERIENCE

The NextGen Supply Chain Conference will virtually bring together an impressive lineup of industry leaders for an impactful, immersive, and interactive experience. You can expect the same exceptional content and high-level engagement as you would at our live event.

### NETWORKING ON A DIGITAL SCALE

- Connect with attendees through rich interactive tools such as audio/video/text chat, polls, webinars, and videos in an immersive environment to get the conversation going.
- Participate in real-time chats and answer your prospects most pressing questions.
- Expand your professional network and add people directly to your social account.
- Connect with decision makers and peers.

### THE VIRTUAL EXHIBIT HALL

- Time slots dedicated to the exhibit hall built into the agenda.
- Access to materials including brochures, data sheets, and videos.
- Booth representatives can engage with visitors via text/audio/video chat in real time or through a 1:1 chat window if privacy is required.

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ADVISORY BOARD & REVIEW OF 2020 EVENT

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2020 IN REVIEW

On November 10-12, 2020, the 2nd annual NextGen Supply Chain Virtual Conference brought together an impressive lineup of nearly 600 industry leaders to discuss emerging technologies for an interactive, impactful and immersive experience.

The NextGen Supply Chain Conference presented case studies from industry leaders who are putting emerging technologies—Artificial Intelligence (AI), Big Data, the Internet of Things, Predictive Analytics, and Mobile and Piece Picking Robots—to work in their supply chains.

Keynotes from Mark Shirkness, VP Distribution, GE Appliances; Bobby Bernard, Exec Director, DCG Supply Chain Strategy & Innovation, Lenovo; and Ninian Wilson, Global Supply Chain Director, Vodafone & CEO, Vodafone Procurement Company, focused on supply chain innovation in smart distribution, blockchain and the digital supply chain.

In addition, attendees heard from Varadheesh Chennakrishnan, CIO - IT, Supply Chain and Logistics, Joann Stores about e-commerce fulfilment. David Villalpando, Sr Analyst, Logistics Analytics at The Kraft Heinz Company spoke about their efficient inventory frontier. In all, more than 30 supply chain executives covered the future of supply chain software; AI, Big Data and analytics; and meeting the e-fulfillment challenge along with panel discussions on software and robotics.

2020 PRESENTING COMPANIES



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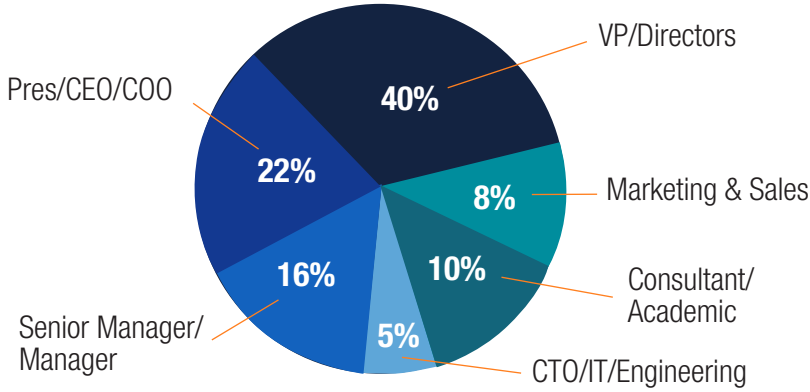
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2020 REVIEW

2020 DELEGATE PROFILE

2020 Attendee Profile

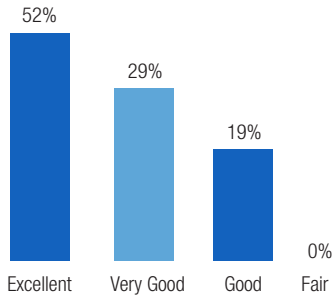


2020 Industry Profile

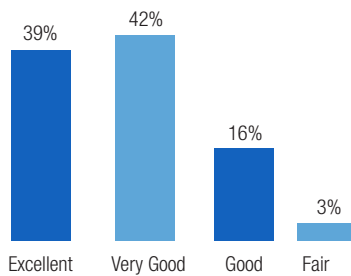


2020 DELEGATE FEEDBACK

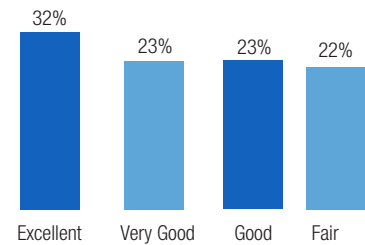
Quality of Speakers



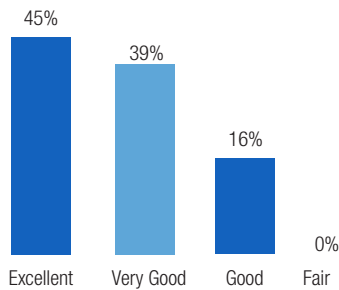
Quality of Sessions



Virtual Networking Opportunities



Professional Level/Quality of Delegates





**88%** of 2020 attendees are interested in participating in **2021**

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		<b>NOVEMBER 2 - 4, 2021</b> <a href="http://WWW.NEXTGENSUPPLYCHAINCONFERENCE.COM">WWW.NEXTGENSUPPLYCHAINCONFERENCE.COM</a>		<b>DRIVING THE DIGITAL FUTURE</b>						
SPONSORSHIP LEVELS	Diamond Sponsor	Platinum Sponsor		Gold Sponsor			Silver Sponsor	Bronze Sponsor	Associate	
	3 Available \$27,500	Awards - End User & Solution Provider \$25,000	Gamification \$22,500	Networking Lounge \$12,500	Registration \$12,500	Lunch \$10,000 3 Available	Breakfasts \$5,000 3 Available	Breaks 6 Available \$4,500	\$2,750	
<b>NextGen Supply Chain Conference Exposure</b>										
Message from our Sponsor Video Prior to Keynote	√									
Sponsor Video Promoted to SCMR's Online Community via Dedicated eBlast	√									
One Live Sponsor Push Notification	√									
Logo in Virtual Auditorium	√	√	√							
Recognized in Technical Session Welcome	√	√	√							
Logo in Virtual Lobby (with direct link to exhibit stand if applicable)	√	√	√	√	√	√	√			
Conference Attendee List (1 Week after Program)	√	√	√	√	√	√	√	√		
One Social Media Push to Promote Your Sponsorship (33,000)	√	√	√	√	√	√	√	√		
Complimentary pre-sized promotional tools for social media & HTML invitation	√	√	√	√	√	√	√	√		
Recognized on all Pre-promotion eBlasts (55,000)	√	√	√	√	√	√	√	√	√	
Recognized on Conference Program	√	√	√	√	√	√	√	√	√	
Recognized on Pre & Post eBlasts to Attendees	√	√	√	√	√	√	√	√	√	
Hyperlinked Logo Conference Sponsorship Website Page	√	√	√	√	√	√	√	√	√	
Logo Highlighted on Landing Page	√	√	√	√	√	√	√	√	√	
Recognized on "Thank You Sponsors" Slide that is shown between Presentations	√	√	√	√	√	√	√	√	√	
Logo on Registration Confirmation Email	√	√	√	√	√	√	√	√	√	
Complimentary Conference Delegate Passes (\$400 Value/per pass)	25	20	20	15	15	15	10	5	1	
<b>Supply Chain Management Review Exclusive Exposure</b>										
Custom Research Brief (\$15,000 Value)	√									
Full Page Ad in January <i>Supply Chain Management Review</i> Show Wrap-Up Issue (\$7,000 Value)	√	√	√							
3rd Party eBlast to 15K Audited Buyers of your Service/Products (\$6,000 Value)	√	√	√	√	√	√				
Sponsor Provided Whitepaper Lead Gen eBlast (\$7,000 Value)	√	√	√	√	√	√	√			
SCMR eNewsletter Ad (\$2,500 Value)	√	√	√	√	√	√	√	√		

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## EXHIBITOR OPPORTUNITIES

### VIRTUAL EXHIBIT STAND - \$7,500

- 5 Full Delegate Passes for Clients (\$2,000 value)
- Attendee list with contact information (sent 1 week post conference)
- Create booth from 3D templates
- Each booth can list the documents, videos and content such as about us, products, services, and information
- Add documents to the virtual swag bag
- Chat/Video Chat with representation from the booth chat rooms. System will allow for group chat or private chat  
Within private chat, system will allow for text, voice, or video.

### Supply Chain Management Review Exclusive Exposure

- Full page ad in the January Issue (15,000 print subscribers) which includes an EZ Connect Buying Intent Lead Program. EZ Connect is a landing page for our digital subscribers (33,000) that asks readers buying intent questions about their plans to purchase or evaluate over the next 12 months. Advertisers will receive contact information plus the buying response information for their product category (\$4,000 value).

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