

2006 SCL PARTNERSHIP PROGRAM

CORPORATE SPONSORSHIP

This unique program between Supply Chain and Logistics Canada and its industry sponsors is designed to promote logistics education through mutually beneficial partnerships.

- ◆ National/Regional Corporate Image Building
- ◆ Increased Corporate Visibility
- ◆ Media Coverage
- ◆ Web Links



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Program Background

Supply Chain and Logistics Association Canada (SCL) has revised its sponsorship program to recognize new business interests and the concept of partnering with industry for mutual benefit.

Sponsorship marketing associated with a professional association of SCL's stature can bring a wealth of benefits including:

- ◆ Reputation and image building
- ◆ Increased visibility during and after the sponsorship
- ◆ Corporate Social Responsibility

Through partnership with SCL, you can put your company in the best possible position to reach key decision makers in Canada's supply chain and logistics sector.

Short-Term and Long-Term Success

You can measure the success of our program on both a short-term and long-term basis.

In the short-term, your company will lay the foundation for future business relationships with introductions to the people you need to know.

In the long-term, you will strengthen relationships and build a lasting impression at the highest level of Canada's supply chain and logistics sector.

Previous Sponsors

We are grateful to our partners from 2003 - 2005, who shared in the benefits of the partner program.

APICS
Automation Associates
Bell Canada
Calgary Airport Authority
Canadian Freightways
Canadian Pacific Logistics Solutions
Canadian Transportation & Logistics Magazine
Cavalier
City of Calgary Economic Development
Dynamic Solutions
Dominion Warehousing
FedEx
Gestion & Logistique

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• Grand and Toy
• Hood Packaging
• Humber College
• IBM Canada Ltd.
• Intermec Technologies Canada
• J.D. Edwards
• J.D. Smith
• JobsInLogistics.com
• Lafarge North America
• Loblaw Companies East
• Logistics Magazine
• Lyngsoe Systems
• Materials Management & Distribution
• Metro Canada Logistics
• Microsoft Canada Co.
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• Oracle
• PeopleSoft
• Progistix Solutions Inc.
• Ryder Canada
• SAIT
• SAP
• Supply Chain Management
• Supply Chain Personnel
• Supply Chain Recruitz
• Symbol Technologies Canada
• TNT Logistics
• Trans-Logic Executive Search Group
• TSI Group
• UPS Supply Chain Solutions
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Program Options

SCL offers a tiered set of partnership opportunities to suit a wide variety of corporate exposure and budget levels. The details of each opportunity are set out in the subsequent pages.

<u>Opportunity</u>	<u>Value</u>	<u>Cost</u>
Senior National Partner	\$44,650	\$20,000
National Partner	\$20,700	\$15,000
Partner	\$15,500	\$10,000

We also have event/program specific opportunities:

<u>Opportunity</u>	<u>Cost</u>
Annual Conference Track Sponsor	\$5,000
Annual Conference General Sponsor	\$2,500
Research Forum Major Sponsor	\$5,000
Research Forum General Sponsor	\$2,500
SCL Golf Classic Major Tournament Sponsor	\$3,000
SCL Golf Classic Specialty Hole Sponsor	\$1,500
SCL Golf Classic Regular Hole Sponsor	\$500
SCL Career Resources Centre Sponsor (web site)	\$1,500
Chapter Event or Networking Evening Sponsor	\$1,500

We also offer other sponsorship opportunities and are happy to custom build the program that most suits your corporate goals.

How do I become a sponsor?

If you wish to pursue a partnership opportunity, or a custom program, please call our sponsorship management at **905-477-3672**

Supply Chain and Logistics Association Canada
155 East Beaver Creek Road, Unit 24, Box 334
Richmond Hill, Ontario
L4B 2N1
Tel: 905-513-7300 Fax: 905-513-1248 www.sclcanada.org

2006 SCL PARTNERSHIP PROGRAM

SCL Senior National Partner - \$20,000

Our Senior National Partner Program includes all major events across Canada and is designed to achieve year round visibility and coast to coast penetration of Canada's supply chain market. This program will systematically keep your company in front of logistics professionals.

- ◆ Full market visibility for entire promotional campaign (see Promotional Campaign on adjacent page) for the following events:
 - Annual Conference - May 8-10,2006
 - Fall Symposia (traditionally Montreal, Toronto, Calgary and Vancouver) - Fall 2006
- ◆ One page company profile for registration kit at the major events mentioned above
- ◆ Your rotating banner ad on the splash page of the SCL web site with a link to your site for 2006 and on event specific pages (50,000 hits per month)
- ◆ Your company logo in all SCL newsletters in 2006
- ◆ Introduction and thank you of a speaker at each of the above events (choice to be agreed upon with sponsor and SCL committee)
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ Preferred status in placing speakers on the regional chapter educational event program in each region
- ◆ Two conference passes (Registration of the individuals to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ Two symposium passes for each symposia city (Registration of the individuals to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ One free pass to one chapter event in each region
- ◆ Two individual memberships in SCL
- ◆ Free listing of Supply Chain related press releases in our Industry News
- ◆ Free listing of your supply chain related events on our Industry Events page of the SCL web site

SCL National Partner - \$15,000

Our Regional Partners will achieve visibility in key markets at key events. This program is designed to create broad visibility for your company in front of logistics professionals for the duration of the promotional activity surrounding your chosen event.

- ◆ Full market visibility for entire promotional campaign (see Promotional Campaign on adjacent page) for your choice of one of the following events:
 - Annual Conference - May 8-10,2006
 - Fall Symposia (traditionally Montreal, Toronto, Calgary and Vancouver) - Fall 2006
- ◆ One page company profile for registration kit at your selected events mentioned above
- ◆ Your corporate logo on the event page of the SCL web site with a link to your site for 2006 (50,000 hits per month)
- ◆ Introduction and thank you to a speaker at your selected major events (choice to be agreed upon with sponsor and SCL committee)
- ◆ Your company logo in all SCL newsletters in 2006
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ Preferred status in placing speakers on the regional chapter educational event program in each region
- ◆ One conference pass (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
OR
- ◆ One symposium pass for each symposia city (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ One free pass to one chapter event
- ◆ One individual membership in SCL
- ◆ Free listing of Supply Chain related press releases in our Industry News
- ◆ Free listing of your supply chain related events on our Industry Events page of the SCL web site

2006 SCL PARTNERSHIP PROGRAM

SCL Partner - \$10,000

Our Partners will achieve visibility in key markets at for the duration of their selected event. This program is designed to create broad visibility for your company in front of logistics professionals for the duration of the promotional activity surrounding your chosen event.

- ◆ Full market visibility for entire promotional campaign (see Promotional Campaign below) for your choice of one of the following events:
 - Annual Conference - May 8-10,2006
 - Fall Symposia (traditionally Montreal, Toronto, Calgary and Vancouver) - Fall 2006
- ◆ Your corporate logo on the event page of the SCL web site with a link to your site for 2006 (50,000 hits per month)
- ◆ One half page company profile for registration kit at your selected event
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ Preferred status in placing speakers on the regional chapter educational event program in each region
- ◆ One pass to your chosen event (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ One individual membership in SCL
- ◆ Free listing of Supply Chain related press releases in our Industry News
- ◆ Free listing of your supply chain related events on our Industry Events page of the SCL web site

Promotional Campaign Plan

Your company logo will be included in our promotional campaigns which typically include:

- ◆ SCL News and emails to SCL's 700 members each month
- ◆ Emails to SCL contacts (10,000) 2-3 times during the campaign
- ◆ Your company logo, with hotlink to your site, on event-specific pages of the SCL web site
- ◆ Teaser and full promotional brochures sent to SCL contacts (10,000) and Canadian Transportation & Logistics (18,000)
- ◆ Advertisements are placed in industry publications and on their respective websites:
 - ◆ Canadian Transportation and Logistics (CT&L) - Circulation 17,000
 - ◆ Materials Management and Distribution (MM&D) - Circulation 19,000
 - ◆ Logistics Magazine - Circulation 8,000 French, 22,000 English
 - ◆ Gestion & Logistique (French only) - Circulation 11,500

Also, additional regional advertising as negotiated during the year.

How do I become a sponsor?

To pursue a partnership opportunity or custom program, please call our sponsorship management at **905-477-3672**.

2006 SCL PARTNERSHIP PROGRAM

2006 Annual Conference Track Sponsor: \$5,000

The Annual Conference, which takes place May 8-10, 2006, is the premier senior supply chain event of the year. This program offers you visibility in a one day track focussed on a specific vertical issue. You will gain targeted image building through the pre-event promotional activity, and through your presence on site. Limited to six sponsors.

- ◆ Your company logo on all marketing materials for entire promotional campaign for the Annual Conference
- ◆ Introduction and thank you of speakers in the selected track
- ◆ Your company logo on the Annual Conference page of the SCL web site with a link to your site for the duration of the campaign (50,000 hits per month)
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ One conference pass (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ One individual membership in SCL

2006 Annual Conference General Sponsor: \$2,500

The Annual Conference, which takes place May 8-10, 2006, is the premier senior supply chain event of the year. This program offers you visibility through the pre-event promotional activity, and on site.

- ◆ Your company name on all items for entire promotional campaign for the Annual Conference
- ◆ Your corporate name on the Annual Conference page of the SCL web site with a link to your site for the duration of the campaign (50,000 hits per month)
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ One conference pass (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).

Research Forum Major Sponsor: \$5,000

The Research Forum, which takes place May 8, 2006, is the venue where future directions and research are shared with business. As the lead sponsor associated with the Research Forum, you will be aligned with thought leaders and innovative industry professionals.

- ◆ Your company logo on all items for entire promotional campaign for the Research Forum
- ◆ Your corporate logo at the top of the Research Forum page of the SCL web site with a link to your site for the duration of the campaign (50,000 hits per month)
- ◆ A senior representative from your company will conduct the opening and close of the Research Forum
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ One conference pass (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).
- ◆ One individual membership in SCL

2006 SCL PARTNERSHIP PROGRAM

Research Forum General Sponsor: \$2,500

The Research Forum, which takes place May 8, 2006, is the venue where future directions and research are shared with business. Any sponsor associated with the Research Forum is placing itself amongst thought leaders and innovative industry professionals.

- ◆ Your company name on all items for entire promotional campaign for the Research Forum
- ◆ Your corporate name on the Research Forum page of the SCL web site with a link to your site for the duration of the campaign (50,000 hits per month)
- ◆ Sponsor identification on badges of sponsor attendees
- ◆ Company logo on sponsor appreciation signage at the event
- ◆ Company logo on sponsor recognition slide projected on screen at the event between speakers
- ◆ One conference pass (Registration of the individual to be submitted no later than two weeks prior to the event. In the event that a registration is not received by the stipulated date, the passes will be forfeit).

Promotional Campaign Plan

Your company logo will be included in our promotional campaigns which typically include:

- ◆ SCL News and emails to SCL's 700 members each month
- ◆ Emails to SCL contacts (10,000) 2-3 times during the campaign
- ◆ Your company logo, with hotlink to your site, on event-specific pages of the SCL web site
- ◆ Teaser and full promotional brochures sent to SCL contacts (10,000) and Canadian Transportation & Logistics (18,000)
- ◆ Advertisements are placed in industry publications and on their respective websites:
 - ◆ Canadian Transportation and Logistics (CT&L) - Circulation 17,000
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 - ◆ Gestion & Logistique (French only) - Circulation 11,500

Also, additional regional advertising as negotiated during the year.

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SCL Chapter Event or Networking Evening Sponsor: \$1,500

Our Chapter Event Sponsorship is aimed at gaining visibility in a desired regional market for a short time period. If you are looking at reaching out to the SCL audience for the first time, or the first time in a long time, or have a new product, you may wish to consider this option.

- ◆ Company logo on all email notifications of the event (distribution varies depending on region)
- ◆ Your company logo with hot link on the event specific page of the SCL web site
- ◆ Promotional table at the event to introduce your company to the participants
- ◆ Two complimentary event registrations for your staff
- ◆ Your company logo on the lead slide of the presentation
- ◆ Ability to network with the attendees prior to and after the event

SCL Golf Classic:

The very popular Golf Classic is in its fourth year, with an anticipated attendance of 80-100 people. The Golf Classic, which takes place September 13, 2006, will be moving to a new course this year: Nobleton Lakes Golf Club.

Major Tournament Sponsor: \$3,000

- ◆ Your company logo as the lead sponsor on all golf tournament promotional material
- ◆ Your company logo as the lead sponsor on the golf tournament area of SCLCanada Website with hotlink to your site
- ◆ Sponsor-identification on sponsor attendee badges
- ◆ A senior representative from your company will co/MC the prize giving
- ◆ One complimentary **foursome** for the golf tournament
- ◆ Sponsor will donate a prize (\$150 or up value provided by your company)
- ◆ Limited to one Major Tournament Sponsor

Specialty Hole Sponsor: \$1,500 (2 per tournament)

- Your company logo on all golf tournament promotional material
- Your company logo on the golf tournament area of SCLCanada Website with hotlink to your site
- Your company logo prominently displayed at your sponsored hole
- Sponsor identification on badges of sponsor attendees
- Four complimentary passes for the golf tournament
- A senior representative from your company to award your hole prize (\$100.00 or up value provided by your company) at the lunch following the tournament

Regular Hole Sponsor: \$500 (16 per tournament)

- Your company logo on all golf tournament promotional material
- Your company logo on the golf tournament area of SCLCanada Website with hotlink to your site
- Your company logo prominently displayed at your sponsored hole
- Sponsor identification on badges of sponsor attendees
- Sponsor will donate a prize valued between \$50.00 and \$100.00 in their company name
- Two complimentary passes for the golf tournament

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Career Resources Centre Sponsor (web site): \$1,500

Our Career Resources Centre on the SCL website is very active, with members and non-members both posting their resumes and searching job postings. If you are a player in the logistics placement field, this is where you need to be. As a sponsor of the Career Resources you will receive for a period of one year from January 1 to December 31, 2006:

- ◆ Your company logo/or corporate message in a rotating banner at the top of the Job Opportunities page of the SCL web site. Your ad will appear exclusively for 20 seconds in rotation with other sponsors.
- ◆ A hotlink to your web site within the banner
- ◆ The ability to post 20 job specific listings on the Job Opportunities area of the SCLCanada.org website between January 1, 2006 to December 31, 2006, or have one generic listing with links to your website to stay in place for one year.
- ◆ If multiple companies have generic listings, they will be rotated on a monthly basis.

How do I become a sponsor?

To pursue a partnership opportunity or custom program, please call our sponsorship management at **905-477-3672**.

Contact Us:

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