

13TH NORTHEAST LEAN CONFERENCE 2017

The Integration of Tools & Culture



northeastLEANconference.org

GBMP AND THE NORTHEAST LEAN CONFERENCE

welcomes exhibitors and sponsors to participate in its annual Northeast Lean Conference on September 19-20, 2017 in Worcester MA. In this prospectus you will find information about sponsorship opportunities, high visibility exhibit space and additional marketing options that are available. 2017 marks our 13th annual event. The theme, "The Integration of Tools & Culture", aims to provide attendees with a deeper understanding of the technical side of Lean and the support required by a culture that favors human development and broad employee engagement.

Our sponsorship packages are designed to give you the maximum exposure to our influential audience in various settings throughout the two day event.

GBMP is a self-funded non-profit and does not receive governmental support. Rather GBMP, sole organizer of the conference and the exclusive regional licensed affiliate of The Shingo Institute, relies on registration fees and corporate support to sustain its annual program advancing the principles and practices of Lean to positively impact the growth of industry and employment opportunities throughout the region. All of us involved with the conference appreciate and cherish the special relationship we develop with our supporters, sponsors and exhibitors which extends far beyond the two-day conference.

Yours sincerely,

Lela Glikes
Conference Coordinator

Jamie Millman
Director of Business Development

WHY EXHIBITORS AND SPONSORS HAVE GROWN 50% OVER THE LAST THREE YEARS.

Leads!

- Conference Mobile App with built-in lead retrieval capabilities
- Post Conference attendee list with email addresses
- Face-to-Face Networking with more & longer breaks to guarantee maximum exposure to attendees

**Get exposure for
as little as \$425!
10x8 booths
only \$2125!**

Logo Recognition & Brand Awareness!

- Conference Daybook
- Conference Website
- On Site Signage
- Pre-Conference Promotional Materials – Visibility to 25,000+ recipients of pre-conference promotions
- Conference Mobile App – Extend Exclusive Offers to Attendees, Drive Traffic to your Booth or Website

GENERAL INFORMATION

Exhibit Dates: Tuesday & Wednesday, Sept 19-20, 2017

Location: The DCU Center, Worcester MA

Move In	Monday, September 18 2 PM - 5:30 PM
Exhibitor's Row Open	Tuesday, September 19 7:15 AM - 5:15 PM
Exhibitor's Row Open	Wednesday, September 20 7:45 AM - 3:00 PM
Move Out	Wednesday, September 20 beginning at 3:00 PM

IMPORTANT DEADLINES

Early Bird Money Saving Discount Deadline (save 15%)	Friday, March 31, 2017 (payment must be received by the deadline)
Deadline for becoming an exhibitor or sponsor	Friday, July 28, 2017
Deadline for submitting artwork for daybook ads	Friday, July 28, 2017

NE LEAN CONFERENCE EXHIBITOR & SPONSOR BENEFITS

WHO SHOULD EXHIBIT?

- Companies that offer innovative products, services and solution that meet the needs of the Lean, CI, OpEx and Six Sigma communities in the manufacturing, health care and service industries.
- Providers of up-to-date information on industry trends, issues, and professional development.

WHY EXHIBIT? Exclusive benefits for Exhibitors & Sponsors

- Highlight your products and services to professionals
- Meet potential clients face-to-face
- Network during extended breaks
- Present new products
- Give product demonstrations
- Support GBMP's mission to strengthen industry in the region

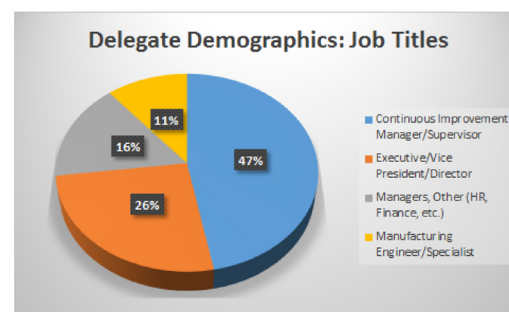
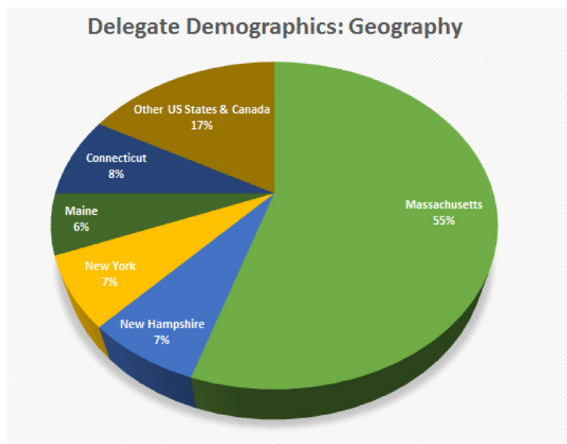


GBMP is a licensed affiliate of The Shingo Institute.

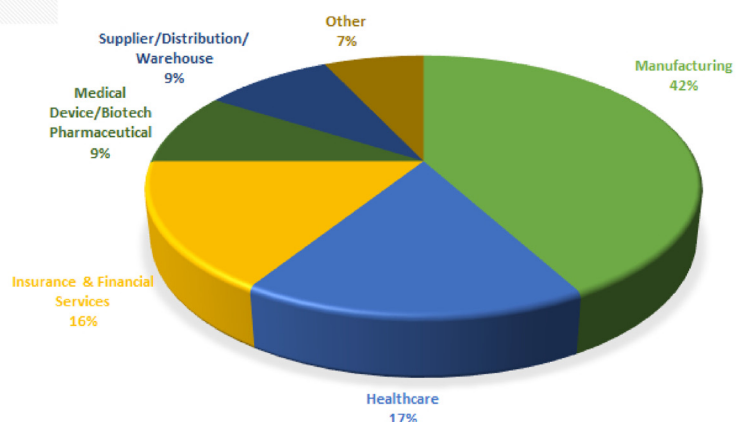
SPONSOR BENEFITS FOR EVERY BUDGET

- Expand beyond your exhibit booth with public recognition in promotional and conference materials
- New! Opportunities to participate in educational activities on the exhibit floor (with advance notice prescheduled product demonstration times can be printed in the conference agenda & daybook)
- Exclusivity! Your firm will be one of a small group of event exhibitors and sponsors
- No limit on providing company branded items and door prizes to increase your exposure

THE 12TH LEAN CONFERENCE BY THE NUMBERS



DELEGATE DEMOGRAPHICS: INDUSTRIES REPRESENTED



600+ Attendees



3000+ Sponsor Impressions on the conference mobile app



90% of attendees hold senior management title positions



99% of attendees would recommend Northeast Lean Conference to colleagues

SPONSORSHIP OPPORTUNITIES

Diamond Sponsorship

\$8000 - limit 2

50-minute breakout session
(subject to deadline)

10 x 20 Exhibit Hall Booth in featured
location

4 conference passes

Full page, full color ad in daybook

Ability to send email to attendee opt-in
list for one post-event communication

Logo featured on conference webpage
with link to your website, beginning the
day payment is received and lasting for
one year.

Sponsor logo and hyperlink included
on pre-conference email marketing

Platinum Sponsorship

\$6500 - limit 3

50-minute breakout session
(subject to deadline)

10 x 10 Exhibit Hall Booth in a
premium location

3 conference passes

Full page, full color ad in daybook

Ability to send email to attendee opt-in
list for one post-event communication

Logo featured on conference webpage
with link to your website, beginning the
day payment is received and lasting for
one year.

Sponsor logo and hyperlink included
on pre-conference email marketing

Ala Carte Marketing Options

Featured Sponsor of the Conference
Mobile App (3)\$1500

Exclusive Sponsor of "The Social on
Exhibitor's Row" (1)\$2000

Exclusive Sponsor of the
Lean After Dark
Networking Party (1)\$5000

Exclusive Sponsor of Wednesday
afternoon's Ice Cream Social (1)\$900

Branded Conference
Neck Wallet (1)\$2000

Branded Conference
Name Badges (1)\$2000

Branded Conference Lanyard (1)\$1000

Branded Conference
Water Bottle (1)\$2000

Exclusive Sponsor of one
Educational Track (5)\$750

Keynote Presentation Sponsor (4) ...\$1000

Full Page 4-color Ad in
Conference Daybook\$750/\$1000

Half Page 4-color Ad in
Conference Daybook\$350/\$500

*** Save 15% by ordering before March 31, 2017**

Sponsorship Features:

	Ad Only: (half page or full page)	Booth Only: Single (10X8) or Double (20x8)	Platinum*	Diamond*
Booth Space (includes carpeting, electricity and wifi)	X	✓	10x8	20x8
Conference Registrations are \$995 each	0	2	3	4
50-Minute Educational Breakout Session	X	X	✓	✓
4-Color Ad in Conference Daybook	✓	Optional	✓	✓
Padfolio/Conference Bag Insert Option	X	X	✓	✓
Mobile App Listing	X	✓	✓	✓
Logo & Link on Conference Website for one year	✓	✓	✓	✓
Scheduled & Publicized Product Demonstrations (one per day)	X	X	✓	✓
Investment	\$500/\$1000	\$2500/\$3500	\$6,500	\$8,000
Early Bird - Don't forget about the chance to save 15% (thru 3/31/17)	\$375/\$750	\$2125/\$2925	\$5,400	\$6,800

EXHIBITOR SPACE APPLICATION & AGREEMENT FORM

To reserve exhibit space, please submit your completed application form to:

Lela Glikes

c/o GBMP, 60 Austin Street #102, Newton, MA 02460 • TEL 617-969-1396 • LGlikes@gbmp.org

Application Deadline Friday, July 29, 2017
(early bird - March 31, 2017)

Due to a limited number of available exhibit spaces, please complete and return this application as soon as you can. The application does not become a binding contract until you have received email confirmation of booth assignment. You may remit the form via email or mail.

Exhibitor Information (please print)

Organization: _____

Contact Name: _____

(Name of person who will be responsible for your exhibit and correspondence)

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Signature: _____

Custom packages & additional sponsorship opportunities are also available. Call us to discuss your specific needs.

Sponsor & Exhibitor Selections

EXHIBIT ONLY

(Circle appropriate fee—the first price is early bird pricing, save 15%!— registrations and payments received before March 31, 2017)

	Early Bird Price	After March 31, 2017
10' x 8' Exhibitor Space	\$2125	\$2500
20' x 8' Exhibitor Space	\$2975	\$3500

Sponsorship Packages

Diamond Sponsorship: (limit 2)	\$6800	\$8000
Platinum Sponsorship: (limit 3)	\$5525	\$6500

Additional Marketing Opportunities

(save 15% before March 31, 2017)

Featured Sponsor of the Official Conference Mobile App

\$2500 (eb - \$2125) Yes No

Exclusive Sponsor of the Tuesday Night Networking Cocktail Party

\$5000 (eb - \$4250) Yes No

Advertisement Only

½ page @ \$500 (eb - \$425) _____ Full page @ \$1000 (eb - \$850) _____

Advertisement upgrade with exhibit package

Half page \$350 (eb - \$175) Yes No

Full page \$700 (eb - \$595) Yes No

Additionally we would like to sponsor:

See a la carte sponsorship opportunities on page 3.

_____ i.e. coffee break _____ Price: \$ _____ 750 _____

_____ Price: \$ _____

_____ Price: \$ _____

_____ Price: \$ _____

_____ Price: \$ _____

Payment Information:

Visa / MasterCard / AMEX

Check enclosed

(Please make checks payable to GBMP, Inc.)

Please send me an Invoice*

*NOTE: Early bird price will be void if payment not received by March 31st; exhibitors will not be permitted into the show if there is an outstanding balance on the account at the time the conference begins.

Cardholder's Name: _____

Cardholder's Email Address: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card No: _____

Expiration Date: _____ Verification No: _____

Signature: _____

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TERMS & CONDITIONS

1. FLOOR PLAN

All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. The Exhibit Management (GBMP) reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors, the conference program, or safety regulations.

2. CANCELLATION OF SHOW

In the event that fire, strike or other circumstances beyond the control of the Exhibit Management (GBMP) cause the conference or the exhibits or sponsored events to be cancelled, full refund of rental fee will be made.

3. CANCELLATION OF EXHIBIT

In the event that written notification of intent to cancel the exhibit contract is received by July 15, 2017, (GBMP, 60 Austin Street #102, Newton MA 02460 or email LGlikes@gbmp.org), the exhibitor fees paid by the exhibitors will be refunded, less a \$300 service charge. No refunds will be given after July 15, 2017.

4. FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced, and the exhibitor shall meet and observe all such regulations and assume all responsibility for compliance with them. All furnishings shall meet and observe all such regulations and assume all responsibility for compliance with them. All furnishings, decorations and booth equipment must be fireproofed and electrical wiring must meet the requirements of the exhibit service contractor. No combustible materials or other substance prohibited by the regulations shall be used or stored in or around exhibit booths.

5. APPEARANCE AND ACCEPTABILITY OF EXHIBITS

Any part of the exhibit that does not lend itself to an attractive appearance such as an unfinished side, must be draped at the exhibitor's expense. All exhibits shall be to serve the interests of the participants of the Northeast Lean Conference Conference, shall be operated in a way that will not detract from other exhibits, and shall be arranged so that they do not obstruct the general view, nor hide other exhibits. Conference management reserves the right to require the immediate withdrawal of any exhibit, which it believes to be offensive or injurious to the purpose of the event/GBMP.

6. INSTALLATION AND DISMANTLING OF EXHIBITS

All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information. SER Exposition Services is the exclusive provider of labor for installation and dismantling of the exhibits.

7. RESTRICTIONS ON THE USE OF SPACE

No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of conference management. Solicitations, demonstrations, signs and related activities and materials must be carried out within the bounds of their respective booths. Operation of sound devices is allowed if the exhibitor complies with restrictions of loud music. The exhibitor must surrender space occupied in the same condition it was at the time of occupation.

8. EXPOSITION SERVICES.

Conference Management has hired SER Exposition Services to act as the sole exhibit service company of the Northeast Lean Conference Conference. Conference Management is in no way responsible for the dealings between the service company management, floor manager, and the exhibitors.

9. LABOR

SER Exposition Services is the exclusive provider of labor for this event. Information regarding specific regulations that are applicable may be obtained from the exhibit service company.

10. DRAYAGE

All shipments of exhibit materials must be made to the official drayage company as indicated in the exhibitor service kit.

11. LIABILITY

The exhibitor assumes full responsibility and liability for damages to persons or property connected with the exhibitor's display or caused by the exhibitor's agents or employees. Exhibitor agrees to hold harmless, indemnify and defend the GBMP and the DCU Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition.

12. SECURITY

Conference management will provide a security service during the time the exhibits are not open and the hotel will secure the exhibit area during the time that the exhibits are open. However, providing such security shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

13. NON-DISCRIMINATION

GBMP will not knowingly accept exhibits or advertisements that discriminate on the basis of race, color, sex, religion or creed, national origin, sexual orientation, disability or age