



SPONSORSHIP AND EXHIBITORS PACKAGE

Women in Supply Chain (WISC) was an initiative that was born from a 2012 report on the Asia Pacific Gateway's Accelerator Project.

The report made it clear that there was a critical employee shortage in key international and local industries and professions. As a solution to the shortage, was an untapped pool of participants: *women*.

Supply Chain is neither a singular profession, nor a singular industry. Recognizing that engaging women into Supply Chain was not at the exclusion of all others. It would take everyone, all industries, and positions, to collaborate and participate in this messaging that would introduce, welcome, enhance, and grow the Supply Chain umbrella.

Since then, the newly formed WISC Association, Federally Incorporated as a not-for-profit fall of 2019, hosted its inaugural event in November, the WISC Association was set to regain momentum in 2020. Like many organizations, WISC had to pivot. Despite the challenges of the global pandemic, the WISC Association has been at the forefront of informing, educating, motivating, and inspiring women, and all individuals, within the supply chain to be their best selves – both personally and professionally. WISC has been fortunate to have presenters and sponsors who believe in women who make their career in supply chain, and the WISC Association.



Our Vision

To create global and local engagement so all participants can benefit through collaboration, cooperation, and communication, to achieve success – personally and professionally – in supply chain.

Our Mission

To globally, and locally, connect and collaborate with every industry and stakeholder under the supply chain umbrella. Link bridges and remove silos through relationships that support professional opportunities, growth, and understanding.

Our Values

Inclusiveness

We welcome all participants to learn the professional values and opportunities that the supply chain community offers.

Encouragement

Promote all member professionals in supply chain to participate, engage, gain, and contribute knowledge for the advancement of the entire supply chain profession.

Engagement

We challenge all organizations and industry to share knowledge, opportunities, and initiatives, so we can all grow our knowledge and expertise of the supply chain profession.

Education

We teach members to recognize the transferable skills they possess for personal and professional growth.

Community

We encourage members to participate to enhance our communities, our profession, our peers, and ourselves.

Champion

Promote a mindset that when we engage externally, share our talents, and knowledge the results strengthen both the profession, industry, as well as ourselves.



First Annual WISC Conference

In 2019, 2020, and 2021, under its new banner, the WISC Association hosted several events – starting with in-person events then pivoting to virtual events to meet the demands of the global pandemic.

With a small team of like-minded women and a host of supporters along with our associates, the WISC Association is proud to host our First Annual Conference.

This First Annual Conference will feature speakers from around the globe – industry experts, innovators, and leaders in their field. The sessions planned will showcase important presentations and discussions around supply chain, as well as foster the importance of technology, perseverance, and steadfastness as we prepare for a post-pandemic world.

A community, an organization, if working together, can generate the momentum that will create the change necessary for success and prosperity of the individual and society.

Conference Theme

The WISC theme for 2021 is **'Tech, Tests, and Triumphs'**. This theme has been interwoven into all events held this year.

This theme has focused how **Tech** helped or hindered 2020, what we need to prepare for in 2021 and forward, why it is critical we all embrace technology.

The life and career **Tests** that came from 2020, how we will take these lessons into 2021, and what changes we will make as a result.

Our **Triumphs** from 2020 and how they will make 2021 more successful, how they defined our careers and the industry, how we must cheer on women in all their successes.

The WISC Association goal is to help address how women and marginalized communities, especially due to COVID-19, face unreasonable barriers and obstacles – how many leaders have taken steps and created initiatives that push to overcome these challenges, and how we must all work together to encourage and support our peers for success in supply chain, and for supply chain.

Our mission has also been to introduce WISC Association supporters and associates who have made an impact, how they can share their story to encourage others, what needs to change, what is being done, and what still needs to be done.



2019-2021 Participating Companies and Organizations at WISC Association Events

ATCO Group Kearney, Inc. Attabotics Inc. Bison Transport Bow Valley College Calgary Airport Authority YYC Cando Rail Services CN Rail CompassLongview Credivera Ellie Bianca Natural Skincare Global Dynamics Inc. Husky Energy Intelius AI Loblaw Group of Companies Lockheed Martin Canada	Mount Royal University Oxford House Foundation Rosneau Transport Ltd. Quasar – Powered by Cando Sinogap Solutions Solica Communications Southern Alberta Institute of Technology Star Produce – Whole Leaf Superior Propane Sysco Canada Tenaris Torre Apparel Transcend Management Advisors Inc. University of Calgary Walmart Canada Walmart Logistics
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Why Become a Sponsor and/or Exhibitor?

Become a Conference sponsor and immerse your organization directly in supply chain and your target market.

Join the growing list of supply chain leaders that support these important initiatives to advance your supply chain team with learning, personal, and professional development. Staying connected and engaged is important now more than ever while we navigate the virtual world and exit out of the pandemic.

Being either a Sponsor and/or Exhibitor, provides opportunities to promote your brand and connect with industry leaders, government, the disruptors, academics, decision makers and individuals that have the same interest in the success of their organization and the industry.

By choosing to be a Sponsor, you will receive exposure during the promotion and duration of the event. By choosing to be an Exhibitor, allows you to connect with attendees and share your product and service to a target market.

Other benefits will include:

- ✓ Increasing your marketing capabilities by inserting your organization's brand directly onto the chosen platform event page and all social media messaging
- ✓ Maximizing your exposure and visibility to relevant groups
- ✓ Creating lead generation and new contacts through your Exhibitor booth
- ✓ Using a cost-effective method of promoting brand awareness to a relevant audience



Sponsorship and Exhibitor Opportunities

You can choose to be both a Sponsor and an Exhibitor, or you can choose one.

Sponsorship Opportunity Includes:

Website & Electronic Promotion: Sponsor logos and branding will appear on the event web pages and digital marketing materials specific to level of engagement.

- Sponsors will be permitted to use the WISC Associations event logo for their own marketing.

Email Marketing: Sponsor logos are included in WISC Association email communications prior to the conference and following recognition. Will include sponsor logo linked to conference event page and Sponsors own corporate landing page.

Social Media: Sponsors will be promoted via WISC Association's Social Media Accounts: LinkedIn, Instagram, Facebook, and Twitter. Will include sponsor and exhibitor logos, links to conference event page, and Sponsors own corporate landing page.

Virtual Event Platform: Sponsor logos and banners are featured throughout the virtual event platform used to host the conference, based on the level of engagement.

Virtual Conference: Throughout the conference, sponsors brands are elevated during the sessions, and the session sponsors can choose to introduce the presenter live or with a pre-recorded message.

Verbal Recognition: Throughout the conference, the WISC Association will recognizes and thank our sponsors for their contributions.

Complimentary Tickets: Sponsorship packages include various complimentary tickets allowing you and your team members to experience the conference presenters. Additional tickets will be available at a discount.

Sponsorship Levels and Costs

WISC Conference Event Sponsor **\$2,000** **Only 1 Available**

Includes:

- Company Banner in Event Lobby
- Company Logo on Event Welcome Page
- Logo in Lobby Carousel
- Company is marketed as outlined
- Company Acknowledged through Event
- 2 Event Tickets
- Additional Tickets available at a discount

WISC Conference Session Sponsor **\$750 each** **Only 10 Available**

Includes:

- Company Logo in Lobby Carousel



Company Logo is located in the Session
Company is marketed as outlined
Company Acknowledged through Event
1 Event Ticket
Additional Tickets available at a discount

WISC Conference Lounge Sponsor \$750 each Only 6 available

Having a lounge set for your organization will allow a company representative to connect with the attendees that enter your lounge. The lounge is open the duration of the event. If you have an Exhibitors Booth, you can encourage the attendees to visit your booth.

Includes:

- Company can label the lounge – create a call to join
- Company can add a description for the lounge
- Company Logo can be added
- Company banner can be added
- Company Acknowledged through Event
- Event Tickets available at a discount

Exhibitor Booths Include:

Website & Electronic Promotion: Company logos and branding will appear on the event web pages and digital marketing materials specific to level of engagement.

- Exhibitors will be permitted to use the WISC Associations event logo for their own marketing.

Email Marketing: Sponsor logos are included in WISC Association email communications prior to the conference and following recognition. Will include sponsor and exhibitor logos, Links to conference event page, and Sponsors and Exhibitors own corporate landing page.

Social Media: Exhibitors will be promoted via WISC Association's Social Media Accounts: LinkedIn, Instagram, Facebook, and Twitter. Will include exhibitor logos and links to conference event page and Exhibitors own corporate landing page.

Verbal Recognition: Throughout the conference, the WISC Association will recognizes and thank our exhibitors for their contributions.

Complimentary Tickets: Exhibitor packages include various complimentary tickets allowing you and your team members to experience the conference presenters. Additional tickets will be available at a discount.

Personalized Exhibitor Booth Design:

Company Logo

Expo Card Image which allows you to add a short company description. Note: if you have a small booth, the description will only show if users hover on the booth.



Expo Banner Image

Social Links for your organization can be added.

White Papers and Promotional Documents Available to Attendees. Note: File size can be up to 10MB, and up to 20 files per exhibitor. Files must be a PDF, DOC, DOCX, or DOCXX format.

Call to Action Button A Request a Meeting button, when attendee clicks button, they are added to your lead list. Exhibitors can rename this button to "Drop Your Name Card", as this is the function.

Live Streaming available. Choose either Zoom or Accelevents. Zoom is currently the only live streaming option available as an outside platform. Live streaming through Accelevents allows you to use the platforms built-in streaming option. *These options have additional fees.*

Exhibitor Description allows you to add a description of your company/organization. Who are you? What do you provide? Note, if you want to add a video, a video URL option is available.

Offer & Offer Link area allows you to add a special deal, discount, or reward for booth visitors.

Promo Video URL Share a pre-recorded video with attendees visiting your booth. Common options are: company overview, a product demo, or a recording of a previously hosted live session. Note: the video can be hosted from YouTube, Wistia, or Vimeo.

You can change descriptions on the many of the tabs in your booth.

Booth Attendee Analytics are available for a fee.

Exhibitor Booth Sizes and Costs

Premium Large Booth \$1750 Only 1 Available

Includes: Sponsorship of one Session
All details listed in description for both Sponsor and Exhibitor
Placement at the top of the EXPO page with 'Premium' label on booth
1 Event Ticket
Includes 2 admin and 3 team members
Event Tickets available at a discount

Large Booth \$750 each

Includes: All details listed in description
Placement at or near the top of the EXPO page
Includes 1 admin and 2 team members
Event Tickets available at a discount

Premium Medium Booth \$1400 Only 1 Available

Includes: Sponsorship of one Session
All details listed in description for both Sponsor and Exhibitor



Placement at the top of Medium booths in the EXPO page with 'Premium' label on booth
1 Event Ticket
Includes 2 admin and 3 team members
Event Tickets available at a discount

Medium Booth \$600 each

Includes: All details listed in description
Placement after large exhibitor booths in EXPO page
Includes 1 admin and 1 team member
Event Tickets available at a discount

Small Booth \$450 each

Includes: All details listed in description
Placement after medium exhibitor booths in EXPO page
Includes 1 admin
Event Tickets available at a discount

Additional Fees:

Accelevent Live Streaming platform	\$130/day
Lead Analytics	\$150 for entire conference
Live Support	\$325/hour – minimum of 2-hours



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