

OPERATIONS SUMMIT

Exclusively About Direct-to-Customer Operations

SEVENTH ANNUAL | April 3-5, 2018 | Columbus Convention Center | Columbus, OH

2018 SPONSOR & EXHIBIT OPPORTUNITIES



www.operationssummit.com

#OpsSummit

POWERED BY **MULTICHANNEL
MERCHANT**



OPERATIONS SUMMIT

...exclusively about Direct-to-Customer and Omnichannel Operations & Fulfillment

No other event focuses on this unique business process of selling merchandise direct-to-customer. From that moment a person becomes, or returns as, a customer by placing an order, to the moment the customer receives the merchandise, decides they are delighted...or not, and needs to return it. That's our focus—helping *our* audience of multichannel merchants optimize their operations and their customers' experiences with their brands.

The Operations Summit is produced by the pre-eminent information resource in this space—*Multichannel Merchant*, which provides insights, best practices & community to more than 100,000 D-T-C multichannel merchants—across marketing, ecommerce & operations.

Operations Summit sessions hit on all the key topics for the operations, ecommerce and executive teams:

- Omnichannel Distribution
- Inventory Management
- Warehousing, Fulfillment & Packaging
- Shipping & Delivery
- Global Expansion
- Customer Experience & Expectations
- Marketing, Ecommerce, Operations Communications
- Sourcing Talent & Hiring
- Peak Season Management
- Future Trends

Our sponsors and exhibitors provide products, services and technologies that improve efficiencies, reduce errors and delight customers—ultimately driving increased profit and customer lifetime value for D-T-C merchants.

Please join us at the 2018 Operations Summit in Columbus, OH at the Columbus Convention Center, April 3-5, 2018 to meet & network with more than 800 high level decision makers.

We look forward to seeing you there!

Cory Smith
Operations Summit Show Director
P 404-661-0441 | csmith@accessintel.com

William Camaraza
Director, Business Development
P 954-389-1442 | wcamaraza@accessintel.com

Candice Hadley
Sales & Marketing Executive
P 630-554-8989 | chadley@accessintel.com

“Operations Summit is proudly presented by the people who have been deeply involved in this marketplace for more than 20 years— Multichannel Merchant— as an information authority and owner of the unique database of hard-to-find Operations and Fulfillment Executives.”

HERE'S A SMALL SAMPLE OF ATTENDING COMPANIES

Abercrombie & Fitch
 Aleva Stores
 American Eagle Outfitters
 American Mint
 ANN INC.
 AutoZone, Inc.
 Bass Pro Shops
 Belk
 Birchbox
 Bradford Hammacher
 Brooks Brothers
 Brother International
 Buyautoparts.com
 Buyseasons
 BYU Store
 Calendars.com
 Checker Distributors
 Colony Brands, Inc.
 Crutchfield

Donna Salyers Fabulous Furs
 Doug Mockett & Co., Inc.
 Duluth Trading Co.
 Eddie Bauer
 eFootwear
 eVitamins
 Express, Inc.
 Fairytale Brownies
 Fruit of the Loom
 Full Beauty Brands
 Gander Mountain
 Genesco Licensed Brands
 Godiva Chocolatier
 The Golf Warehouse
 Goodwill Industries
 Grace and Lace
 Great Health Works
 HEB Grocery Company
 Herrschners Inc.

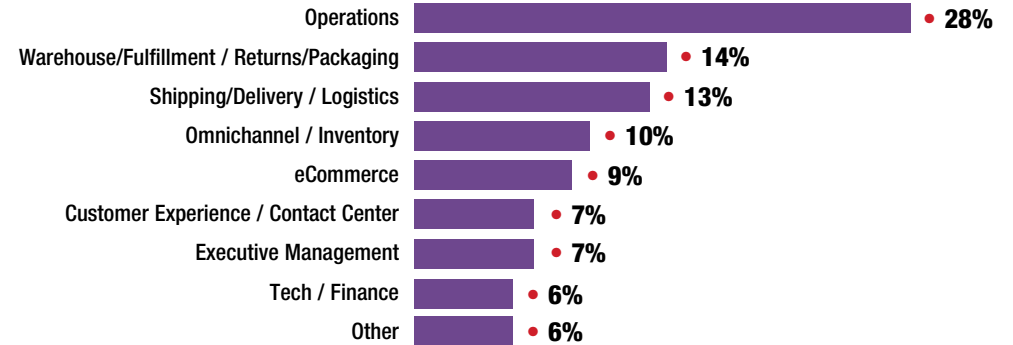
Highlights for Children
 Hudson's Bay Company
 iHerb
 JackThreads
 Kohls Department Stores
 Lehmans
 Liners Direct
 Marine Corps Community Services
 Mars Chocolate North America
 Medals of America
 Michael Kors
 Motor State Distributing
 MWI Veterinary Supply
 Northern Brewer
 One Click Ventures
 Orchard Brands
 Parts Express
 PetSmart
 PGA TOUR Superstore

Plow & Hearth
 Premier Performance Products
 Procter and Gamble
 QVC
 Ralph Lauren
 Replacements, Ltd
 Rocky Mountain ATV
 Schneider Saddlery
 Slate Rock Safety
 Sports Authority
 Staples
 Sterling Jewelers Inc
 Swanson Health Products
 Tanga.com
 totes Isotoner
 Vermont Country Store
 The Wasserstrom Company
 Woolrich Inc

Who Should Exhibit | SOLUTION PROVIDERS FOR ANY OF THE FOLLOWING:

3PL	Labeling	Reverse Logistics
Contact Center	Logistics	Ship-From-Store
CRM	Materials Handling	Ship-To-Store
Delivery	Omnichannel Operations	Shipping Consolidation
Distribution	Order Management	Storage Equipment
Ecommerce Platforms	Outsource Services	Supply Chain
ERP	Packaging	Systems Integration
Facility Planning	Parcel Shipping	Teleservices
Fraud Prevention	Payment Processing	Transportation
Fulfillment	Picking	Unified commerce
Global ecommerce*	RF	Warehouse
Information Technology	Regional Delivery	Workforce Management
Inventory Management	Returns	

% of Attendee



Sponsor & Exhibitor Benefits

Grow Sales – get in front of the merchants you want to meet when they are actively seeking solutions.

Exhibit area and conference sessions will be in the same room – Operations Summit will be the ultimate solutions center combining engaging content in the hall where all of the solution providers are easily accessible – providing more traffic, networking and engagement opportunities. Meet with customers during food service, breaks and receptions.

High-profile branding before, during and after the conference.

Opportunity to participate fully in the event by moderating roundtables, introducing speakers, and hosting dinner groups.

Positioning as a leader in the industry.

Save travel time and money by reaching your target market in one, conducive setting.

Sponsorship Packages

OPERATIONS SUMMIT

Exclusively about Direct-to-Customer Operations

	Headline \$31,950	Platinum \$21,950	Gold \$14,950	Premier * \$8,950	Exhibit * \$5,950
Number Available	Exclusive	Four	Eleven	Eleven	Limited
Recognition in Welcome Remarks	X				
Opportunity to Introduce a Speaker	X	X			
Speaking Slot in One Session	X	X			
Host the Attendee Dinner	Exclusive				
Selected High Profile Sponsorship Item	Lanyard & Badge Holder	Platinum Selection	Gold Selection		
OPS18 Event Mobile App	Top banner ad on official show app + daily alerts on key show happenings	Banner Ad on official show app	Logo inclusion on official show app	Logo inclusion on official show app	
Exhibit Display (8x10 space Double 8x20)	16x20 — Best Position	8x20 – Premium Location Double Booth	8x10 – Premium Location	8x10 – Far Forward	8x10
Marketing Material Placed in Welcome Bag	X	X	X		
30-Second Video Commercial Played at Conference	X				
Ad in Multichannel Merchant's Special OPS SuperBook '18	Cover 4	Full Page			
Logo Recognition in "Thank you To Our Sponsors Signage" On-Site	X	X	X	X	
Logo Recognition on the Event Web Site	Home Page Placement	X	X	X	X
Logo Recognition in Pre-Event Marketing Materials	Email	Email	Select Emails	Select Emails	
Social Media	3 Tweets	2 Tweets	2 Tweets	2 Tweets	1 Tweet
E-Media Opportunity	Video on Web site, CEO Q&A Interview and Blog Post				
Company Profile on Web Site	X	X	X	X	X
Complimentary Conference Registrations	5	4	3	3	2
VIP Discounts for Clients	25	15	10	5	2
Meeting Room	3 days				
Quote in Event Press Release	1	1			
Pre-Show Attendee List (1 time use Postal or 1 time use eBlast) ***	X	X	\$500	\$850	\$1000
Post-Show Attendee List (1 time use Postal or 1 time use eBlast) ***	X	X	\$400	\$750	\$900

***Please note the pre/post show promotions are delivered by the Ops Summit team. Once an email or mail promo are secured, we will schedule the delivery and materials due date. The promos are sent by Ops Summit and the mailings are done from our bonded mail house. Limited to 10, sold on a first-come, first serve basis.

EXPERIENTIAL SPONSORSHIPS

Welcome Party: \$5,000 (4 Available)

Let the games begin! The Welcome Party will be located in the Ballroom of the Headquarter hotel to make it easy for new arrivals to join the fun. Each of our four sponsors also BRING the fun! From air hockey, to photo booths; we will help you make your sponsorship memorable just as the show is kicking off.

2018 Excellence in Customer Experience Awards Program & Luncheon: Exclusive: \$12,950 or Two Sponsorships: \$7,500 each

The Excellence in Customer Experience Awards is an exciting way to partner your brand with innovation in customer experience. Get in front of 750+ attendees at the Awards Luncheon and benefit from pre-show, on-site and post-event branding and recognition.

Ops Summit Pub Crawl: \$3,950

Participate in this 90-minute “Pub Crawl” and network. Sponsoring company will have the unique opportunity to host a beer station in their booth. Sponsor’s logo on Pub Crawl signage outside exhibit hall, and near bars, used during Pub Crawl, logo on cups used at reception (1-color logo only), designation as a “Station Sponsor” of the Crawl, signage calling out your company and booth number all throughout the area, sign and logo at the station in front of your booth.

Relaxation Station: \$6,500

Sponsorship of onsite massage chairs, located immediately outside the exhibit hall, will be a high traffic featured area sure to garner the attention of attendees on both Day One and Day Two of the Conference. Attendees will stop by your booth to pick up a “Massage Ticket.” If provided, the masseuse will wear branded shirts with your company logo in the station itself.

SIGNAGE

Floor Decal Signs: \$2,500 each (3 decals per package)

Get creative with Operations Summit floor stickers. One of the most unique sponsorships of the conference! The sponsor’s branded signs will provide a pathway for the conference attendees — from the hotel to the show and back each day, and/or from the elevator at the convention center to the registration area — an excellent way to maximize your booth traffic, build brand and a lasting impression with the Ops Summit attendees. Ops Summit will produce stickers, sponsor to provide logo/graphic/copy.

BRANDING SPONSORSHIPS

Hotel Room Drop: \$5,000/drop (1 room drop per night / exclusive)

You provide the piece/gift; we will make sure it is delivered to each registered attendee staying at the headquarter hotel. This is a unique opportunity to stand out.

Exhibit Hall Water Station: \$2,500

Your company’s logo will be on signage on water stations placed throughout the exhibit hall, including one right by your booth. Your logo will also be on environmentally-friendly paper cups.

Conference Pens: \$2,500

Conference pens with your logo will be at the registration desk and available in the all conference session rooms.

Tote Bag Inserts: \$1,500

Provide a promotional piece or handout to be included in the event tote bag distributed to all attendees at Ops Summit 2018.

Sponsorship Packages

HEADLINE SPONSOR

Landyards & Badges

Worn by every attendee, the lanyard & badge is provided at the registration desk with the official conference name badges required for entry into all functions. The Headline sponsor's logo will be worn by each and every attendee at the conference and keep your company top of mind as they attend sessions and walk through the exhibit hall.

PLATINUM SPONSORSHIPS

Conference Bags

Your company's logo will be printed on conference bags given out to every Operations Summit attendee upon check-in. You will also be able to place a promotional item or material in the bag.

Hotel Key Cards

Your branded message will be on every hotel key card for the attendees of the Operations Summit—a constant reminder throughout the week of your presence at the event!

Registration Area & High Traffic Signage

Branding & recognition at the epicenter for attendees when they first arrive, and throughout the event, as well as 1 meter billboards positioned at the intersection of the session rooms, and outside the entrance to exhibit hall

Keynote Speaker/ Luncheon

This exclusive sponsorship provides exposure at the single most highly attended event of the Ops Summit. Sponsor will have the opportunity to announce the keynote and associate your organization in a way that promotes "thought leadership" on the first day of the conference.

GOLD SPONSORSHIPS

Breakfast Buffet

Sponsor the breakfast buffet and ensure that your brand is the first one Operations Summit attendees see! Sponsorship includes signage, logo on napkins and coffee cups at the breakfast.

Dessert Break | Day One

Immediately following the Keynote & Luncheon located adjacent the Exhibit Hall. Dessert will be served in the Exhibit hall and coffee with sponsor branded disposable coffee cups.

Plug-N- Charge Mobile Charging Stations

The Mobile Charging Stations offer sponsor branding on the high boy tables that are equipped with a variety of charging capabilities for phones and other hand-held electronics. These stations charge fast and are highly utilized at the event as guests are focused on staying connected. The high-boy charging stations will be positioned between the session rooms and the exhibit hall- high traffic location.

WiFi

WiFi is essential at conferences, so this sponsorship is sure to make you the most popular company at Operations Summit 2016. WiFi sponsorship includes your company name as the password, ample signage and a redirect to the web page of your choice upon logging in to drive traffic to your web site.

Premium Prize Giveaway

Your company's logo on the prize giveaway entry card placed on each seat in the opening general session. Attendees fill them out and drop it at a fishbowl at your booth. Winner is chosen and announced during the closing session at the Summit. You supply prize valued at \$400 or greater.

Dessert Reception | Day Two

By sponsoring the Dessert Reception, your company will have the opportunity to provide the ultimate networking opportunity to all Operations Summit attendees. There will be ample signage at the reception, plus your logo will be on all napkins.

Shuttle Buses for Tours

The warehouse tours are the cornerstone of the Operations Summit. Sponsor the shuttle buses and have your logo on all bus signage, a promotional item placed on every seat and your video playing on the bus to and from the tours!

Hydration Stations

Branded stations of water with fresh fruit and branded cups, located in high traffic areas — 1) Outside session rooms, 2) Registration Area and 3) Exhibit Hall

Snack Attack Carts

Two Fun Filled Snack Carts festooned with sponsor branding will be positioned outside of the session rooms between Session 1 and Session 2 on both Day One and Day Two, providing sweet and salty snacks, as well as beverages, to all attendees.

Conference Note Pads

As the conference notepad sponsor, your brand will make an impression each time an Ops Summit attendee jots down a brilliant idea of business solution from the conference program!

Ops Summit Marketing Opportunities

MULTICHANNEL MERCHANT'S OPS SUMMIT '18 MEDIA PACKAGE

(Only available to OPS18 Sponsors & Exhibitors | Deadline for Contract & Materials — February 9, 2018)

Multichannel Merchant's Special OPS Super Book (Full Page Ad)

A must-have BIG book on all things DTC operations. A resource guide for every ops professional to have at their fingertips, full of information on the resources, tipping points, templates and insider guidance on avoiding pitfalls. A SuperBook will be given to each and every paid attendee at OPS18, and will be made available for purchase on the Multichannel Merchant website. A la Carte Price - \$3,950 net

Multichannel Merchant's Online Source Directory

Your company listing — Company name, address, contact name with email & phone, your website link with 100 words of descriptive copy — will appear online for a 12 month period and will be included as a listing in the MCM Special Super Book. A la Carte Price - \$575 net

Email Promotion sent to both the post show OPS 18 attendee list & selected MCM Operations professionals — quantity 10,000. Not available A la Carte outside this package, value \$3,000!

Social Media package includes a sponsored tweet through MCM

PACKAGE PRICE: \$4,750 NET

RETARGETING: \$2,950

Retarget the Operations Summit site visitors in the critical weeks leading up to and following the show in this unique sponsorship where you reach this highly targeted audience of omnichannel and direct-to-customer operations and fulfillment professionals.

Operations Summit is powered by Multichannel Merchant.

Multichannel Merchant connects sellers of merchandise direct to customer across multiple channels. We provide the insights, best practices and community they need to optimize their customer experiences through improved marketing, ecommerce and operations.

**MULTICHANNEL
MERCHANT**

