

## Sponsorship at the WERC Conference and Exhibiting at the Warehousing Industry Resources Event go hand-in-hand\*

Take advantage of sponsorship opportunities that will increase your visibility and add value for you both as an exhibitor and, more importantly, for your customers and clients (and potential new customers) in attendance.

To further WERC's mission of providing reliable information and learning opportunities to its members and the Annual Conference audience of high-level warehouse and distribution management professionals, and to provide its supporters and suppliers with a greater opportunity to reach the WERC audience, **WERC offers event sponsorship opportunities to industry suppliers.** WERC Event Sponsorships support association activities within WERC's 2010 Annual Conference, while allowing WERC to keep membership dues, attendee registration fees and other product and service pricing affordable.

### SPONSOR PACKAGES\*\*

CHAMPION (\$45,000)       BENEFACTOR (\$25,000)       PATRON (\$10,000)

\*\*Sponsorship packages must be purchased by one sponsor/company/organization.

**\*WIRE booth or WIRE booth discount is included with all of the sponsorship packages.**

## **DC Velocity and WERC's Warehousing Industry Resources Event is NOT your typical tradeshow!**

WERC and DC Velocity have joined forces to rewire WIRE with a heavy dose of Velocity. This combination will take an already successful existing brand and growing it. The new WIRE event will continue to foster an atmosphere conducive to education, networking, information-sharing and open discussion between exhibitors and attendees. Industry suppliers will have the opportunity to assess attendees' business needs, demonstrate products and software applications, show promotional videos and exchange important information with current and potential customers.

### **NEW IN 2010 - We heard you!**

*New opportunities to enhance your time with attendees have been added for 2010*

- Availability of pre-scheduled One-on-one appointments with attendees Sunday (prior to WIRE opening) – at no additional cost.
- Availability of a demo theater in the exhibit hall to allow exhibitors to demonstrate their products/services to attendees during exhibit hours (additional fee).
- Longer receptions on Sunday and Monday in the exhibit hall.
- Expanded exhibit hours following lunch on Monday
- Exhibit hall on the same level/adjacent to Conference sessions and activities.
- New programming to draw attendees to arrive earlier on Sunday.
- New promotional plans to draw new attendees to the event

### **What 2009 WIRE Exhibitors said...**

- Right contacts and companies for my company.
- Very engaged attendees.
- Good mix of shippers/manufacturers.
- Obtained quality sales leads.
- We were able to make contact with potential prospects.
- Exposure to large segment of attendees.
- Solid sales leads, 100s of contacts (exceeded expectations).
- Over 200 contacts/great response.
- Good crowd, location and VERY professional staff.
- Very qualified attendees.
- Good traffic, more companies with people in decision making positions.
- Good timing and length of WIRE. Attendance in the hall was very good.
- The quality of attendees, as usual, was awesome.

## **Check out WHO attends WERC's Annual Conference and WIRE!**

**700+ industry professionals attended the 2009 WERC Annual Conference and WIRE Event, including high-level decision-makers in top management positions, including:**

Applications Manager  
Business Analyst Manager  
Central Services Administrator  
CEO  
CFO  
Chairman  
Channel Account Manager  
Controller  
COO  
Corporate Distribution Manager  
Corporate Warehouse Manager  
Director of Distribution Planning  
Director of Logistics & Distribution  
Director of Materials  
Director of Operations  
Director of Order Fulfillment  
Director of Warehouse Operations  
Director of Warehouse Services  
Director of Warehousing & Logistics  
Director, Corporate Operations  
Dir, Corporate Procurement/Inventory Systems  
Director, Distribution & Transportation  
Director, Field Operations  
Director, Global Logistics  
Director, Global Supply Chain  
Director, Material Handling Engineering  
Director, National Operations  
Director, North America Logistics  
Director, North American Distribution  
Director, Supply Chain  
Director, Transportation  
Director, Western Region Operations  
Distribution & Inventory Manager  
Distribution & Transportation Manager  
Distribution Center General Manager  
Distribution Engineer  
Distribution Service Analyst  
Distribution Site Manager  
Executive Vice President  
Facilities Warehouse Manager  
Facility Manager  
Fulfillment Manager  
General Manager  
Global Warehouse Manager  
Group General Manager  
Inventory Control Operations Manager  
IT & Quality Process Director  
Logistics Corporate Services Manager  
Logistics Development Director  
Logistics Engineer  
Manager, Distribution Services  
Manager, Integrated Systems  
Manager, Inventory Control  
Manager, PA Dist, 3PL Relationships

Manager, Warehouse Operations  
National Logistics Manager  
National Warehouse Manager  
Operations Industrial Engineer Manager  
Operations Manager  
Chief Supply Chain Officer  
Plant Manager  
President  
Process Manager  
Product Supply Manager  
Public Warehouses Administration Manager  
Quality Assurance Manager  
Real Estate Manager  
Recycled Materials Manager  
Region Logistics Manager  
Regional Channel Manager  
Regional Distribution Director  
Regional Warehouse Operations Manager  
Scheduling & Planning Supervisor  
Senior Distribution Center Manager  
Site Director  
Senior Logistics & Product Data Specialist  
Senior Manager of Receiving Operations  
Sr Manager, Efficient Supply Chain  
Sr Manager, Operations Support  
Sr Operations Manager, Shipping  
Sr Procurement Manager, Logistics  
Sr RDC/Inventory Manager  
Sr VP, Warehouse Operations  
Supervisor, Fulfillment Center Operations  
Supply Chain Consultant  
Supply Chain Manager  
Systems Design Engineer  
Traffic Manager  
Transportation Planning Manager  
Vice President Global Supply Chain  
VP of Sustainable Development  
VP, Aerospace & Government Markets  
VP, Distribution & Transportation  
VP, Finance  
VP, North American Logistics  
VP, Operations  
VP, Quality/Best Practices  
VP, System Analysis  
VP, Warehousing Operations  
Warehouse & Logistics Manager  
Warehouse Inventory Specialist  
Warehouse Operations Manager

## From Fortune 500 and Multinational Companies, such as:

Abbott Laboratories	E & J Gallo Winery	Publishers Clearing House
Allstate Insurance Co.	Genentech, Inc	R.J. Reynolds Tobacco Company
American Seaway Foods	Genesco, Inc	Reynolds Packaging Group
Armstrong World Industries	Hanover Direct, Inc	Riceland Foods, Inc
Ascent Healthcare Solutions	Hewlett-Packard	Royal Caribbean Cruises Ltd
Aspen Distribution, Inc	Huron Services Group/CPC Logistics	Sara Lee Foods
Associated Warehouses	Inland Star Distribution Centers, Inc	SC Johnson & Son
Assurant	Jack in the Box, Inc	Schaefer Systems International
Avon Products	Jafra Cosmetics International	Schneider Logistics, Inc
Barcom, Inc	Johnson & Johnson	Schreiber Foods, Inc
Bell Carter Foods, Inc	JohnsonDiversey, Inc	Social Security Administration
BIC USA Inc	Johnsonville Sausage	Starbucks Coffee
Boar's Head Provisions	Kimberly-Clark	Sun-Maid Growers of California
Boston Scientific	Kohler Company	Sunsweet Growers, Inc
Briggs & Stratton	Kraft Foods	Swiss Colony, Inc
Brook Warehousing	Krispy Kreme Doughnut Corp	The Clorox Company
Brother International	Land O' Lakes/Purina Feed	The Coca-Cola Company
Bumble Bee Foods, LLC	L'Oreal USA	The Container Store
Campbell Soup Co.	Malt-O-Meal Company	The Dannon Company
Canadian Tire Corp	Mars Snackfood US	The Dial Corporation
Cardinal Health, Inc	Mays Chemical	The Home Depot
Cargill, Inc	McCormick & Co, Inc	Toys 'R' Us, Inc
Carhartt, Inc	McIlhenny Company	True Value Company
Churchill Logistics Inc	McKenna Logistics Centres	Unilever
ClearTech Industries	McLane Foodservice	United Facilities, Inc
Clearwater Paper	Medline Industries, Inc	United Natural Foods
Colgate-Palmolive	Menlo Worldwide	United Warehouse Company, Inc
Columbian Logistics Network	Motorcycle-Superstore.com	UPS Logistics Group
Consolidated Foods Ltd	National Distribution Centers	US Air Force
Consolidated Logistics	National Packaging Co	Williams-Sonoma, Inc
Covidien Ltd	Neiman Marcus Group	World Trade & Logistics
Daifuku America Corp.	Nonni's Food Company	Wyeth Pharmaceuticals
Deloitte & Touche LLP	Pfizer, Inc	
Diebold Inc	Pinnacle Foods Group	
Domino's Pizza		
Dr Pepper/Snapple		

## And Here's What They Had to Say...

- *WERC's focus on education creates a positive information-sharing environment that inspires new business relationships.*
- *Attending the WERC conference has given me invaluable information and exposure to the industry. The level of professionalism exceeded my expectations.*
- *This was my first experience with WERC and I was thoroughly impressed with the quality of the event. Great conference and one I will plan on attending and learning from each year.*
- *Thank you for the opportunity to be part of such a prestigious conference and an organization that really makes a difference in our industry.*
- *Excellent opportunity to stay current with the top issues facing our customers.*
- *The WERC Conference is a staple for us...with the multitude of variables thrown at today's supply chain leaders, gaining insight and managing change is paramount to our success. The annual conference is a part of our overall leadership strategy.*
- *This is the best industry conference every year. The presentations, networking and keynotes make this a must-attend conference.*

## WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT

### MORE Promotion – MORE Exposure – MORE VALUE

Promotion of sponsors and WIRE and its exhibitors is planned to include the following efforts before, during and after the 2010 WERC Annual Conference:

- Conference Brochure (print and online version)
- Selected *WERC Sheet* (newsletter to WERC members)
- Selected WERC e-blasts to promote conference & WIRE
- *DC Velocity* website promotion of conference and WIRE
- Selected DC Velocity e-blast to promote conference and WIRE
- The WERC website [www.werc.org](http://www.werc.org)
- Conference & WIRE advertisements in industry trade publications
- Onsite signage
- WERC conference onsite Schedule of Events
- Selected WERC e-blasts to conference attendees and WERC members acknowledging your organization's participation

In addition, WERC provides the following promotion for WIRE exhibitors:

**Designated WIRE webpage**, with exhibitor listings (immediately upon booth purchase) that include companies organized by product/service category, company name, company logo, booth number, description of products/services and link to company website.



#### [Warehousing Education and Research Council \(WERC\)](#)

WERC is the only professional organization focused on warehouse management and its role in the supply chain. Through membership in WERC, seasoned practitioners and those new to the industry stay at the forefront of innovation, master best practices and establish valuable professional relationships. WERC offers resources that help distribution professionals stay at the leading edge including .... **- Booth #121**

**Exhibitor Directory** – distributed onsite and posted online that includes listing by company and by booth number and displays information by product category including company name, booth number, contact information, logo and description of products/services.

#### **Warehousing Education and Research Council (WERC)**

1100 Jorie Blvd., Suite 170  
Oak Brook, IL 60523-3016

**Website:** [www.werc.org](http://www.werc.org)

**Contact:** Michael Mikitka, CMP, CAE, Executive Director

**Email Address:** [mmikitka@werc.org](mailto:mmikitka@werc.org) **Phone:** 630-990-0001

**Booth # 121**



WERC is the only professional organization focused on warehouse management and its role in the supply chain. Through membership in WERC, seasoned practitioners and those new to the industry stay at the forefront of innovation, master best practices and establish valuable professional relationships. WERC offers resources that help distribution professionals ...

## WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT

### Plan NOW to be a SPONSOR for the WERC Conference, Exhibit at the 2010 WIRE Event & get additional benefits as outlined in the Sponsorship Agreement

The Warehousing Education and Research Council (WERC) and *DC Velocity* Magazine invite your company to become a sponsor for the 2010 WERC Annual Conference and the DC Velocity/WERC Warehousing Industry Resources Event (WIRE), to be held May 16-19, 2010, at the Anaheim Marriott in Anaheim, California.

Reach over 750 senior professionals in the warehousing and distribution industry. Not only are attendees highly motivated to participate in the Conference's industry-leading educational content, they are also the buying decision-makers for the products and services utilized in their facilities, and view WIRE as a logical extension of the educational experience. You can count on attendees to visit your booth to evaluate the latest developments, products and services.

WERC's Annual Conference offers an unsurpassed venue for communicating the latest developments in warehouse management through educational sessions and in the exhibit hall, and provides an excellent opportunity and return on investment for companies that provide products and services to the industry.

With strategically-maximized exhibit hall time, including one-on-one appointments with buyers (as well as receptions and additional time Monday afternoon) and excellent promotional and sponsorship opportunities, exhibiting at WIRE is a marketing opportunity your company cannot afford to miss!

Space is limited. Don't miss this opportunity to showcase your products to this targeted audience.

Return the sponsorship application and agreement today, or call Gary Master at 719.495.5050 or Jim Indelicato at 630.521.9033 to discuss sponsorship and included WIRE booth opportunities.

### EXTEND YOUR REACH BEYOND THE BOOTH

**Take advantage of sponsorship opportunities that will increase your visibility and add value for both you as an exhibitor and, more importantly, for your customers and clients (and potential new customers) in attendance.**

To further WERC's mission of providing reliable information and learning opportunities to its members and the Annual Conference audience of high-level warehouse and distribution management professionals, and to provide its supporters and suppliers with a greater opportunity to reach the WERC audience, **WERC is now offering event sponsorship opportunities to industry suppliers.** WERC Event Sponsorships support association activities within WERC's 2010 Annual Conference, while allowing WERC to keep membership dues, attendee registration fees and other product and service pricing affordable.

**WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT**

<b>SPONSORSHIP OPPORTUNITIES FOR WERC 2010 ANNUAL CONFERENCE</b>			
<b>Package Benefits</b>	<b>CHAMPION Package \$45,000 (limit 2)</b>	<b>BENEFACTOR \$25,000 (limit 5)</b>	<b>PATRON \$10,000</b>
Complimentary 2010 Conference Registrations <sup>1</sup> with sponsor ribbons	8	5	2
Upgrade to concierge level at host hotel	2	1	-
WIRE Booth <sup>2</sup>	Double 16' x 10' booth in highest traffic location	Single 8' x 10' booth in high priority location	50% off a single 8' x 10' Booth
Recognition in Conference Program	Full-page ad	½ page ad	¼ page ad
Logo/link on Annual Conference website	Large Logo/Link/ 100-word description	Logo/Link/ 50-word Description	Logo/Link
Logo on Home Page of Conference website	Included	--	--
General Session Slide Scroll at Breakfast <sup>3</sup>	4 slides on loop	2 slides on loop	1 slide on loop
Invitation to Sponsor Thank You Breakfast Hosted by the WERC Board	4	2	1
Invitation to Executive Roundtable	1	--	--
Registration Bag Insert <sup>4</sup>	1 multi-page Insert or folder	1 – 8-1/2 x 11 insert	1 – 5 x 7 rack brochure
Attendee Lists with full mailing addresses <sup>5</sup>	1 Pre-Conference 1 Post-Conference 1 email blast to all WERC members	1 Pre-Conference 1 Post-Conference	Post-Conference
Use of Annual Conference partner logo <sup>6</sup>	Included	Included	Included
Logo on Signage – General Session Entry	XL, prime location	Large	Medium
Post-Conference Recognition in <i>WERC Sheet</i>	XL Logo	Large Logo	Medium Logo
Recognition in additional Conference marketing	XL, prime location	Large	Medium
Press Release (announcing support)	1	1	--
Reserved Table at General Sessions <sup>7</sup>	Front row near center	Near front	--
Roundtable Facilitator <sup>8</sup>	Included	Included	--
Logo on Conference Notepads on all tables	--	Included	--
Logo on Registration Bag or lanyards	Included	--	--
Lead Your Own Breakout Session (topic pre-approved by WERC), must be confirmed by 12/09	Included	--	--
60-second video <sup>9</sup> at general session	Included	--	--
Private Breakfast Room <sup>10</sup> Tues or Wed	Included	--	--

<sup>1</sup> Registrations must be used for sponsoring organization's staff/personnel only. Instructions for complimentary 2010 Annual Conference registrations will be sent to you once application/payment is processed.

## WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT

- <sup>2</sup> Booth does not include additional equipment. A separate WIRE exhibitor agreement must be completed and all WIRE exhibitor policies, procedures, rules and regulations apply.
- <sup>3</sup> Slide(s) to be produced and submitted by Sponsor for WERC approval. All participating sponsor slides loop continuously throughout breakfast on either Tuesday or Wednesday.
- <sup>4</sup> Champion-level multi-page insert must be collated, and stapled, bound or in a folder not to exceed 9"x12". 8½ x 11 single-page insert and 5x7 rack brochure must be provided by sponsor and is subject to WERC approval. Delivery instructions and timeline will be provided by WERC. Sponsors agree to adhere to these guidelines. Failure to adhere to these guidelines may result in the forfeiting this benefit.
- <sup>5</sup> Pre-conference (45 days out from the first-day of the conference) and post-conference (20 days after the last-day of the conference) attendee lists will include name, title, organization, mailing address and email. May only be used for one-time promotional mailing each. Sponsoring company must ensure that its mailing house, if any, shall abide by these restrictions and shall destroy such mailing list upon completion of the mailing.
- <sup>6</sup> WERC Annual Conference logo may be used on sponsoring company's promotional material. WERC approval is required prior to distribution of any promotional material.
- <sup>7</sup> Reserved table only at General Sessions with plated meals and presentations (does not include reserved table at buffet meals).
- <sup>8</sup> Roundtable to be facilitated by representative of sponsoring organization – subject to WERC approval and guidelines.
- <sup>9</sup> Video reel to be produced and submitted by Sponsor for WERC approval. Slides loop continuously throughout breakfast on either Tuesday or Wednesday.
- <sup>10</sup> Meeting room provided for exclusive use by sponsoring organization to host a private breakfast either Tuesday or Wednesday. Does not include cost of food and beverage or audiovisual equipment/services or any other special services. Maximum capacity 40 people. Food and beverage, audiovisual and other service arrangements will be made directly between the sponsor and the hotel and payment for all will be paid by the sponsor directly to the hotel.

### WERC 2010 Annual Conference Event Sponsorship Terms and Conditions

Warehousing Education and Research Council (WERC) and each sponsor taking part in the Event Sponsorship for the WERC 2010 Annual Conference agree, by way of signing the following WERC 2010 Annual Conference Sponsorship Agreement, that the following terms and conditions will apply:

1. WERC will refuse any sponsorship that it believes is incompatible with its mission. The acknowledgement of sponsorship in conjunction with our association, conference, on our website or in our publications, does not imply endorsement of the sponsoring company or product.
2. A minimum 20% deposit must accompany any signed sponsorship application/agreement in order to be considered complete and processed. Sponsorship packages are limited in number available. Sponsorship packages will be awarded to sponsors who submit completed/signed applications/agreements with deposits on a first-come first served basis, based on the official date/time stamp each application/agreement with deposit is received by WERC. Payment for the balance of sponsorship must be received via corporate check or credit card 30 days prior to the Conference in order to receive sponsorship benefits.
3. Sponsorship packages must be purchased by one sponsor/company/organization. Package benefits will be applied as noted in the above outlined information to only one sponsoring organization.
4. Sponsors are responsible for providing items required for sponsor benefit fulfillment where applicable as outlined in the benefit information above. Sponsors are responsible for following instructions and adhering to deadlines for all items/requirements, including items that are subject to WERC approval prior to production/distribution. Sponsors are also responsible for following instructions and adhering to deadlines regarding complimentary Annual Conference registrations.

## WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT

5. The use of the WERC logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronyms, reference to the meeting, meeting name or WERC may be used in promotional materials only with the express written approval of WERC. All design concepts (logos, graphics, etc.) and promotional materials should be sent to WERC for review and approval prior to production/distribution.
6. Any sponsor entitled to participate in WIRE will be required to provide staffing at their respective booth location for all published hours. In addition, sponsors entitled to a WIRE booth must complete and submit an exhibit space application/agreement (with payment if applicable) and shall adhere to all terms and conditions included in the exhibitor space application and agreement.
7. WERC reserves the right to manage/control all deliverables of any sponsorship benefit. Sponsors are required to acknowledge and meet any request (within reason) made onsite by WERC.
8. Cancellations of sponsorship purchase will not be accepted if any sponsorship benefits have been fulfilled. Cancellation at any time is subject to a cancellation fee equal to 20% of sponsorship package price. Sponsorship deposits are non-refundable for any reason. Cancellation requests must be made in writing to WERC via mail or fax.
9. It is mutually agreed that in the event the WERC 2010 Annual Conference is cancelled for any reason including due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the sponsorship agreement will be terminated and sponsors shall be so notified. Following such cancellation, WERC shall determine whether it can grant any refund after due consideration of expenditures and commitments already made.
10. As a condition of sponsorship, and when applying for sponsorship, the sponsoring organization agrees to adhere to all conditions and regulations outlined in this document. Sponsoring organizations or their representatives who conduct themselves in an unprofessional manner may be dismissed from the WERC 2010 Annual Conference without refund or appeal. WERC reserves the right to amend any and all rules and regulations at any time. Initialing below signifies agreement to adhere to all terms and conditions outlined herein.

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### Mail or fax completed application with deposit/payment to:

WERC – Warehousing Education and Research Council  
1100 Jorie Blvd., Suite 170  
Oak Brook, IL 60523

Fax: (630) 990-0256 (Fax applications MUST be accompanied by credit card payment)

### COMPANY / CONTACT INFORMATION

**All fields are required. Please print legibly. Complete information is required for application to be accepted/processed.**

**COMPANY NAME:** \_\_\_\_\_

*(Official sponsor name, as it should be listed/printed in/on all materials)*

**CONTACT NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE/PROVINCE:** \_\_\_\_\_

**ZIP/CODE:** \_\_\_\_\_ **COUNTRY:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**FAX:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_

## WERC 2010 SPONSORSHIP APPLICATION/AGREEMENT

COMPANY NAME: \_\_\_\_\_

### SPONSORSHIP PACKAGE SELECTION

CHAMPION (\$45,000)    BENEFACTOR (\$25,000)    PATRON (\$10,000)

### PAYMENT INFORMATION

All items are direct payments to the Warehousing Education and Research Council. You **MUST** include at least a 20% deposit via credit card or company check to complete the sponsorship application/agreement and allow for processing/acceptance.

**The balance due will be invoiced and due by January 31, 2010.** If balance is not paid in full by January 31, 2010, WERC reserves the right to resell the sponsorship package and the sponsor will forfeit their deposit.

Company Check in USD drawn on US bank, made payable to WERC. Check # \_\_\_\_\_  
There is a \$50 processing fee charged for all returned checks. For institutional purposes, WERC's Federal ID # is 36-2933538.

Credit Card:    American Express    MasterCard    Visa

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City/State/Zip: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### AGREEMENT

The individual signing this contract is an authorized representative of the sponsor organization with the full power and authority to sign and deliver this contract. A signature on this application/agreement indicates the undersigned has read the entire agreement, terms and conditions and hereby understands, approves, accepts, acknowledges and agrees to comply with all information, policies, terms and conditions as set forth in this document and any others issued by WERC regarding the WERC 2010 Annual Conference, its sponsorship opportunities/benefits or other policies, terms or conditions related to the sponsorship.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**WIRE Application and Agreement**



## **WIRE Application and Agreement GENERAL INFORMATION**

### **Exhibit and Sponsorship Opportunities**

Contact:

Gary Master  
719.495.5050

gmaster@dcvelocity.com

Jim Indelicato  
630.521.9033

jindelicato@dcvelocity.com

### **Exhibit Management**

Contact:

Vicky Betzig, CMP, WIRE Exhibits Manager  
262.641.9537 Email: vabetzig@werc.org

### **Facility**

Anaheim Marriott  
700 West Convention Way, Anaheim, California 92802 USA  
714.750.8000

### **WIRE 2010 Schedule of Events**

WIRE will be held in the Marquis Ballroom at the Anaheim Marriott:

#### **Sunday, May 16, 2010**

8:00am – 3:00pm	Exhibitor Registration
8:00am – 3:00pm	Exhibitor Move-In/Booth Set-up*
3:30pm – 5:00pm	One-on-one attendee appointments with exhibitors
5:00pm – 8:00pm	Opening Reception at WIRE

#### **Monday, May 17, 2010**

12:00pm – 1:30pm	Dessert at WIRE
4:30pm – 7:00pm	Networking Reception at WIRE
7:00pm – 11:00pm	Exhibitor Move-Out/Booth Tear-down**

\* All booths must be completely set-up no later than 3:00pm on Sunday, May 16, 2010.

\*\* All booths must be completely torn-down no later than 11:00pm on Monday, May 17, 2010.

All WERC Annual Conference attendees will be provided with 2 drink tickets for each of the 2 receptions held in the exhibit hall. Hors d'oeuvres will also be provided at evening functions on Sunday and Monday. Dessert will be provided Monday afternoon. Exhibit booth staff (2 per 8' x 10' booth space purchase maximum) will also receive tickets for receptions, as well as tickets for other meals during the WERC Annual Conference for Sunday and Monday, May 16-17, 2010 with exhibitor registration (included in booth fee). Registration forms will be sent in January 2010 for WIRE registration.

## Exhibit Information

The Warehousing Industry Resources Event (WIRE) is open to suppliers that are of interest to WERC members/attendees. WERC reserves the right, at its sole discretion, to decline exhibitors that do not provide products/services of benefit to WERC members/attendees.

Booth assignments can be requested and are made on first come-first served basis based on availability at the time of receipt of full payment (for 2009 exhibitors, at the time of receipt of signed exhibit application/agreement) and acceptance by WERC.

Each 8'x10' booth space purchased will include one 6-ft. table or counter with 2 chairs or stools, a wastebasket and a generic identification sign with the company name. Exhibitors may provide their own signage and/or backdrops/pop-up displays that display their company's name and logo. All signage or backdrops must fit within the booth size. Additional furnishings/décor, etc. may be ordered through the official exhibit contractor (exhibitor service kit will be available online in January 2010). The exhibit hall is carpeted.

Exhibitors may order and pay for **electrical** (required to plug anything into power), computer monitors, DVD players and internet access via the Space Application/Agreement. If applicable, exhibitors are encouraged to use computers and display screens or monitors to display their products and services.

**Cancellations** received prior to and including March 26, 2010, will receive a 50% refund of the booth fee plus a full refund on any additional booth equipment. Cancellations received on or after March 27, 2010, will not receive a refund of the booth price, but will receive a full refund on any additional booth equipment. Cancellations received on or after April 30, 2010, will not receive a refund of the booth price or for any additional booth equipment.

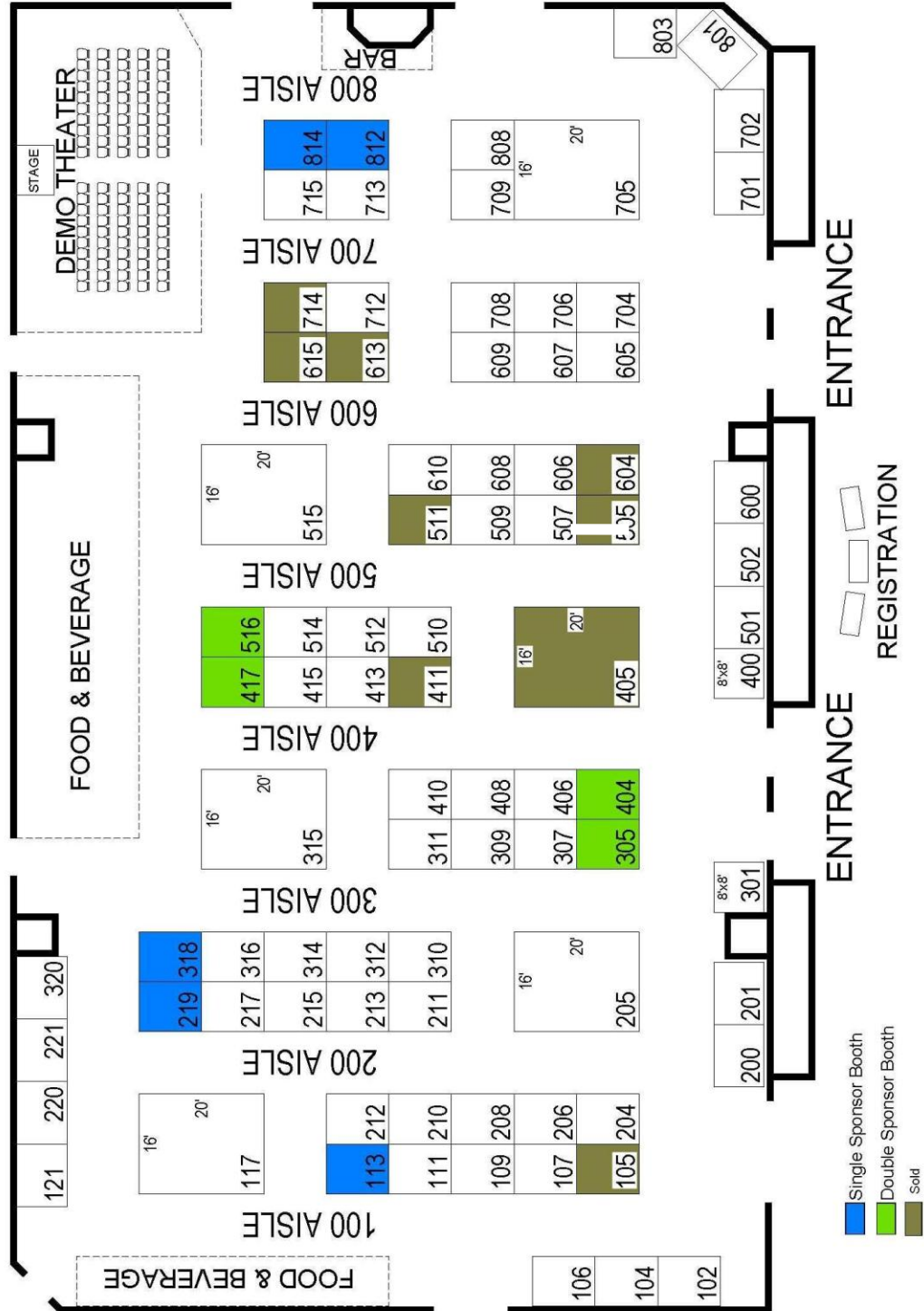
### Deadlines

Exhibit Space Applications and Agreements accepted up to and including April 16, 2010.

#### Cancellations received

on or before March 26, 2010	will receive a 50% refund of the booth fee plus a full refund on any additional booth equipment
on or after March 27, 2010	will receive a full refund on any additional booth equipment (NO refund of the booth price)
on or after April 30, 2010	NO refund of the booth price or for any additional booth equipment

**WAREHOUSING INFORMATION RESOURCES EVENT (WIRE)**  
**MAY 16 – 17, 2010**  
**ANAHEIM MARRIOTT – ANAHEIM, CA**  
**MARQUIS BALLROOM – SOUTH/CENTRAL/NORTHEAST**



**Single Booths reserved for sponsors – 113, 219, 318, 812, 814**  
**Double Booths reserved for sponsors – 305/404 & 417/516**

## **COST AND EXPECTATIONS**

Booth pricing is as follows:

- 8' X 10' \$3,500
- 16' X 20' \$10,880

Each 8' X 10' booth space purchased includes:

- Exhibit booth measuring 8' deep x 10' wide
- Back drape (8') and draped side rails (3')
- One 6-foot table or counter with two chairs or stools
- One wastebasket
- One generic ID sign with your company name
- Security will be provided for the exhibit hall (not for individual booths) beginning with hall set up through tear-down
- Booth vacuuming (as needed) prior to the exhibits opening each day
- Two complimentary registrations to the WERC Annual Conference for Sunday, May 16, 2010 and Monday, May 17, 2010, including tickets to all meals/events on those days. Registration for Tuesday, May 18, 2010, and Wednesday, May 19, 2010, may be purchased by the same booth staff at a greatly discounted registration fee of \$550 per person. Optional events and facility tours are available at additional fees.

Exhibitors may provide their own signage and/or backdrops/pop-up displays that display their company's name and logo. All signage or backdrops must fit within the booth size. Additional furnishings/décor, etc. may be ordered through the official exhibit contractor (exhibitor service kit will be available online in January 2010). The exhibit hall is carpeted.

## **PRINTED MATERIAL & MARKETING GIVEAWAYS**

Material and/or promotional items that will be distributed to attendees on-site must be approved by WERC. A sample of material must be submitted to WERC (via email or regular mail) no later than April 16, 2010.

## **ADDITIONAL INFORMATION**

### **Booth Representatives**

Only two (2) company representatives may be present in a WIRE booth at any one time per 8' x 10' booth space purchased.

### **Discounted Conference Registrations**

Representatives staffing the booth (based on booth size – 2 representatives per 8' x 10' booth purchased maximum) may purchase conference registrations that include access to conference functions on Tuesday, May 18<sup>th</sup> and Wednesday, May 19<sup>th</sup> at the discounted rate of \$550 per person. The discounted conference registrations may only be used by the representatives staffing the booth and are not transferable. Specially marked conference registration forms must be completed and will be mailed to the main exhibit contact prior to the conference. The discounted rate does not include the additional cost for facility tours or events offered to attendees with additional pricing. Additional company representatives may contact the WERC office and request a specially marked form and register for the annual conference at the early-bird member rates.

**Assignment/Subletting of Space**

The Exhibitor may not assign its contract for space or allow any other person or organization to use any part of the space without written permission from WERC.

**Failure to Occupy Space**

If the Exhibitor does not claim or occupy its assigned space by 3:00 p.m., Sunday, May 16, 2010, WERC may, at its discretion, terminate the contract and reassign the space to another exhibitor. The defaulting exhibitor will not be entitled to a refund of its fee.

**Event Modification**

WERC reserves the right to modify at any time the location, size, and display limits of a booth as it deems appropriate or necessary.

**Event Directory**

WERC reserves the right to refuse or edit copy determined to be inappropriate to WERC's policies and standards. Organizations participating in Warehousing Industry Resources Event assume liability for all content of their listings, and agree to indemnify, defend, and hold WERC, DC Velocity, the facility and decorator appointed by WERC for the WIRE event, harmless from any claims or actions based on the content of their organization's description as published in any WERC or WERC event publications.

**Name Badges**

Warehousing Industry Resources Event (exhibitor) name badges must be worn at all times by the Exhibitor on show floor. Only Warehousing Industry Resources Event (exhibitor) badges will be admitted into the exhibit hall during set up and teardown times.

**Hospitality Suites**

WERC does not permit hospitality suites to operate in the conference hotel during the conference dates of May 16 – 19, 2010.

**Liability & Insurance.** The Exhibitor hereby assumes responsibility for and agrees to indemnify, defend, and hold harmless, WERC, *DC Velocity*, the facility and decorator appointed by WERC for the WIRE event, their respective officers, directors, employees, agents, members, staff members, agents, successors and assigns from and against any loss, damage, claim, liability, and expenses (including attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with the exhibitor's participation in the WERC/DC Velocity Warehousing Industry Resources Event, except Exhibitor is not responsible to an indemnitee for the indemnitee's gross negligence or willful misconduct. The terms of this provision shall survive the termination or expiration of this Agreement.

Exhibitor understands that neither WERC nor the facility appointed by WERC for the WIRE event, nor the decorator appointed by WERC for the WIRE event, maintain insurance covering the exhibitor's personal property owned, rented, leased, borrowed, or used by the exhibitor and it is the sole responsibility of the exhibitor to obtain such insurance. All property of the Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the demonstration area and exhibitor shall maintain insurance covering their property.

Exhibitor shall carry a minimum of one million dollars (\$1,000,000) in general liability insurance and shall provide WERC with a certificate of insurance evidencing such coverage.

**Americans with Disabilities Act.** The Exhibitor agrees to comply with all applicable provisions of the Americans with Disabilities Act (ADA) and shall indemnify and defend WERC, DC Velocity, its officers, directors, members, staff members, and agents from and against any loss, damage, claim, liability, and expense (including attorneys' fees) resulting from or arising out of the Exhibitor's failure to comply with the guidelines of WERC or the Exhibitor's failure to comply with provisions of the ADA. The terms of this provision shall survive the termination or expiration of this Agreement.

**Force Majeure.** Should any circumstance beyond the control of, and not the fault of, WERC prevent or materially affect the event from being held as scheduled, or the exhibit space not being available for use due to weather, war, threats or acts of terrorism, governmental action or order, act of God, fire, strikes, labor disputes or any other causes beyond the control of WERC, the exhibit agreement shall be terminated without liability. In such event, WERC shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect, arising as a result hereof.

**Marketing.** WERC and/or DC Velocity may use the information supplied on the Exhibitor's application as part of marketing efforts and no claim may be made at any future date by the Exhibitor.

**Copyrighted Works.** Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend and hold harmless WERC, DC Velocity, its officers, directors, members, staff members, and agents, and each of them, from and against any and all claims and expenses, including attorneys' fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.

**Compliance with Laws.** Exhibitor shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, and policies and procedures of the facility appointed by WERC for the WIRE event.

**Interpretation.** WERC has total authority of the interpretation and enforcement of these guidelines and reserves the right to amend them at any time it deems appropriate or necessary. WERC reserves the right, without recourse, to prohibit any portion of any material that, in its opinion, is not suitable or in keeping with the character of the Warehousing Industry Resources Event. This reservation of rights by WERC applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event. Persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event that is prohibited will be done so without refund to the Exhibitor.

The WERC Board Chair and WERC staff will monitor conformance with these established guidelines.

2010 WIRE APPLICATION/AGREEMENT

**BEFORE SUBMITTING YOUR 2010 WIRE APPLICATION/AGREEMENT, BE SURE TO . . .**

- Review all pages of this document for guidelines, information, rules and regulations.
- Review the entire application for content.
- Complete the Contact Information so we can reach you with any questions.
- Include signature and title of official representative of your company.
- Include your payment (US funds, drawn on a US bank payable to WERC).
- Send with your application/agreement (or email separately with company name) a 75-word (maximum) description of your company's products/services for publication on the WIRE webpage and in the exhibitor directory.
- Email (with company name) your company logo (in .jpg format) for inclusion on the WIRE webpage and in the exhibitor directory.
- Keep a copy of this entire document, including the application/agreement for your files and ready reference.

**Email, fax or mail WIRE application/agreement with payment to:**

Warehousing Education and Research Council – WIRE 2010  
1100 Jorie Blvd., Suite 170  
Oak Brook, IL 60523  
Fax: (262) 436-2513

**Emailed and faxed applications will be accepted with credit card payment only.**

**SPECIAL NOTE TO RETURNING EXHIBITORS:**

Organizations that exhibited in 2009 may submit their application without payment before October 31, 2009. Organizations doing so shall receive an invoice with the full amount due by January 31, 2010.

**If you have any questions, please contact WERC at 262.641.9537**



**2010 WAREHOUSING INDUSTRY RESOURCES EVENT (WIRE) APPLICATION/AGREEMENT**

Please provide the information below for the person who will be WERC's main contact with your organization regarding the exhibit booth. We will direct all

WIRE related correspondence to this person. Please type or print legibly.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Please provide the information below for the person who will be your company's marketing contact for customers/clients to be listed in all promotional materials, WIRE website and exhibitor directory. Please type or print legibly.

**Same as exhibit contact above**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Company/Organization Website: \_\_\_\_\_

**Please indicate your company's primary product/service category or focus. This will be used in all wire promotional activities. Please select one category/primary focus only.**

- |  |  |
|--|--|
| <input type="checkbox"/> Bar Code Equipment/Systems          | <input type="checkbox"/> Packaging Materials/Supplies      |
| <input type="checkbox"/> Bar Code Labels/Supplies            | <input type="checkbox"/> Picking Systems                   |
| <input type="checkbox"/> Bar Code Printers                   | <input type="checkbox"/> Productivity/Labor Mgmt. Systems  |
| <input type="checkbox"/> Consultants                         | <input type="checkbox"/> RFID Equipment/Systems            |
| <input type="checkbox"/> Conveyors, Components, Accessories  | <input type="checkbox"/> Realty Solutions                  |
| <input type="checkbox"/> Educational Institution             | <input type="checkbox"/> Scales/Weighing                   |
| <input type="checkbox"/> ERP Systems                         | <input type="checkbox"/> Sortation Systems                 |
| <input type="checkbox"/> Lift Trucks                         | <input type="checkbox"/> Third-Party Logistics Provider    |
| <input type="checkbox"/> Mailroom Equipment/Systems          | <input type="checkbox"/> Transportation Management Systems |
| <input type="checkbox"/> Manifest/Shipping Systems/Equipment | <input type="checkbox"/> Warehouse Equipment               |
| <input type="checkbox"/> Material Handling Equipment         | <input type="checkbox"/> Warehouse Management System       |
| <input type="checkbox"/> Order Management Systems            | <input type="checkbox"/> Other: please specify _____       |

**WERC 2010 WIRE APPLICATION/AGREEMENT**

Company Name: \_\_\_\_\_

**Please attach a 75-word description of your organization's products and services (in a MS Word document).** You may also email your description to WERC at [vabetzig@werc.org](mailto:vabetzig@werc.org) (please include your company's name in the email subject line). **Please also email a high resolution .jpg file of your company's logo to [vabetzig@werc.org](mailto:vabetzig@werc.org).**

**List up to four (4) preferred exhibit spaces (see WIRE floor plan for choices).**

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

Do not concentrate selections in one area. Actual booth assignments are made taking availability at date of receipt of application and/or payment, location of competitors and other requests into consideration. Every effort is made to accommodate requests.

**Companies that you do not want in close proximity to your booth:**

\_\_\_\_\_  
\_\_\_\_\_

**Booth Space: Please indicate booth space required.**

Qty	Booth Space	Cost per Booth	Total Cost
	8' (deep) x 10' (wide) • PATRON PKG • BENEFACTOR PKG	\$3,500 • \$1,750 • NC	\$
	16' x 20' AVAILABLE ONLY TO CHAMPION	<del>\$10,880</del> NC	\$
	<b>TOTAL BOOTH SPACE COST</b>		\$
	<b>Select 1 of the following: (included in booth price)</b>	<input type="checkbox"/> 6ft table w/2 chairs per 8x10 booth	<input type="checkbox"/> 6ft counter w/2 stools per 8x10 booth

**Additional Booth Equipment:** Please check equipment below if required in your booth. Please indicate quantity of each and cost per item/total cost for equipment ordered. Please note that if you need any power in your booth, you must order/pay for an electrical outlet.

Qty	Item	Cost per Item	Total Cost
	<b>WIRED</b> High Speed Internet Access	\$990	\$
	<b>WIRELESS</b> High Speed Internet Access	\$990	\$
	24" Flat Screen Computer Monitor	\$250	\$
	DVD Player w/24" Flat Screen Monitor	\$275	\$
	Electrical Power (per quad box - 4 120v/20 amp outlets)	\$151	\$
	<b>TOTAL EQUIPMENT COST</b>		\$

**Demo Theater:** Each exhibitor is limited to one 30-minute time slot at a cost of \$1,500. Please indicate up to 3 preferred time choices below (enter "1" for 1<sup>st</sup> choice, etc.). WERC will assign theater times based on availability at time of receipt of WIRE application/ agreement and/or payment).

\_\_\_\_\_ Sunday 5:00pm-5:30pm \_\_\_\_\_ Sunday 6:00pm-6:30pm \_\_\_\_\_ Sunday 7:00pm-7:30pm  
~~\_\_\_\_\_ Monday 1:00pm-1:30pm \_\_\_\_\_ Monday 5:00pm-5:30pm \_\_\_\_\_ Monday 6:00pm-6:30pm~~

**TOTAL AMOUNT DEMO THEATER COST:** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

**WERC 2010 WIRE APPLICATION/AGREEMENT**

**Company Name:** \_\_\_\_\_

**PAYMENT INFORMATION:**

American Express  MasterCard  Visa

Check enclosed (*payable to WERC in USD/drawn on a US bank*) Check Number: \_\_\_\_\_

Credit Card Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City/State/Zip: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**SPECIAL NOTE TO PREVIOUS EXHIBITORS:**

Organizations that exhibited in 2009 may submit their application without payment before October 31, 2009 and be invoiced for the total amount, due no later than January 31, 2010.

**Cancellation Policy**

<b>Cancellation Date</b>	<b>Refund Amount</b>
On or before March 26, 2010	Refund less 50% of exhibit booth price and full refund for additional booth equipment ordered/paid for.
On or after March 27, 2010	No refund of exhibit booth price. Full refund for additional booth equipment ordered/paid for.
On or after April 30, 2010	No refund of exhibit booth price or additional booth equipment ordered/paid for.

Upon acceptance/processing of your application/agreement, the WIRE Exhibit Manager will send complete information, including confirmation, verification of all information, booth assignment and additional information regarding the WERC Conference and WIRE (including hotel reservation information and One on One appointment information). Complete exhibitor registration information/form will be sent in January 2010.

By signing below to secure an exhibit booth on behalf of your organization you are confirming you have read, understand, and consent to comply with the 2010 Warehousing Industry Resources Event (WIRE) Application/Agreement in its entirety (pages 1-15) and have the proper authorization to purchase exhibit booth and any additional equipment. WERC reserves the right to reject any application that does not meet the established criteria.

**Authorized Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**EXTEND YOUR REACH BEYOND THE BOOTH\***

**Take advantage of sponsorship opportunities that will increase your visibility and add value for you both as an exhibitor and, more importantly, for your customers and clients (and potential new customers) in attendance.**