



WERC & DC Velocity's

WIRE 

Warehousing Industry Resources Event

**Unique Opportunity.
Unbeatable Value.**

Sponsor & Exhibitor Guide

34th Annual WERC Conference

May 15 – 18, 2011

2011 WIRE

May 15 – 16, 2011

Walt Disney World Swan and Dolphin Resort

Lake Buena Vista, Florida

NEW FOR 2011 WIRE

- Additional dedicated exhibit time, with Monday luncheon served in the exhibit hall
- Booths are 10'x10' – for the same price (previously 8'x10')
- Expanded Exhibitor Demo Theater opportunities
- Improved Sponsorship opportunities and customized packages
- Increased exposure in pre-show marketing and on-site recognition for Sponsors
- And much more!

MAY 15-18
WERC 2011
ANNUAL CONFERENCE ORLANDO



Welcome!

Dear Industry Supplier Partner:

The **Warehousing Education and Research Council** (WERC) and **DC Velocity** Magazine invite your company to participate in the **2011 WERC Annual Conference** and **WIRE**, the DC Velocity/WERC Warehousing Industry Resources Event, to be held May 15-16, 2011, at the **Walt Disney World Swan and Dolphin** Resort in Lake Buena Vista, Florida.

Reach 1,100+ senior professionals in the warehousing and distribution industry who are the buying decision-makers for the products and services utilized in their facilities.

With strategically-maximized **exhibit time**, including an expanded exhibitor **Demo Theater** program and excellent **sponsorship opportunities**, participating in WIRE is a marketing opportunity your company cannot afford to miss!

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

Hope to see you in Orlando!

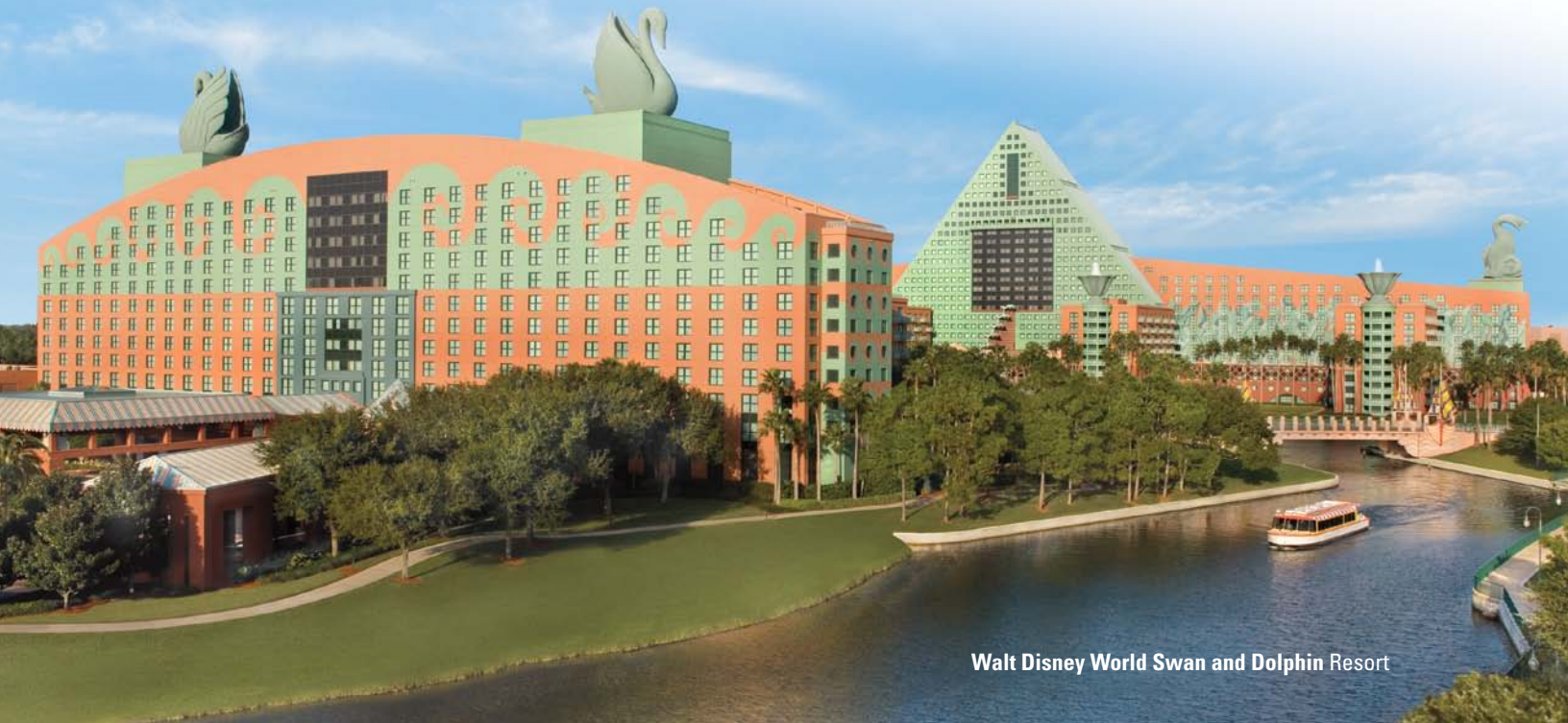
Sincerely,



Michael Mikitka
WERC CEO



For complete program and up-to-the minute conference information, visit www.werc.org





Who Should Exhibit at WIRE?

If you're a manufacturer or distributor of the type of products and services listed below, and want to reach key buyers in the warehousing, distribution and logistics industry... then your company should be an exhibitor at WIRE.

There's no better way to introduce and demonstrate your new products and services, build your brand awareness, solidify industry partnerships, and obtain quality sales leads than through face-to-face dealings with interested buyers by exhibiting at WIRE.

Bar Code Equipment/Systems
Bar Code Labels/Supplies
Bar Code Printers
Consultants
Conveyors, Components and Accessories
Educational Institutions
Economic Development/Site Selection
ERP Systems
Forklift Fleet Management
Lift Trucks
Logistics Labor Management
LTL Services
Mailroom Equipment/Systems
Manifest/Shipping Systems and Equipment
Material Handling Distributors / Integrators
Material Handling Equipment
Non-profit Food Distribution
Order Management Systems
Packaging Materials & Supplies
Pallets
Picking Systems
Productivity & Labor Management Systems
Publishing
Realty Solutions
Regional Overnight Package Delivery
RFID Equipment/Systems
SaaS/Cloud Computing
Scales/Weighing
Sortation Systems
Staffing Company
Supply Chain Software
System Integrator
Third-Party Logistic Providers
Train the Trainer Programs
Transportation Management Systems
Transportation Services
Voice-directed Warehouse Systems
Warehouse Control Systems
Warehouse Equipment
Warehouse Management Systems
Warehouse Security
Yard Management Systems

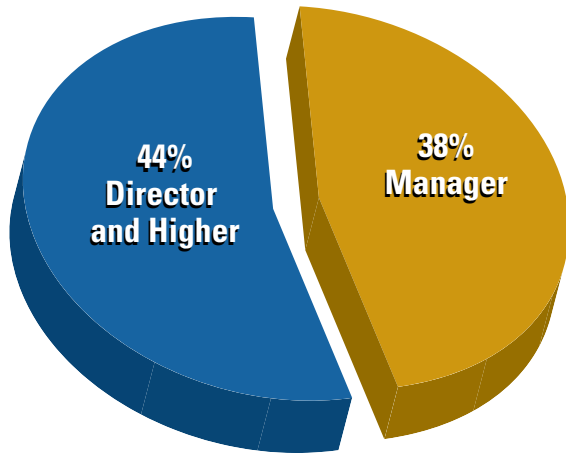
The Buyers

Over 1,100 attendees are expected to participate in the WERC Annual Conference and WIRE Event. Key decision-makers from all parts of the warehousing, distribution and logistics management world including manufacturing, wholesalers, 3PLs, consultants, educators, government and retail ... as well as verticals like pharmaceuticals, food and beverage, CPG, and automotive industries, will be in Orlando to see WIRE exhibitors' products and services.

Here's a small sampling of the buyer companies from previous WERC Annual Conferences and WIRE Events:

Allstate Insurance Company
American Airlines
American Eagle Outfitters
American Seaway Foods
Animal Supply Company
Avon Products, Inc
Bell Carter Foods, Inc
Blockbuster Inc
Boscov's Department Stores
Briggs & Stratton Corporation
Bumble Bee Foods, LLC
Cadbury Adams
Callaway Golf Company
Canadian Tire Corporation, Inc.
Cardinal Health, Inc.
Cargill, Inc
Covidien Ltd
Dart Warehouse Corporation
Disneyland Distribution Center
Estee Lauder Companies Inc
GameStop
Genentech, Inc
Johnson & Johnson
Kaiser Permanente
Kraft Foods
Land O'Lakes, Inc
Malt-O-Meal Company
McKee Foods Corporation
Micro Center
Moen, Inc
OHL
PetSmart, Inc
Pfizer, Inc
Sears
Starbucks Coffee Company
The Container Store
The Home Depot
Toys 'R' Us, Inc
True Value Company
UPS
UTi Integrated Logistics
Walgreens Distribution Center

WERC Conference 2010 Attendees: Logistics Thought Leaders



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

“ WERC again proves that the annual conference can serve up many benefits at an affordable investment, from informative, meaningful sessions to valuable networking with attendees and vendors ... I'll be back next year!! ”

“ I brought back so many new ideas that we will be sharing with our company over the next couple of weeks. We are very excited about the knowledge we gained and will be implementing some of the lessons learned. ”

“ The WIRE 2010 event was well planned and organized and felt very intimate compared to other shows I've attended. The social and networking factor was most dominant and I left with the feeling of having acquired new friends. ”

If your competitors will be meeting and talking with your current and potential customers at WIRE, you probably need to ask yourself a very important business question ...

Can You Afford Not to Participate?

2010 WIRE exhibitors include:

AFS Technologies
 AmbaFlex, Inc.
 American Logistics Aid Network
 Aspen Logistics, Inc
 Axiom Inc.
 Bar Code Integrators Inc
 Bastian Material Handling
 Bullhead Regional Economic Development Authority
 CJK Services, Inc.
 CIBER, Inc
 Columbia Machine, Inc
 Cornerstone Automation Systems
 Cornerstone Solutions, Inc
 Dematic
 Feeding America
 FloStor Engineering, Inc
 Food Logistics Magazine
 Frazier Industrial Co.
 Grubb & Ellis Company
 Hanel Storage Systems
 HK Systems
 Hytrol Conveyor Company, Inc
 ID Label, Inc.
 IFCO Systems N.A., Inc
 Infor
 Intelligrated
 Intermec

Intralox LLC
 IVES Training Group
 Kansas City SmartPort
 Kane Is Able, Inc
 KardexRemstar
 Kenco Logistic Services, LLC
 Kiva Systems
 KNAPP Logistics Automation
 Landstar Global Logistics
 LiftTrack
 Lightning Pick Technologies
 Lucas Systems
 Manhattan Associates
 Microsoft Dynamics
 Next View Software, Inc
 Numina Group
 OHL
 Old Dominion Freight Line, Inc
 OnTrac
 Optricity
 ORBIS Corporation
 Quantronix, Inc.
 Ralphs-Pugh Company, Inc
 Ranpak Corp.
 Reddwerks Corporation
 RedPrairie
 Reed Business Supply Chain Group
 Rehrig Pacific Company
 Ryson International Inc.
 Saddle Creek Corporation

SAP America
 Savoye Logistics
 Schaefer System International
 Sealed Air Automation
 Seegrid Corp.
 Shippers Warehouse
 SI Systems
 SIMOS Insourcing Solutions, Inc
 Solucion LLC
 Speech Interface Design, Inc
 Swisslog
 System Application Engineering, Inc (SAE)
 Systems Logic
 Supply Chain Consulting Search
 TECSYS, Inc
 TGW
 top-VOX Corporation
 Traker Systems
 TranSystems
 TRC Staffing Services, Inc
 UNICOR
 UTi Worldwide
 viastore systems, Inc.
 Vocollect
 Voxware
 Weber Distribution, LLC
 Weiser Security Systems
 Yale Materials Handling Corporation

2011 Specifications: Exhibit Booths

Additional dedicated exhibit time this year, with Monday luncheon served in the Exhibit Hall

Each 10' X 10' booth space includes:

- Back drape and 3' draped side rails
- One 7" x 44" ID sign with your company name
- One wastebasket
- Security will be provided for the exhibit hall (not for individual booths) from set up through tear-down
- Booth vacuuming (as needed) prior to opening each day
- Two complimentary registrations to the WERC Annual Conference for Sunday, May 15, 2011 and Monday, May 16, 2011, including tickets to all meals/events on those days. (Registration for Tuesday, May 17, 2011, and Wednesday, May 18, 2011, 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.)

Exhibit Booth Cost (per 10' x 10' booth): \$3,750

Demo Theater

Expanded Exhibitor Demo Theater availability

Premiered during WIRE 2010, the Demo Theater in the exhibit hall allows exhibitors an opportunity to demonstrate their products/services in a presentation format. Show prospects the benefits of the solutions you offer and exactly what differentiates your products/services from others.

2011 offers an expanded schedule for presentations and TWO demo theaters. There are a limited number of time slots, and they are available on a first come, first served basis. Each exhibitor is limited to one 30-minute time slot. Don't miss this additional opportunity to reach your target market and increase your exposure!

Demo Theater Cost: \$1,500

Show Schedule

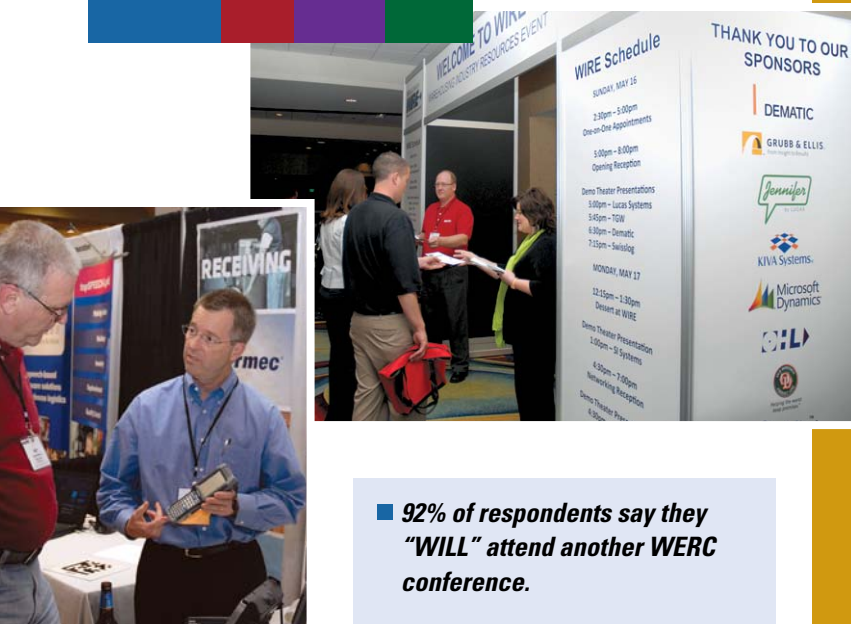
Sunday, May 15, 2011

Exhibitor Registration, move-in/booth set-up: 8:00 am – 2:00 pm
Opening reception in exhibit hall: 5:00 – 8:00 pm

Monday, May 16, 2011

Lunch in exhibit hall: 11:00 am – 1:30 pm
Networking reception in exhibit hall: 4:30 – 7:00 pm
Exhibitor move-out/booth tear-down: 7:00 – 11:00 pm

WERC & DC Velocity's
WIRE
MAY 15-16
2011
ORLANDO



- **92% of respondents say they "WILL" attend another WERC conference.**
- **Over 70 percent of respondents found the WIRE experience to be "good" to "excellent."**
- **Over 80 percent of respondents spent more than an hour talking with vendors at WIRE.**



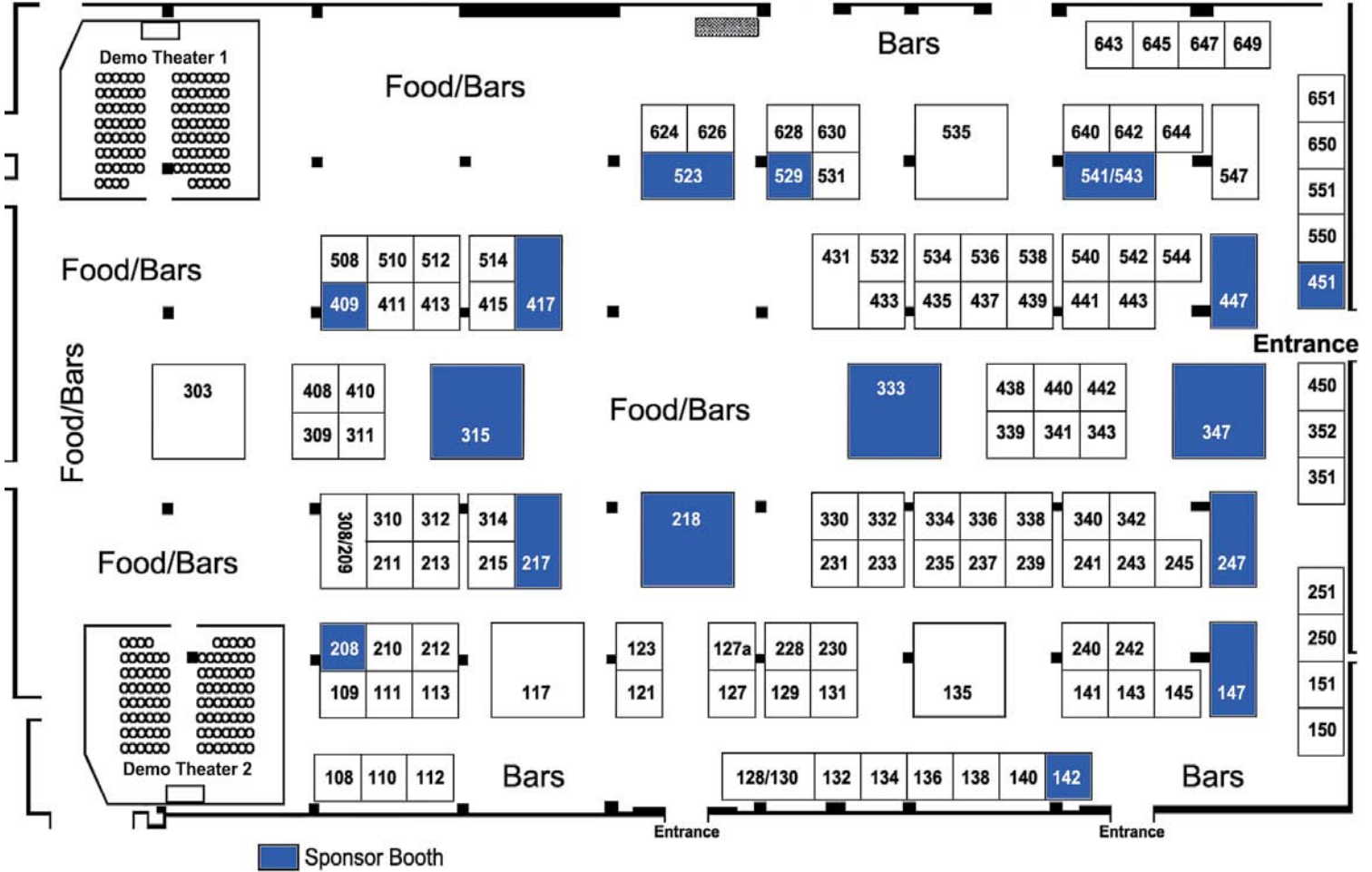
Exhibitions Work ... Here's Why

- The cost to make a face-to-face contact with a potential customer is \$96 at an exhibition, compared with \$1,039 in the field.
- 69% of sales and marketing managers state that fewer calls are needed to close a sale with an exhibition lead because these events give them a "foot in the door" with potential customers.
- 54% of sales starting *with a lead* from an exhibition are closed after only three or fewer sales calls ... where 61% of sales starting *without a lead* from an exhibition require more than three sales calls to close.
- 67% of sales and marketing managers agree that exhibitions increase corporate and/or brand awareness.

(Source: Center for Exhibit Industry Research www.ceir.org)

Floor Plan

Walt Disney World Dolphin Resort
Atlantic B-C Hall



MAY 15-18
WERC2011
ANNUAL CONFERENCE | ORLANDO

Sponsorship

Improved Opportunities This Year

Times have changed. In today's business environment, sponsors need to be smarter about how and where they spend their company's money. Sponsorships that enhance your brand and engage your target customers present a strategic opportunity for your business. And no warehousing, distribution and logistics management event is better suited to help you maximize those opportunities than WIRE 2011.

WERC/DC Velocity will work with you to identify and define your goals and objectives and customize your sponsorship package to transform your sponsorship from an unmeasured expense to a measurable investment—a strategic asset that you can qualify and quantify.

Working collaboratively with you (and your budget), we will then determine the best sponsorship opportunities to achieve your objectives ... and, while doing that, we will also help determine the best approach to measure your investment based on your objectives. Simply put ... help you measure your ROI.

The measurement methodologies and metrics we will suggest may vary based on your goals and objectives and sponsorship opportunity selected. However, typically we have found that through customized queries of WERC conference attendees (and many other interested industry professionals who may see your company information online via the WERC and WIRE websites), we can help measure your sponsorship investment against your objectives. We have found with every one of our sponsors that if we do the initial steps correctly, e.g., define objectives and match them to the appropriate sponsorship opportunity, the ROI is always extremely worthwhile.

Expose Your Company's Unique Brand!

In terms of goals and objectives, our sponsors are seeking to:

- Maximize exposure outside of exhibit booth
- Increase brand and/product awareness
- Enhance image within the warehousing, distribution and logistics industry
- Introduce or test market new products
- Increase sales performance

If your company would like to achieve these goals and objectives (and more), we would welcome the opportunity to work with you. We realize that one size does not fit all, and while we offer the following pre-designed sponsorship packages, we are absolutely open to working with you to create a customized sponsorship opportunity to best fit your goals and objectives. Please call our team today so we can get working on a sponsorship package for you.

Additional sponsorship benefits can be customized to provide you with the additional value—examples include:

- Logo on Registration Bag
- Logo on Badge Lanyards
- Logo on Conference Notepads
- Keynote Speaker Introduction
- Reserved Table at General Session
- Roundtable Facilitator
- 60-second Video at General Session
- Private Meeting Room at Conference Hotel



SPONSORSHIP OPPORTUNITIES FOR THE WERC 2011 ANNUAL CONFERENCE

Basic Packages Include:	CHAMPION Package \$25,000	BENEFACTOR Package \$15,000	PATRON Package \$12,500
WIRE 2011 Booth	20'x 20' Booth at WIRE in Premier Location	10'x 20' Booth at WIRE in Premier Location	10'x10' Booth at WIRE in Premier Location
Recognition in Conference Program	Full-page ad in on-site Conference Program	Half-page ad in on-site Conference Program	Quarter-page ad in on-site Conference Program
One-on-One Appointments with Attendees	Included (exclusive to sponsors in 2011)	Included (exclusive to sponsors in 2011)	Included (exclusive to sponsors in 2011)
Recognition on the Annual Conference website	Logo/Link on all pages of the Conference website	Logo/Link on the home page of the Conference website	Logo/Link on the home page of the Conference website
Slide Recognition at General Sessions	4 slides	2 slides	1 slide
Slide Recognition at Meeting Entrance	Included (large video monitor)	50% Discount (large video monitor)	10% Discount (large video monitor)
Registration Bag Insert	Multi-page insert	8-1/2 x 11 insert	5 x 7 insert
Attendee Lists with full mailing addresses	Pre- /Post-Conference and Post-Conference email	Pre- /Post-Conference	Post-Conference
Logo on Signage—General Session Entry	Included (Large)	Included (Medium)	Included (Small)
Recognition in <i>WERC Sheet</i>	4 issues	2 issues	1 issue
FREE passes for Sunday/Monday events	8 passes	4 passes	2 passes



WERC & DC Velocity

Work Hard to Bring Buyers to You!

MORE Promotion ■ MORE Exposure ■ MORE Value

WERC's targeted marketing plan is designed to reach WERC's membership and thousands of other potential buyers involved in warehousing, distribution and logistics management via email, direct mail, social media, and trade advertising. As an exhibitor and/or sponsor, your organization's information will be included in the following promotional efforts before, during and after the 2011 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
- 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 and sponsors:

Designated WIRE webpage — with exhibitor and sponsor 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.

Exhibitor/Sponsor 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.

We're looking forward to having you with us in Orlando!
Should you have questions or if you would like more information, please contact...

Exhibit & Sponsorship Opportunities

Gary Master 719.495.5050 / gmaster@dcvelocity.com

Jim Indelicato 630.521.9033 / jindelicato@dcvelocity.com

Exhibit & Logistics Management

Vicky Betzig, CMP 262.641.9537 / vabetzig@werc.org

“ WERC's conference is a must do for a warehousing professional, it's so well organized and the format lends itself to meeting great people while learning about potential solutions to whatever challenges you may be facing! ”



“ The people who visited the booth knew what they wanted. Great traffic! ”



“ Good setting. High level participants, target audience and decision makers. ”

WERC & DC Velocity's
WIRE
MAY 15-16
2011
ORLANDO