

6th Annual Northeast Shingo Prize Conference

October 19-20, 2010 ■ Providence, RI

EXHIBITOR AND SPONSOR PROSPECTUS





Dear Exhibitor,

On behalf of the Shingo Prize Northeast Region, we are pleased to invite you to participate as an exhibitor at the **6th Annual Northeast Shingo Prize Conference on October 19-20, 2010 in Providence, RI**. In this prospectus you will find a listing of sponsorship opportunities along with exhibitor information.

The mission of the Northeast Region Shingo Prize Conference is to promote and recognize world-class Lean management and operating practices. The Northeast Shingo Prize office does not receive governmental support as a financial foundation. Rather, the Prize relies on application fees, conference and workshop revenues plus corporate support to sustain its program of advancing the principles and practices of Lean. This year's theme is **"Defining Improvement: Easier, Better, Faster, Cheaper. The only event dedicated to answering the question: "How do we improve?"**

All of us involved with the conference appreciate and **cherish the special relationship we develop with our exhibitors**, which extends far beyond the two-day conference. **We look forward to welcoming you** to Providence next October for what promises to be the most exciting and successful Northeast Shingo Prize Conference yet.

Yours sincerely,

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Who is the audience at the annual Northeast Shingo Prize Conference and why should you participate?

We anticipate **600 plus attendees** at the 6th annual conference in 2010 in Providence Rhode Island from our region of 11 states (ME, VT, NH, MA, CT, RI, DE, PA, MD, NY and NJ) but also from all around the country and Canada too. Past participants include Raytheon IADC & MMRC, Callaway Golf, Textron, Carestream Health, BAE Systems, Abbott Bioresearch, St. Gobain, Genzyme, Biogen, United Technologies, Beth Israel Deaconess Medical Center, The Cleveland Clinic – and many, many more. And most companies don't send just one attendee, simply **because there is so much to learn** and so much networking going on. You can expect Presidents and CEO's, operations managers, Vice Presidents from all departments, Human Resource professionals, purchasing managers and others from all of the functional areas of a company.

The reason they attend? **To Talk Lean.**

- Lean Manufacturing
- Lean IT
- Lean Deployment and more....
- Lean in Hospitals
- Back-of-the-House Lean
- Lean in Biotech
- Administrative Lean

Either they're doing it or they want to do it. They're just starting out or their implementation has stalled and they need to reenergize. Or, they are years along the journey to becoming shining examples of Operational Excellence in our region and they want to share their stories and **keep on learning**.

So, what do they all have in common? They need information. They need tools. They need good people. They need ideas. They need systems. **They need your help, but they just don't know it yet.** This is quite simply the best opportunity to reach them all year, face-to-face; to inform potential customers about how your product or service will improve their Lean initiative and the performance of their company; and not in a massive trade-show kind of way, but rather in an intimate educational conference kind of way. There's a difference, trust us, and they'll trust you more because you're there.

2010 Exhibit Only Rates

Exhibitor Rates include:

- Two (2) complementary conference badges – which includes meals and breaks and the ability to attend sessions (so long as the booth is manned by one person at all times)
- One (1) skirted table (6 foot) and two chairs. (Additional tables available by request for a nominal fee.) Includes electricity & carpeting
- Mailing list of attendees (provided after the event)
- ¼ page color ad in the conference daybook

Additional benefits for all exhibiting and/or sponsoring companies:

- Opportunities to participate in educational activities on the exhibit floor. (With advance notice, this information can be printed in the conference daybook with times of demonstrations, etc.)
- Exclusivity – your firm will be one of only a small group of exhibitors – and every effort will be made to make sure products or services too similar to yours are not also represented

Booth Pricing

10X10 Booth	\$2000
10X20 Booth	\$3000
10X20 Featured Location	\$4000

Ala Carte Sponsorship Opportunities

Sponsorship Opportunities:

(Only 1 sponsor per item, but you may sponsor more than 1 item)

Chair Massages	\$600 SOLD
Breakfasts	\$1500 ea.
Breakfasts	\$2500 for both
Coffee Breaks (3 available)	\$750 each
Lunch Day One	\$1500
Pre-Prize Banquet Cocktail Reception (1st Evening)	\$5000
Silver Toaster Awards Luncheon (Day 2)	\$2250
Ice Cream Social (Day 2 afternoon)	\$1250
Networking Party after Banquet (1st Evening)	\$1500
The on-site Lean Bookstore	\$750

Ala Carte Marketing Opportunities

(see pricing information on application)

- Be the featured sponsor in all pre-conference marketing collateral – one physical mailing and 10 e-newsletters (February 1, 2010 sign up required)
- ½ and full page 4-color ads in the conference daybook
- Logo on Padfolio
- Logo on exterior of daybook
- Padfolio insert

Sponsorship Packages *(Sign up before March 1 and get 10% off)*

Sponsorship packages are designed to give you the maximum exposure to our influential audience in various settings throughout the two-day event. [Custom packages & additional sponsorship opportunities are also available.](#) Call us to discuss your specific needs at 617-287-7630 or email LGlikes@gbmp.org.

Diamond Sponsorship: (limit 2) \$7500

50-minute breakout session

10 x 20 Exhibit Hall Booth in a featured location

5 Conference passes

Full page, full color ad in daybook

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

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

Sponsor logo included on email marketing email blasts (10)

Company name, logo, 100-word description, and link printed in daybook (subject to deadline)

Opportunity to host private reception (additional investment plus sponsor responsible for costs)

Padfolio insert (subject to deadline)

Platinum Level Sponsorship: (unlimited) \$5000

50-minute breakout session

10 x 10 Exhibit Hall Booth in a premium location

4 Conference passes

One-page, full color ad in

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

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

Sponsor logo included on email marketing email blasts (5)

Company name, logo, 75-word description, and link in printed in daybook (subject to deadline)

Padfolio insert (subject to deadline)

Gold Level Sponsorship: (unlimited) \$3500

10 x 10 Exhibit Hall Booth

3 Conference passes

Half-page, full color ad in daybook

Company name, logo, 50-word description, and link in daybook (subject to deadline)

Padfolio insert (subject to deadline)