ST AR OF THE SHOW
Join us in vibrant San Antonio from October 15–17 for APICS 2017. As one of the world’s largest gatherings of supply chain, logistics and operations management professionals, you’ll gain valuable face time with your prospects and customers.

Secure your place among supply chain leaders from around the world. From create and source to market and return, professionals from all sides of the value chain come to the APICS annual conference for knowledge and networking.

70% of attendees agree that exhibitors add value to the overall APICS conference experience. Be the star of the show!

“Having showcased Forecast Pro at the annual APICS conference for more than a decade, we clearly recognize how valuable the event is for connecting with prospective customers and partners.”

– Holly L. Stanton,
Vice President, Marketing
Business Forecast Systems, Inc.

Reserve your booth today!
John Stults, CAE
Director, Conferences & Events
773-867-1815
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ENGAGE WITH KEY DECISION MAKERS

Get to know APICS attendees

APICS attendees have interests across a wide spectrum of supply chain products and services including:

- Inventory management (58%)
- Supply chain synchronization (50%)
- Sales and operations planning (49%)
- Production planning or scheduling (48%)
- Forecasting (45%)
- Supply chain mapping (44%)
- Risk management (36%)
- Partner relationship management (31%)
- Product lifecycle management (26%)

The exhibit hall is the center of the conference, with multiple attendee touchpoints including 8.5 hours of dedicated and scheduled Expo Hall time.

APICS attendees are established in their careers. They compete in a rapidly-changing field and are looking for solutions to help them succeed. And they’re bringing their purchasing power to the APICS conference.

OVER 75% of attendees are management level and above

60% of attendees are directly engaged in product acquisition

36% of attendees have budget authorization of more than $1 million over the next 18 months

APICS 2017 provides opportunities to develop solid new business leads while enhancing existing relationships, enabling you to provide the tools and solutions needed to address their ongoing business challenges.
They seek a broad range of materials handling products:

- Automated storage and retrieval systems: 24%
- Automatic guided vehicle systems: 10%
- Automatic ID & Data Collection Equipment: 22%
- Batteries/Chargers/Motors/Fuel/Alternative Fuels: 10%
- Carousels: 14%
- Computer Software: 32%
- Consulting/Systems Integration Containers: 16%
- Controls & Controlling Devices: 14%
- Conveyors & Sortation Equipment: 13%
- Crane, Hoist & Monorails: 13%
- Ergonomic, Safety & Protective Guarding Equipment: 22%
- Flexible Manufacturing Systems: 17%
- Forklift Trucks and Attachments: 27%
- Hand Lift Trucks: 16%
- Integrated Systems & controls: 22%
- Lift Products: 17%
- Loading Dock Equipment: 19%
- Order Picking Systems: 25%
- Packing, Shipping, Shrink Wrapping & Unitizing Systems: 29%
- Pallets & Palletizers: 30%
- Plant Facility Equipment & Services Racks: 19%
- Reversed Logistics: 27%
- Robotics: 17%
- RFID: 40%
- Shelving & Workstations: 24%
- Supply Chain Security: 33%
- Sustainable Facility Equipment: 11%
- Third-Party Logistics/Transportation: 35%

And have direct responsibility across the entire extended supply chain:
They seek insight into emerging technologies:

- 59% Digital Supply Chain design and development
- 27% Supply Chain Financial Technology (FinTech)
- 58% Internet of Things
- 28% Autonomous systems and technologies
- 26% Industry 4.0
- 47% Big Data
- 25% Machine Learning

And they are planning significant investments in their business units over the next 12 months:

- 23% New or enlarged offices, facilities or locations
- 40% Capital equipment
- 43% Net new additions to staff
- 59% New information technology products and capabilities

Attendees travel to the APICS conference from over 55 countries representing a wide array of industries including:

- Aerospace/aviation
- Automotive
- Consumer products
- Electronics
- Food and beverage
- Metal fabrication
- Pharmaceuticals

Think of the travel time and dollars saved with the ability to meet face-to-face with thousands of top-level supply chain professionals—all in one location!
THE MARKETING MIX

The APICS annual conference is equipped with a strategically driven marketing plan targeting the most inspiring companies and members of the supply chain industry. You’ll not only meet your targets and customers on the expo hall floor, but you’ll also gain exposure through our pre and post conference marketing. Our goal is to drive targeted leads to the conference website and mobile app through segmented inbound and outbound marketing campaigns.

WEBSITE & MOBILE APP
The APICS 2017 website and mobile app is consistent in functioning to deliver up-to-date news and information for both potential and registered exhibitors and attendees. As an exhibitor, your company name and description will be featured on the APICS 2017 website as well as the APICS 2017 mobile app.

PR & SOCIAL MEDIA
In addition to appearing in the APICS magazine, our content appears in industry leading publications where we focus on the benefits of attending the APICS conference. APICS also actively engages attendees via social media platforms including Twitter, LinkedIn and Facebook as well as the APICS blog.

EMAIL MARKETING
Our permission-based email and e-newsletter campaigns target over 40,000 supply chain professionals to drive website visits and acquire registrations. Once registered, we continue segmented email campaigns to provide them with up-to-date education, event and exhibitor details.

DIRECT MAIL
Key decision makers will receive strategically-timed, targeted direct mailings explaining the benefits of attending APICS and driving them to register.

“We’ve always found the APICS conference an outstanding opportunity for continued professional development and exploration of best practices and innovation within supply chain management.”
– Kate Mickle
Senior Director, Graduate Business Admissions
University of San Diego School of Business
THE TOOLS YOU NEED FOR SUCCESS

As an exhibitor, here’s what you receive:

- Choice selection from prime booth locations in the Expo hall
- 8’ high back drape with a 3’ high side rail drape and a 7” x 44” identification sign
- 24-hour perimeter security
- One complimentary full conference registration for every 100 square feet of exhibit space—a $1,729 value—to attend educational sessions and strategic networking functions
- Three complimentary booth personnel registrations for every 100 square feet of exhibit space—a $1,350 value
- Inclusion in the official conference program, which is distributed to all conference attendees on-site and serves as a valuable post-conference reference*
- Inclusion of your company name and website in a preconference issue of APICS magazine, reaching more than 125,000 members, subscribers, and pass-along readers*
- Inclusion of your company name and hyperlink on the conference promotional microsite

Participation at APICS 2017 opens up a variety of sponsorship opportunities that are exclusively designed and reserved for our exhibiting companies.

*Subject to meeting production deadline requirements.

Booth Space: Sizes & Fees

The minimum booth size available is 10 feet wide by 10 feet deep. The rate per square foot is $33.

**APICS 2016 booth size selections:**
10 x 10 $3,300
10 x 20 $6,600
20 x 20 $13,200
20 x 30 $19,800
20 x 40 $26,400

**Reserve Your Space.**

For More Information Contact:
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APICS is the premier professional association for supply chain management and the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience. With over 45,000 members and more than 300 channel partners, APICS is transforming the way people do business, drive growth and reach global customers. We invite you to create a competitive difference and increase your visibility and awareness to our extended supply chain community by joining us at APICS 2017.

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