Please join us at the Ernest N. Morial Convention Center in New Orleans, Louisiana from September 13 – 15, 2020, for ASCM 2020; one of the world’s largest gatherings of supply chain, logistics and operations management professionals. ASCM 2020 is built on the APICS body of knowledge—over 60 years of world class education, innovative research, best practices and more.

Exhibitor Prospectus

Providing Best Practices and Practical Solutions

As a vital extension of the educational programming of the conference, the Expo provides opportunities for attendees to update their knowledge of the latest technologies, discover new solutions to immediate and long-range business needs, uncover emerging trends in the supply chain, and develop valuable resources and partnerships.

Engage Decision Makers and Reach Key Influencers

More than 2,000 attendees from 40 different countries, representing logistics, materials management, production and inventory control, sales and operations planning, scheduling, supply chain and more are projected to attend ASCM 2020. Take advantage of valuable face time with your prospects and customers!
Attendees: By the Numbers

ASCM is the 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, ASCM is transforming the way people do business, drive growth, and reach global customers. Increase your visibility and awareness to our extended supply chain by joining us at ASCM 2020!

Attendees have interests across a wide range of supply chain products and services including:

- Automated storage and retrieval systems: 24%
- Automatic ID & Data Collection Equipment: 22%
- Computer Software: 32%
- Ergonomic, Safety & Protective Guarding Equipment: 22%
- Forklift Trucks and Attachments: 27%
- Integrated Systems & controls: 22%
- Order Picking Systems: 25%
- Packing, Shipping, Shrink Wrapping & Unitizing Systems: 29%
- Pallets & Palletizers: 30%
- Reversed Logistics: 27%
- RFID: 40%
- Shelving & Workstations: 24%
- Supply Chain Security: 33%
- Third-Party Logistics/Transportation: 35%

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

Value Chain Responsibilities

- PLAN: 62%
- SOURCE: 34%
- MAKE: 26%
- DELIVER: 35%
- RETURN: 17%
- ENABLE: 21%
Why Exhibit at ASCM 2020
Engage decision makers and reach key Influencers: More than 2,000 attendees from 40 different countries, representing logistics, materials management, production and inventory control, sales and operations planning, scheduling, supply chain and more are projected to attend ASCM 2020. Industries include aerospace/aviation, automotive, consumer products, electronics, food and beverage, healthcare, retail, pharmaceuticals and more.

“We made connections that lead to very sizable, immediate opportunities and plan to exhibit here every year.”
Kasey Hall, Director of Marketing
MakeTime

Exhibitor Benefits You Will Receive
- One complimentary full conference registration for every 100 square feet of exhibit space—a $1,829 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
- Complimentary pre-show opt-in email attendee list
- 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. Additional company exposure will be provided via direct mail, mobile app and social media platforms.
- 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 the issue of SCM Now, reaching more than 125,000 members, subscribers, and pass-along readers
- Inclusion of your company name and hyperlink on the conference promotional microsite
- 8’ high back drape with a 3’ high side rail drape and a 7” x 44” identification sign

Booth Rate
$3,500 per 100 square feet (10’x10’ booth) reserved
$100 additional charge per exposed corner

75% of attendees are management level and above
60% of attendees are directly engaged in product acquisition
ASCM 2020 Preliminary Schedule
(All times listed Central Standard Time (CST))

Exhibitor Move-In
Saturday, September 12 1:00 p.m. – 5:00 p.m.
Sunday, September 13 7:00 a.m. – 10:00 a.m.

Exhibit Hours
Sunday, September 13 10:45 a.m. – 2:00 p.m.
4:00 p.m. – 6:30 p.m.
Monday, September 14 11:00 a.m. – 2:00 p.m.

Exhibitor Move-Out
Monday, September 14 2:00 p.m. – 5:00 p.m.

For exhibit space information
Contact Dan Karlov
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For sponsorship opportunities
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