2017 SCE EXHIBITOR INFORMATION PACKET and APPLICATION to PARTICIPATE
By submitting this signed form, I hereby apply for participation in CSCMP's 2017 Supply Chain Exchange at the 2017 CSCMP Annual Conference. The ‘Minimum Payment Due’ amount (found on this page) must accompany this contract. No refunds will be given except for participation non-acceptance. Submission of this Application Form does not guarantee participation in the Supply Chain Exchange. Participation is only guaranteed upon receipt of a written confirmation sent by the management of the SCE. If applicant is not accepted, a full refund of amount paid will be given to the applicant.

PARTICIPATING COMPANY INFORMATION

Company Name: ____________________________

Address: ____________________________

City, State, Country: ____________________________ Postal Code: ____________________________

Main Telephone Number: ____________________________ Main Fax Number: ____________________________

COMPANY CONTACT PERSON INFORMATION

The people listed here are for administrative purposes only. They are the designated contact(s) that will receive all exhibition related materials and requests for information. These people will not be listed in any print or electronic materials, nor will they automatically be registered as your booth demonstrators. We will be asking for your booth demonstrators closer to the start of the conference.

Main Contact

Name: ____________________________ Title: ____________________________

Phone Number: ____________________________ E-Mail Address: ____________________________

Secondary Contact (if applicable)

Name: ____________________________ Title: ____________________________

Phone Number: ____________________________ E-Mail Address: ____________________________

METHOD of PAYMENT (payment information must be received at time of application)

Enclosed please find a check Please charge the payment to the following credit card:

- Visa
- MasterCard
- American Express
- Diners Club

Card Number: ____________________________ Security Code: ____________________________ Expiration: ____________________________

Name on Card: ____________________________ Title: ____________________________

Signature: ____________________________ Date: ____________________________

BILLING ADDRESS INFORMATION (REQUIRED if using a Credit Card for Payment)

Address: ____________________________

City, State, Country: ____________________________ Postal Code: ____________________________
PARTICIPATION LEVELS and FEES for the Supply Chain Exchange (SCE)

Please first select the overall participation level choice by checking the box for the participation level, and then select your requested fee amount (by checking the box within your overall participation level) based upon the type of booth you desire.

Group 1 Participation in the 2017 Supply Chain Exchange

Group 1 Participation includes:
- Two 10'x10' Side-by-Side Regular Interior (non-end) Aisle Booths
- Complimentary Registrations: Four Full Conference and Five Exhibit Only

☐ Group 1 Standard Fee with referenced deliverables - Total Fee: $14,900
☐ Group 1 with Upgrade booth location with one end on aisle - Total Fee: $15,100
☐ Group 1 with Upgrade to a 10'x20' Island Booth - Total Fee: $21,000
☐ Group 1 with Upgrade to a 20'x20' Island Booth - Total Fee: $25,000
☐ Group 1 with Upgrade to a 20'x30' Island Booth - Total Fee: $31,500

Group 2 Participation in the 2017 Supply Chain Exchange

Group 2 Participation includes:
- One Educational Session within the SCE Education Tracks
- Two 10'x10' Side-by-Side Regular Interior (non-end) Aisle Booths
- Complimentary Registrations: Three Full Conference and Five Exhibit Only

☐ Group 2 Standard Fee with referenced deliverables - Total Fee: $16,000
☐ Group 2 with Upgrade booth location with one end on aisle - Total Fee: $16,200
☐ Group 2 with Upgrade to a 10'x20' Island Booth - Total Fee: $22,500
☐ Group 2 with Upgrade to a 20'x20' Island Booth - Total Fee: $27,500
☐ Group 2 with Upgrade to a 20'x30' Island Booth - Total Fee: $35,000

Group 3 Participation in the 2017 Supply Chain Exchange

Group 3 Participation includes:
- Two 10'x10' Side-by-Side Regular Interior (non-end) Aisle Booths
- Complimentary Registrations: Two Full Conference and Two Exhibit Only

☐ Group 3 Standard Fee with referenced deliverables - Total Fee: $7,600
☐ Group 3 with Upgrade booth location with one end on aisle - Total Fee: $7,800
☐ Group 3 with Upgrade to a 10'x20' Island Booth - Total Fee: $11,000

Group 4 Participation in the 2017 Supply Chain Exchange

Group 4 Participation includes:
- One 10'x10' Regular Interior (non-end) Aisle Booth
- Complimentary Registrations: One Full Conference and One Exhibit Only

☐ Group 4 Standard Fee with referenced deliverables - Total Fee: $3,950
☐ Group 4 with Upgrade booth location at the end of an aisle - Total Fee: $4,150

PARTICIPATION FEES RECAP

<table>
<thead>
<tr>
<th>Total Fee Due: $</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Paid with Application $</td>
<td>US</td>
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☐ 50% Deposit ☐ Payment in Full

Please Note: The only required additional item in all booths is some type of approved floor covering to be ordered directly through Show Decorator.
BROCHURE / MARKETING INFORMATION

Please note that to be considered a fully completed application, all information on this page is required (including electronic logos) and this second page must be submitted at the same time as page one of the application. If both pages (and logo) are not received at the same time of submission, the application will NOT BE ACCEPTED and you will NOT have a confirmed participation until we receive all of the below information.

Main Company Information

Company Name: 

Website:  
Phone Number: 

Electronic Logo

For your Supply Chain Exchange Application to be considered completed and therefore accepted, an electronic version of your company's logo must be e-mailed to Jim Schulze at Jschulze@cscmp.org at the same time your application is submitted. We require: A regular logo in either GIF or JPEG formats, along with a high-resolution logo in Vector EPS format. Please note that BOTH logo formats must be emailed for the application to be considered.

Key Words/Phrases

Maximum of 3 keywords / phrases, with each phrase no more than 5 words, that describe your products/services at a very high level.

1st Keyword/Key-Phrase: 

2nd Keyword/Key-Phrase: 

3rd Keyword/Key-Phrase: 

Booth/Display Description

This is an area for your organization’s usually marketing mess of 75 words or less that describe your products/services offered. We reserve the right to edit the submission for length/clarity.

SEND COMPLETED APPLICATION and PAYMENT TO:

Jim Schulze  
Director of Operations  
Council of Supply Chain Management Professionals  
333 East Butterfield Road, Suite 140  
Lombard, IL USA 60148  
Email: Jschulze@cscmp.org  
Fax: +1-630-574-0989
2017 CSCMP’s SUPPLY CHAIN EXCHANGE (SCE) PARTICIPATION LEVELS
Revised 09/30/16

GROUP 1 – INNOVATION ZONES: Supply Chain Management is a dynamic and highly technical science, incorporating a wide range of fascinating and evolving technologies. As the premier annual gathering of supply chain management executives, the Supply Chain Exchange at the CSCMP Annual Conference is the ideal arena for companies to present the leading edge of technology employed in the supply chain, and give practitioners a peek into what lies ahead.

At the 2017 Supply Chain Exchange, we’ll give exhibitors the opportunity to demonstrate their latest innovations in the supply chain in a highlighted area right in the center of the exhibition hall.

You decide on the theme, the name and the look...select an area of Supply Chain Management that is your specialty, and build a custom exhibit to inform, delight and educate the greatest annual collection of supply chain executives. You’ll own that expertise.

Examples of Specialties Include:
Mobile Technology  Supply Chain Automation  Robotics in the Supply Chain
Last Mile Delivery  Same Day Delivery  Omni-channel Distribution
Cloud-Based SCM  Sustainable Logistics  The Lift Truck of the Future
...and more. You pick the area...you own the technology.

Special GROUP 1 Innovation Zone Benefits Include:
• An “Innovation Zone” dedicated to your expertise, your vision, your brand and your theme with a minimum size of two side-by-side 10’ by 10’ (which will combine in one 10’ by 20’ booth) standard booth spaces as described in Group 4. If the GROUP 1 organization wishes to purchase additional floor space for a stand-alone ‘island’ type of booth, they can be purchased at a premium rate.
• Custom branded signage outlining your theme and company name
• Recognition as an innovator and thought leader in Supply Chain Management.

Each GROUP 1 organization will receive FOUR complimentary registrations for the complete CSCMP Annual Conference (a value of nearly $10,000US). In addition they will receive FIVE complimentary SCE Exhibit Only Registrations (which grant access ONLY to the Supply Chain Exchange Exhibit Area). Additional SCE Exhibit Only Registrations will be available for a fee, and will be based solely on exhibit needs as determined by CSCMP and the Supply Chain Exchange Floor Manager. The price of GROUP 1 participation will be customized and dependent upon requested floor space, but generally priced around $15,000US. Currently our target is only 10 companies allowed for GROUP 1 Innovation Zones. If additional companies are allowed, it is at the discretion of CSCMP.
**GROUP 2:** These are organizations that have supply chain management equipment and/or services, and want the opportunity to develop and run one non-commercial educational session within the Conference Educational Program. GROUP 2 organizations will have their choice of (2) two side-by-side 10’ by 10’ (which will combine in one 10’ by 20’ booth) standard booth spaces as described in Group 4. If the GROUP 2 organization wishes to purchase additional floor space for a bigger booth or for a stand-alone ‘island’ type of booth, they can be purchased at a premium rate.

It is important to note that the 10’x10’ booths do not include any standard furnishings. GROUP 2 Participants will be required to purchase carpeting or other appropriate floor covering for their booth space directly from the official conference decorator.

The date and time of the Education Session will be determined by the CSCMP Educational Department. All educational sessions must meet the standard requirements for educational sessions held as part of the CSCMP Annual Global Conference. These standards and acceptance into this group is determined solely by CSCMP. It is critical for the overall educational programming of the Annual Conference that we receive all required educational materials for your Group 2 Supply Chain Exchange Educational session by the stated deadlines as documented and detailed by our Education Department. CSCMP reserves the right to cancel, without refund, any Group 2 participation in the SCE if we do not receive all required educational materials by the deadline of July 15th, 2016.

Each GROUP 2 organization will receive THREE complimentary registrations for the complete CSCMP Annual Conference (a value of over $7,000US). In addition they will receive FIVE complimentary SCE Exhibit Only Registrations (which grant access ONLY to the Supply Chain Exchange Exhibit Area). Additional SCE Exhibit Only Registrations will be available for a fee, and will be based solely on exhibit needs as determined by CSCMP and the Supply Chain Exchange Floor Manager. The price of GROUP 2 participation is $16,000US. We will have a maximum of only 12 companies allowed for a GROUP 2 participation.

**GROUP 3:** These are organizations that have supply chain management products and/or services that would be of interest to CSCMP Annual Global Conference attendees. GROUP 3 participating organizations will receive their choice of (2) two 10’x 10’ side-by-side booths at a discounted rate from purchasing two GROUP 4 participations.

It is important to note that the 10’x10’ booths do not include any standard furnishings. GROUP 3 Participants will be required to purchase carpeting or other appropriate floor covering for their booth space directly from the official conference decorator.

Each GROUP 3 organization will receive TWO complimentary registrations for the complete CSCMP Annual Conference (a value of nearly $5,000US). In addition they will receive TWO complimentary SCE Exhibit Only Registrations (which grant access ONLY to the Supply Chain Exchange Exhibit Area). Additional SCE Exhibit Only Registrations will be available for a fee and will be based on exhibit needs as determined by CSCMP and the Director of the Supply Chain Exchange. The price of GROUP 3 participation is $7,600US. Group 3 participation is subject to available space. All booths are sold on a first-come, first-served basis. In all previous years, we have “sold out” all available booths.

**GROUP 4:** These are organizations that have supply chain management products and/or services that would be of interest to CSCMP Annual Global Conference attendees. GROUP 4 participating organizations will receive their choice of one (1) 10’ by 10’ booth space.

It is important to note that the 10’x10’ booths do not include any standard furnishings. GROUP 4 Participants will be required to purchase carpeting or other appropriate floor covering for their booth space directly from the official conference decorator.

Each GROUP 4 organization will receive ONE complimentary registration for the complete CSCMP Annual Conference (a value of about $2,400US). In addition they will receive ONE complimentary Exhibit Only Registration (which grants access ONLY to the Supply Chain Exchange Exhibit Area). Additional Exhibit Only Registrations will be available for a fee and will be based on exhibit needs as determined by CSCMP and the Supply Chain Exchange Floor Manager. The price of GROUP 4 participation is $3,950US. All booths are sold on a first-come, first-served basis. In all previous years, we have “sold out” all available booths.
2017 CSCMP’s SUPPLY CHAIN EXCHANGE
RULES and REGULATIONS (Version 2.0 08/24/16)

1. **Association:** The word “Association” as used herein shall mean the Council of Supply Chain Management Professionals, Inc. (CSCMP) or its officers, committees, agents, or employees acting for them in the management of the Exhibit. The word “Exhibit”, “Exhibition” and/or “SCE” shall mean the Supply Chain Exchange exhibit.

2. **Eligible Exhibits:** The Association reserves the right to determine the eligibility of any company or product for inclusion in the Exhibition. The Exhibitor agrees to prepare and exhibit material or equipment, machinery, supplies, services etc., pertaining to the fields of supply chain management suitable for inclusion in the CSCMP Supply Chain Exchange, September 24th to 27th, 2017, Georgia World Congress Center, Atlanta, GA USA as approved by the Association or its authorized agents and to pay for such booth or booths whether actually occupied by a display or not, and subject to the rules of the Exhibition.

3. **Limitation of Liability:** The Exhibitor agrees to make no claim for any reason against the Exhibition, CSCMP and designated agents, or against the management or owners of the Convention Center or the employees of any of them. The Exhibition, CSCMP or designated agents, itself will not be liable for the fulfillment of this Contract as to the delivery of space, and further will not be responsible for delays, damage, loss, increased costs or other unfavorable conditions due to any of the following causes: by reason of the building being destroyed by fire, act of God, public enemy, national emergency strikes, the authority of the law, or any cause beyond their control. It is clearly understood that no refunds will be granted by management for the pre-listed possible events.

4. **Arrangement of Exhibits:**
   a. **Standard Booth -** one or more standard units in a straight vertical line.
      i. **Height:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8’3” (2.5m).
      ii. **Depth:** All display fixtures must be confined to that area of the exhibitor’s space.
   b. **Island Booth -** exhibit with one or more display levels in four or more standard units with aisles on all four sides.
      i. **Height:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16’0” (4.88m) provided written approval is received from exposition management at least 30 days prior to the show.
      ii. **Depth:** Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted. No portion of any machine skid or display may be closer than one foot from any aisle.
   c. **Outdoor exhibits and peninsula booths are not permitted.**

5. **Decoration:** The Association shall have full discretion and authority in the placing, arrangement and appearance of all items to be displayed within the Exhibition by the Exhibitors. All exposed parts of any display and/or equipment must be finished or covered in a workmanlike and neat manner so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Show management may order masking, replacement, rearrangement, redressing or redecoration oat the exhibitor’s expense, without the prior consent or knowledge of the exhibitor, where it is deemed necessary. Merchandise for sale and ‘sold” signs are not permitted.

6. **Carpeting:** All exhibitors are required to have some type of approved floor covering within their booth area (regular booth or island booth). If carpeting if not ordered by any exhibitor prior to the opening of the exhibition, show management reserves the right to have floor covering installed within that exhibitor’s booth area, at that exhibitor’s expense, by 2:00pm of the opening day of the 2017 Supply Chain Exchange.
7. **Exhibitor Representatives’ Responsibility:** Each exhibitor must name at least one person to be his/her representative in connection with installation, operation, and removal of Exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. No one under the age of 18 shall be admitted during installation and dismantle. During show hours, anyone under the age of 18 must be accompanied by an adult. Strollers are not permitted in the exhibit area at any time.

8. **Labor:** Based on Convention Center rules and regulations.

9. **Power:** It is mutually understood and agreed that the Association will use proper and reasonable care to prevent interruption in power service, but shall not be held responsible for any interruption that may occur due to breakage of machinery, apparatus, equipment, etc.

10. **Fire Department Regulations:** All material used in the exhibit hall and/or exhibitor’s booth(s) must be fireproofed and conform to all fire department regulations. All exhibitors planning demonstrations requiring open flames, any kind of compressed gas or explosive fuels, heat, etc. are required to contact the city fire marshal and give pertinent information that allows approval to be obtained in advance. Copies of all correspondence should be sent to CSCMP. Exhibitors must accept full responsibility for compliance with national, state and city fire safety regulations.

11. **Subletting of Space:** Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have products, equipment, signs or printed materials from other than its own firm in the said exhibit space without the written consent of CSCMP’s Director of Operations or Supply Chain Exchange Floor Manager.

12. **Alcoholic Beverages and Food:** The use and presence of alcoholic beverages and food items for consumption by conference attendees within the Exhibit booth is allowed by CSCMP but is governed by convention center rules. Exhibitors assume their own liability if they use alcoholic beverages within their Exhibit booth area.

13. **Hospitality Suites/Exhibitor Events:** No exhibitor or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities.

14. **Insurance:** Exhibitors are advised to carry floater insurance to cover Exhibit material against damage or loss; also public liability insurance against injury to the person and property of others. CSCMP will carry public liability insurance for injury to the Exhibition, Visitors, Exhibitors and their agents and employers. Exhibitors’ employees are not covered when on space rented by an Exhibitor. Exhibitors must make certificates of insurance available to CSCMP upon request.

15. **Contractor Services:** Complete information, instructions and schedules or prices regarding shipping, drayage, labor for erection and dismantling, electrical, furniture, carpets, etc. are included in the Exhibitor Service Kit which will be forwarded once space has been confirmed and deposit received.

16. **Non-official Decorators/Exhibit-Appointed Contractors:** Outside service contractors, display houses, etc. shall notify CSCMP and the management of the Supply Chain Exchange thirty (30) days prior to the first move-in day of the exhibition with the approximate number of regular and/or supervisory employees working in the exhibit area during the move-in and move-out periods, and provide a certificate of insurance for liability and workmen’s compensation or other documentation as requested. All outside contractors are asked to sign and agree to comply with exhibition rules and regulations as well as convention center rules and regulations. Exhibitors must provide an Exhibitor Appointed Contractor (EAC) form to CSCMP.

17. **Sound Devices and Noise Level:** The use of devices for mechanical reproduction of sound is prohibited. Music, whether mechanical, vocal, or instrumental, is prohibited except in connection with video projections. Operation of radio or television equipment receiving outside broadcasts is prohibited. Any demonstrations or presentation must be at a low volume so that nearby exhibitors are not bothered. Any form of attention-getting devices or presentations within booths must be terminated when crowds jam aisles or infringe upon another exhibitor’s display or impede neighboring exhibitors from conducting their business.

18. **Distribution of Promotional Material:** Distribution of sales promotional material and the conduct of surveys are permitted in the Exhibit area, but must be confined to the Exhibitor’s booth. No pressure-adhesive stickers or decals or similar promotional items may be distributed in the Convention Center or conference hotels.

19. **Amendment to Rules:** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of CSCMP’s Director of the Supply Chain Exchange. These rules and regulations may be amended at any time by CSCMP and all amendments (except booth rental prices) so made shall be binding on Exhibitors equally with the foregoing rules and regulations.

20. **Direct Selling:** Retail sales are not permissible on the exhibition floor.
21. **Early Removal of Exhibits:** No exhibit shall be packed, removed, or dismantled prior to the closing of the Show without written permission from the Show Manager. If the Exhibitor acts in breach of this provision, it is subject to pay as compensation for the distraction to the Exhibition’s appearance, an amount equal to one-third of the total space charge for the Exhibitor’s allocated area, in addition to all sums otherwise due under this Agreement. Additionally, breach of this provision could result in the loss of the Exhibitor’s same booth in future shows produced by CSCMP.

22. **Raffles and Give-Aways:** Raffles and Give-Aways are allowed but must be conducted solely within the confines of the area purchased by each participating organization. Fliers and other such collateral referencing any raffle or give-away cannot be left in public spaces of the convention center or conference hotels.

23. **ADA:** Exhibitors are reminded that the Americans with Disabilities Act ensured equal access to all participants of CSCMP meetings. It is the responsibility of exhibitors to make booth spaces full accessible to those with physical or sight impairments to comply with all applicable laws and regulations, including without limitation the Americans with Disabilities Act (Public Law 101-336).

24. **Forced Setup:** Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor and this space may be resold, re-assigned, or used by CSCMP. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full space rental under the terms of the contract. A “Forced Set” will occur at the exhibitor’s expense if items in the booth are not set-up one hour before the close of move-in.

25. **Booth Assignment:** Booth or booths enumerated do not form a part of this contract. The Association reserves the right to locate or relocate or renumber any Exhibit space at any time. After acceptance of this Contract, the terms hereof shall not be subject to cancellation. The Association may reassign space made available due to cancellations, expansions, reductions or withdrawals.

26. **Special Addendum for Group 2 Participants:** It is critical for the overall educational programming of the Annual Conference that we receive all required educational materials for your Group 2 Supply Chain Exchange Educational session by the stated deadlines as documented and detailed by our Education Department. CSCMP reserves the right to cancel, without refund, any Group 2 participation in the SCE if we do not receive all required educational materials by the announced deadline.
INFORMATION on SCE REGISTRATIONS

Each organization participating in the Supply Chain Exchange (SCE) will be given a set number of complimentary registrations based upon the participation level in the exhibition. There are two different types of complimentary registrations:

- **Full Conference Registrations**
- **Exhibit ONLY Registrations**

The SCE-Related Registration Packet will be sent as part of the email confirming your participation in the 2017 Supply Chain Exchange. No individual is automatically registered for the conference, including the individuals listed on the SCE application to participate. The ONLY way to receive a conference registration will be by completing the appropriate forms found in the registration packet.

**Full Conference Complimentary Registrations** grant full access to all conference functions and events, including the SCE exhibit hall. The standard number of full complimentary registrations are as follows:

- **Group 1** Participation Level – 4 Full Conference complimentary registrations
- **Group 2** Participation Level – 3 Full Conference complimentary registrations
- **Group 3** Participation Level – 2 Full Conference complimentary registrations
- **Group 4** Participation Level – 1 Full Conference complimentary registration

If an individual prefers to work the booth AND also partake in all of the incredible events at the conference, then that individual must be a fully paid and registered conference attendee.

Registration rates are based upon individual CSCMP membership status. As a special ‘thank you’ for your participation in the SCE, a special coupon code will be developed that will reduce regular registration rates by a few hundred dollars.

**Supply Chain Exchange Exhibit Only Complimentary Registrations** grant access ONLY to the exhibit hall containing the Supply Chain Exchange exhibition event. The SCE EXHIBIT ONLY registration does NOT grant access to any non-SCE conference function including keynote sessions, food functions, and educational and networking events. The standard number of Exhibit Only complimentary registrations (based upon your participation level) is as follows:

- **Group 1** Participation Level – 5 SCE EXHIBIT ONLY ‘comp’ registrations
- **Group 2** Participation Level – 5 SCE EXHIBIT ONLY ‘comp’ registrations
- **Group 3** Participation Level – 2 SCE EXHIBIT ONLY ‘comp’ registrations
- **Group 4** Participation Level – 1 SCE EXHIBIT ONLY ‘comp’ registration

We will have a limited number of Supply Chain Exchange EXHIBIT ONLY registrations available. If an organization wishes **additional** SCE Exhibit Only registrations, that request will be handled on a case-by-case basis and will not be guaranteed. Additional SCE EXHIBIT ONLY PAID Registrations will be priced at $395US each received by July 31st, 2017.

**SCE Registration Forms/Packet**

Personalized Registration Packets that document the number of each type of complimentary registrations you receive will be sent with the email confirming your participation in the 2016 Supply Chain Exchange. All registration forms must be returned to CSCMP by **no later than July 31st, 2017**. All complimentary registration forms received after the July 31st, 2017 deadline will be imposed with a late fee.

Should you have any questions, please do not hesitate to contact Jim Schulze at CSCMP at jschulze@cscmp.org or +1-630-645-3456.