2020 SPONSORSHIP PROSPECTUS
SEPTEMBER 9-10, 2020
GAYLAND OprYLAND RESORT & CONVENTION CENTER
NASHVILLE, TENNESSEE

www.operationsummit.com | #OpsSummit
ABOUT ECOMMERCE OPERATIONS SUMMIT

Ecommerce Operations Summit is presented by the people who have been deeply involved in this marketplace for more than 20 years — Multichannel Merchant — an information authority and owner of the unique database of hard-to-find Operations and Fulfillment Executives.

No other event focuses on this unique business process of selling merchandise direct-to-customer. From the moment a person becomes, or returns as, a customer by placing an order, to the moment the customer receives the merchandise, decides they are delighted…or not, and needs to return it. That’s our focus — helping our audience of multichannel merchants optimize their operations and their customers’ experiences with their brands.

Our sponsors and exhibitors provide products, services and technologies that improve efficiencies, reduce errors and delight customers—ultimately driving increased profit and customer lifetime value for D-T-C merchants.

Please join us to meet & network with more than 600 high level decision makers.

We look forward to seeing you there!

Our excitement about Ecommerce Operations Summit is because it brings forth people who do the operations and the providers as well.

CO-FOUNDER
RIGHTHAND ROBOTICS

The conference is a valuable tool for our organization.

SVP ECOMMERCE FULFILLMENT
HUDSON’S BAY COMPANY

This is my third show and every year is better than the last.

REGIONAL SALES MANAGER
DHL ECOMMERCE

Ecommerce Operations Summit sessions hit on all the key topics for the operations, ecommerce and executive teams:

- Omnichannel Distribution
- Inventory Management
- Warehousing, Fulfillment & Packaging
- Shipping & Delivery
- Global Expansion
- Customer Experience & Expectations
- Marketing, Ecommerce, Operations Communications
- Sourcing Talent & Hiring
- Peak Season Management
- Future Trends

As a sponsor of Ecommerce Operations Summit, you will:

- Gain brand recognition: Position your organization as a leader in the industry.
- Grow your pipeline and sales: You’ll be in front of the merchants you want to meet when they are actively seeking solutions.
- Save time and money: The summit is the one venue available to reach your target market in one conducive setting.
### HEADLINE SPONSORSHIP | $50,000

<table>
<thead>
<tr>
<th>KEYNOTE SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor will be able to do a brief introduction prior to the Keynote, to be presented by a senior executive of the company</td>
</tr>
<tr>
<td>• Ability to have company collateral displayed during the Keynote event</td>
</tr>
<tr>
<td>• Company Branding will be included with all mention of the designated Keynote</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONFERENCE &amp; EXHIBITION PRESENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One 20x20 blank exhibitor space (Your company will handle/bring your own exhibit elements and logistics. All exhibitors are responsible for furniture, internet, electric, AV, exhibit components and other related charges)</td>
</tr>
<tr>
<td>• Partner banner position available in prominent event area (banner to be supplied by sponsor- dimension restrictions to be provided by show management)</td>
</tr>
<tr>
<td>• Company will be the exclusive Lanyard &amp; Badge sponsor of the event</td>
</tr>
<tr>
<td>• Ability to provide a promotional piece or handout to be included in the event tote bag distributed to all attendees. Sponsoring company provides item and is responsible for all costs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Inclusion as top-line partner sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit</td>
</tr>
<tr>
<td>• Logo w/link, 150-word description and contact information on event website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RELATIONSHIP BUILDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>• VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 150 customers or prospects at attend EOS as a full conference attendee at a special sponsor provided discounted rate</td>
</tr>
<tr>
<td>• 20 full-conference passes</td>
</tr>
<tr>
<td>• Additional full conference passes available to company personnel at 25% discount</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETING &amp; LEAD GENERATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promotional e-blast to attendees, one pre- and one post-show, created by you</td>
</tr>
<tr>
<td>• Logo and 150-word company description and contact information in the event app</td>
</tr>
<tr>
<td>• Rotating banner ad position on EOS website</td>
</tr>
<tr>
<td>• Elevated App Company Listing- ability to include attachments, whitepapers, PDFs or takeaways for attendees to download within the app as part of your company listing.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL MEDIA PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1 Twitter &amp; 1 Facebook post</td>
</tr>
<tr>
<td>• Promoting partner’s presence at EOS- copy created in conjunction with show management.</td>
</tr>
<tr>
<td>PLATINUM SPONSORSHIP</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td><strong>$28,500</strong></td>
</tr>
</tbody>
</table>

**CONFERENCE & EXHIBITION PRESENCE**
- One 10x20 blank exhibitor space (Exhibitors are responsible for their own exhibit elements and logistics. Including but not limited to structures, signage, exhibit, AV, drayage, shipping, décor, travel, furniture, internet, electric and any and all other related charges).
- Logo and 75-word company description and contact information in the event app.
- Insert of marketing piece or company collateral into attendee tote bags.
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or takeaways for attendees to download within the app as part of your company listing.
- Sponsor breakout session, company logo included in session promotional marketing.
- Sponsor will have the ability to include branding material in session room.
- Official sponsor of the event Pub Crawl (not exclusive)

**BRAND REACH**
- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Ecommerce Operations Summit
- Logo w/link, 75-word description and contact information on EOS website.

**RELATIONSHIP BUILDING**
- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 75 customers or prospects at attend EOS as a full conference attendee at a special sponsor provided discounted rate.
- 8 full-conference passes.
- Additional full conference passes available to company personnel at 25% discount

**MARKETING & LEAD GENERATION**
- Pre-show email blast (copy provided by sponsor, blast facilitated by show management)

**GOLD SPONSORSHIP**
- One 10x20 blank exhibitor space (Exhibitors are responsible for their own exhibit elements and logistics. Including but not limited to structures, signage, exhibit, AV, drayage, shipping, décor, travel, furniture, internet, electric and any and all other related charges).
- Logo and 50-word company description and contact information in the event app.
- Insert of marketing piece or company collateral into attendee tote bags.
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or takeaways for attendees to download within the app as part of your company listing.
- Sponsor breakout session, company logo included in session promotional marketing.
- Sponsor will have the ability to include branding material in session room.
- Choice of Breakfast or Networking Break

**VIP guest Invitations**: Show management will provide VIP guest invitations for your use to invite 50 customers or prospects at attend EOS as a full conference attendee at a special sponsor provided discounted rate.
- 2 full-conference passes.
- Additional full conference passes available to company personnel at 25% discount

**MARKETING & LEAD GENERATION**
- Post-show email blast (copy provided by sponsor, blast facilitated by show management)
# How to Make Your Brand Stand Out

## Welcome Attendees in Style

- Host everyone at the welcome reception in the Expo Hall the first day
- Open bar + hors d’oeuvres stations for two hours
- 10’ x 10’ activation space you program
- Signage and napkins with your logo
- Pre-show promotional campaign through email and social
- Two (2) event registrations included

<table>
<thead>
<tr>
<th>Cost</th>
<th>(4 AVAILABLE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>(4 AVAILABLE)</td>
</tr>
</tbody>
</table>

## Thought Leadership

- Establish yourself as a frontrunner in the industry: a 30 Minute Sponsored Speaking Session
- Own your own time block in a dedicated, 30-minute session on the show floor
- Your choice of topic, case study, or product
- Provide collateral to all attendees
- Session with logo included in pre-event agenda promotional campaign
- With no exhibit booth - $15,000
- With 10’ x 10’ exhibit booth - $19,000
- With 10’ x 20’ exhibit booth - $22,500
- Attendees will be scanned upon entering your sessions and sponsor will be provided a list post event for outreach

## Help Guests Relax & Recharge

- Provide respite in the center of the Expo Hall with comfortable lounge furniture and charging stations throughout the day
- Cash bar provided with your custom cocktail available, starting at noon
- Work with the editorial team to program fireside chats or mini-sessions
- Networking breaks included with your logo on coffee cups, napkins and signage
- Two (2) event registrations included
- Pre-event promotional campaign through email & social

<table>
<thead>
<tr>
<th>Cost</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$17,500</td>
<td></td>
</tr>
</tbody>
</table>

---

[6](www.operationssummit.com) | #OpsSummit
NEW FOR 2020!

Nashville promises a ton of new opportunities for your brand to shine. Interested in a custom package? Talk with our sales reps to create the best package for your brand.

### SOCIAL SUPPER CLUB
$6,000

- Sponsor a dinner right on property
- Attendees sign up and pay for dinners, you assign your staff to each dinner.
- Includes up to seven seats at each dinner for clients and your team.
- Each dinner to feature your branded check-in, cocktail napkins and table tents. You also have the opportunity to welcome everyone and give a toast at the start of each dinner.
- Pre-set three course meal and first drink included for attendees.
- Promotional campaign pre-show and onsite with full branding and messaging opportunities
- Four (4) event registrations included
- Attendee leads delivered post-show

### GOLF OUTING AT HAWK’S LANDING
$5,000 – $25,000

- Two hour chipping clinic (up to 20)  
- Branded signage and golf-themed giveaway
- Guests can bring clubs or use the pro shop’s
- Beverages provided on course
- One (1) event registration included
- Full golf tournament open to attendees  
- Branded signage and golf-themed giveaways
- Includes your choice of lunch or cocktail reception
- Beverages provided on course
- Pre-show promotional campaign included
- Opportunity to provide collateral on all tables

### LATE-NIGHT POOL PARTY
$19,500

- Dessert reception + cocktails poolside in time for the laser show
- Your logo on cocktail napkins and event signage
- Pre-event promotional campaign through email and social
- Two (2) event registrations included
- Opportunity to provide collateral on all tables

### VIP ENTERTAINMENT

- Universal Resorts
- Disney World Parks
- Orlando Magic Games
- Downtown Orlando Outings
- Destination Shopping Excursions
- Spouse and Family Programs

---

SOCIAL SUPPER CLUB
- Universal Resorts
- Disney World Parks
- Orlando Magic Games
- Downtown Orlando Outings
- Destination Shopping Excursions
- Spouse and Family Programs

GOLF OUTING AT HAWK’S LANDING
- Universal Resorts
- Disney World Parks
- Orlando Magic Games
- Downtown Orlando Outings
- Destination Shopping Excursions
- Spouse and Family Programs

LATE-NIGHT POOL PARTY
- Universal Resorts
- Disney World Parks
- Orlando Magic Games
- Downtown Orlando Outings
- Destination Shopping Excursions
- Spouse and Family Programs

VIP ENTERTAINMENT
- Universal Resorts
- Disney World Parks
- Orlando Magic Games
- Downtown Orlando Outings
- Destination Shopping Excursions
- Spouse and Family Programs
# HIGH IMPACT OPPORTUNITIES

## KEYNOTE LUNCHEON SPONSORSHIP

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| $15,000| Pick the day that your brand will gain exposure at the most highly attended event at the Summit. The sponsor will have the opportunity to introduce the Keynote Speaker and will have signage throughout the lunch.  
  - Two conference registrations included. |

## RETAIL TOURS

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| $10,000| Warehouse tours are can’t miss events for attendees of Operations Summit. Your sponsorship includes your logo on all shuttle bus signage, the ability to place a promotional item on all bus seats, and your video message playing on the bus, to and from all tours.  
  - Two conference registrations included. |

## REGISTRATION AREA

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| $12,500| The epicenter of the event can have your company name all over it, and throughout the session area on billboards up to one meter high. No one will miss your message as they check in and head to sessions each day.  
  - Two conference registrations included. |

## WI-FI SPONSOR

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| $12,500| Every time the attendees log in, they’ll see your name and logo, as well as use your company name as the password. Drive customers directly to your home page to increase your traffic and page views. Event signage included.  
  - Two conference registrations included. |

## WELCOME PARTY

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| $5,500 | Located directly on the Solutions Show Floor, the welcome party invites all the attendees to network and have fun. Create an interactive area with your branding to bring the party to life.  
  - Two conference registrations included. |
ATTENDEE ACCESS

HOTEL ROOM KEY
$7,500
Your branded message will be on every hotel key card for the attendees—a constant presence for you at the event.

EVENING PUB CRAWL
$6,000
Host a beer station right at your booth, during our 90-minute networking event. Signage with your brand and booth number, logo cups, and beer all provided.

HOTEL ROOM DROP
$5,500
You provide the gift, we will deliver it to every attendee staying at the host hotel. One per night.

DINEAROUNDS
$6,000
Host a branded dinner at a local restaurant on the first night of the Summit. Branded signage and six dinner seats are all included. Pre-registration and dinner fees paid by attendees.

TOTE BAG INSERT
$1,500
Provide a promotional piece or handout to be included in the event tote bag distribution to all Summit attendees.

CONFERENCE NOTE PADS
$4,000
Available to attendees with your logo at registration and in all session rooms.
WOMEN IN OPERATIONS | $15,000

Join Us Through Our Expanded Program to Honor & Celebrate Women in Operations

CELEBRATING WOMEN IN OMNICHANNEL

Honoring three women in omnichannel operations, this session will include awards, a moderated panel, and a networking component for a meet and greet opportunity.

- Opportunity to introduce the session
- Logo on all supporting event signage
- Opportunity to hand out collateral to session attendees
- Program brochure with honoree bios & your company information
- Logo napkins provided for networking portion
- Two (2) event registrations
- Promotional package included

NETWORKING DINNER

To be held at a local restaurant sourced by our team with you, menu and location TBD. Provide a hosted and programmed networking opportunity to registered participants to meet and greet with your staff and VIPs and celebrate women in operations.

- Logo on all supporting event signage
- Opportunity to hand out collateral to dinner attendees
- Two (2) event registrations
- Promotional package included

BREAKFAST ROUNDTABLES

Start the second day of the conference at dynamic roundtable discussions led by inspiring women in the industry.

- Table tents with your company logo and message
- One (1) event registration
- Promotional Package included

WOMEN IN LEADERSHIP SESSION

- Opportunity to introduce the session and panel
- Logo on all supporting event signage
- Opportunity to hand out collateral to session attendees
- Two (2) event registrations
- Promotional package included

PROMOTIONAL PACKAGE

- Pre-show email blasts, distributed by us, to highlight and market the program to customer and attendee lists
- Social media campaign built around the different events, highlighting the launch
- Your logo on the event website as a Partner
- Targeted app alerts sent onsite to attendees
- Sponsor designation on your company’s badges
- Discounted registration offers for your staff and clients
- Post-show wrap up blast
- First right of refusal on future Women in Operations Program (expires 60 days post-show)
EXHIBIT OPPORTUNITIES

20’ X 20’ BOOTH | $15,995
400 square feet of exhibition space in a premier, high traffic location.
Includes:
• 8 Conference registrations

10’ X 20’ BOOTH | $11,995
200 square feet of exhibition space in a high traffic location.
Includes:
• 4 Conference registrations

10’ X 10’ BOOTH | $5,995
100 square feet of exhibition space to showcase your brand.
Includes:
• 2 Conference registrations

CONTACT US

WILLIAM CAMARAZA | 954-389-1442 | wcamaraza@accessintel.com
ROARKE DOWD | 770.362.8730 | rdowd@accessintel.com
SPONSOR/EXHIBITOR CONTRACT

September 9-10, 2020 • Gayland Opryland • Nashville, TN

1. CONTACT INFORMATION: (will receive all correspondence about the show)

Name: ____________________________  Print Name: ____________________________
Title: ____________________________  Print Name: ____________________________
Company: ____________________________  Print Name: ____________________________
Address: ____________________________
City: ____________________________  State/Province: ____________________________  ZIP/Postal Code: ____________________________
Country: ____________________________
Phone: ____________________________  Ext.: ____________________________  Fax: ____________________________
Email: ____________________________  Website: ____________________________
Secondary Contact & Title: ____________________________
Email: ____________________________  Phone: ____________________________

2. SPONSORSHIP

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>2020 PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEADLINE</td>
<td>$65,000</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$28,500</td>
</tr>
<tr>
<td>GOLD</td>
<td>$17,500</td>
</tr>
<tr>
<td>KEYNOTE LUNCHEON (DAY 2)</td>
<td>$15,000</td>
</tr>
<tr>
<td>RETAIL TOUR</td>
<td>$10,000</td>
</tr>
<tr>
<td>REGISTRATION AREA</td>
<td>$12,500</td>
</tr>
<tr>
<td>WIFI NETWORK</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

| 20' x 20'                      | $15,995      |
| 10' x 20'                      | $11,995      |
| 10' x 10'                      | $5,995       |

<table>
<thead>
<tr>
<th>2020 PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSOR LEVEL</td>
</tr>
<tr>
<td>WELCOME PARTY</td>
</tr>
<tr>
<td>HOTEL ROOM KEY</td>
</tr>
<tr>
<td>HOTEL ROOM DROP</td>
</tr>
<tr>
<td>TOTE BAG INSERT</td>
</tr>
<tr>
<td>EVENING PUB CRAWL</td>
</tr>
<tr>
<td>DINERAUNOR</td>
</tr>
<tr>
<td>PEN AND NOTEPAD</td>
</tr>
</tbody>
</table>

3. PAYMENT TERMS

In consideration of the company’s participation as a sponsor, the participating sponsor shall pay to Access Intelligence, LLC the total sponsorship fee, which shall be payable (a) at 50% at contract signing and (b) the balance on or before February 21, 2020. For contracts received on or after February 21, 2020, and to the first day of the event, 100% of the fee will be due with the contract. All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

4. SPONSOR SIGNATURE

Sponsor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement. Sponsor has executed this Agreement as of:

Date: ____________________________
Sponsor Company: ____________________________
Print Name: ____________________________
Title: ____________________________
Signature: ____________________________

5. PAYMENT INFORMATION

Total Due: $ ____________________________

[ ] Check Enclosed (Payable to Access Intelligence).
Mail to: Access Intelligence/Operations Summit 2017, P.O. Box 9187, Gaithersburg, MD 20898-9187

[ ] Please Invoice

[ ] Payment by Credit Card*  [ ] Visa  [ ] MasterCard  [ ] American Express
Card Number: ____________________________
Expiration Date: ____________________________  CVV# ____________________________
Signature: ____________________________
Print Name on Card: ____________________________

* Note: The credit card charge will appear on your statement as Access Intelligence

6. ACCEPTANCE

FOR ACCESS INTELLIGENCE, LLC USE ONLY:

Accepted by: ____________________________
Date: ____________________________  Booth # ____________________________
Cost: $ ____________________________

Access Intelligence, LLC reserves the right to accept or reject this Agreement at its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.

Visit www.operationssummit.com/termsandconditions/ to review eCommerce Operations Summit print & digital general terms and conditions.