An idea that works.



SupplyChainXchange™

Making the Right Connection™

An organized forum of high-level sales meetings in private suites over a three day period.

The Lodges at Deer Valley
Park City, Utah; July 20-23, 2003

Presented by Global Supply Chain Media, publishers of Global Logistics & Supply Chain Strategies *magazine,* Supply Chain e-Business *magazine and SupplyChainBrain.com*



A Strategic Buying Event

SupplyChainXchange has been developed to provide your senior supply-chain management executive team with the opportunity to meet one-on-one with senior executives from leading companies offering solutions to your supply-chain challenges.

Our editors will work with you to clearly define your initiatives, identify companies with solutions and schedule consecutive meetings with their senior teams.

No happenstance meetings, no meeting with the wrong person, no generic presentations. Rather three days of concise, efficient, well-prepared meetings.

You Control the Agenda

You can compress the vendor evaluation cycle in an environment where you control the entire process. You will participate in a series of strategic sales meetings conducted over a 3-day time frame at a comfortable resort in Deer Valley, Utah. You will meet top-level executives representing leading vendors of supply chain technology and services, allowing you to complete the evaluation process in a fraction of the time it normally takes — away from the typical daily distractions of your office.

"**SupplyChainXchange can streamline one of the most time consuming and difficult processes you deal with:** Selecting the right supply chain application or service provider for your company's needs..."

— Thomas A. Foster, senior editor, Global Logistics & Supply Chain Strategies magazine

"**The SupplyChainXchange event was very beneficial to us.** We were able to directly address our company needs and have one-on-one meetings with companies who proposed solutions to solve those problem areas. I would recommend this event to any company who is looking for potential solutions for improving their supply chain performance."

— Steve Erb, Sr. Director; Logistics N. America Region Case Global NV (Case New Holland)



The Matching Process

SupplyChainXchange is produced by Global Supply Chain Media, publishers of *Global Logistics & Supply Chain Strategies* magazine, *Supply Chain e-Business* magazine and creators of SupplyChainBrain.com.

Our editorial staff has over 125 years of combined experience reporting on supply-chain management, a level of expertise unparalleled in the industry.

Our personal involvement and hands-on approach enables us to effectively match your needs with the solutions and services offered by specific vendors in a way that is unequaled by any other event in our field.

The SupplyChainXchange staff conducts detailed interviews with companies attending to find out exactly what their business challenges are and what initiatives they are planning.

Once your initiatives have been defined, we then invite leading national **vendors whose products and services can provide solutions to your qualified needs.**

Only vendors that have highly regarded solutions are invited to the event. SupplyChainXchange researches vendor solutions, so only those with appropriate solutions are matched up with specific buyers.

You are assured that you will not be meeting with any local or regional representatives from the vendor organizations. Vendors are required to bring executives at the highest levels of their organization that are prepared to address your specific needs.

Each participating vendor company will be provided a suite to privately meet your team who will move from suite to suite for **40-minute scheduled appointments**. They will use their private suite to most appropriately address your needs with **one-on-one discussions. Open time is provided throughout the 3-day event should participants wish to expand their meeting time.**

"THIS SAVED ME MONTHS OF WORK, AND ENDLESS OFFICE MEETINGS. This was a well-planned event that allowed me to get right to the point with senior level executives. I would certainly recommend SupplyChainXchange to others."

— Eric Niman, Director of Sourcing Technology, Phelps Dodge

"SCX SAVED ME TIME IN DISCUSSING OPPORTUNITIES AT A TOP LEVEL rather than having multiple meetings, working through the cold call and/or search environment. I was better able to compare competitive offerings in a condensed period of time and detail memory span."

— Jan Hansen, Director of Logistics, AW Chesterton



Pre-event Preparation

A key component of SupplyChainXchange is the vendors **access to detailed information** regarding the supply chain needs of the individual buyer organizations attending, and the **ability for your team to communicate with the vendors** over a period of four weeks **prior to the onsite meetings**.

Each participating vendor receives outlines of the specific initiatives of the buying teams with whom they will be meeting. The initiative outlines are based on interviews conducted by our editors with each buyer.

This information is also included on our secured Xtranet and becomes the basis upon which buyers and vendors begin their discussions and preparation for the on-site meetings, ensuring that meetings are not merely introductory, but substantive, strategic sales meetings. The objective of this unique pre-show step is to develop a course of action that will determine the elements within a needs analysis and assist in designing specific solutions. The preparation period will ensure the buyers' specific needs will be addressed during the 40-minute meetings.

The interview process, the buyer profiles, the Xtranet and the preparatory discussions are all designed to bring buyers and vendors to a more productive point in the sales cycle.

"THE FACE-TO-FACE MEETINGS PROVIDED AN EFFICIENT, NO NONSENSE METHOD OF DETERMINING where the potential business relationships are. The format that the SupplyChainXchange team put together allowed for thorough, up front qualification of a very broad vendor pool."

— Geoff Loftus, VP Service Logistics, Heidelberg USA

"IT WOULD BE DIFFICULT TO SEE THIS NUMBER OF PEOPLE IN MY OFFICE. This event compressed three to four months of work into just three days. The format of this event enabled me to remain focused on my primary initiative, and to meet vendors who can supply specific solutions and send RFQ's."

— Richard Ward, Director of Logistics & Transportation, Hughes Network Systems



No Hidden Agendas

Not a trade show, conference, or seminar. No cruise, big time entertainment or motivational speakers. You won't be invited to speak or receive any awards. SupplyChainXchange is a serious event that only serious buyers attend.

While SupplyChainXchange is held in a magnificent setting and the hospitality is gracious, the event is all business. Most of the time is devoted to meetings with vendors. Informative speakers make presentations during breakfast. Information sharing among peers is done formally during lunch and informally in the evening.

SupplyChainXchange will present your senior supply-chain management team with:

- **The opportunity to interface with senior executives of companies offering a wide range of tactical and/or technological solutions for optimizing supply-chain efficiency within your company.**
- **Concise uninterrupted meetings with pre-determined agendas in a single location and a concise timeframe — efficiently utilizing time, budget and effort.**
- **Relationships with the world's leading companies that enable the integration of real-time data and processes among your trading partners.**

You are required to bring decision-makers with contractual authority at the highest levels of supply-chain management, including senior executives responsible for integrating applications into your existing technology. Members of the team may include Senior Supply-Chain Management, Logistics, Operations, e-Business and IT Executives.

If you want to learn more about this unique buying event, **please contact Elizabeth Lange, show director, at 952-736-9394 or elizabeth@supplychain-xchange.com.**

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