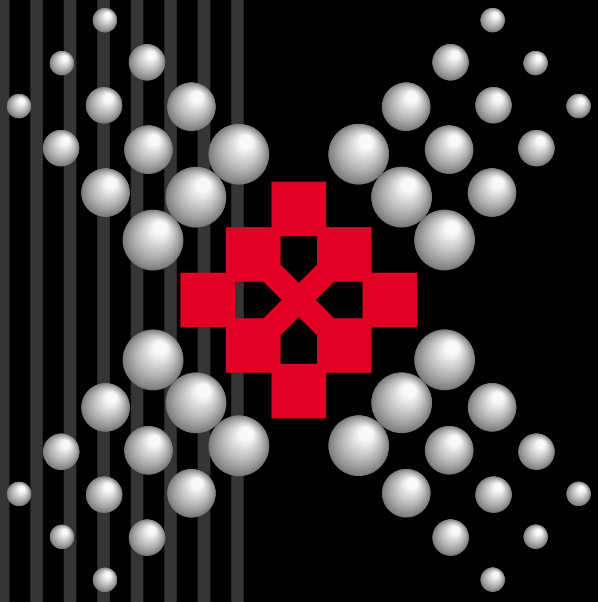
SupplyChainXchange™

Today's most productive forum of high-level meetings between buyers and providers of supply-chain solutions.



Qualified Buyers!

Extensive Interviews!

Exhaustive Matching!

Thorough Detail!

Advance Preparation!

Setting a Standard Others Cannot Match

The Lodges at Deer Valley
Park City, Utah; July 18-21, 2004

Presented by *Global Logistics & Supply Chain Strategies* magazine

www.supplychain-xchange.com

SupplyChainXchange ... Making the Right Connection!

No other supply-chain event exclusively invites executives active in the decision-making process with actual budgeted initiatives.

No "happenstance" meetings, no meetings with the wrong person, no generic presentations. Rather, three days of concise, efficient well-prepared meetings with key executives in search of solutions for their companies current supply-chain challenges.

The Value

1. Qualification: Meetings are with senior-level supply-chain management executives having contractual authority at companies with current buying needs and budgeted initiatives.

2. Matching: Meetings are *only* with executives at companies who have initiatives that you can specifically address with your company's solutions.

3. Access to Quality Information: Detailed outlines of each of the buyer's specific initiatives are provided six weeks prior to the on-site meetings. The outlines have been created as a result of a series of extensive interviews by the *Global Logistics & Supply Chain Strategies*' editorial staff with all of the participating buying teams.

4. Pre-Event Preparation: Communication is necessary with each of the buying teams prior to the on-site meetings in order to determine specific agendas for the event and for both parties to be at the most productive point in the sales cycle *prior to arrival*.



An Efficient Process

The editorial staff of *Global Logistics & Supply Chain Strategies* begins to qualify buyers for SupplyChainXchange in September, 2003 and continues the process through June 1, 2004. Vendors must sign up for one of three meeting packages in order to begin the matching process with your company, which includes sharing detailed outlines of initiatives from buyers that we consider to be an initial match. The total number of meetings you conduct may be more or less than your initial selection. SCX's objective is to find quality matches for both buyers and vendors. Meetings are not forced on anyone. Once your final matches are determined on June 1, you will have the opportunity to increase the number of meetings if your matches are higher than your original package selection or conversely, you will obtain a refund if your matches are fewer than your original package selection.

Vendor Meeting Packages		
No. of Meetings	**Cost**	**Before Jan. 1**
6 Meetings	$16,500	$15,000
9 Meetings	$22,500	$20,000
12 Meetings	$26,500	$24,000

Once the number of meetings you select is determined, you will be provided your schedule and all information about the buyers you will be meeting in Park City. The pre-event preparation includes as much contact as possible with each of the buyers prior to the event. The buyers are prepared and expect this pre-event communication.

As a participating solution provider, a well appointed condominium at the Lodges of Deer Valley is provided for the length of your stay at SCX. Your suite will function as your office while you are at SCX.

Throughout your meeting schedule, you remain stationary in your suite, while senior executives from the buying companies are escorted to your suite for the highly organized, previously scheduled, 40-minute strategic sales meetings.

Open time is provided throughout the three-day event should participants wish to expand their meeting time.

The Most Qualified Buyers in Supply-Chain Management

SupplyChainXchange is all business. We are not inviting executives to receive awards, speak or just mingle with peers. Each year, the editorial staff of *Global Logistics & Supply Chain Strategies* interviews nearly 1,000 companies representing a wide range of industries to identify a *very select* group of senior executives with defined buying initiatives. The editorial staff has more than 125 years of combined experience reporting on supply-chain management — a level of expertise unparalleled in the industry. It is the access that the editorial staff has to these executives which allows us to uncover their real needs and potential business for your company. Executives tell us they receive more than 100 solicitations a day from companies trying to speak with them — they simply do not have the time nor the inclination to return those calls or emails — **but they do speak to, and return calls, from the editors of *GL&SCS***. They are trusting and loyal readers of the magazine and relish the time they can spend discussing their supply-chain issues with an editorial industry expert. That type of relationship cannot be duplicated by a lead generation team or even by a team of seasoned sales professionals. Executive buyers attend SCX for the opportunity to interface with senior executives at companies offering a range of tactical and technological solutions that will help them to optimize supply-chain efficiency within their organizations. They are looking to accelerate the vendor selection process through uninterrupted meetings with pre-determined agendas in a single location and a concise time frame.



GL&SCS Editorial Staff

Tom Foster (SCX Director of Buyer Qualifications & Matching, *GL&SCS* Senior Editor) has over 25 years of independent and corporate experience in the communications industry where he has specialized in logistics and supply-chain management. He has been an editor and publisher of both print and electronic publications, as well as a consultant to buyers, sellers and developers of logistics services and technology through his firm, Logistics International. Tom has developed and marketed web sites, search engines, an Internet portal and numerous custom publishing products in the supply-chain marketplace for leading logistics companies. He has created and launched a print and electronic regulatory compliance product called *HazMat Shipping*, a magazine for distribution operations, and several logistics-related newsletters and seminar programs. Tom is also a frequent speaker at industry forums.

Jean V. Murphy (SCX Content Manager, *GL&SCS* Editorial Director) is an award-winning journalist and editor with 30 years of experience. She joined *GL&SCS* during its pre-launch period and served as chief editor until being named editorial director in May 1999. Murphy has worked for numerous magazines in the logistics and supply-chain field, including six years as editor of *Traffic World*, the industry news weekly. Her past experience also includes work as director of a transportation trade association and as editor/owner of a transportation law newsletter. Murphy is a three-time winner of the Jesse H. Neal Award for editorial excellence presented by the American Business Media and has frequently appeared as a speaker at industry meetings. She also is a member of numerous professional organizations.

Russell W. Goodman (SCX Content Manager, *GL&SCS* Editor-in-Chief), has worked in newspapers, newsletters and magazines, with a focus on logistics, business and trade, for nearly 30 years. He also has specialized in editing and writing for publications in world affairs, politics and legal matters. Prior to joining *Global Logistics & Supply Chain Strategies*, Goodman directed editorial coverage for two leading international commerce magazines. Goodman was managing editor of the *Journal of Defense & Diplomacy*, a bimonthly edited in Washington that reported on and interpreted the interplay between security and political issues. From Washington, Goodman, as editor in chief of *Middle East Insight* magazine, directed coverage of business and political affairs in that critical part of the world. He also developed and edited *Eastern Europe Law Week*, a newsletter that covered legal reform in post-Soviet Europe.

Robert J. Bowman (SCX Content Manager, *GL&SCS* Senior Editor) has more than 20 years' experience writing about logistics, the supply chain, transportation and international trade. Prior to joining *Global Logistics & Supply Chain Strategies*, Bob was former editor-in-chief of *Pacific Shipper*, and senior editor of *Distribution*. In addition, he has written for numerous journals including *Traffic World*, *Journal of Commerce*, *Shipping and Trade News of Tokyo*, *Lloyd's List*, *Lloyd's Maritime Asia*, *Warehousing Management*, *Cargovision and Area Development*. For six years, he authored the entry on international trade for *Collier's Yearbook* and *Funk and Wagnalls New Encyclopedia Yearbook*. He is a regular speaker at industry conferences and seminars.

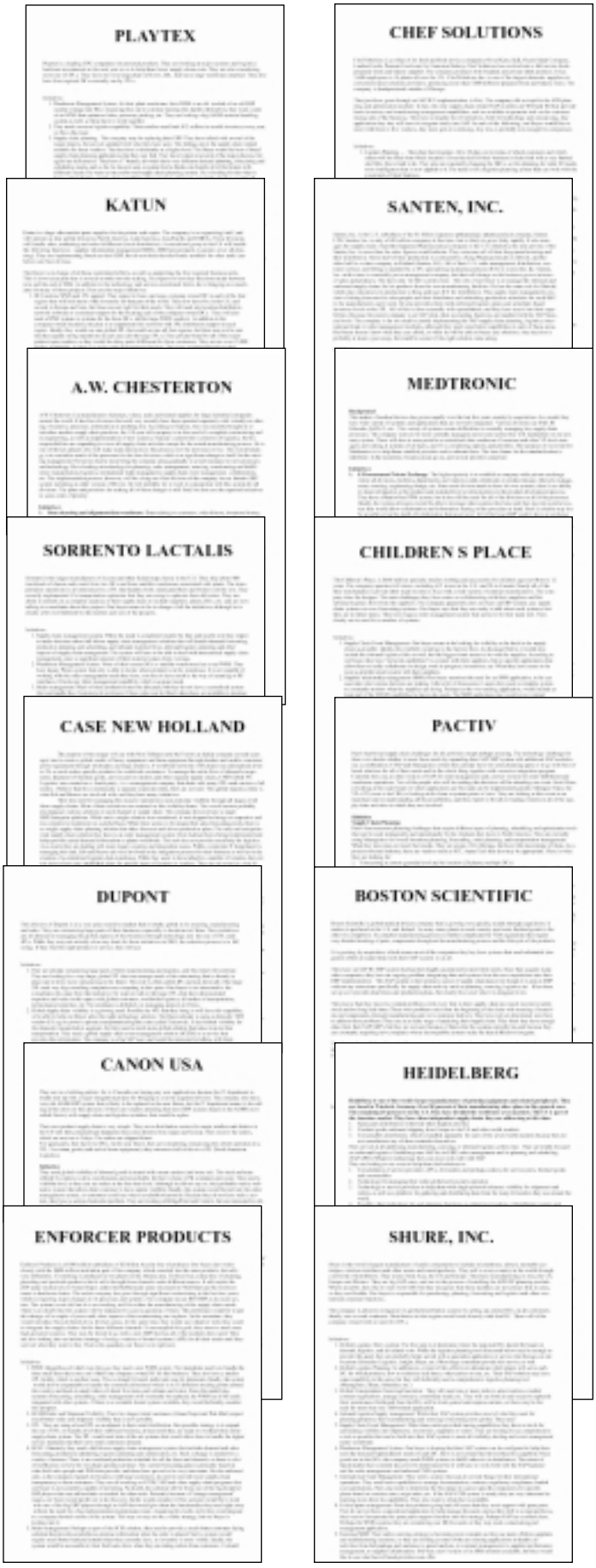
The Matching Process, Exchange of Information and Pre-Event Preparation

Our personal involvement and hands-on approach to qualify the needs of our attending buyers enables us to effectively match your solutions and services with the buyers' needs. Other events use software to merely schedule meetings, SCX uses 125 years of *expertise* to match solutions to needs.

A key component of SupplyChainXchange is your access to detailed information regarding the supply-chain needs of attending buyer organizations, and the ability to communicate with the buyers over a period of four weeks prior to the onsite meetings. Each participating solution-provider receives outlines of the specific initiatives of the buying teams they will be meeting. The initiative outlines are based on a series of interviews conducted by the editorial staff.

This information 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 meetings. The objective of this unique pre-event process is to further determine the elements that will assist in designing specific solutions. This preparation period will ensure buyers' specific needs are addressed during the 40 minute meetings. The market intelligence provided prior to the event is both compelling and unequaled.

SupplyChainXchange™



No Hidden Agendas

SupplyChainXchange is not a trade show, conference or seminar. No cruise, no big time entertainment or motivational speakers. Attendees are not invited to speak. No awards are handed out. SupplyChainXchange is a serious event that only serious buyers and solution providers attend.

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

SupplyChainXchange Sets the Standard That Others Cannot Match

Qualification of Buyers	SCX	Other one-on-one Meeting Events
Mandatory initiatives prior to invitation	Yes	No
Profiles of buyer initiatives written by editorial staff	Yes	No
Initiatives and business issues available prior to event	Yes	No
Communication with buyers prior to event	Yes	No
Inducements to attend other than meeting vendors (education, awards, speaking opportunities, etc.)	No	Yes
Added Value for Solution Providers		
Continuing flow of sales leads through end of year	Yes	No
Leverage marketing $ with industry leading publication*	Yes	No

**Inquire with your local sales representative for information about various advertising and marketing programs offered to SupplyChainXchange participants from the publishers of Global Logistics & Supply Chain Strategies.*







Delivering on a Promise

"SupplyChainXchange takes a lot of the preliminary learning steps out of the equation, especially with the type of people we are meeting, at the VP and in some cases the C level, that have the strategic vision and direction we are really looking for when we're coming in to propose some type of solution. We come in a couple steps ahead of where we normally come in. A lot of the information we received was very similar to the information we ourselves go and retrieve through a discovery process with the client so in terms of what are some of the key business pains, what areas are they looking to address, and then tying that to an actual solution. **I think that one of the big benefits here is that you get information going in and you can talk intelligently about solutions."**
— Jay Armant, VP Solutions Consulting, Manugistics

"The results were great. We spent about three hours of meetings on the phone and what we did here today was basically demonstrate their product. It wasn't a first meeting or an introductory meeting. **This was not the starting line, but the finish line.** It's already paid off for us."
— Randy Sabourin, VP Business Development, Sockeye Solutions

"I thought it was very important that we had the opportunity to contact these companies ahead of time. **It certainly compressed the time it would have taken to develop these contacts,** these leads, if you will."
— Srikant Varma, Director Product Marketing, Viewlocity

"The staff at SupplyChainXchange did their homework and it was very well qualified. **An absolute homerun.** There is no way I would have found these vendors otherwise. And as a result of these meetings, **we will very likely have a long term relationship in the future.** In this particular event, and this is the first time I have been to something like this, it was as close to ideal as you can possibly get to. It was qualified on both sides and you only spoke to people and took valuable time to meet with people that really meant something to your solutions and your need for solutions long term."
— Jim Schwarz, Director of Materials, Shure, Inc.

"Only one day after the event, we have four million dollars in RFQ's. As a result of these meetings, our company will have doubled in size overnight."
— Tom Demuth, President, IDEA

"I think this has been a great venue. The time is well spent. I couldn't do this on my own. We have a lot of projects we need to get done, and we have a certain timeframe in which to do them. I have real work and I need to get some people together who can help us, and so far SupplyChainXchange has been excellent. I've done two or three events similar to this, but **SupplyChainXchange is a lot more business focused,** and that's really the angle for me."
— Ed Streeter, Sr. VP Supply Chain, Katun

"The SupplyChainXchange design of having the supplier and buyer matched in advance with pre-work is critical. This maximizes the time at the event and results in **a powerful, extremely effective and efficient use of time and resources** for both the buyer and supplier. We had very meaningful sessions at SupplyChainXchange to the point that I could conclude that it makes sense for us to go to the next step."
— Jim McKenzie, VP Supply Chain, Enforcer

"SupplyChainXchange is by far the best event I have ever attended. The event format combined with excellent organization and management provided the right mix of one-on-one and informal meeting opportunities between buyers and sellers of technology solutions. I left the event better informed and with more options to consider than when I arrived."
— Robert Scatko, Sr. Director Retail Systems, The Children's Place

"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 SupplyChainXchange concept of having pre-qualified prospects brought to us for 40 minute one-on-one meetings, when we already had their profiles, their company's needs and initiatives, so that we could talk intelligently about the solutions — was a **phenomenal concept…really phenomenal!"**
— Mike Crotty, Strategic Solutions Manager, JD Edwards

"It would have taken months of work to accomplish what we did here in three days. The concept of receiving initiatives from motivated buyers works! **Most meetings culminated in immediate next steps and should ultimately result in new customers!** I was impressed that SupplyChainXchange provided me with targeted meetings with buyers who had specific event management initiatives. This was a very focused event."
— Jim Damman, President, Transentric

"...SupplyChainXchange was, **hands down, the best marketing event I have ever participated in!** Not a boondoggle or typical tradeshow, but a sales event that brought senior executives with current initiatives together with solution providers. Real buyers meeting multiple vendors in an intimate and focused environment is very cost efficient. Great job…!"
— Paul Pretko, Supply Chain Principal, SAP America

"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

"SupplyChainXchange promised to deliver highly qualified prospects, so meetings would be very valuable for both parties. **The event delivered on all its commitments and exceeded expectations."**
— Ned Blinick, VP Sales & Marketing, Blinco System Inc.

"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

"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. **SupplyChainXchange 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

"SupplyChainXchange was a great event in a single, focused setting to meet with real decision-makers. **We would never find a more effective way to accomplish what we accomplished in just 3 days!** All of our buyers have initiatives we can address, and we have follow-up meetings with everyone we met with at this event. **Excellent!"**
— Jim Morrone, VP Sales, Yantra Corporation

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