



# 4 Events in 2008!

IndustryWeek’s multi-session online conferences bring real-world, actionable information to time-pressed manufacturing operations executives.

By sponsoring a session within an IW online conference, sponsors can associate their company with the IndustryWeek brand and be an active part of the dialogue in the manufacturing world.

- **Generate leads**
- **Be a thought leader**
- **Shape the conversation**

Sponsors choose sessions from the times below:

Day 1 Sessions	Day 2 Sessions
11:00 a.m.	11:00 a.m.
12:00 p.m.	12:00 p.m.
1:00 p.m.	1:00 p.m.
2:00 p.m.	2:00 p.m.
3:00 p.m.	3:00 p.m.

*Time slots are guaranteed on a first come, first served basis. All times are Eastern.*



Conference	Event Date	Sponsor Commitment Deadline
<b>Manufacturing Competitiveness</b>	<b>April 29-30</b>	February 15
<b>Continuous Improvement</b>	<b>July 16-17</b>	May 2
<b>Operational Excellence</b>	<b>October 1-2</b>	July 18
<b>Plant Manager Workshop</b>	<b>December 10*</b>	September 26

*\* - Because of its more targeted focus, the Plant Manager Workshop on Dec. 10 is a one-day, five-session event. All others are two days and 10 sessions.*

### Investment:

- \$12,500 net per session
- Special price for sponsoring two or more sessions: \$9,900 net per session  
*Rate applies to multiple sessions in one conference or to sessions in separate conferences*
- ACT NOW, only one sponsor per topic
- **LAST YEAR’S SPONSORSHIPS SOLD OUT QUICKLY!**

### To secure your sponsorship:

If you have questions about online conferences or to reserve your session sponsorship, contact your IndustryWeek sales representative, or Michael Madej, General Manager of eMedia Sales & Marketing, at 216-931-9637 or [mmadej@industryweek.com](mailto:mmadej@industryweek.com)

An IndustryWeek online conference is a group of “breakout sessions” rolled into a single themed web event. Sponsorship allows a company to “own” a single session within the overall web conference.

IW online conference sponsorships provide a great way for a company to position itself as a thought leader and partner for manufacturing executives, alongside other leading solutions providers. Sponsors receive contact information for their session’s registrants and attendees, as well as one-time use of the full web conference registration list.

### Format:

- Five sessions per day, one hour per session
- Only one sponsor per topic
- Free registration for manufacturers
- IW handles the details – processing registrations, sending reminder e-mails, ensuring a smooth event technically, etc.
- Available “on demand” at the IndustryWeek.com website for 3 months following the live event

### Content options:

1. IW secures an expert speaker, followed by an executive from your company  
**OR**
2. One of your customers discusses a problem/solution or best practices, followed by a presentation from your executive

*Important: The tone of all presentations is educational and high-level, NOT a sales pitch or product demonstration. All presentations must be approved by IndustryWeek.*

### What session sponsors get:

#### **Before**

- Logo or company name next to your session in all promotional materials and event listings
- Identified in marketing materials as the provider of a \$500 value “attendee thank you” incentive

#### **During**

- Participation in the sponsored session
- Logo prominently displayed on audience’s screen throughout entire session
- 5 custom questions to be asked on exit survey at end of session

#### **After**

- Full contact information for registrants and attendees of your session
- Analysis of your session’s attendance/feedback, provided in a PowerPoint presentation
- One-time use of the **full web conference registration list** (either e-mail or direct mail)
- Your sponsorship lives on for 3 additional months, through the on demand recordings



### **IW’s proven track record for producing webcasts and online conferences**

#### **2007 webcasts**

- 49 webcasts
- 40,623 registrants
- 27,593 live attendees plus archive viewers

#### **2007 online conference**

- Operational Excellence
- Oct. 10-11, 2007
- 1,541 total registrants
- 125 live attendees average per session
- 28% small mfrs., 34% midsize mfrs., 38% large mfrs.
- All sponsorships sold out!

“We were very pleased with this IW web event sponsorship. I expect we will generate some nice business opportunities.”

*Elizabeth Goldman  
Director of Marketing  
InfinityQS International*

Select a topic from the list below

**OR**

Recommend one of your own that fits the session theme. (IW topic approval required.)

## Act now...only one sponsor per topic

- Best Practices in Product Development: Embracing the Toyota New Product Development Process
- Decreasing Product Development Time With Rapid Prototyping
- Enjoy the Full Benefits of International Trade: Best Practices for Dealing with Import, Export, and Cargo Security Regulations
- Automation: Where Does (and Doesn't) It Make Sense on Your Factory Floor?
- Multi-Tasking Your Machine Tools: Achieve Greater Productivity While Using Fewer Tools and Less Space
- Commodity Management Strategies: Be Profitable Even In an Era of Price Volatility
- Managing Maverick Spending: Keeping Materials Spending in Check
- Reduce the Cost of Your Products Through Design, Sourcing, and Manufacturing
- Measure and Improve Workforce Productivity: Workforce Optimization
- Attracting the New Manufacturing Workforce: How to Get New Talent
- Training and Developing Your Current Workers
- Winning Compensation Models: Partnering with Employees to Create Performance Gains
- Track Critical Assets and People Wirelessly to Reduce Waste, Increase Throughput
- Securing Intellectual Property In a Global Supply Chain
- Implementing Quality Control With International Suppliers
- Optimize Your Process Improvement Efforts with Data Analysis
- Forecasting Demand in the Supply Chain
- Electronic Kanban: Expanding Lean Across Your Entire Supply Chain
- What Wall Street Wants: Supply Chain Initiatives That Impact the Bottom Line
- Make Quicker, More Informed Decisions Across Global Supply Chains
- Find Suppliers or Customers More Easily: Using an Online Marketplace
- Doing Business with China: Tips and Traps
- Enhancing Web Competitiveness: Steps to Help Manufacturers Make the Most From Their Online Presence
- Optimizing Your Plant Design for Maximum Productivity
- Energy Management: How Leading Companies Keep Their Energy Costs In Check
- Best Practices for Testing and Evaluating New Plant Equipment
- Prevent Problems Before They Occur: How an Asset Maintenance Strategy Can Improve Uptime and Reduce Costs
- The Role of Simulation Technology in Process Manufacturing
- Lean and Operational Stability in Process Industries
- Hoshin Kanri: Linking Daily Control Activities to Your Company Strategy
- Jikoda: How People Work With Machines
- Implementing 5s On The Plant Floor: A Case Study
- Best Practices in Transportation Management: A Case Study
- Leveraging Theory of Constraints For Dramatic Productivity Improvement
- From Pain-in-the-Neck to Profit: The Payoff of Ergonomics on the Plant Floor
- Smart Services: Connecting Your Enterprise to Remote Assets
- The Business Case For Green Business
- Business Intelligence for Manufacturing: Make Better Decisions
- Understanding OEE: Improving Productivity and Cutting Losses
- Manufacturing Process Management: How to Do More With Less
- Increasing the Innovation Quotient in Your Organization

**Contact:**  
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