

# Oracle Modern Supply Chain Experience Exhibit & Sponsorship Opportunities

February 13-15, 2017  
San Jose, CA Convention Center

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# Modern Supply Chain Experience

## February 13 – 15, San Jose Convention Center

### OVERVIEW

The 5<sup>th</sup> annual Oracle Modern Supply Chain Experience will highlight the breadth and depth of Oracle's Value Chain Solutions, with programs dedicated to Logistics and Order Management, Procurement, Manufacturing, Maintenance, Supply Chain Planning, Product Lifecycle Management and End-to-End Supply Chain.

### DEDICATED EXHIBITION SPACE

- Logistics & Order Management
- Procurement
- Manufacturing
- Maintenance
- SCP
- PLM
- End-to-End Supply Chain
- Demos by Oracle and Oracle Partners
- Networking Lounge and Meeting Space

### MODERN SUPPLY CHAIN EXPERIENCE PROGRAM HIGHLIGHTS

- Visionary Keynotes on Value Chain Trends and Strategy
- General Sessions on Product Strategy and Roadmap led by Senior Oracle Executives
- Keynotes led by luminary speakers
- Best Practices and Case Studies Sessions
- 150 + Sessions
- Targeting 2800 attendees: prospects, customers, partners, media and analysts
- Customers and Partners Sharing Experiences
- Customer Advisory Boards
- Networking Receptions

### MODERN SUPPLY CHAIN EXPERIENCE 2016 EVENT HIGHLIGHTS

[https://www.youtube.com/watch?v=URMKETDW\\_6I](https://www.youtube.com/watch?v=URMKETDW_6I)

# Modern Supply Chain Experience

## Target Audience

### TARGET ROLES

Customers and prospects responsible for supply chain management business processes and/or applications including:

- Product Lifecycle Management
- Manufacturing
- Maintenance
- Transportation Management
- Global Trade Management
- Value Chain Planning
- Warehouse Management
- Order Management
- Fulfillment
- Procurement

### TARGET TITLES

- CXO
- VP
- Director
- Manager
- Analysts
- Users



# Modern Supply Chain Experience Tracks

## TRACKS

- **Logistics & Order Management**

- Global Trade Management
- Inventory & Warehouse Management
- Order Management
- Transportation Management

- **Maintenance**

- Maintenance Cloud & E-Business Suite eAM: The Best of Both Worlds

- **Manufacturing**

- In-Memory, Big Data and Internet of Things Cloud Applications for Manufacturing
- Manufacturing Best Practices & Customer Stories

- **Procurement**

- Advanced Procurement - TBD
- Procurement Cloud - TBD

- **Product Lifecycle Management**

- PLM Path to Cloud
- PLM Cloud: Innovate to Commercialize
- PLM Learning from Leaders
- PLM Partner Innovation Showcase

- **Supply Chain Planning**

- Supply Chain Planning Best Practices and Customer Panels
- Supply Chain Planning Cloud
- Value Chain Planning Solution

- **End-to-End Supply Chain**

- Modernizing Your Core
- Connectivity, Collaboration and Extensibility

# Modern Supply Chain Experience Exhibit and A la carte Opportunities

# Modern Supply Chain Experience Exhibitor Opportunities (\$10K)

Benefits	Description
Sales Engagement & Networking	<ul style="list-style-type: none"><li>• Networking Station in networking zone of choice (Logistics &amp; Order Management, Manufacturing, Maintenance, SCP, PLM, Procurement)<ul style="list-style-type: none"><li>- Includes monitor, power, internet, stools and lead retrieval device</li></ul></li><li>• 3 Conference Passes</li><li>• Unlimited Exhibitor Staff Passes (not to be used for clients or prospects)</li></ul>
Marketing & Branding	<ul style="list-style-type: none"><li>• Company name and event profile listed on the Modern Supply Chain Experience website in the exhibitor listing</li></ul>
Public Relations	<ul style="list-style-type: none"><li>• Registered Press Attendee List (available 1 week prior to the event)</li><li>• Opportunity to issue news announcements highlighting participation in Modern Supply Chain Experience (Oracle PR approval required)</li></ul>
Client Services	<ul style="list-style-type: none"><li>• Dedicated Account Management</li></ul>



# Modern Supply Chain Experience

## Add On Sponsorship Opportunities

(Available to exhibitors/sponsors)

Sponsorship Opportunity	Description
<b>Welcome Reception (1)</b> <b>\$15,000</b>	<ul style="list-style-type: none"><li>• Takes place at Modern Supply Chain Experience on Monday evening</li><li>• Company branding on reception signage and promotional materials</li><li>• 4 Modern Supply Chain Experience Conference Passes</li></ul>
<b>Appreciation Event (1)</b> <b>\$15,000</b>	<ul style="list-style-type: none"><li>• Takes place at Modern Supply Chain Experience on Tuesday evening</li><li>• Company branding on reception signage and promotional materials</li><li>• 4 Modern Supply Chain Experience Conference Passes</li></ul>
<b>Networking Lounge (1)</b> <b>\$8,000</b>	<ul style="list-style-type: none"><li>• Company branding and signage in networking lounge @ Modern Supply Chain Experience</li><li>• Includes table top branding on 2 recharge stations</li><li>• 3 Modern Supply Chain Experience Conference Passes</li></ul>
<b>Mobile App (1)</b> <b>\$8,000</b>	<ul style="list-style-type: none"><li>• Company logo on Modern Supply Chain Experience conference mobile app</li><li>• Custom sponsor app message - 1 per day</li><li>• 2 Modern Supply Chain Experience Conference Passes</li></ul>
<b>Conference Bags (1)</b> <b>\$15,000</b>	<ul style="list-style-type: none"><li>• Company logo on conference bags handed out to all full conference pass attendees</li><li>• 3 Modern Supply Chain Experience Conference Passes</li></ul>

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