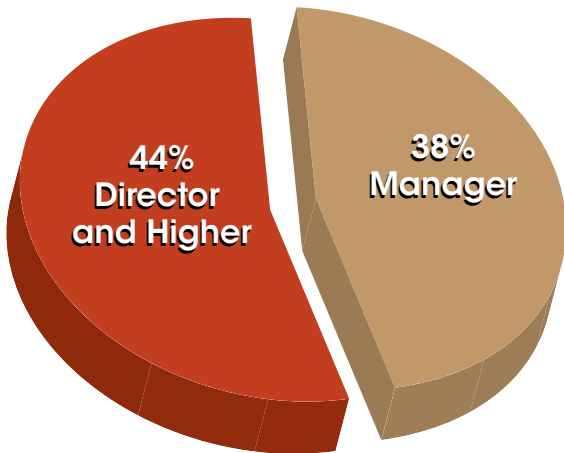


## WERC Conference 2011 Attendees:

# Logistics Thought Leaders



“ WERC again proves that the annual conference can serve up many benefits at an affordable investment, from informative, meaningful sessions to valuable networking with attendees and vendors ... I'll be back next year!! ”

“ I brought back so many new ideas that we will be sharing with our company over the next couple of weeks. We are very excited about the knowledge we gained and will be implementing some of the lessons learned. ”

If your competitors will be meeting and talking with your current and potential customers at WIRE, you probably need to ask yourself a very important business question ...

## Can You Afford Not to Participate?

### WIRE exhibitors have included:

Accu-Sort Systems, Inc.  
AFS Technologies  
Allegiance Staffing  
AmbaFlex, Inc.  
American Logistics Aid Network  
Axiom Inc.  
Bar Code Integrators Inc  
Bastian Material Handling  
Blue Sky Technologies  
CJK Services, Inc.  
CIBER, Inc  
Columbia Machine, Inc  
Con-way Transportation  
Cornerstone Automation Systems  
Cornerstone Solutions, Inc  
Dematic  
Feeding America  
FloStor Engineering, Inc  
Frazier Industrial Co.  
Georgia Institute of Technology  
Grubb & Ellis Company  
Hanel Storage Systems  
HK Systems  
Hytrol Conveyor Company, Inc  
ID Label, Inc.  
IFCO Systems N.A., Inc  
Infor  
Intelligrated  
Interlake Mecalux  
Intermec  
Intralox LLC

Johnson Stephens Consulting, Inc.  
Jungheinrich  
Kansas City SmartPort  
Kane Is Able, Inc  
KardexRemstar  
Kenco Logistic Services, LLC  
Kiva Systems  
KNAPP Logistics Automation  
Landstar Global Logistics  
LiffTrack  
Lightning Pick Technologies  
Lucas Systems  
Manhattan Associates  
Next View Software, Inc  
Numina Group  
OHL  
Old Dominion Freight Line, Inc  
OnTrac  
OPSdesign Consulting®  
Optricity  
ORBIS Corporation  
Packsize International  
Panattoni Construction  
Paramount Staffing  
PECO Pallet, Inc. Quantronix, Inc.  
Ralphs-Pugh Company, Inc  
Ranpak Corp.  
The Raymond Corporation  
RBW Logistics  
REB Storage Systems  
Reddwerks Corporation  
RedPrairie

Rehrig Pacific Company  
Ryson International Inc.  
Saddle Creek Corporation  
Schaefer System International  
Sealed Air Automation  
Seegrid Corp.  
Shippers Warehouse  
SI Systems  
SIMOS Insourcing Solutions, Inc  
Solucion LLC  
SpanTech LLC  
Speech Interface Design, Inc  
Swisslog  
System Application Engineering, Inc (SAE)  
Systems Logic  
Supply Chain Consulting Search  
TECSYS, Inc  
TGW  
top-VOX Corporation  
Traker Systems  
TranSystems  
TRC Staffing Services, Inc  
TZA  
UNICOR  
UTI Worldwide  
viastore systems, Inc.  
Vocollect  
Voxware  
Weber Distribution, LLC  
Weiser Security Systems  
Yale Materials Handling Corporation



## And Here's What They Had to Say...

- 96% of respondents say they "WILL" attend another WERC conference.
- Over 75% of respondents found the WIRE experience to be "good" to "excellent."
- Over 80% of respondents spent more than an hour talking with vendors at WIRE.



**“ The WIRE 2011 event was well planned and organized and felt very intimate compared to other shows I've attended. The social and networking factor was most dominant and I left with the feeling of having acquired new friends. ”**



## Exhibitions Work ... Here's Why

- The cost to make a face-to-face contact with a potential customer is \$96 at an exhibition, compared with \$1,039 in the field.
- 69% of sales and marketing managers state that fewer calls are needed to close a sale with an exhibition lead because these events give them a "foot in the door" with potential customers.
- 54% of sales starting *with a lead* from an exhibition are closed after only three or fewer sales calls ... where 61% of sales starting *without a lead* from an exhibition require more than three sales calls to close.
- 67% of sales and marketing managers agree that exhibitions increase corporate and/or brand awareness.

(Source: Center for Exhibit Industry Research [www.ceir.org](http://www.ceir.org))

## 2012 Specifications:

### Exhibit Booths

**Additional dedicated exhibit time this year, with Monday luncheon served in the Exhibit Hall**

#### Each 10' X 10' booth space includes:

- Back drape and 3' draped side rails
- One 7" x 44" ID sign with your company name
- One wastebasket
- Security will be provided for the exhibit hall (not for individual booths) from set up through tear-down
- Booth vacuuming (as needed) prior to opening each day
- Two complimentary registrations to the WERC Annual Conference for Sunday, May 6, 2012 and Monday, May 7, 2012, including tickets to all meals/events on those days. (Registration for Tuesday, May 8, 2012, and Wednesday, May 9, 2012, may be purchased by the same booth staff at a greatly-discounted registration fee of \$550 per person. Optional events and facility tours are available at additional fees.)

**Exhibit Booth Cost: \$3,750**

### Demo Theater

Don't miss this additional opportunity to reach your target market and increase your exposure! The Demo Theater in the exhibit hall allows exhibitors an opportunity to demonstrate their products/services in a presentation format. Show prospects the benefits of the solutions you offer and exactly what differentiates your products/services from others.

**Schedule for demo stage presentations!** There are a limited number of time slots, and they are available on a first come, first served basis. Each exhibitor is limited to one 30-minute time slot.

**Demo Theater Cost: \$2,000**

### Show Schedule

#### Sunday, May 6, 2012

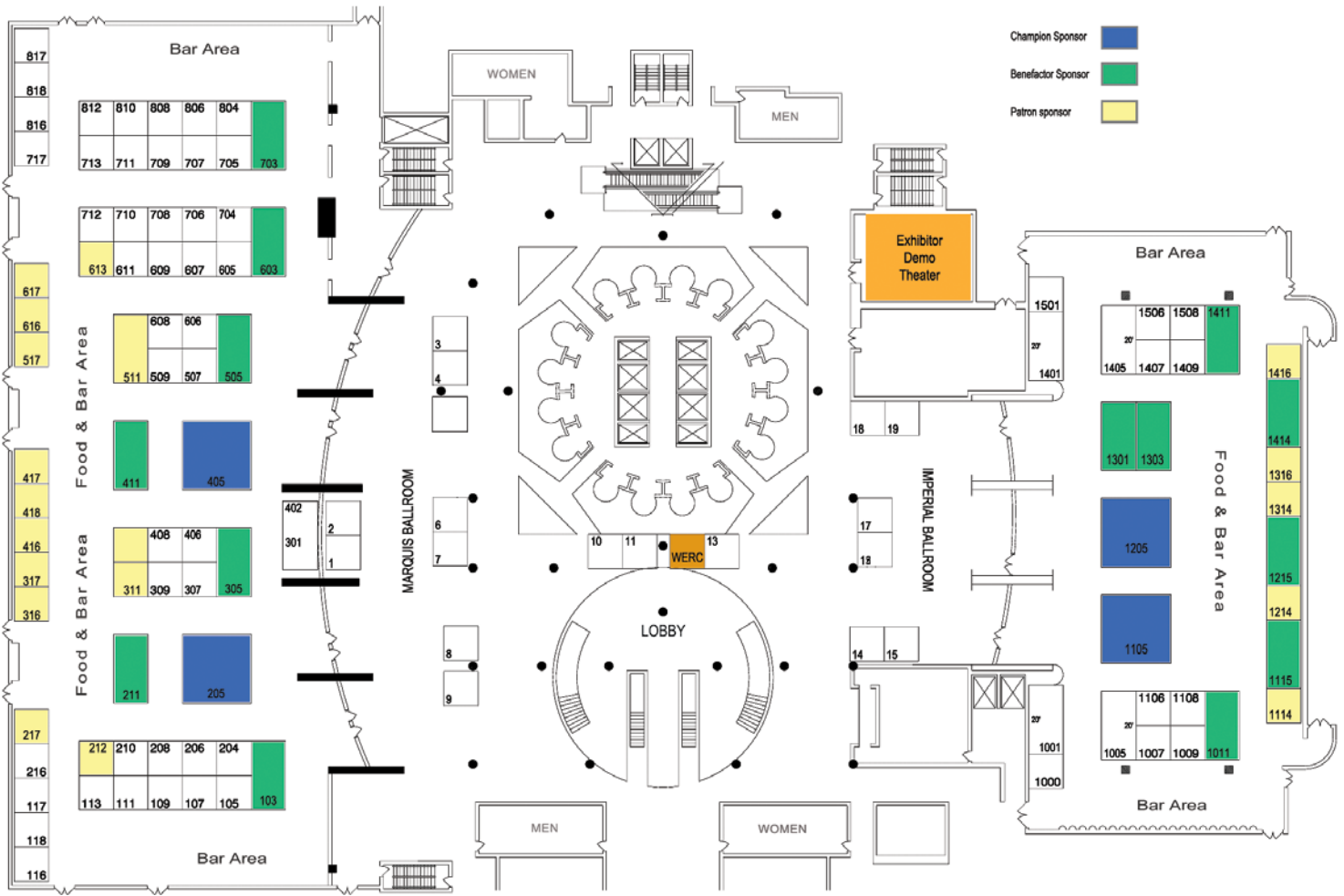
Exhibitor Registration, move-in/booth set-up:	8:00 am – 2:00 pm
Opening reception in exhibit hall:	5:00 – 8:00 pm

#### Monday, May 7, 2012

Lunch in exhibit hall:	11:00 am – 1:30 pm
Networking reception in exhibit hall:	4:30 – 7:00 pm
Exhibitor move-out/booth tear-down:	7:00 – 11:00 pm

# Floor Plan

Atlanta Marriott Marquis



**WERC**  
**ATLANTA 2012**  
 THE CONFERENCE FOR  
 LOGISTICS PROFESSIONALS  
 May 6-9



# WERC & DC Velocity

## Work Hard to Bring Buyers to You!

- MORE Promotion
- MORE Exposure
- MORE Value

WERC's targeted marketing plan is designed to reach WERC's membership and thousands of other potential buyers involved in warehousing, distribution and logistics management via email, direct mail, social media, and trade advertising. As an exhibitor and/or sponsor, your organization's information will be included in the following promotional efforts before, during and after the 2012 WERC Annual Conference:

- Conference Brochure (print and online version)
- Selected *WERC Sheets* (newsletter to WERC members)
- Selected WERC e-blasts to promote conference & WIRE
- *DC Velocity* website promotion of conference and WIRE
- Selected *DC Velocity* e-blasts to promote conference and WIRE
- The WERC website [www.werc.org](http://www.werc.org)
- Conference & WIRE advertisements in industry trade publications
- Onsite signage
- WERC conference onsite Schedule of Events
- Selected WERC e-blasts to conference attendees and WERC members acknowledging your organization's participation

### In addition, WERC provides the following promotion for WIRE exhibitors and sponsors:

**Designated WIRE webpage** – with exhibitor and sponsor listings (immediately upon booth purchase) that include companies organized by product/service category, company name, company logo, booth number, description of products/services and link to company website.

**Exhibitor/Sponsor Directory** – distributed onsite and posted online that includes listing by company and by booth number and displays information by product category including company name, booth number, contact information, logo and description of products/services.

**We're looking forward to having you with us in Atlanta! Should you have questions or if you would like more information, please contact...**

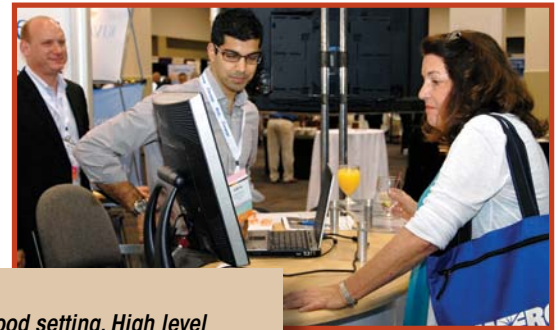
#### Exhibit & Sponsorship Opportunities

Gary Master 719.495.5050 / [gmaster@dcvelocity.com](mailto:gmaster@dcvelocity.com)  
Jim Indelicato 630.521.9033 / [jindelicato@dcvelocity.com](mailto:jindelicato@dcvelocity.com)

#### Exhibit & Logistics Management

Rita Coleman 630.990.0001 / [rcoleman@werc.org](mailto:rcoleman@werc.org)

“ WERC's conference is a must do for a warehousing professional, it's so well organized and the format lends itself to meeting great people while learning about potential solutions to whatever challenges you may be facing! ”



“ Good setting. High level participants, target audience and decision makers. ”



“ The people who visited the booth knew what they wanted. Great traffic! ”



WERC & DC Velocity's

**WIRE**

ATLANTA 2012



May 6-7