

SEPTEMBER 18-19, 2013

KANSAS CITY SHERATON HOTEL at CROWN CENTER
KANSAS CITY, MO

**Reach 300-400
industry professionals
in one place.***

The **JOC Inland Distribution Conference** will draw out insights and perspectives from some of the leading thinkers and practitioners in the inland distribution arena.

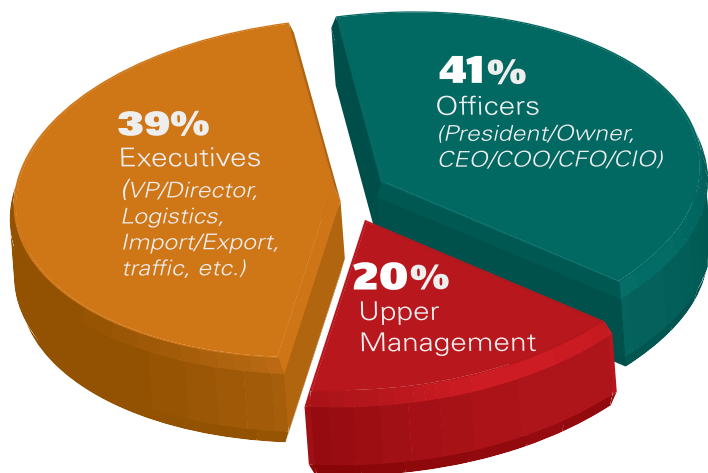
Inland Distribution is the process of strategically transporting and positioning imported goods at inland locations for effective onward distribution to retail locations and direct to consumers.

COMMITTED AUDIENCE**

100% of post event survey respondents agreed the 2011 event was a valuable networking opportunity

Over **90%** of post event survey respondents said they were likely to attend the event in the future

INFLUENTIAL AUDIENCE**



WHY SPONSOR?

Sponsorship of the Inland Distribution Conference places your company in a position of authority and enables you to build and strengthen your relationships, visibility and reputation with major shippers. Sponsorship offers organizations:

- **EXPOSURE**

Alignment of your brand with The Journal of Commerce and the JOC.com, the leading media, events, and websites in the transportation and logistics industry. In addition, gain exposure to major importers, exporters and manufacturers.

- **PROFILE**

Benefit from the extensive range of marketing and PR carried out before, during and post event, all incorporating your brand.

- **LEADERSHIP**

Underline your expertise and leadership in intermodal transport.

- **ENGAGEMENT**

Generate new business leads and build on existing ones with direct access to established industry leaders and emerging personnel.

WHO ATTENDS?

Shippers importers, exporters, retailers, manufacturers

Ports inland and ocean

Ocean Carriers

Railroads

Trucking Companies

Distribution Center / Warehouses

Government Officials

3PLs / Freight Forwarders

Technology providers

* Projected attendance based on attendance at 2011 and 2012 JOC Inland Port Logistics Conferences

** Statistics based on 2011-2012 JOC Inland Port Logistics Conferences

METAL-LEVEL SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|------|----------|--------------|
|------|----------|--------------|

PLATINUM

- Multiple sponsorships available**
- Six (6) full conference passes
 - Twelve (12) discounted passes at \$650 per pass
 - Logo representation and recognition on promotional material and website
 - Official "Thank You" delivered by a JOC representative at the podium during conference Welcome Address
 - Full page cover or premium position ad in the Program Directory
 - One (1) Conference Bag Insert – one unit of marketing material or approved giveaway
 - Two email marketing blasts to the attendee list - one prior and one post event
 - Access to name, company, title for attendee list one week prior to event
 - Two (2) Reserved Tables at Luncheon
 - Two (2) Executive Video Interviews
 - One (1) Table Top Display with company supplied pull up banner

\$20,000

GOLD

- Multiple sponsorships available**
- Four (4) full conference passes
 - Eight (8) discounted passes at \$650 per pass
 - Logo representation and recognition on promotional material and website
 - Official "Thank You" delivered by a JOC representative at the podium during conference Welcome Address
 - Full page cover or premium position ad in the Program Directory
 - One (1) Conference Bag Insert – one unit of marketing material or approved giveaway
 - One email marketing blast to the attendee list post or prior to event
 - Access to name, company, title for attendee list one week prior to event
 - One (1) Reserved Table at Luncheon
 - One (1) Executive Video Interview
 - One (1) Table Top Display with company supplied pull up banner

\$15,000

SALES CONTACTS

| | | | |
|-------------------------|-------------------------|---------------------------|---|
| TONY STEIN | P: 678.456.8530 | E: tstein@joc.com | CA, MN & GA |
| CATHERINE AVOLIO | P: 732.331.2155 | E: cavolio@joc.com | CT, DE, MA, NH, NJ, NY, PA RI, SC & VT |
| GREG MARCH | P: 852.2585.6119 | E: gmarch@joc.com | Asia & Europe |
| CINDY CRONIN | P: 954-551-8305 | E: ccronin@joc.com | FL, AL, AK, AZ, AR, CO, ID, IL, IN, IA, KT, KA, LA, MD, MI, MS, MO, MT, NE, NV, NM, ND, OH, OK, OR, SD, TN, TX, UT, VA, WA, WV, WI, WY & Canada |

METAL-LEVEL SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|---------------|---|-----------------|
| SILVER | Multiple sponsorships available <ul style="list-style-type: none"> • Three (3) full conference passes • Six (6) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • Official "Thank You" delivered by a JOC representative at the podium during conference Welcome Address • Full page ad in the Program Directory • Access to name, company, title for attendee list one week prior to event • One (1) Executive Video Interview | \$11,000 |
| BRONZE | Multiple sponsorships available <ul style="list-style-type: none"> • Two (2) full conference passes • Four (4) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • Official "Thank You" delivered by a JOC representative at the podium during conference Welcome Address • Full page ad in the Program Directory | \$8,000 |

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CONFERENCE-WIDE SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|------------------------------|---|--|
| PROGRAM DIRECTORY | <ul style="list-style-type: none"> • Ad in Program Directory | FULL PAGE \$4,000 INSIDE FRONT \$5,000 BACK COVER \$6,000 |
| ATTENDEE BAG INSERT | Insert your collateral or a great promotional giveaway into the Attendee Conference Bag. Product giveaway must be pre-approved by Show Management | \$7,500 |
| CONFERENCE PODIUM | <ul style="list-style-type: none"> • Four (4) full conference pass • Eight (8) discounted passes at \$650 per pass • Logo representation and recognition prominently featured on the podium alongside the JOC logo • Logo representation and recognition on promotional material and website • Official "Thank You" delivered by a JOC representative during Welcome Address • Full page ad in the Program Directory • One email marketing blast to the attendee list post or prior to event • One (1) Conference Bag Insert - marketing material or approved giveaway • One (1) Reserved Table at Luncheon • One (1) Executive Video Interview | \$12,000 |
| CONFERENCE HOTEL KEYS | <ul style="list-style-type: none"> • One (1) full conference pass • Three (3) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website | \$9,500 |

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CONFERENCE-WIDE SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|-----------------------------------|--|-----------------|
| CONFERENCE BAGS | <ul style="list-style-type: none"> • Two (2) full conference passes • Four (4) discounted passes at \$650 per pass • Company logo on all conference attendee bags • Logo representation and recognition on promotional material and website • Full page advertisement in Program Directory • One (1) Conference Bag Insert - marketing material or approved giveaway | \$15,000 |
| CONFERENCE PENS & PADS | <ul style="list-style-type: none"> • One (1) full conference passe • Three (3) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • Pens & Pads supplied by sponsor | \$9,500 |
| CONFERENCE LANYARDS | <ul style="list-style-type: none"> • Two (2) full conference passes • Four (4) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • One (1) Conference Bag Insert - marketing material or approved giveaway | \$9,500 |

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AREA-SPECIFIC, SIGNAGE & OTHER SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|---|---|-----------------|
| CONFERENCE REGISTRATION AREA SPONSOR | <ul style="list-style-type: none"> • Two (2) full conference passes • Four (4) discounted passes at \$650 per pass • Exclusive signage at registration area • Logo representation on registration and confirmation page of website • Logo representation and recognition on promotional material and website • Full page advertisement in Program Directory • One (1) Conference Bag Insert - marketing material or approved giveaway • One (1) Executive Video Interview • One (1) Table Top Display with company supplied pull up banner | \$15,000 |
| SESSION SPONSOR | <ul style="list-style-type: none"> • One (1) full conference pass • Three (3) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • Option to have promotional material distributed on the seats/at door during session or in the attendee bag • Option to introduce session | \$6,500 |
| WHITE PAPER | <ul style="list-style-type: none"> • Educate attendees with your latest company white paper • One (1) full conference pass • Three (3) discounted passes at \$650 per pass • White paper posted on JOC.com for three (3) months • White paper emailed to all attendees • White paper distributed in all attendee bags (supplied by sponsor) | \$9,500 |
| CHARGING STATIONS | <ul style="list-style-type: none"> • Two (2) charging stations located outside the conference room — a convenient way for all attendees to recharge their phones, PDA or laptop. • One (1) full conference pass • Three (3) discounted passes at \$650 per pass • Charging Station branded with sponsor logo/message. • Logo representation and recognition on promotional material and website | \$10,000 |

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REFRESHMENT SPONSORSHIPS

| TYPE | BENEFITS | 2013 PRICING |
|---|--|--------------------------|
| LUNCHEONS Wednesday, Thursday | <ul style="list-style-type: none"> • Two (2) full conference passes • Four (4) discounted passes at \$650 per pass • Full Page Ad in Program Directory • Logo representation and recognition on promotional material and website • Option to distribute promotional item during Luncheon or in attendee bag | PER DAY \$12,000 |
| CONTINENTAL BREAKFAST Wednesday, Thursday | <ul style="list-style-type: none"> • One (1) full conference passes • Three (3) discounted passes at \$650 per pass • Full Page Ad in Program Directory • Logo representation and recognition on promotional material and website • Company branded napkins (Black & White Logo) | PER DAY \$10,000 |
| COFFEE BREAKS Wed. AM, Wed. PM, Thurs. AM, Thurs. PM | <ul style="list-style-type: none"> • One (1) full conference pass • Three (3) discounted passes at \$650 per pass • Logo representation and recognition on promotional material and website • Company branded napkins (Black & White Logo) | PER BREAK \$4,000 |

FIND THE RIGHT SPONSORSHIP PACKAGE FOR YOU!

Contact your sales representative for more information on putting together a tailored solution for your company. Whether you are looking for additional brand exposure, lead generation or networking opportunities, we can find a sponsorship solution around the **Inland Distribution Conference** that works for you.

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