



**WERC | 2024**  
ANNUAL CONFERENCE

**INSPIRING  
ACTION**

**2024**

**Sponsors  
Prospectus**

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# SET THINGS IN MOTION AT WERC 2024

**The only conference that puts you in the room with qualified buyers interested in your warehouse and logistics solutions.**

## DEAR SPONSORS,

I'm excited to welcome you to the preeminent educational event for warehousing, distribution, and fulfillment professionals. WERC offers an intimate, people-centered experience that gives its sponsors a wide range of opportunities to connect with engaged, qualified prospects. Meet a new prospect for coffee, join an existing customer in an education session, or get an introduction at a networking event. There's so much potential for you and your company at WERC 2024.

The 2024 Conference will take place live and in-person in Dallas, Texas, during the first week of June at the Hilton Anatole, an entertainment complex designed to help you relax and focus. As a sponsor, you will be a full participant in the conference program, leading educational sessions and taking part in learning and networking events right alongside the distribution and logistics leaders you serve.

## Sponsor Packages

Based on feedback from previous sponsors, WERC 2024 will offer a brand new way to sponsor a 45-minute session and demonstrate to attendees how you can be a valuable knowledge resource. This package includes a video recording of the session, a tabletop exhibit in the foyer, and recognition as a sponsor on the conference website and within the event app.

## Special Event Opportunities

This year you can choose from a range of different special events that your company can sponsor, including our daily keynote presentations, the conference welcome reception, happy hour, an escape room activity, or the closing reception.

See you in Dallas June 2-5, 2024!



— Jeremy Banta



## JEREMY BANTA

*WERC Conference Chair*  
Assistant Professor and Supply Chain  
Program Management Coordinator  
Columbus State Community College

**JOIN WERC TODAY!**

[info@werc.org](mailto:info@werc.org) | (630) 990-0001



## WHY PARTICIPATE?

WERC is committed to helping industry professionals pursue education and networking opportunities, and its intimate, face-to-face conference format creates the ideal environment to connect with engaged, qualified prospects. For three days, you will have the opportunity to learn, grow, and build strong, lasting relationships with distribution and logistics buyers.

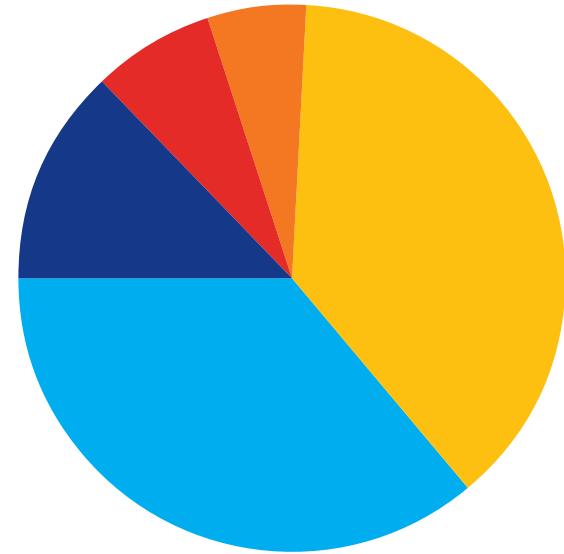
**"Great opportunity to meet and network with professionals who have similar roles in other organizations and share challenges and solutions."**

— Dan Keller | Lucas Systems

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**SEE PREVIOUS  
SPONSORS**

## WHO ATTENDS?



- 38%** — Managers / Supervisors
- 36%** — Presidents / Executives / Directors
- 13%** — Other
- 07%** — Staff
- 06%** — General Managers

*67% of WERC attendees have purchasing power*

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**SEE PREVIOUS  
ATTENDEES**



**"WERC is the only industry event focused on providing you the opportunity to collaborate with facility operators and IT support organizations to accelerate your own success."**

— TJ Fanning | SVT Robotics



## SESSION BREAKDOWN:

- Sponsor Sessions
- Thought Leadership Sessions
- Peer-to-Peer Sessions

## MARKETING BENEFITS



**500,000+**

Marketing impressions from email and digital advertising outreach



**50,000+**

Warehousing, distribution and logistics professionals we reached with every one of our conference emails



**30,000+**

Social media followers



**12+**

Emails WERC sends that could feature your logo to prospective and registered attendees, as well as potential sponsors



## FOCUS GROUPS

For the first time ever, WERC is offering turnkey focus groups that include the coordination of participants, a certified facilitator, participant gifts, and catering services. This gives you a unique opportunity to conduct new product research or gather other valuable marketing insights.



## SPECIAL EVENTS

There are many exclusive opportunities to spotlight your company at one of the conference's social events. From sponsoring the Anatole Escape Room activity to hosting the Welcome Room, these fun activities enable you to network with future customers and industry leaders in a relaxed manner.



## CUSTOM BRANDING OPPORTUNITIES

The conference gives you many creative ways to draw brand recognition. Sponsoring the massage station enables you to tap into our conference theme of stepping away from the noise of your daily work. As the exclusive sponsor of the station, your staff receives a 50% discount on the service, enabling you to set a good example of pampering your employees.

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**MORE DETAILS**



## SPONSORS (PARTIAL LIST)

- A-Safe, Inc.
- ADT/Protection 1
- Alpine Supply Chain Consulting
- AML
- AmbaFlex, Inc
- Apex Storage
- Apex Supply Chain Technologies
- Ascension Logistics
- Atlas Injury Prevention Solutions
- Axonify Inc.
- Bastian Solutions
- Betacom
- BKD, LLP
- Boplan USA
- BOSTONtec
- Butterfly AI
- Cascade Corporation
- CipherLab USA
- Cisco-Eagle
- Cloudleaf, Inc.
- Commonwealth Supply Chain Advisors
- Conti Systems, Inc.
- Crown Equipment Corporation
- CubiScan
- DASKO Label
- DFW WMS Solutions
- DMLogic LLC
- Dematic
- Design Conveyor Systems
- EAM-Mosca Corp.
- ecs
- Ehrhardt Partner Group
- FW Logistics
- Fetch Robotics
- First Flight Solutions
- FourKites
- Frazier Industrial
- FreightSnap, LLC
- Gather AI
- Georgia College & State University
- GMR Safety Inc
- Handheld
- Hydrian Inventory Optimization
- Instawork
- Intelligrated
- io-consultants L.P.
- Itorizon Inc
- Ivanti
- iWAREHOUSE
- JGA
- Jones Lang LaSalle
- Landair
- Lexicon Tech Solutions
- Lucas Systems
- META Storage Solutions, Inc.
- Miebach Consulting
- Mitsubishi Electric Automation
- Mohr Partners, Inc.
- Murata Machinery
- National Material Handling
- Newcastle Systems, Inc.
- Opendock by Loadsmart
- ORBIS Corporation
- PalletTrader
- pcddata
- Peoplelink Staffing
- Pierce Distribution Services Company
- POSDATA
- ProGlove
- ProLogistix
- REB Storage Systems International
- Reliable Management Solutions, LLC
- Remote Security Systems
- RMG Networks
- Ryson International
- SATO America
- ScanSnap
- Schneider Electric
- Secure Mobile Solutions
- SencorpWhite
- Siemens Postal, Parcel & Airport Logistics LLC
- Siggins
- SmartBOL
- Snapfulfil
- Softeon
- Supply Chain Optimizers LLC
- Swisslog
- Synergy North America
- System Logistics Corporation
- Systems in Motion
- TECSYS INC
- TGW Systems Inc.
- Texas Barcode Systems
- The Raymond Corporation
- TouchPath
- Trex Company, Inc.
- Triage Partners
- UNEX Manufacturing Inc
- ValuTrack
- VEBAR USA, LLC
- Veryable
- Vimaan Robotics
- Voodoo Robotics
- Wirecrafters
- Xact Warehouse Solutions
- Yale Materials Handling





## ATTENDEES (PARTIAL LIST)

- **VP of Warehouse Operations**  
Ace Mart Restaurant Supply
- **Dir. Supply Chain**  
Advanced Distributor Products (ADP)
- **Director of Operations**  
AGCO Corporation
- **Senior Operations Manager**  
Allied Beverage Group, LLC
- **Warehouse Operations Leader**  
Arizona Public Service
- **Manager of Industrial Engineering**  
AutoZone
- **Director, Operations & Global Supply Chain**  
Aviall Services
- **Director of Logistics**  
BB Industries
- **Director of Purchasing**  
Bergquist Company
- **Senior Supply Chain Manager**  
Boise Paper
- **Director of Distribution Operations**  
Briggs & Stratton
- **VP, Supply Chain**  
Bumble Bee Seafoods
- **Operations Manager**  
Bush Brothers & Company
- **Senior Manager, WDC Operations**  
CDW
- **Director, Facility Development and Safety**  
Chick-fil-A Supply
- **Sr VP Supply Chain**  
Christensen Arms
- **COO**  
CITY Furniture
- **Manager, Logistics Procurement**  
Clariant Corporation
- **VP, Operations**  
DHL - Supply Chain
- **Director of Operations**  
Dallas Cowboys Merchandising
- **Engineering Manager**  
Dillard's Inc.
- **SVP, Operations**  
e.l.f. Cosmetics
- **COO**  
Empire Merchants North
- **VP, Distribution & Transportation**  
Essilor of America, Inc.
- **Global Reliability & Productivity Manager**  
Exxon Mobil
- **Director, eCommerce**  
FedEx Supply Chain
- **VP, Distribution & Fulfillment**  
Ferguson Enterprises, Inc.
- **VP of Supply Chain, Facilities & Environment**  
Fisher & Paykel Healthcare
- **Director of Warehouse Operations**  
Four Seasons Produce
- **Senior Operations Manager**  
G3 Enterprises
- **Sr. Director Operation Engineering & Vendor Compliance**  
Gap Inc.
- **Senior Director of Operations**  
Girl Scouts of the USA
- **Logistics & Fulfillment VP**  
GOJO Industries
- **VP Supply Chain**  
Gopher Sports
- **VP Customer Service & Distribution**  
Haldex Brake Products
- **Sr. Director - Fulfillment Productivity & Systems Solutions**  
Hasbro
- **Vice President**  
Holman Distribution
- **VP Operations**  
Hopewell Logistics
- **Operations & Logistics**  
Independent Pharmacy Cooperative
- **Director - Supply Chain Operations**  
Indiana University Health
- **Director of Distribution**  
Ingersoll Rand
- **Vice President, Innovation, Research & Development**  
Kenco Group
- **Director of Supply Chain**  
Kent Building Supplies
- **Vice President of Operations & IT**  
Kitchen Cabinet Distributors
- **Executive Vice President Operations**  
Klein Tools
- **Director of North American Distribution**  
Lennox Industries Inc
- **Sr. Director of Operations**  
Levin Furniture
- **AVP Distribution Management**  
L'Oreal
- **Sr. Manager, Inbound Ops & Support Services**  
LTD Commodities
- **SVP Optimization, Planning & Distribution**  
Manna Pro Products
- **COO**  
Monat Global
- **Chief Supply Chain Officer**  
Monogram Foods
- **Executive Director of Operations & Distribution**  
MS Walker
- **VP - Distribution & Logistics**  
NexTerra Wine Company
- **Director of Continuous Improvement**  
ODW Logistics, Inc.
- **VP Warehouse Distribution**  
Penguin Random House
- **Director Operations**  
Proponent
- **Manager Operations Logistics**  
Sandia National Laboratories
- **Sr. Director, US Central Distribution Center**  
Stryker
- **Chief Operating Officer**  
Sunland Logistics Solutions
- **Director, DC Operations**  
Tractor Supply Company
- **Director, Logistics & Distribution**  
Unicomer Jamaica Limited
- **Director Global Logistics & Distribution**  
ZOLL Medical



## EVENT DETAILS

Ready to dig into some of the pressing challenges in warehousing and logistics? From labor shortages to rapidly expanding digital technologies, our educational sessions will share the most effective practices to drive your company forward. The conference is your opportunity to tap into the collective industry wisdom.

Our vibrant keynotes are also set to inspire your personal and professional growth. Drawing from their own success stories, these thought leaders can help spark your future achievements.

## SPONSOR SESSIONS

Your Sponsor Sessions replace your booth as the cornerstone of your conference experience, and they will be fully integrated into the conference program and promoted right alongside Thought Leader and Peer-to-Peer learning sessions. WERC attendees will appreciate sessions that are educational, conversational and interactive. You can even promote participation in advance.

Sponsor Sessions will be hosted in designated rooms.

### Here are some additional details:

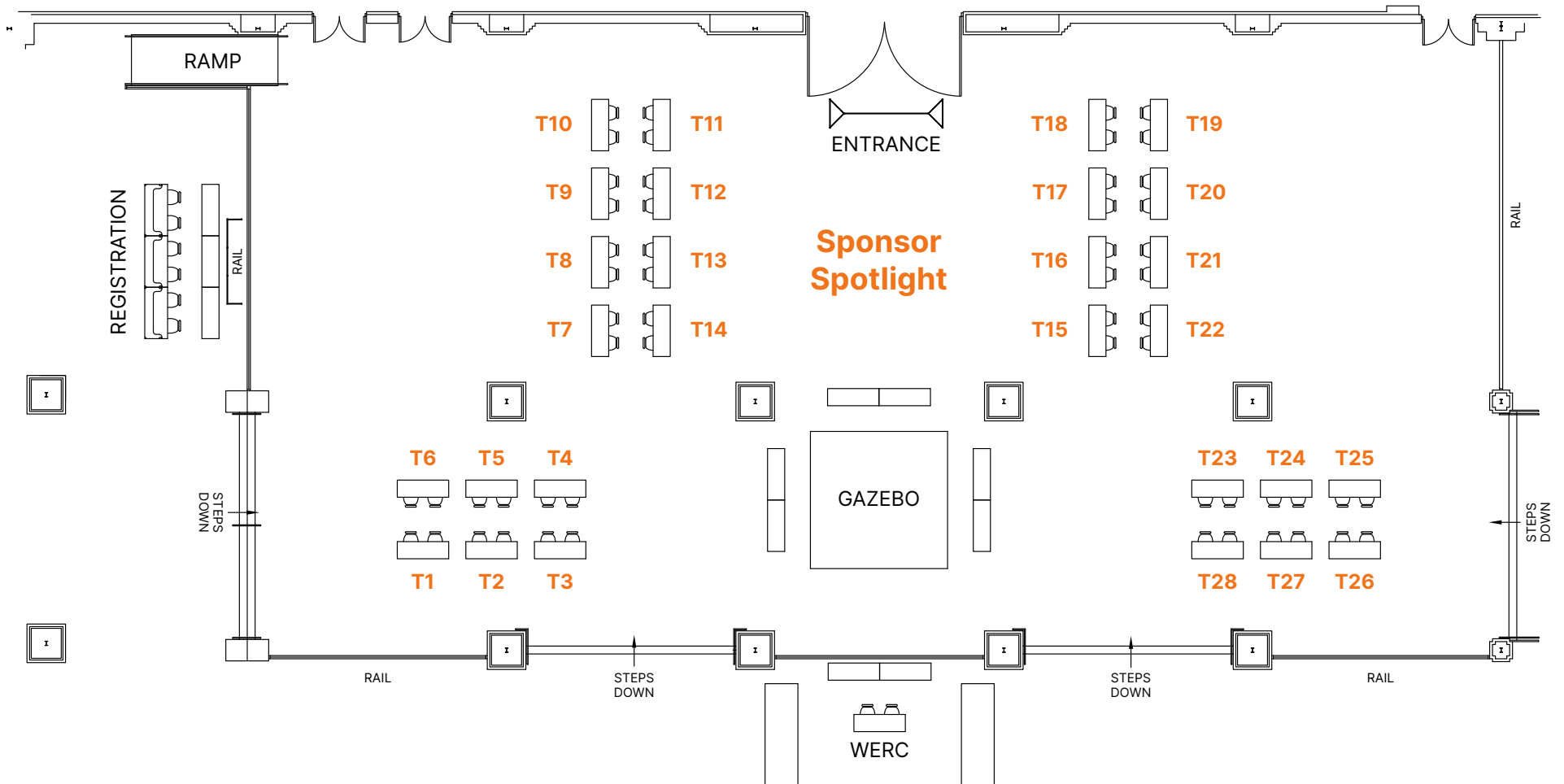
- Up to 45 minutes long
- Captive audience of up to 30 attendees
- Session handout published on conference app for all attendees
- Video of your session to share on your website and social media
- We'll share on the WERC Conference website post-event
- Lead scanning upon entry and exit



# FLOOR PLAN

Subject to change

## General Session + Meals



# SPONSORSHIP OPPORTUNITIES

To help your business create a more memorable conference experience for attendees, WERC 2024 offers a sponsorship program that is designed to help you promote your company's participation before, during and after the event.

**Note:** Wherever “deadline applies” is shown, the deadline is April 1.

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## FEATURED SPONSOR PACKAGE

Appearing on the WERC Conference program and expanding your reach at your tabletop exhibit give you high-visibility partner opportunities to highlight your brand throughout the conference so you can be seen as a knowledgeable resource to attendees.

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## SPECIAL EVENT OPPORTUNITIES

This year you can choose from a range of different special events that your company can sponsor, including our daily keynote presentations, the conference welcome reception, a happy hour, an escape room activity, or the closing reception.

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## CUSTOM BRANDING OPPORTUNITIES

From conference notepads, headshot station, and massage station to hotel room keys, badge lanyards, and other giveaway items, WERC 2024 offers a wide range of custom branding that will make a long-lasting impression on attendees.

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## ADVERTISING OPPORTUNITIES

Select from a variety of onsite and digital advertising options, including banners, signs, floor clings, banner ads, email ads, and more.

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## OPPORTUNITIES FOR SPONSORS

Connect with your target audience when you add on promotional emails, social media posts, a lead retrieval license, and more.

## FEATURED SPONSOR PACKAGE

**NEW!**

### SPONSOR SESSION & TABLETOP PACKAGE

**\$8,000** | 10 available

Be seen as a knowledgeable resource to attendees by appearing on the WERC Conference program and expand your reach at your tabletop exhibit.

**Includes:**

- 1 – 45-minute session (can be sales-based and is not peer-reviewed)  
*Note: If you purchase this package and have a session proposal accepted through WERC's peer-review process, the two sessions cannot contain the same content.*
- 1 – video recording of session
- 1 – tabletop exhibit in foyer Monday-Wednesday (includes 6' table, two chairs, and basic power; no floor-standing signage or equipment allowed)
- 2 – complimentary registrations (additional registrations at 50% discount, all speakers and exhibit staff must be registered for the full conference)
- 2 – complimentary WERC memberships
- 2 – lead retrieval licenses (requires app download on personal device)
- Recognition as a sponsor on conference website and within event app

### **UPDATED!** SPONSOR SESSION

**\$5,000** | 20 available

Be seen as a knowledgeable resource to attendees by appearing on the WERC Conference program!

**Includes:**

- 1 – 45-minute session (can be sales-based and is not peer-reviewed)  
*Note: If you purchase this package and have a session proposal accepted through WERC's peer-review process, the two sessions cannot contain the same content.*
- 1 – video recording of session
- 1 – complimentary registration (additional registrations at 50% discount, all speakers and exhibit staff must be registered for the full conference)
- 1 – lead retrieval license (requires app download on personal device)
- Recognition as a sponsor on conference website and within event app

### **NEW!** TABLETOP EXHIBIT

**\$4,000** | 20 available

Expand your reach with a tabletop exhibit!

**Includes:**

- 1 – tabletop exhibit in foyer Monday-Wednesday (includes 6' table, two chairs, and basic power; *no floor-standing signage or equipment allowed*)
- 1 – complimentary registration (additional registrations at 50% discount, all speakers and exhibit staff must be registered for the full conference)
- Recognition as a sponsor on conference website and within event app



## SPECIAL EVENT OPPORTUNITIES

### NEW!

#### KEYNOTE SPEAKER (MONDAY, TUESDAY, OR WEDNESDAY)

**\$10,000** | 3 available

New this year, WERC is offering the opportunity to sponsor our daily keynote presenters. Choose from Monday, Tuesday, or Wednesday, or for \$25,000, become our exclusive keynote sponsor (\$5,000 savings).

##### Includes:

- Logo appears on digital signage outside room and on tabletop signage on day of keynote
- Logo appears in slides on main stage screens
- Recognition from the stage
- Ability to supply a video to be played from main stage (max: up to two minutes in length)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### NEW!

#### FOCUS GROUP (MONDAY OR TUESDAY)

**\$8,000** | 4 available

For the first time ever, WERC is offering turnkey focus groups, including the coordination of participants, a certified facilitator, participant gifts, and catering services. Choose from four available time slots (during meals on Monday or Tuesday).

##### Includes:

- 1 – certified facilitator (questions supplied by sponsor)
- 5-7 – attendee participants, selected by sponsor from list displaying company and title
- 50% discount off unlimited registrations for company staff

### NEW!

#### WELCOME RECEPTION (SUNDAY)

**\$5,000** | *Exclusive Opportunity!*

The Welcome Reception is a buzz-worthy event, featuring a creative take on the neighborhoods that make Dallas unique.

##### Includes:

- 2 – 1-meter signs with logo recognition (deadline applies)
- Logo on souvenir gifts (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

## SPECIAL EVENT OPPORTUNITIES

### NEW!

#### HAPPY HOUR (MONDAY)

**\$3,000** | *Exclusive Opportunity!*

The Happy Hour reception will be held within the foyer housing our tabletop exhibits.

**Includes:**

- 1 – 1-meter sign with logo recognition (deadline applies)
- Logo on cups at reception (deadline applies)
- 50% discount off unlimited registrations for company staff

### NEW!

#### CLOSING RECEPTION (TUESDAY)

**\$3,000** | *Exclusive Opportunity!*

The Closing Reception is a laid-back affair, offering pub games and other relaxed entertainment.

**Includes:**

- 1 – 1-meter sign with logo recognition (deadline applies)
- Logo on cups at reception (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### NEW!

#### ESCAPE ROOM ACTIVITY (SUNDAY)

**\$2,500** | *Exclusive Opportunity!*

New this year, WERC is offering an on-property activity for those arriving in Dallas before the official start of the event on Sunday. The Anatole Escape Room is a fun-for-all-ages activity.

**Includes:**

- 1 – 22×28" sign with logo recognition (deadline applies)
- 2 – complimentary tickets for activity
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

## SPECIAL EVENT OPPORTUNITIES

### NEW!

#### WOMEN @WERC LUNCHEON (TUESDAY)

**\$2,500** | *Exclusive Opportunity!*

This luncheon in support and celebration of the women in this industry features a professional speaker.

**Includes:**

- 1 – 22×28” sign with logo recognition (deadline applies)
- 1 – slide with logo on screen in the room
- Ability to place promotional items on tables (must be coordinated with WERC staff in advance)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### NEW!

#### BREAKS (MONDAY OR TUESDAY)

**\$1,500** | *5 available*

Choose from five available break time slots, or for \$6,000, become our exclusive break sponsor (\$1,500 savings) and receive recognition at all our breaks **plus** a 50% discount on registration.

**Includes:**

- 22×28” sign with logo recognition at up to four break locations (deadline applies)
- Recognition as a sponsor on conference website and within event app

## CUSTOM BRANDING OPPORTUNITIES

### NEW!

#### CUSTOM CONFERENCE NOTEPAD

**\$7,500** | *Exclusive Opportunity!*

Custom branded conference notepads to be distributed to all registered attendees at registration.

**Includes:**

- Hardback notebook featuring sponsor logo, handed out at registration (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### NEW!

#### PROFESSIONAL HEADSHOT STATION

**\$5,000** | *Exclusive Opportunity!*

Offer attendees professional headshots! WERC will coordinate the photographer and space.

**Includes:**

- Professional photographer to provide one headshot per interested attendee
- Signage at headshot station (deadline applies)
- List of attendees who participated in this offer
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### NEW!

#### MESSAGE STATION

**\$5,000** | *Exclusive Opportunity!*

Help ease tired muscles at our new message station! WERC will coordinate the message service and space.

**Includes:**

- Professional masseuse and equipment
- Signage at message station (deadline applies)
- List of attendees who participated in this offer
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app



## CUSTOM BRANDING OPPORTUNITIES

### CUSTOM HOTEL ROOM KEYS

**\$5,000** | *Exclusive Opportunity!*

Custom branded hotel room keys to be distributed to all guests of the host hotel.

**Includes:**

- 1,000 guest room keys featuring custom design (design supplied by sponsor to vendor specifications) distributed to guests staying within the official room block (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### MOBILE APP

**\$5,000** | *Exclusive Opportunity!*

Includes one full-screen ad visible each time the app is opened, two in-app banner ads, and recognition as the app sponsor on the conference website. Sponsor's logo will appear on mobile app signage.

**Includes:**

- 1 – full-screen ad displayed each time app is opened
- 2 – in-app banner ads
- Logo on app signage (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

### CONFERENCE WI-FI

**\$2,500** | *Exclusive Opportunity!*

Highlight your company's online presence every time an attendee connects to the conference Wi-Fi.

Conference Wi-Fi will redirect to sponsor's website or splash page, and sponsor's logo will appear on Wi-Fi signage. Recognition as a sponsor on conference website and within event app.

## CUSTOM BRANDING OPPORTUNITIES

**NEW!**

### BADGE LANYARDS

**\$2,500** | *Exclusive Opportunity!*

Sponsor's logo will appear on lanyards alongside the conference logo.

**Includes:**

- Lanyards ordered by WERC (deadline applies)
- 50% discount off unlimited registrations for company staff
- Recognition as a sponsor on conference website and within event app

**NEW!**

### BRANDED GIVEAWAY ITEMS

**\$1,500** | *6 available*

Sponsor's logo will appear on a promotional item alongside the conference logo. Sponsor will select from a predetermined list of offerings curated by WERC. Items will be made available to attendees throughout the conference on WERC's "Just in Time" table near registration.

**Includes:**

- Promotional item ordered by WERC (deadline applies)
- Recognition as a sponsor on conference website and within event app



## ADVERTISING OPPORTUNITIES

### SESSION DIGITAL SIGNAGE ADVERTISING

**\$5,000** | *Exclusive Opportunity!*

Display your company's custom banner ad outside every educational session room on the bottom of our 55" screens for the full length of the conference.

### ONSITE ADVERTISING

**\$1,000** | *8 available*

Select from a variety of onsite advertising options, including banners, signs, floor clings, and more! Production costs not included and are provided at WERC's negotiated discounted rates. The earlier you finalize your order, the more you save.

### WEBSITE AND EMAIL ADVERTISING

**\$1,000** | *7 available*

Select from a variety of digital ads, including conference website banners (4 available), registration confirmation email ad (exclusive), know-before-you-go email ad (exclusive), or post-conference thank you email ad (exclusive).

## OPPORTUNITIES FOR SPONSORS



### ADD-ONS ONLY.

Cannot be purchased independently.

#### CONFERENCE PROMOTIONAL EMAIL

**\$800** | 16 available

One email to Conference attendees sent through third-party mail house. Emails can be sent beginning at 5 weeks prior to event through 3 weeks post-event and will be limited to two emails per week.

#### MOBILE APP BANNER AD

**\$500** | 10 available

One conference mobile app 960×150px banner ad. Ads appear at random throughout the app.

**NEW!**

#### SOCIAL MEDIA POST/ MENTION

**\$750** | 10 available

One social media post featuring sponsor's logo sent from WERC's social accounts.

#### LEAD RETRIEVAL LICENSE

**\$175**

One license to WERC's lead retrieval system. Requires mobile app download. Price increases to \$200 onsite.



## READY TO GET STARTED?

At the 2024 WERC Conference, qualified buyers come to engage 1:1 with sponsors and warehouse and distribution experts like you. Reserve your sponsorship today and take advantage of this unique opportunity to showcase your solutions and grow your business. Our sales team is standing by to walk you through our sponsorship process.

***The deadline to commit to sponsorship is: April 01, 2024***



**CHELSEA  
LISTON**

**WERC Sponsorship Sales**

[cliston@mhi.org](mailto:cliston@mhi.org)

(704) 714-8709



**JOANNA  
LEON**

**WERC Sponsorship Sales**

[jleon@werc.org](mailto:jleon@werc.org)

(630) 320-5807

## VISIT US ONLINE

[Become a Sponsor ›](#)

[Register for the Conference ›](#)

[View the Agenda ›](#)