



The Supply Chain Runs Through **Us**



WERC
43rd Annual Conference
for Logistics Professionals

2020
PROVIDENCE
RHODE ISLAND • MAY 3-6

2020 Solutions Partner Prospectus
WERC.org/2020

Why You Can't Buy A Booth In 2020

A Letter From WERC President **Annette Danek-Akey**



Dear Solutions Partners,

This year marks the next step in our organization's years long strategy to move away from a traditional trade show format. Like most modern conference attendees, WERC members tell us they don't like the hard sell. On average, they spent less than three hours on the showroom floor each year. That means the trade show format wasn't working for them -- and it wasn't working for you.

Don't get me wrong -- WERC attendees are eager to hear about the products and services that can help them become more efficient and profitable. But they want to do it in a relaxed, low-pressure environment. They want learning opportunities and one-on-one time with you.

So we found a better approach.

Get A Guaranteed Speaking Opportunity

Starting in 2020, Solutions Partners will be more engaged in the WERC conference experience. All Base Packages now include a 30-minute Solutions Studio Session for 30 people that is fully integrated into the agenda, alongside Thought Leader and Peer-To-Peer learning sessions. You'll get an unrivalled opportunity to speak to self-selected, high-quality prospects in a low-pressure learning environment -- as many times as you want.

Get Liberated From Your Booth

The old-school trade show booth are gone, and have been replaced with Solutions Stations. These are a supplement to your Solutions Studio Session, a place where you can meet with prospects one-on-on, anytime. Your shipping and setup costs are all but gone, and your sales team is liberated from the booth and free to engage with prospects at Solutions Studio Sessions and throughout the entire three-day conference.

Here at WERC we see great value in this challenging but necessary transition to a more inclusive, collaborative conference experience. On behalf of Conference Chair, Arch Thomason, CEO, Sunland Logistics Solutions, the WERC Board of Directors and myself, I hope you share our excitement as we embark on this new adventure together.

Sincerely,

Annette Danek-Akey

What's New In 2020

Solutions Studio Sessions

Your Solutions Studio Sessions replace your booth as the cornerstone of your Solutions Center experience. You can host as many as you wish, 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!

There will be 50 *Solutions Studio Sessions* hosted in four designated rooms. Here are some additional details:

- Up to 30 minutes long
- Captive audience of up to 30 attendees
- Session handout published on conference app for all attendees
- Get a complete list of all pre-registered session attendees
- Optional lead scanning upon entry and exit
- Optional video of your session to share on your website and social media
- If you purchase a video, we'll share in the WERC Online Learning Center



What's New In 2020

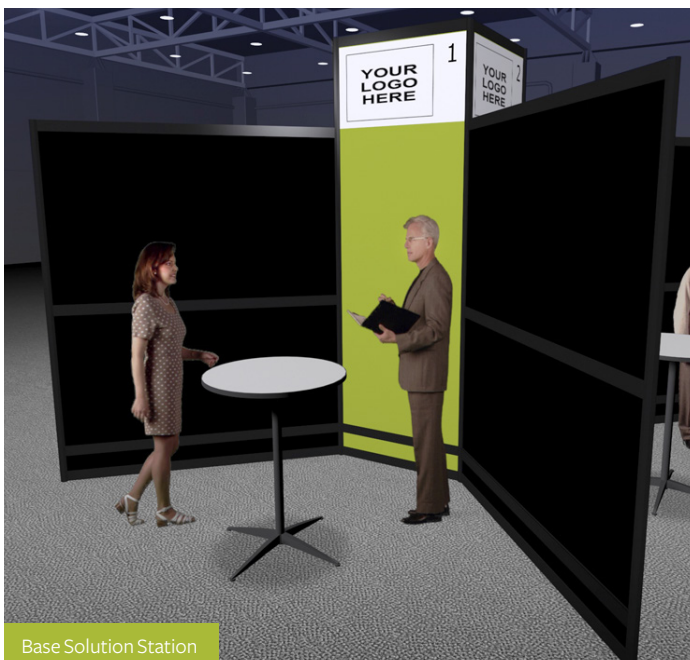
Solutions Stations

Your fully optional Solutions Station serves as a supplement to your Solutions Studio Session. It will be located in the Solutions Center, but it's nothing like the booths of old. Solutions Stations consist of a simple cocktail table and your company logo with a few options like stools, literature rack or video screen.

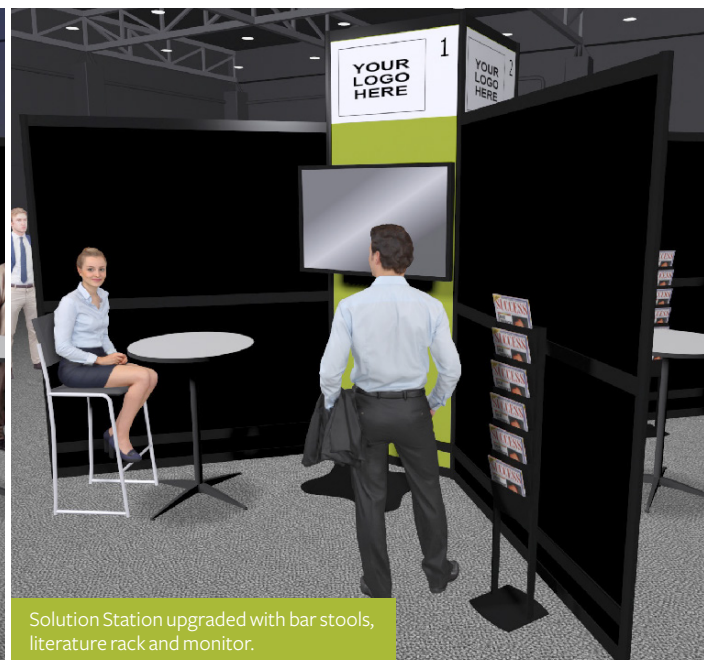
Your sales team won't be shackled to the Solutions Station as they were to a booth. Instead, they'll be free to meet prospects at Solutions Studio Sessions and throughout the entire three-day conference. Simply book time with prospects through the conference app, and meet them for a one-on-one discussion at your Solutions Station.

There will be up to 48 *Solutions Stations* in the Solutions Center. Here are some more details:

- Solutions Stations are optional
- Includes 1 cocktail table, company logo, black walls and basic WiFi
- Optional bar stools, lead scanning, literature rack, monitor, high-speed Internet
- Zero shipping and setup costs for most Solutions Partners
- No signs, banners, furnishings, backdrops or other “booth” features necessary or permitted
- Available exclusively to companies who host a Solutions Studio Session



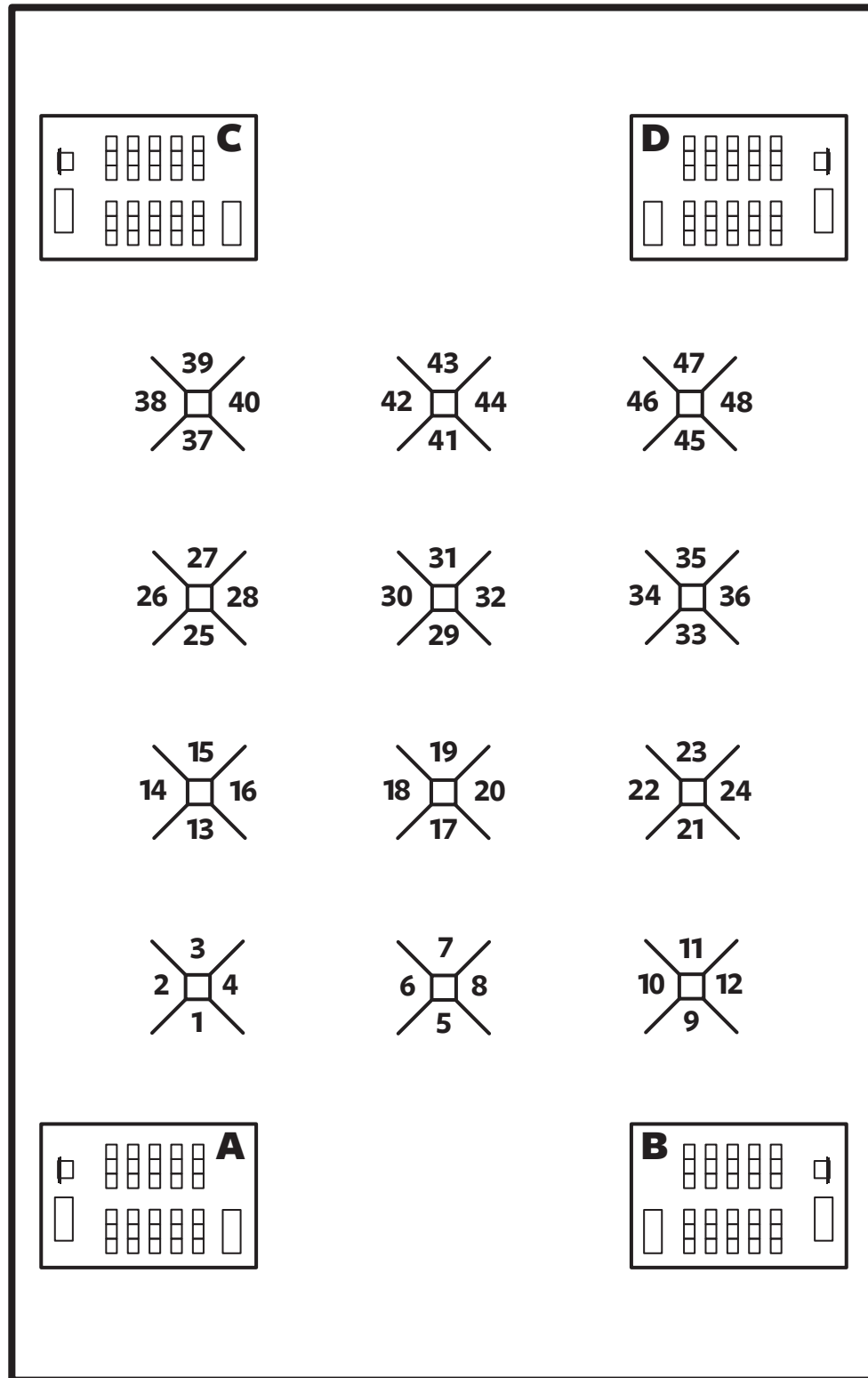
Base Solution Station



Solution Station upgraded with bar stools, literature rack and monitor.

What's New In 2020

Floor Plan



What's New In 2020



A Free Night To Connect

We know you come to the WERC Conference to connect. That's why we've opened up a free night in the conference schedule for you to meet directly with your most valued customers and prospects. Set up a few short coffee dates, or take a valued client out for drinks and dinner. How you use the time is entirely up to you.

Optional Demonstration Area

We know that some of our valued Solutions Partners will want to bring material handling equipment to demonstrate, such as forklifts, racking systems, robotics, package scanners or conveyors and our attendees love hands-on experiences. We'll make custom accommodations for these on a case-by-case basis, as a supplement to your Solutions Studio Sessions.



Unlocking Benefits

The more you invest in WERC, the more we invest in you! As you increase your financial commitment to the WERC Conference, you qualify for Patron, Benefactor and Champion partner status and unlock exclusive additional benefits.



What's New In 2020



Warwick Room

Meeting Rooms

We'll have onsite meeting rooms available for booking, complete with A/V and beverages. These include the Warwick Room, which holds up to 24 people, and the Solutions Center Meeting Suite, which holds up to eight.



Solutions Center Meeting Suite



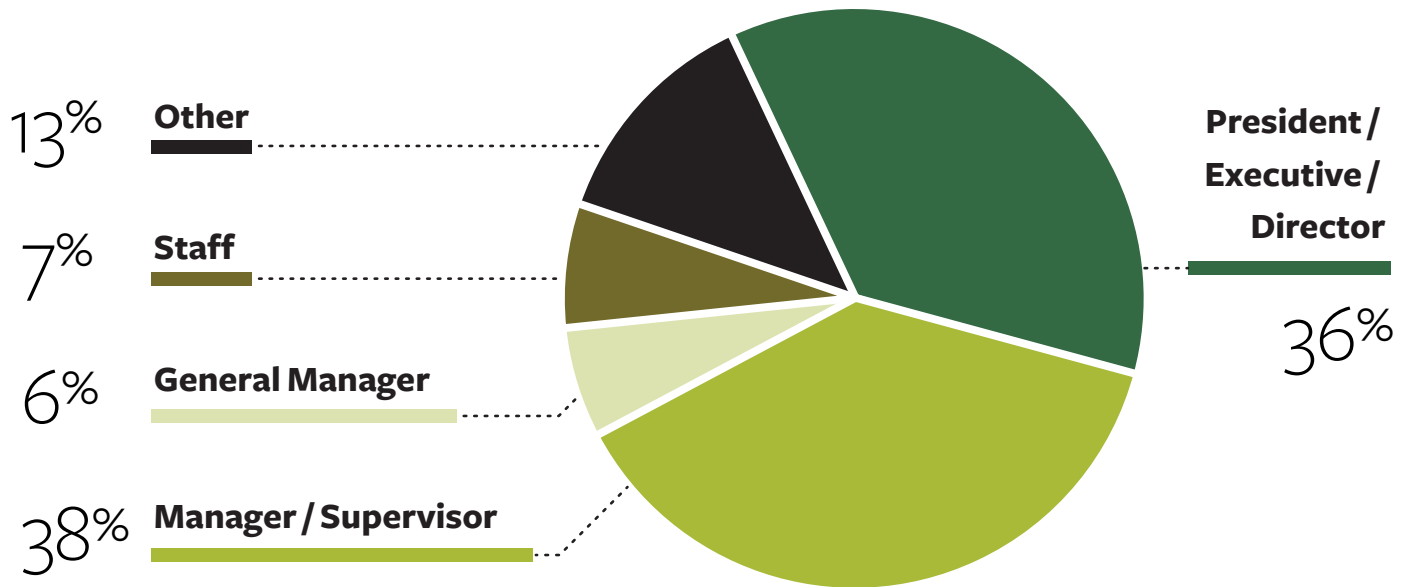
Change Your Paradigm

WERC 2020 is ***not*** a traditional trade show. What makes WERC different?

Traditional Tradeshows	WERC 2020
Stand in a booth for hours, hoping a qualified prospect will happen by and take the time to listen to your pitch.	Conduct one or more 30-minute Solutions Studio Sessions with engaged, qualified prospects who are interested in your offering and want to learn more.
Try to make eye contact and engage passersby with a quip, freebie or contest in an attempt to earn five minutes of their time.	Get a guaranteed, fully-integrated conference speaking opportunity with all Standard Packages.
Design, ship, set-up and tear-down expensive booths.	Zero shipping and setup costs for your modern, flexible Solutions Studio Session and Station .
Leads come from engaging random tradeshow traffic and hoping that you come across someone who is interested in your product or service and has the authority to buy.	Leads come from conference participants who are interested in your product or service, have chosen to register for your Solutions Studio Session , and have listened to your presentation. You'll receive complete contact information for everyone who signs up.
Try to build relationships in rushed interactions during limited dedicated showroom hours. Most WERC attendees told us they spend just three of the six available hours in the showroom.	Build relationships in relaxed, casual interactions throughout the entire three-day conference. Solutions Studio Sessions are fully integrated into the conference program, and Solutions Stations are always available for meetings.
Sales professionals are shackled to their booths before, during and after the event, and engaged in rigid interactions that position one person as the "salesperson" and the other as the "buyer."	Solutions Partners save time before and after the event with no set up or tear down, and are encouraged to take part in all aspects of the conference, from education and training to networking and socializing. WERC attendees tell us they prefer a casual approach.

Why Participate In WERC 2020?

WERC is a unique opportunity to build strong, lasting relationships with distribution logistics leaders. Unlike the big trade shows, WERC offers an intimate, people-centered experience that gives its Solutions Partners meaningful opportunities to connect with engaged, qualified prospects.



“ We come to WERC every year because this is where the true leaders of the logistics and warehousing industry come together. We wouldn't miss it for the world. ”

Ken Ruehrdanz

Warehouse & Distribution Market Manager, Dematic
Past Annual Conference Solutions Solutions Partner
& Sponsor

2/3 WERC attendees are C-suite executives and managers, most with purchasing power.

Why Participate In WERC 2020?

(continued)

10000⁺
Attendees

10 Local Facility
Tours

**Solutions Studio
Sessions**

**Thought Leadership
Sessions**

Peer-To-Peer Sessions



“ *The format of the conference enabled my company to make some great connections and some lasting relationships.* ”

WERC 2019 Attendee

372,000⁺

The number of potential impressions you could make thanks to our expert email marketing.

31,000

The number of warehousing and logistics professionals we reached with every one of our conference emails.

259,000

pageviews in 2018.

12,000⁺









LinkedIn followers.

15⁺ The number of emails WERC sends that could feature your logo to prospective and registered attendees, as well as potential Solutions Partners.



How It Works

Here's how to create a tailor-made conference experience that supports your most important business objectives and gives you a solid return on investment.

Step: 1	Select your Base Package			
	All of our 2020 Base Packages include a <i>Solutions Studio Session</i> , the new cornerstone of the WERC Conference experience.			
	See the Base Packages chart on page 14 for full details			
Step: 2	Select your Add-Ons			
	Additional opportunities available exclusively to Solutions Partners who purchase a Base Package.			
	See the Add-On Options chart on page 15 for full details			
Step: 3	Select your Upgrade or Stand-Alone Options			
	Opportunities available to Solutions Partners whether or not you purchase a Base Package.			
	See the Upgrades or Stand-Alone Options chart on pages 16-17 for full details			
Step: 4	Unlock Your Rewards			
	Add the total from Steps 1 - 3 to see whether you qualify for Patron, Benefactor or Champion benefits.			
	Patron Solutions Partner		Benefactor Solutions Partner	Champion Solutions Partner
	\$10,000+	★	\$15,000+ ★ ★	\$20,000+ ★ ★ ★
	See the Partnership Benefits chart on pages 19-21 for full details			

Past Solutions Partners

AbeTech	Frazier Industrial	Proaction International
ADT/Protection 1	FreightSnap, LLC	ProLogistix
AmbaFlex, Inc	Future Industrial Technologies	REB Storage Systems International
AML	FW Logistics	Reliable Management Solutions, LLC
Apex Storage	Georgia College & State	RMG Networks
Apex Supply Chain Technologies	University	Rockford Construction
A-Safe, Inc.	GMR Safety Inc	SATO America
Ascension Logistics	Handheld	ScanSnap
Atlas Injury Prevention Solutions	HighJump	Schneider Electric
Axonify Inc.	Hydrian Inventory Optimization	Secure Mobile Solutions
Bastian Solutions	Intelligrated	Shoppa's Material Handling - Toyota
BKD, LLP	io-consultants L.P.	Siemens Postal, Parcel & Airport Logistics LLC
Blue Horseshoe	Itorizon Inc	Siggins
Boplan USA	Ivanti	SmartBOL
Camelot 3PL Software	iWAREHOUSE	Softeon
Cascade Corporation	JDA Software	SSI Schaefer Systems International Inc.
CipherLab USA	Jones Lang LaSalle	Supply Chain Optimizers LLC
Cisco-Eagle	Kiser Harriss Chemical Distribution Centers	Swisslog
Cloudleaf, Inc.	Kuecker Logistics Group	System Logistics Corporation
Commonwealth Supply Chain Advisors	Landair	TECSYS INC
Conexiom by ecmart	LEGACY Supply Chain Services	Texas Barcode Systems
Conti Systems, Inc.	Lucas Systems	TGW Systems Inc.
Crown Equipment Corporation	META Storage Solutions, Inc.	The Raymond Corporation
CubiScan	Miebach Consulting	TouchPath
DASKO Label	Mohr Partners, Inc.	Trex Company, Inc.
Dematic	Murata Machinery	Triage Partners
DFW WMS Solutions	Newcastle Systems, Inc.	Ultimate Roofing Systems
Distributors & Consolidators of America (DACA)	Open Sky Group	UNEX Manufacturing Inc
DMLLogic LLC	Optricity	Unsupervised.ai
EAM-Mosca Corp.	ORBIS Corporation	ValuTrack
ecs	Peoplelink Staffing	VEBAR USA, LLC
Ehrhardt Partner Group	Pierce Distribution Services Company	Voodoo Robotics
Fetch Robotics	POSDATA	Xact Warehouse Solutions
First Flight Solutions	Prince William County Department of Economic Development	Yale Materials Handling Corporation

Partial Past Attendee List

Sr. Director Supply Chain	Aaron's
DC Manager	Accent Decor
Manager of Supply Chain Integration and Analysis	Ainsworth Pet Nutrition
VP AsiaPac Supply Chain	Amway Corporation
Warehouse Supervisor	Arizona Public Service Company
Manager of Industrial Engineering	AutoZone, Inc.
Director Operations and Global Supply Chain	Aviall Services
Global Head of Distribution, Logistics & Asset Management	Bloomberg LP
Sr. Supply Chain Manager	Boise Paper
Vice President Operations	Bonded Logistics, Inc.
Director Of Distribution Operations	Briggs & Stratton Corporation
Sr. Manager of Operations Controls	Broad River Furniture dba Ashley HomeStore
Vice President, Supply Chain	BuildDirect
Director of Logistics	Bumble Bee Seafoods
Director of Warehouse Methods	Burris Logistics
Operations Manager	Bush Brothers & Company
Director	C.H. Robinson
Director of Logistics	Cambro Manufacturing
AVP	Canadian Tire Corporation
Sr. Manager WDC Operations	CDW Logistics
Vice President	Church Brothers / Trueleaf Farms
Manager-Logistics Procurement	Clariant Corporation
Director of Distribution	Cooper's Hawk Winery and Restaurants
Director DC Operations	Del Monte Foods
Senior Director of Operations	DHL Supply Chain

Director Logistics	Dillard's
Vice President Operation	Distribution Technology
General Manager	Drive Fulfillment
Senior Vice President, Customer Solutions	DSC Logistics
Sr. VP, Operations	e.l.f. Cosmetics
COO	Empire Merchants North
Vice President of Distribution and Transportation	Essilor of America, Inc.
Global Reliability and Productivity Manager	ExxonMobil
Project Manager	FedEx Services
VP, Distribution & Fulfillment	Ferguson Enterprises, Inc
CEO & President	First Logistics, LLC
General Manager Supply Chain, Facilities, Environment	Fisher & Paykel Healthcare, Ltd.
Director of Operations	Four Seasons Produce
President	FW Logistics
Senior Director of Operations	GEODIS
Supply Chain Manager	Georgia Pacific LLC
Vice President	Gilbert International
Sr. Operations Advisor	Girl Scouts of the U.S.A.
Logistics & Fulfillment VP	GOJO Industries, Inc.
Vice President of Supply Chain	Gopher Sport
Vice President, Customer Service & Distribution	Haldex Brake Products Corp.
Vice President Operations	Hopewell Logistics Inc.
Operations and Logistics Director	Independent Pharmacy Cooperative
Director of Distribution	Ingersoll Rand
Director - Supply Chain Logistics	Intermountain Healthcare
Warehouse Supervisor	Intuitive Surgical Inc
Director	John Deere

Base Packages

Conference Solutions Partner Packages

May not be broken down or sold separately

Package A	<ul style="list-style-type: none">• One Standard Solutions Studio Session• No Solutions Station• Two Full Conference *Stay & Save Registrations• Two Annual Memberships for registrants	\$5,250
Package B	<ul style="list-style-type: none">• One Standard Solutions Studio Session• One Solutions Station• Two Full Conference *Stay & Save Registrations• Two Annual Memberships for registrants	\$6,550
Package C	<ul style="list-style-type: none">• One Video Recorded Solutions Studio Session• One Solutions Station• Two Full Conference *Stay & Save Registrations• Two Annual Memberships for registrants	\$7,500

**Additional \$500 for regular registrations rather than Stay & Save.*

Stay & Save registrations require booking your hotel reservations through WERC.

See page 18 for full policy.



Solutions Studio Session

Add-On Options

Additional opportunities available exclusively to Solutions Partners purchasing a Base Package

Additional Solutions Studio Sessions	\$2,250
Additional Video Recorded Solutions Studio Sessions	\$3,200
Pre and/or Post Conference Promotional Email to attendees	\$600
Lead Scanning	\$150
Private Meeting Suite in the Solutions Center (limited times)	\$300
Equipment Demo Area	TBD \$2,500+

Available at an additional cost through WERC partners (decorator, AV, convention center) for Solutions Station: Monitor with stand, power supply, internet, bar stools, literature rack.

Additional items, such as carpet, signs, banners, furnishings, backdrops, “booths” not permitted, so you save!



Upgrades or Stand-Alone Options

Opportunities available to Solutions Partners with or without a Base Package

Does not include registration

Opportunities at the Conference	Price with a Package	Stand-Alone Price
Mobile App Title Sponsorship 1 available	\$4,500	\$5,000
Lanyards 1 available	\$2,250	\$2,500
Women @ WERC Program Sponsorship 2 available	\$4,500	\$5,000
CSR Activity TBD	\$4,500	\$5,000
Level Up Lounge Sponsorship 2 available	\$4,500	\$5,000
Monday Lunch Sponsorship 2 available	\$10,000	\$12,000
Tuesday Lunch Sponsorship 2 available	\$10,000	\$12,000
Kick Start Welcome Reception Sponsorship 2 available	\$8,000	\$10,000
Tuesday Evening Reception Sponsorship 2 available	\$8,000	\$10,000
New England WERCouncil Meet and Greet Reception 1 available	\$2,250	\$2,500
WERCouncil Leaders Recognition Dinner 1 available	\$2,250	\$2,500
Mobile App Banner Ad Limited availability	\$300	\$1,000
Sponsored App Post Limited availability	\$150	\$750
Private Meeting Room in the Convention Center *Available only to Patron, Benefactor & Champion. Limited availability.	\$600	\$600

Upgrades or Stand-Alone Options *(continued)*

Opportunities available to Solutions Partners with or without a Base Package

Does not include registration

Opportunities outside the Conference	Price with a Package	Stand-Alone Price
DC Measures 3 available	\$12,500	\$14,000
Solutions @ WERC Webinar 12 available	\$1,000	\$1,200
WERC Web Ad – Home Page Limited availability	\$500	\$600
WERC Web Ad – Career Center or Learning Center Limited availability	\$300	\$400
WERCSheet Ad 2 available <i>*Available only to Benefactor & Champion, July/August 2020 issue</i>	\$1,000	\$1,200
Social Media Post	\$500	\$600
Have other ideas? Let us customize an opportunity for you!	TBD	TBD



Meeting Room Schedule & Pricing

Solutions Center Meeting Suite <i>Max. 8</i>				\$300 <i>per slot</i>
Monday		Tuesday		
9:45 am - 11:15 am	11:15 am - 12:30 pm	7:45 am - 9:45 am	9:45 am - 11:45 am	
1:45 pm - 3:15 pm	3:15 pm - 4:30 pm	1:30 pm - 3:15 pm		
Warwick Room <i>4th Floor/Max. 24</i>				\$600 <i>per slot</i>
Monday		Tuesday		
9:45 am - 12:30 pm	1:45 - 4:30 pm	7:45 am - 9:45 am	9:45 am - 12:00 pm	
4:30 - 10:00 pm *		1:30 pm - 3:15 pm		

Includes Coffee, Decaf, Tea, Bottled Water, Iced Tea, Soft Drinks

**No food or beverages included, but these may be ordered separately if finalized by March 31, 2020.*



Solutions Partner Conference Registration & Membership Options

Solutions Partners save up to \$825 per person on conference registration.
The bigger your team, the more you'll save!

Solutions Partner Full Conference Registration + Membership Bundle

	Regular Rate (per person)	Stay & Save Rate (per person)
Bringing 1 or 2 staff to the conference?	\$1,725	\$1,475
Bringing 3 or 4 staff to the conference?	\$1,650	\$1,400
Bringing 5 - 9 staff to the conference?	\$1,550	\$1,300
Bringing 10 or more staff to the conference?	\$1,450	\$1,200

Solutions Partner Full Conference Registration Only

	Regular Rate (per person)	Stay & Save Rate (per person)
Any number of staff	\$1,750	\$1,500

All Solutions Partner rates are valid until March 25, 2020. After that day, standard attendee rates apply (\$200 - \$825 higher per person).

Bundle rates include one year of WERC membership either from a new member's date of registration or from a current member's renewal date.

All Stay & Save registration categories require that each participant book a hotel reservation through the WERC website no later than March 25, 2020 and stay in an official WERC hotel during the conference. If these terms are not met, the registration will automatically be changed to a regular priced registration and charged accordingly.

Partnership Benefits

Solutions Partner	
Conference Mobile App	<ul style="list-style-type: none"> • Access to app, including complete attendee list with private messaging and one-on-one meeting request capabilities • Listing in the Solutions Partner Directory with logo • Option to purchase Lead Scanning capabilities for use by all staff throughout the conference (Reports include full contact information and notes)
Conference Recognition / Logo Placement*	<ul style="list-style-type: none"> • WERC Conference Website Solutions Partner directory • Conference Mobile app Solutions Partner directory
Additional Global Benefits	<ul style="list-style-type: none"> • All the benefits of individual WERC membership for company registrants (if selected)
Patron Solutions Partner \$10,000+ 	
Everything offered to the Solutions Partner PLUS	
Conference Recognition / Logo Placement*	<ul style="list-style-type: none"> • Signage throughout event • General Session slides and video
Conference Engagement	<ul style="list-style-type: none"> • Unlimited access to the Level Up Lounge • Eligibility to purchase meeting room access • Invitation(s) to the Level Up Reception
Global Recognition / Logo Placement*	<ul style="list-style-type: none"> • Website (Conference & General, multiple pages) • Conference Trade Press Ads • Conference Promotional Brochures • Conference Promotional emails • WERCWeekly (Member e-newsletter) • WERC Sheets (Member Newsletter) • At least one (1) WERC Social Media mention with company # per platform (LinkedIn, Twitter, Facebook, Instagram)
Additional Global Benefits	<ul style="list-style-type: none"> • Option to submit a case study or industry tool to WERC for publication online (subject to approval) • Job postings in WERC's Online Career Center

Partnership Benefits (continued)

Benefactor Solutions Partner \$15,000+							
Everything offered to the Patron Solutions Partner PLUS							
Additional Global Benefits		<ul style="list-style-type: none">• 5 or 10 online learning course registrations (can be gifted to a customer)• One DC Measures Comparative Report at the discounted rate of \$395 or \$295• One DC Measures Annual Report at the discounted rate of \$150 or \$100• One Annual Salary Survey Report at the discounted rate of \$150 or \$100• Option to rent an executive meeting room at the convention center (Limited availability)• Eligibility to purchase July/August WERC Sheet Ad					
Champion Solutions Partner \$20,000+							
Everything offered to the Benefactor Solutions Partner PLUS							
Additional Global Benefits		<ul style="list-style-type: none">• One, stand-alone email message to 25,000+ addresses in WERC database (subject to approval, date based on availability; value \$4,000)					

** All placement dependent upon commitment date.
Logo size and prominence based on level of partnership.*



Solutions Partner Program Terms & Conditions and Rules & Regulations

Warehousing Education and Research Council (WERC) and each Solutions Partner participant taking part in the WERC 2020 Solutions Partner Program agree, by way of submitting this Application to abide by the following terms and conditions:

1. Acceptance

The WERC Solutions Partner Program is open to suppliers that are of interest to WERC members/attendees. WERC reserves the right, at its sole discretion, to decline applicants that do not provide products/services of benefit to WERC members/attendees.

2. Americans with Disabilities Act

The applicant agrees to comply with all applicable provisions of the Americans with Disabilities Act (ADA) and shall indemnify and defend WERC, its officers, directors, members, staff members, and agents from and against any loss, damage, claim, liability, and expense (including attorneys' fees) resulting from or arising out of the applicant's failure to comply with the guidelines of WERC or the applicant's failure to comply with provisions of the ADA. The terms of this provision shall survive the termination or expiration of this Agreement.

3. Assignment/Subletting

The Applicant may not assign or sublet any of its contracted benefits or allow any other person or organization to use any part of the benefits without written permission from WERC.

4. Payment

Payment in full is due at the time of Solutions Partner application submission and/or the addition of any options, including conference registrations.

5. Solutions Studio Assignments

Solutions Studio assignments will be made beginning in January 2020 in the order of receipt of payment in full. WERC Conference Management reserves the right to reassign studios and times as may become necessary at any time.

6. Solutions Station Assignments

Solutions Station assignments will be made by WERC beginning in February 2020 and following payment in full. Placement requests may be considered but cannot be guaranteed. WERC Conference Management reserves the right to reassign stations as may become necessary at any time.

7. Company Representatives

Each organization participating in the 2020 WERC Solutions Partner Program receives conference registrations based only on the number they select and pay for. No individual will be automatically registered for the conference, including the individuals listed on the application. Personalized links for online registration will be sent via email to the main contact for each company. All solutions partners and their guests expecting to participate in any portion of the conference, including the Solutions Center, MUST be registered. Only registered participants will receive an all access badge granting access to the conference.

Full Conference registrations grant full access to all conference functions and events, including the Solutions Center, General Sessions, Meals and Networking Activities. Optional activities, including facility tours, are available to all Solutions Partner registrants for additional fees.

All Solutions Partner Conference Registrations should be both purchased and assigned by March 25 or additional fees may apply.

We encourage all individuals to engage in all aspects of the conference. These events are perfect opportunities to meet additional attendees and get business leads outside of the Solutions Center.

The number of company representatives in a Solutions Studio and Solutions Station at any one time, may not exceed two.

Conference name badges issued by WERC must be worn at all times by all individuals participating in the conference.

8. Cancellations/Refunds

Cancellations received prior to the extension of a Solutions Partner benefit and prior to and including January 31, 2020, will receive a 50% refund of the agreed upon fee. Cancellations received on or after February 1, 2020, will not receive any refund of the agreed upon fee. If a solutions partner benefit has been provided, including logo placement, no refund will be given.

9. Compliance with Laws

Applicant shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, and policies and procedures of the facility appointed by WERC for the event.

10. Copyrighted Works

Applicant acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video, and software. Applicant shall indemnify, defend and hold harmless WERC, its officers, directors, members, staff members, and agents, and each of them, from and against any and all claims and expenses, including attorneys' fees and costs, arising out of or related to Applicant's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.

11. Event Website and Mobile App Content

WERC reserves the right to refuse or edit copy determined to be inappropriate to WERC's policies and standards. Organizations participating assume liability for all content of their listings and presentations, and agree to indemnify, defend, and hold WERC, the facility and general contractor appointed by WERC harmless from any claims or actions based on the content of their organization's information as published in any WERC event publications/websites.

12. Event Modification

WERC reserves the right to modify at any time the time, location, size, and limits of solutions studios and solutions stations as it deems appropriate or necessary.

13. Failure to Occupy

If the Applicant does not claim its assigned space/s by checking in to the conference by 8:00 a.m., Monday, May 4, 2020, WERC may, at its discretion, terminate the contract and reassign the space to another Applicant. The defaulting Applicant will not be entitled to a refund of its fee.

14. Force Majeure

Should any circumstance beyond the control of, and not the fault of, WERC prevent or materially affect the event from being held as scheduled, or the event space not being available for use due to weather, war, threats or acts of terrorism, governmental action or order, act of God, fire, strikes, labor disputes or any other causes beyond the control of WERC, this agreement shall be terminated without liability. In such event, WERC shall not be liable to indemnify or reimburse the Applicant in respect of any damage or loss, direct or indirect, arising as a result hereof.

15. Interpretation

WERC has total authority of the interpretation and enforcement of these guidelines and reserves the right to amend them at any time it deems appropriate or necessary. WERC reserves the right, without recourse, to prohibit any portion of any material that, in its opinion, is not suitable or in keeping with the character of the WERC Annual Conference. This reservation of rights by WERC applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event. Persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event that is prohibited will be done so without refund.

16. Liability & Insurance

The Applicant hereby assumes responsibility for and agrees to indemnify, defend, and hold harmless, WERC, the facility and general contractor appointed by WERC for the event, their respective officers, directors, employees, agents, members, staff members, agents, successors and assigns from and against any loss, damage, claim, liability, and expenses (including attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with the Applicant's

participation in the Event, except Applicant is not responsible to an indemnities for the indemnitee's gross negligence or willful misconduct. The terms of this provision shall survive the termination or expiration of this Agreement.

Applicant understands that neither WERC nor the facility appointed by WERC for the event, nor the general contractor appointed by WERC for the event, maintain insurance covering the Applicant's personal property owned, rented, leased, borrowed, or used by the Applicant and it is the sole responsibility of the Applicant to obtain such insurance. All property of the Applicant is understood to remain under its custody and control in transit to and from and within the confines of the event area and Applicant shall maintain insurance covering their property. Applicant shall carry a minimum of one million dollars (\$1,000,000) in general liability insurance and shall provide WERC with a certificate of insurance evidencing such coverage.

17. Marketing

WERC may use the information supplied on the application as part of marketing efforts and no claim may be made at any future date by the Applicant.

18. Printed Materials & Marketing Giveaways

Material and/or promotional items that will be distributed to attendees on-site must be approved by WERC. A sample of material must be submitted to WERC (via email or regular mail) no later than March 15, 2020.

19. Solutions Partner Fulfillment

Solutions Partners are responsible for providing items required for benefit fulfillment as noted in the Solutions Partner Prospectus and/or your custom solutions partner proposal. Solutions partners are responsible for following instructions and adhering to deadlines for all requirements and deliverables, including items that are subject to WERC approval prior to production/distribution. WERC reserves the right to manage/control all deliverables of any solutions partner benefit. Solutions partners are required to acknowledge and meet any request (within reason) made onsite by WERC.

20. Use of WERC and/or Conference Logo

The use of the WERC and/or Conference logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronyms, reference to the meeting, meeting name or WERC may be used in promotional materials only with the express written approval of WERC. All design concepts (logos, graphics, etc.) and promotional materials should be sent to WERC for review and approval prior to production/distribution. WERC can provide a WERC Conference Solutions Partner logo for participants' use.

21. Food and Beverages

Food and beverage items for consumption by conference attendees in the Convention Center will be provided exclusively by WERC. Bringing in outside food and beverage items or ordering food and beverage items directly by any Solutions Partners or Attendees is strictly prohibited.

22. Hospitality/Events

No solutions partner or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities.

23. Distribution of Promotional Material

Distribution of sales promotional material and the conduct of surveys are permitted only within assigned solutions studio sessions and solutions stations in the Solutions Center. Promotional materials found anywhere else within the convention center or official hotels will be removed and discarded without notice.

24. Raffles and Give-Aways

Raffles and Give-Aways are permitted and encouraged but must be conducted solely within the confines of the area purchased by each participating organization. Fliers and other such collateral referencing any raffle or give-away cannot be left in public spaces of the convention center or conference hotels.

25. Facility Rules & Regulations

All facility, vendor and contractor rules and regulations will be outlined in the Solutions Partner Service Kit and must be strictly adhered to by all Solutions Partners/Sponsors.

SOLUTIONS STUDIO SESSION AND SOLUTIONS STATION REGULATIONS

Solutions Studio Session hosts who pay in full and provide their complete session information (speaker, title, description) prior to 3/18/20 will receive the following benefits*:

**Note that this is not based on application date, but rather the date payment and complete session information is provided.*

- Session listed in conference agenda
 - Website (www.werc.org/2020)
 - Mobile App (launching early April)
 - Printed onsite conference schedule
- Session listed as an optional event for conference attendees to sign up for the session in advance
- Inclusion in email marketing to registered attendees about the opportunity to sign-up for these special, limited seating sessions
- Approx April 29, a list of attendees, with complete contact information, who signed up for their session in advance
- Opportunity to purchase lead scanning technology within the conference mobile app to scan the badges of all attendees who actually attend the session in order to get complete contact information for participants

Solutions Studio Session hosts who pay in full and provide their complete session information (speaker, title, description) between 3/19 and 4/29/20 will receive the following benefits*:

**Note that this is not based on application date, but rather the date payment and complete session information is provided.*

- Session listed in conference agenda
 - Website (www.werc.org/2020)
 - Mobile App (launching early April)
- Opportunity to purchase lead scanning technology within the conference mobile app to scan the badges of all attendees who actually attend the session in order to get complete contact information for participants

Solutions Studio Session benefits are no longer available if payment and complete session information is not received by 4/29/20.

Included with each Solutions Studio Session:

- One 30-minute presentation slot as selected with 10 minutes prior for set up and 5 minutes after for departure
- 30 attendees maximum capacity
- One 6' draped materials table
- One large monitor
- One standard power outlet
- Basic-level WiFi will be available throughout the WERC Conference Space. (Suitable only for basic email and web surfing. Not suitable for streaming.)
- WERC team member to monitor session check-in
- List of advance registrants with complete contact info*
- Session listed on session room sign, Conference Website & and in mobile app*
- Opportunity to submit a PDF handout to be available for download from the session in the mobile app schedule*

**Available only if all deadlines for information submission are met.*

Not Included but Available for additional fees

- Lead scanning

Not Included & Not Available

- Computer (may bring own to connect to monitor)
- Microphone / Sound System

Video Recorded Solutions Studio Session

Included

- Everything in a Standard Solutions Studio Session
- Computer (may NOT use own computer)
- MP4 file of session video recording with PowerPoint provided within 30 days following the conference
- Session recording to be available in WERC Online Learning Center for at least one year following the conference. (Subject to meeting WERC policies.)

Not Included but Available for additional fees

- Lead scanning

Not Included & Not Available

- Speakers/Sound Amplification System

Solutions Studio Sessions

Permitted

- Solutions Studio Sessions are the only session type at the WERC Conference where commercialism is permitted
- 1-2 representatives as presenters/facilitators
- Providing a paper handout during the session and/or PDF of a handout to be available for download from the mobile app
- Promoting participation in your session in advance
- Scanning badges of participants, using WERC Lead Scanning, for purposes of obtaining an actual attendee list
- Offering a give-away at the session

Not Permitted

- Exceeding the session capacity of 30 participants
- Exceeding the allotted time frame for presentation
- Violating WERC anti-trust policies (attached)

WERC is responsible for:

- Maximizing attendees/qualified buyers at the conference (in the city & building)
- Promoting all educational session programming, including Solutions Studio Sessions
- Offering advance registration for Solutions Studio Sessions (if deadlines for information submission are met)
- Providing one-on-one meeting request/scheduling technology

Solutions Partners are responsible for:

- Providing compelling, engaging content & speakers to attract attendees to their session/s (encouraged to make sessions interactive and conversational rather than lecture)
- Proactively requesting one-on-one meetings with prospects
- Engaging in the full conference experience to maximize exposure
- Scanning leads at their sessions and throughout the conference to maximize leads

To get the most ROI from their Solutions Studio Session, Solutions Partners should:

- Promote their Studio Session – and make it enticing to senior-level logistics professionals. (For those sessions with advance sign-up available, online sign-up is not required. Attendees may simply show up and be accommodated as space permits.)
 - Send promotional emails to their own list of customers and prospects
 - Purchase and send a pre-conference email to registered attendees
 - Purchase a mobile app banner ad
 - Post about the session in the mobile app prior to the session
- Bring a PC computer with their presentation, if desired. (Only in non-recorded sessions. If they use a Mac, they must also provide their own appropriate dongle to connect to a standard VGA or USB monitor cable.) Note that a presentation is not required. They are welcome to simply make it a discussion-based session.
- Plan an interactive session. The most successful sessions are educational, intimate and interactive, engaging the attendees, as opposed to sales presentations or lectures.
- Purchase lead scanning functionality and scan the badges of all attendees who join the session in order to get a list of participants with complete contact information.
- Place a staff member at the entrance door to the session to welcome guests, scan badges and capture interested attendees' info for follow up meetings after the session has reached its capacity of 30.
- If desired, provide handouts to support the discussion (PDFs can also be attached to the session in the app for download)
- If desired, offer small giveaways for session participants
- Start and end their session promptly as scheduled (30 minutes with 10 minutes prior for set-up and 5 minutes post for departure)

Solutions Stations

Included

- Black Side Walls, WERC-branded back, center panel with number & company logo
- One, tall, round, cocktail table
- Basic-level WiFi will be available throughout the WERC Conference Space. (Suitable only for basic email and web surfing. Not suitable for streaming.)

Not Included but available for additional fees

- Lead Scanning
- Literature Rack
- Bar Stools
- Large Monitor on a stand with or without a computer
- Standard Power Supply
- Upgraded Internet access

Permitted

- Paper literature that can fit either on the table or in the literature rack
- Computer or tablet that can sit on the table provided (or on the stand if adding a monitor)

Not Permitted

- Anything additional placed anywhere on the floor
- Anything additional affixed to or hung from the unit walls

Policy on Antitrust Compliance

The policy of the Warehousing Education and Research Council is to comply fully with all laws applicable to its programs and activities, including federal and state antitrust laws. Each member, officer, director and employee is individually responsible for adherence to this policy and the Guidelines below. You should promptly communicate to WERC's Chief Executive Officer any concerns about whether your conduct or that of others at WERC programs and activities complies with this policy.

The antitrust laws are designed to preserve free and unfettered competition and have been applied to prohibit a broad range of conduct among competitors that unreasonably restrains trade. WERC's programs and activities may entail direct communications among competing organizations engaged in warehousing and related activities. Therefore, it is important that you avoid inappropriate conduct that could raise antitrust concerns.

The Guidelines highlight conduct that can raise the most serious concerns, but do not describe all antitrust standards applicable to WERC and its members. You should use good judgment in connection with all WERC activities and avoid any conduct that appears capable of restraining competition. You also should seek guidance from your own counsel or the Chief Executive Officer of WERC if specific antitrust concerns arise.

Guidelines

DON'T make announcements about or discuss at WERC programs, meetings or events:

- Your prices or those of other industry members.
- Other price-related information about your business or that of other industry members (i.e., costs, discounts, profit margins, terms of sale, credit terms, pricing procedures, formulas).
- Allocation of markets, customers, products or services.
- Whether pricing or other competitive practices of any industry member are improper or objectionable.
- Whether to deal or refuse to deal with any industry member due to its pricing or other competitive practices.
- Your future intentions or those of any other industry member concerning pricing, marketing, purchasing or the geographic/product scope of operations.
- Any confidential, competitively sensitive information.

DON'T stay at any WERC program or meeting where discussion or comments about these subjects occur.

- DO** notify WERC's Chief Executive Officer promptly of any conduct at WERC programs or meetings that appears contrary to these Guidelines or WERC's Policy on Antitrust Compliance.
- DO** have a WERC staff person present at all WERC programs or meetings.
- DO** insist that a written agenda is followed and minutes kept at all WERC meetings.
- DO** confer with WERC's Chief Executive Officer before speaking about a topic with competitive ramifications at any WERC program or meeting.
- DO** request review by WERC's Chief Executive Officer of any written materials concerning a WERC program that address a topic with competitive ramifications.
- DO** send copies of all WERC related communications to WERC's Chief Executive Officer.
- DO** notify WERC's Chief Executive Officer promptly about any inaccuracies in materials or statements concerning WERC programs or activities, particularly statements to government officials.
- DO** follow WERC's Bylaws, rules and policies, including this Policy on Antitrust Compliance.

*Adopted by the Executive Committee June 10, 1991
Revised August 9, 2010 **Proposed Revision May 2018***