

INFORMATION FOR PARTNERS



European
Procurement Excellence

Review EPE 2011



200 procurement and finance executives from 15 countries met at EPE 2011 in Munich. Under the headline "Enhancing Profitable Growth" they discussed how CEOs, CFOs and CPOs should join their efforts to enhance sustainable corporate growth in volatile markets.

Apart from discussing best strategies and case studies about how procurement can successfully support this challenging task, the main focus of the summit was on the future outlook for the world economy. In his key note speech Professor Dr. Michael Hüther, Director and Member of the Main Board at Cologne Institute for Research, elaborated the mega trends that are to be expected and their impact on currencies and raw material supplies.

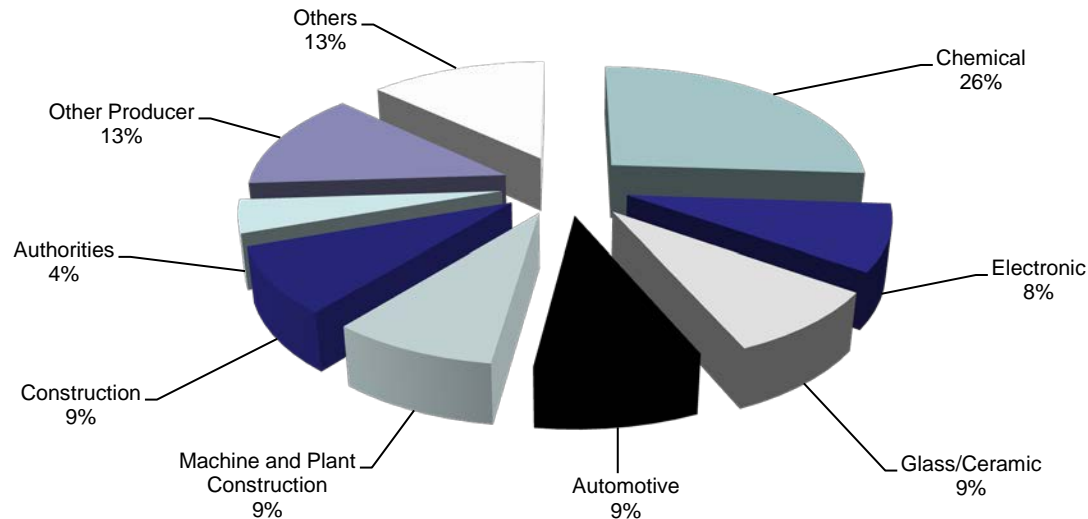
" What do you think can happen, when you put quite a bunch of procurement guys in the same place: they talk procurement, they think procurement and they get passionate about how procurement can move forward. This is exactly what happened at the EPE in Munich June 2011!!!!"

Jean-Philippe Collin, Vice President, Chief Purchasing Officer,
Sanofi-Aventis Group

(Keynote at the EPE 2011)



Branches EPE 2011



„This year, the EPE summit was once again THE platform for business relevant discussions among CPOs and CFOs from the whole spectrum of industries on supply side matters, transformational priorities and key trends within the procurement function and beyond.”

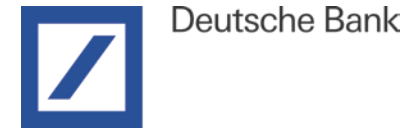
Detlef Schwarting,
Vice President,
Booz & Company GmbH
(Partner at the EPE 2011)

We would like to thank our partners 2011

EPE 2012
European
Procurement Excellence



BMW Group



Partner (Reference customer presentation or Round-Table):

- One selected speaking slot (45 mins) for a reference customer in a break-out session or presentation of a Round-Table by a representative of your company (60 mins)
- Exhibition space of 6m² (3m x 2m), incl. energy supply
 - **Alternative:** Room card or congress pen and notepad (Only one booking possible)
- Your own display system is necessary
- Three conference tickets included
- One conference ticket for the speaker
- Two conference tickets for your customers (must be C-Level)
- Delegates list two weeks prior to the event
- Standard company profile and company logo in the final programme
- Standard company profile and company logo on the summit website
- Company logo in the summit guide
- Informative literature in the delegates handout (Up to 8 pages format A4)

Minimum Price: EUR 20,000 excl. VAT



Exclusive Partner (Example):

- One selected speaking slot (45 mins) for a reference customer in a break-out session or presentation of a Round-Table by a representative of your company (60 mins)
- Exclusive seat drop of your company information on all seats in the plenum or break-out sessions
- Exclusive notepad and pen in the delegates handout
- Exhibition space of 6m² (3m x 2m), incl. energy supply
 - **Alternative:** Memory stick or souvenir photo (Only one booking possible)
- Your own display systems is necessary
- Three conference tickets included
- One conference ticket for the speaker
- Two conference tickets for your customers (must be C-Level)
- Delegates list two weeks prior to the event
- Large company profile and company logo in the final programme
- Large company profile and company logo on the summit website
- Company logo in the summit guide
- Informative literature in the delegates handout (Up to 8 pages format A4)



Minimum Price: EUR 30,000 excl. VAT

Premium Partner (Example):

- One selected speaking slot for a reference customer in the plenum (45 mins)
- Exclusive welcome gift of your company at the check-in for the delegates
- Exclusive company logo on the delegate's bag
- Exhibition space of 6m² (3m x 2m), incl. energy supply
 - **Alternative:** Souvenir photo or room card (Only one booking possible)
- Your own display systems is necessary
- Three conference tickets included
- One conference ticket for the speaker
- Two conference tickets for your customers (must be C-Level)
- Delegates list two weeks prior to the event
- Spotlight company profile and company logo in the final programme
- Spotlight company profile and company logo on the summit website
- Standard company profile and company logo in the summit guide
- Informative literature in the delegates handout (Up to 8 pages format A4)



Minimum Price: EUR 50,000 excl. VAT

Other marketing tools to integrate in the partner packages (extra costs will be raised):

Tools for Partners:

Room card (Only one booking possible)

- All delegates receive a chip card as room key. Your company logo or marketing message will be printed on the chip card
- The partner must cover the production costs

Congress pen and notepad (Only one booking possible)

- All participants receive a notepad and ballpoint pen for use during the summit. By supplying participants with 200 pads and ballpoint pens, the supplier's logo never leaves the sight of participants throughout the summit. The pads are also available in break-out sessions.

Technical equipment (Only one booking possible)

- The technical partner pays a contribution to cover the costs of the technical conference equipment.
- As a reward for the support, BME will show a PowerPoint slide during the breaks "With special thanks ..." including the partners logo. The partner is allowed to create a second slide with his (marketing) message dedicated to the audience.

Other marketing tools to integrate in the partner packages (extra costs will be raised):

Tools for Partners:

Display of information material in the plenum (Only one booking possible)

- The plenum will be full during speeches given by the keynote speakers. The documentation will be placed on seats and will thus automatically be picked up by the delegates.

Display of information material in the break-out sessions (Only one booking possible)

- The break-out sessions take place in three separate conference rooms. Your information material will be easily accessible by displaying it before or after the breaks in each of the rooms.

The above mentioned partner tools will be integrated in the partner package and a new calculation including all parts will be made.

Other marketing tools to integrate in the partner packages (extra costs will be raised):

Tools only for Exclusive-Partners:

Delegates bag (Only one booking possible)

- Your logo printed on the front of the delegates bag

Lanyard (Only one booking possible)

- All delegates are carrying their conference name tag with the conference lanyard. The partner provides app. 200 lanyards for all delegates.

Delegate welcome present (Only one booking possible)

- All delegates receive a welcome present from your company.
- The presents are placed in each delegate room by the hotel staff or at the Check-in
- Gifts should be chosen in consultation with the BME, costs covered by the partner

The above mentioned partner tools will be integrated in the partner package and a new calculation including all parts will be made.

Other marketing tools to integrate in the partner packages (extra costs will be raised):

Exclusive Hosts:

Business-Lunch

- Placement of branded stand-up cards with your logo on all lunch tables and buffets (DIN A5 or DIN long portrait format, supplied by the partner).
- Branded napkins with your logo (napkins provided by the partner)
- Named as the official “Business-Lunch Partner” in the summit brochure

Coffee-Break

- Stand-up cards with your advertising message at the beverage stations and counters (DIN A5 or DIN long portrait format, supplied by the partner).
- Coffee cups branded with your company logo (Coffee cups must be supplied and branded by the partner)
- Branded napkins with your logo (napkins provided by the partner)
- Named as the official “Coffee-Break Partner” in the summit brochure

“Cocktail Bar” (Only one booking possible)

- Your company is the official “Cocktail-Bar Partner” for the delegates during the evening event of the pre-reception day
- Your company is the official “Cocktail-Bar Partner” for the delegates during the evening event of the first summit day
- Printed advertisement of the event, including associated logo presence, in the summit brochure

The above mentioned partner tools will be integrated in the partner package and a new calculation including all parts will be made.

EPE 2012 | 21st-22nd June 2012 | Munich, Germany



- Please contact me concerning my possibilities as a partner at the EPE Summit from 21st-22nd June 2012 at the Hotel Sofitel Munich Bayerpost, Munich, Germany.

Please complete with contact details

Last Name, First Name: _____

Company: _____

Position, Division: _____

Phone, Fax: _____

E-mail: _____

Street or P.O. Box: _____

Postal/ZIP Code, City, Country: _____

Date, Signature: _____

CONTACTS

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