



Smart BizOps

VIRTUAL SUMMIT

- Smart Product Life-Cycle
- Smart Supply Chain
- Smart Transportation and Logistics

Americas November 9, 2010
 Europe November 16, 2010
 Asia November 23, 2010

For sponsorship opportunities, contact:
 Anne Feldmann at 1 (970) 879-8140 / afeldmann@g2events.com



Presented with the full support
 of
 the United Nations



Smart BizOps Americas
 Smart BizOps Europe
 Smart BizOps Asia

November 9th 2010
 November 16th 2010
 November 23rd 2010





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Objectives

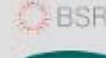
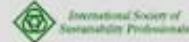
Smart BizOps presents how Information and Communications Technologies and Services enable Industry Sectors to deploy future-oriented Sustainable Business Processes throughout their Operations from:

- *Product Design and Life-Cycle Management*
- *Supply Chain*
- *Logistics Transportations*

- Eco-design
- PLM Applications
- RFID
- Eco-Labeling
- SCM Applications
- Machine to Machine
- Reverse Logistics
- Fleet Management Applications
- Route Optimization
- GIS – GPS
- Collaboration - Telepresence



The United Nations



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Total Virtual Experience



- The Sustainability Virtual Summits will present a full conference program and exhibit floor featuring Enterprises, Research Firms, Trade Associations and International Organizations

- Unlike a simple webinar, this is a next generation platform which enables businesses and individuals to connect and engage virtually anytime and anywhere using a multi-dimensional and immersive architecture



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Who Should Sponsor and/or Exhibit?

You are a :

- Global IT vendor
- Application Software provider for PLM, SCM, Fleet Management Solutions
- Storage
- A Consulting and Integration Firm
- Sensors, Controllers and Meters Provider
- Mobile Device Provider
- Telecommunication Provider
- Network Equipment Provider
- Telepresence Solutions Provider
- Technology enabled Service Provider
- Resources Companies
- Utility Provider
- Labeling Companies (RFID)
- GIS and GPS Solution Provider
- Logistic Services Firm
- Packaging Products and Services

You have:

- Developed Technologies, Solutions and Services that enable Industries to optimize productivity efficiencies in the following areas:
 - Product Design and Life-Cycle Management
 - Supply Chain Management
 - Transportation, Fleet Management
- Identified Sustainability as a key global differentiator for your Technologies, Solutions and/or Services
- Understood that Sustainability is about looking far into the future but it is also seizing the opportunities of the moment.
- Committed to helping your customers realize the unlimited potential of Sustainable Business Operations

You want to:

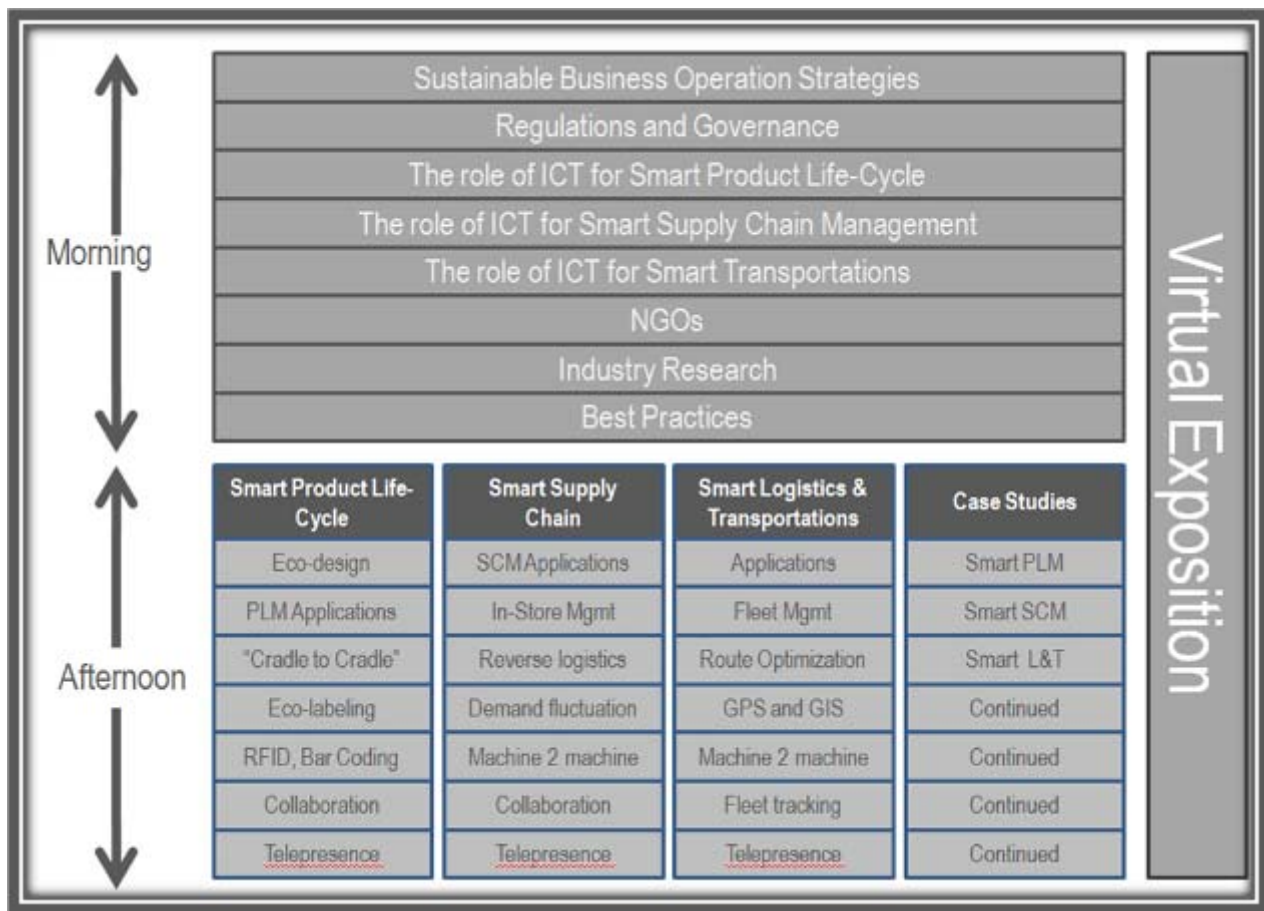
- Present your Technologies, Solutions and services in a Sustainable Context at the Premier Virtual Conference and Exhibition fully dedicated to Sustainable Business Operations
- Reach an Audience highly motivated by the deployment of Sustainable Solutions across their business processes
- Be seen and associated with with the industry "shakers and movers"
- Build equity and establish yourself as a market leader
- Demonstrate market leadership
- Generate more qualified potential leads
- Move prospects through the recruitment cycle faster

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High Level Agenda – 3 Days+3 Geographies= 3 Events



1 Live day per geographic region:
 •Americas on November 9th, 2010
 •Europe on November 16th, 2010
 •Asia on November 23rd, 2010
 •On-demand until February 28th, 2011

•8 Plenary sessions in the morning
 •4 concurrent Tracks in the afternoon
 •7 presentations in each track
 •36 presentations total across Plenary and Track sessions
 •Exhibit hall open all day

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3 Thematic Tracks + 1 Case Study Track

Smart Product Life Cycle – “Beyond Cradle to Grave”

This session will present the ICT led solutions and practical examples that will allow engineers and designers :

- To ensure that all materials and energy inputs and outputs are as inherently non-hazardous as possible.
- To prevent waste rather than to treat or clean up waste after it is formed.
- To separate and purify operations to minimize energy consumption and materials use.
- To design products, processes, and systems to maximize mass, energy, space, and time efficiency.
- To target durability rather than immortality
- To meet needs and minimize excess
- To minimize material diversity
- To integrate material and energy flows
- To design products, processes for performance in a commercial "afterlife."
- To use renewable rather than depleting material and energy

Smart Supply Chain Management

This session will present the ICT led solutions and practical examples that will allow Supply Chain strategists and managers to:

- Conceive and execute a sustainable supply chain strategy
- Seek the most pragmatic solutions (applications, services and processes) for:
 - In-Store Logistics
 - Collaborative Physical Logistics
 - Reverse Logistics: product recycling, packaging, recycling, returnable assets
 - Demand Fluctuation Management
 - Identification and Labeling
 - Efficient Assets: Energy, Vehicles, Buildings
 - Measure the results and return on investments

Smart Logistics and Transportations

This session will provide participants with practical examples and ICT led solutions to:

- Re-think their logistics processes
 - Optimize and control inventory to reduce vehicle miles
 - Model and optimize distribution network design
 - Track efficiency against business performance
- Standardize, monitor and account
 - Tag and track inventory, stock and other items
 - Information systems to understand optimal routes and vehicle's efficiency behavior
 - Information systems to provide the driver with real time information about the vehicle's efficiency
 - Real time fleet tracking
- Transform their transportation and logistics processes
 - Vehicle and load management systems
 - Reverse logistics to allow the back-loading of vehicles
 - Apply systems thinking from production to consumer to end of life
 - Protocols for system interoperability
 - Route optimization standards and software

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Here is How it Works

The Campus



You'll start at the Smart BizOps Virtual Campus

The Exhibit Hall



Visit Sponsors and Exhibitors at the Virtual Exhibition Hall

Virtual Booth example



Visit Individual Sponsors and Exhibitors by simply clicking on their virtual booth

The Auditorium



The conference auditorium includes rich-media web casts live & on-demand

The Meeting Rooms



The Meeting Rooms includes rich-media web casts for Track Sessions

Collaboration



Peer to peer connections in group or one-to-one video, audio chats

Collaboration and Interaction during the Virtual Summit

Telepresence



Virtual Rooms



Video Chat



Community



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Attendees

Who?

- Supply chain Executives and Directors
- Supply Chain Management
- Procurement officers and executives
- ERP Executives and Directors
- Manufacturing directors
- Logistics Executives and Directors
- Head of transportation services
- Fleet management executives and directors
- Packaging Directors
- Facility Management executives and Directors
- CSR Executives and Directors
- CIOs
- IT production directors
- Network directors

Why?

- Gain knowledge of technological solutions for:
 - Sustainable Product Design and Life-Cycle Management
 - Sustainable Supply Chain Management
 - Sustainable Transportations and Logistics
- Gather responses to strategic questions
- Qualify vendors
- Gain access to broad and deep content
- Collaborate and Communicate with vendors and peers
- Immerse into successful case studies
- Personalized and interactive experience
- Regain productivity



Sponsorship Opportunities

FOR EXHIBITOR & SPONSORSHIP
QUESTIONS, PLEASE CONTACT:

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Virtual Sponsor Benefits:

- Present your Technologies, Solutions and Services in a Sustainable Context at the Premier Virtual Conference fully dedicated to Sustainable Business Operations
- Reach an audience highly motivated by the deployment of Sustainable Solutions
- Build equity and establish yourself as a market leader
- Demonstrate market leadership
- Generate more qualified potential leads
- Move prospects through the recruitment cycle faster

PLUS ALL THE
Smart BizOps
Virtual Summit
CONTENT YOU
EXPECT!

Global Leader

\$17,500

- 3 Virtual Plenary Session keynote addresses (One for each Geography)
- 3 Virtual Track Session addresses (One for each Geography)
- Jumbotron ad in Lobby to play throughout the duration of the event
- Banner Ad Position within the virtual event space
- Unlimited Preference Keywords to specify your recommended content
- Virtual booth with premium booth placement and up to 5 information pods
- Up to 100 pieces content in virtual booth
- Keywords to push visitors to your booth
- Unlimited Booth Staff positions available
- Ability to have product demos within your virtual exhibit space
- Unlimited private chat rooms (Video, Audio, Written)
- Chat Roster showing all event visitors
- Company name/logo/link on all event site, print & online advertising Press Releases and related blogs, wikis, and podcasts
- Full Page Ad in the Virtual Show notebook
- 120 word company listing, contact information and logo in the virtual show notebook
- 120 word company listing, contact information and logo on the event website
- E-mail invitation template for Company's own Marketing Outreach
- Free access to Smart BizOps Marketing Resources Site
- Pre-Show Email Blast to all Registered Attendees of the event
- Logo included in Attendee Confirmation Email
- 3 Custom Post Show Lead Reports
- Self service access to Tracking & Reporting tool
- Lead Delivery for 3 Months after show

Smart Leader

\$10,500

- 3 Virtual Track Session addresses (One for each Geography)
- Jumbotron ad in Exhibit Hall to play throughout the duration of the event
- Keywords to push visitors to your booth
- Virtual booth with up to 3 information pods
- Up to 60 pieces content in virtual booth
- Unlimited Booth Staff positions available
- Ability to have product demos within your virtual exhibit space
- Unlimited private chat rooms (Video, Audio, Written)
- Chat Roster showing all event visitors
- Company name/logo/link on all event site, print & online advertising Press Releases and related blogs, wikis, and podcasts
- Full Page Ad in the Virtual Show notebook
- 80 word company listing, contact information and logo in the virtual show notebook
- 80 word company listing, contact information and logo on the event website
- E-mail invitation template for Company's own Marketing Outreach
- Free access to Smart BizOps Marketing Resources Site
- Logo included in Attendee Confirmation Email
- 1 Custom Post Show Lead Report
- Self Service access to Tracking and Reporting Tool
- Lead Delivery for 3 Months after show

Exhibitor

\$4,000

- 3 events – 3 Geographies
- Keywords to push visitors to your booth
- Virtual booth with up to 3 information pods
- Up to 60 pieces content in virtual booth
- Unlimited Booth Staff positions available
- Ability to have product demos and live conferences within your virtual exhibit space
- Unlimited private chat rooms (Video, Audio, Written)
- Chat Roster showing all event visitors
- Company name/logo/link on event site.
- Company logo in the Virtual Show notebook
- 50 word company listing, contact information and logo in the virtual show notebook
- 50 word company listing, contact information and logo on the event website
- E-mail invitation template for Company's own Marketing Outreach
- Free access to Exhibitor content of Smart BizOps Marketing Resources Site
- Self Service access to Tracking and Reporting Tool
- Lead Delivery for 3 Months after show

Audience at past Smart ICT Virtual Summit

Categories	Results
Attendees – Unique Visitors	1811
Average Time Spent per Unique Visitor	2 Hours and 30 Minutes
Total Video Views	4,978
Total Downloads	3,015
Chats Interactions	668
Live links views	1164
Badge Swiped	696
Booth Entries	5,768
Recommendations	1,460





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