

# The 19th Annual Northeast LEAN Conference

# IT'S ABOUT TIME



LEAN TACTICS FOR MAKING IT, SAVING IT & NOT WASTING IT

**October 3-4, 2023 at the DCU Center in Worcester, MA**

## The Northeast LEAN Conference

welcomes exhibitors and sponsors to participate in its annual Northeast Lean Conference on October 3-4, 2023, at The [DCU Center](#) in Worcester, MA. In this prospectus you will find information about sponsorship opportunities, high visibility exhibit space and additional marketing options that are available. 2023 marks our 19th annual event.

[GBMP](#) is a self-funded non-profit and does not receive governmental support. Rather GBMP, sole organizer of the conference now in its 19th year, relies on registration fees and corporate support to sustain its annual program advancing the principles and practices of Lean.

All of us involved with the conference appreciate and cherish the special relationship we develop with our sponsors and exhibitors which extends far beyond the two-day conference.

Yours sincerely,

Lela Glikes  
Conference Coordinator

Jamie Millman  
Director of Business Development



## Why Exhibitors and Sponsors have grown 50% over the last four years!

*Our sponsorship packages are designed to give you the maximum exposure to our influential audience in various settings throughout the two day event.*

### Leads!

- ▶ Conference Mobile App with built-in lead retrieval capabilities
- ▶ Post-Conference attendee list with email addresses
- ▶ Face-to-Face Networking with longer and more frequent breaks to guarantee maximum exposure to attendees

### Logo & Brand Awareness!

- ▶ Conference Daybook
- ▶ Conference Website
- ▶ On-Site Signage
- ▶ Pre-Conference Promotional Materials – Visibility to 20,000+ recipients of pre-conference promotion
- ▶ Conference Mobile App – Extend Exclusive Offers to Attendees, Drive Traffic to your Booth or Website

GET EXPOSURE  
FOR AS LITTLE AS

**\$510**

10X10 BOOTHS  
ONLY \$2550

## IMPORTANT DEADLINES

### April 28, 2023

Deadline for Early Bird Money Saving Discount - **save 15%**  
(Payment must be received by the deadline)

### July 28, 2023

Deadline for becoming exhibitor or sponsor

### July 28, 2023

Deadline for submitting artwork for daybook ads

## Exhibit Dates:

Tuesday & Wednesday

**October 3 + 4, 2023**

Location: DCU Center, Worcester, MA

**Move In - Monday October 2  
2 PM -5:30 PM**

**Exhibits Open - Tuesday, October 3  
7:15 AM -6:00 PM**

**Exhibits Open - Wednesday, October 4  
7:15 AM -3:00 PM**

**Move Out - Wednesday, October 4  
beginning at 3:00PM**

# NE LEAN Conference Exhibitor & Sponsor BENEFITS

## WHO SHOULD EXHIBIT?

- ▶ Companies that offer innovative products, services and solution that meet the needs of the Lean, CI, OpEx and Six Sigma communities in the manufacturing, health care and service industries.
- ▶ Providers of up-to-date information on industry trends, issues, and professional development.

## WHY EXHIBIT? EXCLUSIVE BENEFITS FOR EXHIBITORS & SPONSORS

- ▶ Highlight your products and services to professionals
- ▶ Meet potential clients face-to-face
- ▶ Network during extended breaks
- ▶ Introduce new products
- ▶ Give product demonstrations
- ▶ Support GBMP's mission to strengthen industry in the region

## SPONSOR BENEFITS FOR EVERY BUDGET

- ▶ Expand beyond your exhibit booth with public recognition in promotional and conference materials
- ▶ Opportunities to participate in educational activities on the exhibit floor (with advance notice pre-scheduled product demonstration times can be printed in the conference agenda & daybook)
- ▶ Exclusivity! Your firm will be one of a small group of event exhibitors and sponsors
- ▶ No limit on providing company branded items and door prizes to increase your exposure

# The 19th Annual LEAN Conference BY THE NUMBERS



**600+ Attendees**



**90% of attendees hold  
senior management  
title positions**

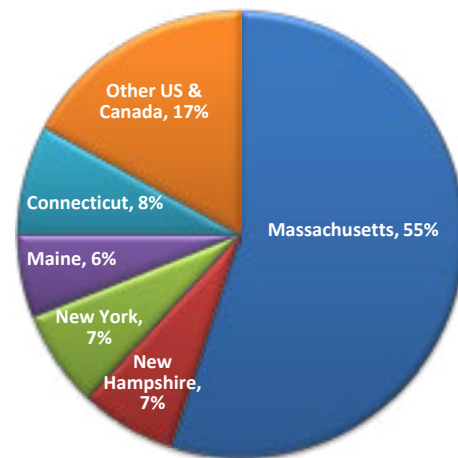


**3000+ Sponsor  
Impressions on the  
conference mobile app**

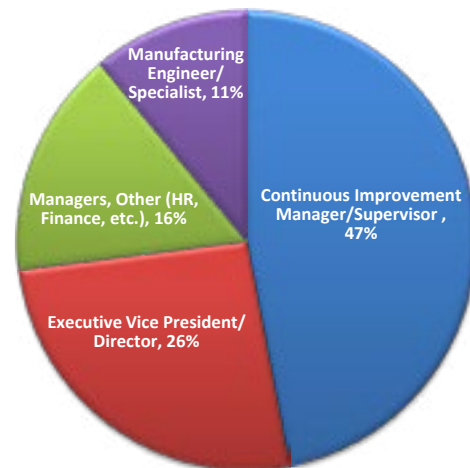


**99% of attendees would  
recommend NE LEAN  
Conference to colleagues**

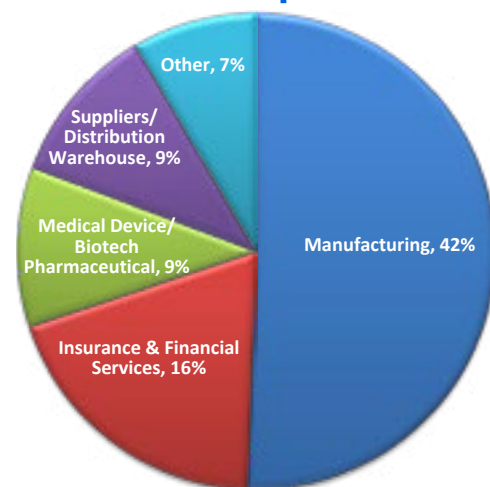
## Delegate Demographics: Geography




## Delegate Demographics: Job Titles



## Delegate Demographics: Industries Represented



# —SPONSORSHIP OPPORTUNITIES—



## Diamond Sponsorship

**\$8000\*** - limit 2

50-minute breakout session (subject to deadline)

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10 x 30 Exhibit Hall Booth in featured location

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5 conference passes

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Full page, full color ad in daybook

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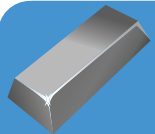
Ability to send email to attendee opt-in list for one post-event communication

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Logo featured on conference web page with link to your website, beginning the day payment is received and lasting for one year.

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Sponsor logo and hyperlink included on pre-conference email marketing



## Platinum Sponsorship

**\$6500\*** - limit 3

50-minute breakout session (subject to deadline)

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10 x 20 Exhibit Hall Booth in premium location

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3 conference passes

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Full page, full color ad in daybook

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Ability to send email to attendee opt-in list for one post-event communication

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Logo featured on conference web page with link to your website, beginning the day payment is received and lasting for one year.

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Sponsor logo and hyperlink included on pre-conference email marketing



## A La Carte Marketing Options

Featured Sponsor of the Conference Mobile App (1)  
**\$5000\***

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Exclusive Sponsor of the Lean After Dark Networking Party (1)  
**\$5000\***

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Exclusive Sponsor of the Ice Cream Social (1)  
**\$900\***

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Name Badge Sponsor(1)  
**\$2000\***

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Full Page 4-color Ad in Conference Daybook  
**\$1200\***

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Half Page 4-color Ad in Conference Daybook  
**\$600\***

**\* Save 15% by ordering before April 28, 2023**

## Sponsorship Features:

	Ad Only: Full color half page or full page	Booth Only: Single (10x10) or Double (20x10)	Platinum*	Diamond*
Booth Space (includes carpeting, electricity & wifi)		✓	<b>10x20</b>	<b>10x30</b>
Conference Registrations Included	<b>0</b>	<b>2</b>	<b>3</b>	<b>5</b>
50-minute Educational Breakout Session			✓	✓
4-Color Ad in Conference Daybook	✓	Optional	✓	✓
Padfolio/Conference Bag Insert Option			✓	✓
Mobile App Listing		✓	✓	✓
Logo & Link on Conference Website for One Year	✓	✓	✓	✓
Scheduled & Publicized Product Demonstrations (1 per day)			✓	✓
<b>INVESTMENT</b>	<b>\$600/\$1200</b>	<b>\$3000/\$4250</b>	<b>\$6500</b>	<b>\$8000</b>
Early Bird Savings- Don't forget about the chance to save 15% (Through April 28, 2023)	<b>\$510/\$1000</b> <b>Save up to \$200</b>	<b>\$2550/\$3600</b> <b>Save up to \$650</b>	<b>\$5400</b> <b>Save \$1100</b>	<b>\$6800</b> <b>Save \$1200</b>



# 19th Northeast Lean Conference 2023



## Exhibitor Space Application & Agreement Form

Application Deadline is Friday, July 28, 2023

*Early Bird Deadline is April 28, 2023*

Due to a limited number of available exhibit spaces, please complete and return this application as soon as you can. The application does not become a binding contract until you have received email confirmation of booth assignment. You may remit the form via email or mail.

To reserve exhibit space, please submit your completed application form to:

Lela Glikes c/o GBMP  
26 Webster Reach  
PO Box 987  
Plymouth, MA 02210

Phone: (617) 862-5725  
Email: [LGlikes@gbmp.org](mailto:LGlikes@gbmp.org)

### Exhibitor Information (please print or fill in on computer)

Organization:

Contact Name: (Name of person who will be responsible for your exhibit and correspondence)

Title:

Address:

City: State: Zip:

Phone:

Email:

Signature

*\*\*Custom packages& additional sponsorship opportunities are also available. Call us to discuss your specific needs. \*\**

### Payment Information

Cardholder's Name:  
Visa/MasterCard/AMEX

Cardholder's Email:  
Check enclosed (make checks to GBMP, Inc)

Please send me an invoice

Billing Address:

Card Number: City: State: Zip:

Exp Date: 3-digit code: Signature:

### Sponsor & Exhibitor Selections

Early Bird Price\* After 4-28-23

#### SPONSORSHIP PACKAGES

Diamond Sponsorship (limit 2)	\$6800	\$8000
Platinum Sponsorship (limit 3)	\$5400	\$6500

#### EXHIBIT ONLY

10'x10' Exhibitor Space	\$2250	\$3000
20'x10' Exhibitor Space	\$3600	\$4250

#### ADD'L MARKETING OPPORTUNITIES

Featured Sponsor of the Official Conference Mobile App	\$4250	\$5000
Exclusive Sponsor of the Lean After Dark Social Event	\$4250	\$5000
Advertisement Only - half page	\$510	\$600
Advertisement Only - full page	\$1000	\$1200
Exclusive Sponsor of the Ice Cream Social	\$765	\$900
Name Badge Sponsor	\$1700	\$2000

TOTAL \$ \_\_\_\_\_

*\*NOTE: Early bird price will be void if payment not received by April 28<sup>th</sup>; Exhibitors will not be permitted into the show if there is an outstanding balance on the account at the time the conference begins.*

## Terms and Conditions

### 1. FLOOR PLAN

All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. The Exhibit Management (GBMP) reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors, the conference program, or safety regulations.

### 2. CANCELLATION OF SHOW

In the event that fire, strike or other circumstances beyond the control of the Exhibit Management (GBMP) cause the conference or the exhibits or sponsored events to be canceled, full refund of rental fee will be made.

### 3. CANCELLATION OF EXHIBIT

In the event that written notification of intent to cancel the exhibit contract is received by the middle of July 2023, (GBMP, 26 Webster Reach, PO Box 987, Plymouth, MA 02362-0987 or email [LGlikes@gbmp.org](mailto:LGlikes@gbmp.org)), the exhibitor fees paid by the exhibitors will be refunded, less a \$300 service charge. No refunds will be given after mid-July, 2023.

### 4. FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced, and the exhibitor shall meet and observe all such regulations and assume all responsibility for compliance with them. All furnishings shall meet and observe all such regulations and assume all responsibility for compliance with them. All furnishings, decorations and booth equipment must be fireproofed and electrical wiring must meet the requirements of the exhibit service contractor. No combustible materials or other substance prohibited by the regulations shall be used or stored in or around exhibit booths.

### 5. APPEARANCE AND ACCEPTABILITY OF EXHIBITS

Any part of the exhibit that does not lend itself to an attractive appearance such as an unfinished side, must be draped at the exhibitor's expense. All exhibits shall be to serve the interests of the participants of the Northeast Lean Conference, shall be operated in a way that will not detract from other exhibits, and shall be arranged so that they do not obstruct the general view, nor hide other exhibits. Conference management reserves the right to require the immediate withdrawal of any exhibit, which it believes to be offensive or injurious to the purpose of the event/GBMP.

### 6. INSTALLATION AND DISMANTLING OF EXHIBITS

All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information.

### 7. RESTRICTIONS ON THE USE OF SPACE

No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of conference management. Solicitations, demonstrations, signs and related activities and materials must be carried out within the bounds of their respective booths. Operation of sound devices is allowed if the exhibitor complies with restrictions of loud music. The exhibitor must surrender space occupied in the same condition it was at the time of occupation.

### 8. EXPOSITION SERVICES, LABOR & DRAYAGE

Conference Management is in no way responsible for the dealings between the service company management, floor manager, and the exhibitors. All shipments of exhibit materials must be made to the official drayage company as indicated in the exhibitor service kit.

### 9. LIABILITY

The exhibitor assumes full responsibility and liability for damages to persons or property connected with the exhibitors display or caused by the exhibitors' agents or employees. Exhibitor agrees to hold harmless, indemnify and defend the GBMP and the DCU Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition.

### 10. SECURITY

Conference management will provide a security service during the time the exhibits are not open and secure the exhibit area during the time that the exhibits are open. However, providing such security shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

### 11. NON-DISCRIMINATION

GBMP will not knowingly accept exhibits or advertisements that discriminate on the basis of race, color, sex, religion or creed, national origin, sexual orientation, disability or age.