

# SUSTAINABLE SUPPLY CHAINS & SUSTAINABILITY GALA 2010

WEDNESDAY, JUNE 2<sup>ND</sup> 2010

Grand Hotel Huis ter Duin

Noordwijk, the Netherlands



*Face to face  
with thought leaders  
in sustainability  
and supply chain  
management*

## TWO EVENTS WITH AN EXCEPTIONAL SPEAKER LINE-UP, PRESENTING:

- > **Kofi Annan**, former Secretary General of the United Nations and Nobel Peace Prize winner
- > **Gerard Kleisterlee**, Philips CEO and Winner of the Outstanding Leadership Award in Sustainable Practices
- > **André Veneman**, Sustainability Director of Akzo Nobel
- > **David Simchi-Levi**, MIT Professor, The world premiere of MIT/ TruEconomy research into supply chain management and the agenda of the CEO
- > **Roger van Boxtel**, Chairman of 'De Groene Zaak' and Menzis CEO

Organisation:

Platinum sponsors:

Mediapartners:

Eventpartners:



# SUSTAINABLE SUPPLY CHAINS



## Afternoon program Wednesday June 2nd

- 12.30 - 13.15h Registration
- 13.15 - 13.30h Opening by chairman
- 13.30 - 14.15h  **André Veneman**, Sustainability Director, Akzo Nobel Systems division  
*Veneman explains how Akzo Nobel has managed to successfully integrate sustainability into all levels of the organisation and within their supply chains.*
- 14.15 - 15.00h **Lawrence Hutter**, global leader consumer business and partner, Deloitte  
*Hutter presents a roadmap for sustainable consumption using a report prepared in collaboration with The World Economic Forum.*
- Break with coffee & refreshments
- 15.30 - 16.15h  **Roger van Boxtel**, Chairman 'De Groene Zaak'; chairman of the board, Menzis  
*De Groene Zaak stimulates entrepreneurs to develop sustainable products and services by putting sustainability on the political agenda.*
- 16.15 - 17.00h  **Gerard Kleisterlee**, CEO and chairman of the board, Philips  
*Kleisterlee was recently named one of the top European business leaders of 2010 and received the award for Outstanding Leadership in Sustainable Practices.*
- 17.00 - 17.45h  **Prashant Yadav**, professor of supply chain management, the MIT-Zaragossa International Logistics Program  
*Yadav talks about improving health in the world and saving lives with more effective supply chains.*
- 17.45 - 18.00h Closure of the afternoon sessions by chairman
- 18.00 - 19.00h Networking reception

# SUSTAINABILITY GALA 2010



## Evening program Wednesday June 2nd

18.00 - 19.00h Registration & networking reception

19.00 - 22.00h Opening gala dinner



**Professor David Simchi-Levi,**

Department of Civil and Environmental Engineering,  
Massachusetts Institute of Technology (MIT)

*World launch presentation of the final research results  
of the MIT/TruEconomy research into supply chain  
management and the agenda of the CEO.*



**Kofi Annan,** former Secretary-General of the United  
Nations and Nobel Peace Prize winner

*General address in which Annan reiterates the responsibility  
of businesses and individuals to address sustainability,  
followed by a Q&A session.*

22.00h - 24.00h Informal drink at TruEconomy reception

Dress code: cocktail attire

# Sponsor packages Sustainable Supply Chains & Sustainability Gala 2010

## PLATINUM SPONSOR

### Marketingcommunication up front:

- Logo as Platinum Sponsor in marketing campaign in several management magazines
- Logo + company profile on registration website Sustainability Gala
- 1/1 page full colour advertisement in Supply Chain Magazine (theme edition about Sustainability in April 2010)

### Relationshipmarketing during conference Sustainable Supply Chains:

- Workshop of an hour and a half in conference program
- 20 entrance tickets to conference

### Marketingcommunication during the event:

- Banner (delivered by sponsor according to specifications)
- Reserved parking spaces
- Logo on Welcome sign
- Logo in sponsorloop between presentations

### Relationshipmarketing during Sustainability Gala:

- Meet & greet with speakers for 4 persons prior to the Gala
- 2 tables voor a total of 20 persons located near the podium

### Marketingcommunication after the event:

- Logo in Thank You advertisement in Supply Chain Magazine (June edition 2010)
- Logo in extra edition e-mailnewsletter of SCM Update

**Price: € 30.000,-** (VAT excluded)

## GOLD SPONSOR

### Marketingcommunication up front:

- Logo as Platinum Sponsor in marketing campaign in several management magazines
- Logo + company profile on registration website Sustainability Gala

### Relationshipmarketing during conference Sustainable Supply Chains:

- 20 entrance tickets to conference

### Marketingcommunication during the event:

- Banner (delivered by sponsor according to specifications)
- Reserved parking spaces
- Logo on Welcome sign
- Logo in sponsorloop between presentations

### Relationshipmarketing during Sustainability Gala:

- Meet & greet with speakers for 2 persons prior to the Gala
- 1 tables voor a total of 10 persons

### Marketingcommunication after the event:

- Logo in Thank You advertisement in Supply Chain Magazine (June edition 2010)
- Logo in extra edition e-mailnewsletter of SCM Update

**Price: € 17.500,-** (VAT excluded)

### Sponsor management:

For information on tailor made sponsoring, please contact Erwin d'Hollosy of Supply Chain Media, sponsor manager of the event.

Erwin d'Hollosy  
Supply Chain Media  
E-mail: [erwin.dhollosy@supplychainmedia.nl](mailto:erwin.dhollosy@supplychainmedia.nl)  
Phone: +31 6 50 98 97 97



## SILVER SPONSOR

### Marketingcommunication up front:

- Logo as Silver Sponsor in marketing campaign in several management magazines
- Logo on registration website Sustainability Gala

### Relationshipmarketing during conference Sustainable

#### Supply Chains:

- 5 entrance tickets to conference

### Marketingcommunication during the event:

- Logo on Welcome sign
- Logo in sponsorloop between presentations

### Relationshipmarketing during Sustainability Gala:

- 1 table voor a total of 10 persons

### Marketingcommunication after the event:

- Logo in Thank You advertisement in Supply Chain Magazine (June edition 2010)
- Logo in extra edition e-mailnewsletter of SCM Update

**Price: € 15.000,-** (VAT excluded)

## BRONZE SPONSOR

### Marketingcommunication up front:

- Logo as Bronze Sponsor in marketing campaign in several management magazines
- Logo on registration website Sustainability Gala

### Relationshipmarketing during conference Sustainable

#### Supply Chains:

- 3 entrance tickets to conference

### Marketingcommunication during the event:

- Logo on Welcome sign
- Logo in sponsorloop between presentations

### Relationshipmarketing during Sustainability Gala:

- 1/2 table voor a total of 10 persons

### Marketingcommunication after the event:

- Logo in Thank You advertisement in Supply Chain Magazine (June edition 2010)
- Logo in extra edition e-mailnewsletter of SCM Update

**Price: € 7.500,-** (VAT excluded)

## OTHER SPONSORING POSSIBILITIES

### ROUNDTABLE WITH KEYNOTE SPEAKER

In the afternoon you can have your own roundtable with one of the keynote speakers in a separate room. This is an ideal opportunity to exchange knowledge with customers, relations and prospects in an inspiring environment.

**Price: to be determined**

### WORKSHOP

Parallel to the afternoon program you can have your own workshop in a separate room. This offers an excellent possibility to share your knowledge with customers, relations and prospects.

**Price: to be determined**

### Organisation:

Ferry Mulder  
Supply Chain Executive Events  
E-mail: [info@sustainabilitygala2010.nl](mailto:info@sustainabilitygala2010.nl)  
Phone: +31 6 30 32 37 17

## Supply Chain Media B.V.

Gezellenlaan 12  
7005 AZ Doetinchem

[www.supplychainmedia.nl](http://www.supplychainmedia.nl)

*All rights reserved by Supply Chain Media B.V.*

Organisation:



Platinum sponsors:



Eventpartners: