



SUPPLIER EXCELLENCE ALLIANCE

2012 Sponsorship Program



Snapshot

Who should be a SEA Sponsor?

Any company interested in reaching small and mid-size aerospace, defense, and space supplier companies.

Why Sponsor?

Sponsors receive significantly more visibility than exhibitors or advertisers.

Where will your company name appear?

Annual sponsors receive visibility on all materials and websites. Event sponsors receive visibility on materials and websites for that event.



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Welcome to the SEA Conference Season!

We at the Supplier Excellence Alliance (SEA) are very excited to present you with the **SEA Conference and Sponsorship Package**. We have created a thorough reference guide that we believe you will find informative and easy to use for all of your sponsorship, advertising, and exhibiting needs.

For the past 8 years the Supplier Excellence Alliance has created exceptional conferences for suppliers in the aerospace, defense, and space communities. Meet industry leaders, senior managers and owners, interact with our attendees and position your products and services first-hand.

Through SEA events you can take advantage of this year's sponsorship opportunities. Make the **biggest impact you can** with everything from online promotion to Conference Program advertisements, onsite logo placement, tote bag inserts, links on SEA's website, and more.

With many sponsorship opportunities available, increase your leadership and visibility!

Included in this packet:

- ✈ SEA 2012 Sponsorship Opportunities
- ✈ SEA 2012 Advertising/Exhibitor Opportunities

Important Check List:

- ✈ Reserve your annual or event sponsorship
- ✈ Reserve your exhibitor sponsorships
- ✈ Reserve your Conference Program

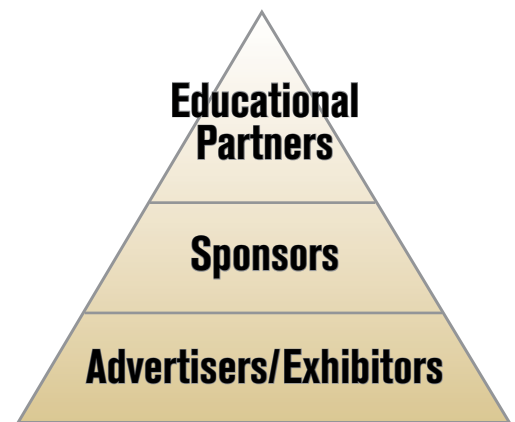
Thank you and we look forward to seeing you at the conferences!



Sponsorships are a powerful way to gain the mind share and market share of the SEA community.

The facts are, sponsors generate significantly more leads than other exhibitors. Increase your presence and make a statement.

SEA sponsorship gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in the aerospace community. You will have the opportunity to brand, demonstrate your product, and generate more leads. Separate your company apart from the competition and become an **Educational Partners**. These maximum exposure opportunities are limited, so request your spot today! **Sponsorship marketing begins immediately so sign up now to receive full sponsorship benefits.** Event Sponsors are encouraged to secure their sponsorships early for inclusion in the Conference Programs.



Annually SEA conducts 1 awards gala, 1 golf event, 2 CEO conferences, and a minimum of 4 Supplier Benchmark Site Visits.

Awards Gala – 200-300 senior officer and manager attendees from aerospace supplier companies. Held in Palm Springs, California in conjunction with a Supplier CEO Conference and a Golf Event.

Golf Event – 144 senior officer and manager attendees from aerospace supplier companies. Held in conjunction with the annual Awards Gala.

Supplier CEO Conference – 200-300 senior officers, owners, and manager attendees from aerospace supplier companies that are approximately 50% machining-related industry types. Conferences are held at various locations throughout the U.S.

Supply Chain Summit – 100-150 senior officers, owners, and managers from aerospace and defense supply chain companies engage in an ongoing dialogue about changes in the supply chain and how these impact suppliers across the country.

Supplier Benchmark Site Visits – 10-20 senior officers, managers, and owner attendees who are currently SEA members. Sites are best practice supplier companies all over the U.S.



Sponsorship Opportunities

- ✈ **Annual Gold** (Educational Partnership) 7
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The focus of the “Educational Partnership” is to build a long-term relationship with the aerospace supplier community by conducting ongoing educational sessions and interaction throughout the year.

ANNUAL GOLD PARTNER		
	Benefits	Annual GOLD Partner
Role		Educational Partner
Number of Sponsors		Once per year - non-compete with silver
Supplier Advisory Council	Agenda Time	20 minutes once per year
Website	Website Link	Logo and link on Partners Tab
Mailing List	Use of List	Once per year using approved content thru mailing house
Education Sessions	Conference Workshops	3 times per year
Conference Materials	Invitation Program	Logo on each conference invitation and each program
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	All newsletters
Exhibition	Table - Space for Banner and Display	3 times per year
Podium Time	Speak to the Audience	5 minutes to introduce educational workshops
Supply Chain Summit	Table - Space for Banner and Display	3 times per year
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	4 seats

Note: all frequencies are subject to availability and conference scheduling.



The focus of the “Annual Silver” is to build a long-term relationship with the aerospace supplier community.

Silver Groups are comprised of “best of breed” companies who share a common interest and collaborate to bring forward industry best practices and to stage extraordinary educational experiences for the aerospace and defense supply chain.

ANNUAL SILVER MEMBER		
	Benefits	Annual SILVER Member
Role		Group Member
Number of Sponsors		Fifteen per Group
Supplier Advisory Council	Agenda Time	Group gets 20 minutes once per year
Website	Website Link	Logo and link on Partners Tab
Education Sessions	Conference Workshops	3 times per year, per group
Conference Materials	Invitation Program	Logo on each conference invitation and each program
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	All newsletters
Exhibition	Table - Space for Banner and Display	3 times per year
Supply Chain Summit	Table - Space for Banner and Display	3 times per year
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	2 seats



The Aerospace & Defense Supply Chain Excellence Awards are the most prestigious in the industry. The title sponsor for this event holds the keystone position for industry recognition. The Award Gala is a black tie optional evening with elegant sets and entertainment celebrating the finest companies in the aerospace and defense supply chains. Industry leaders travel to Palm Springs, California to accept their awards and be celebrated and recognized by the industry.

AWARDS GALA TITLE		
	Benefits	Awards Gala Title
Role		Title Sponsor
Number of Sponsors		One title per conference
Website	Website Link	Title on event website page
Mailing List	Use of List	One time content-approved event email list
Conference Materials	Invitation Program	Title position on all event materials
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	Appears in event issues
Exhibition	Table - Space for Banner and Display at Gala Event	3 times per year
Podium Time	Speak to the Audience	Podium welcome 5 minutes
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	10
ADDITIONAL SPONSORSHIPS AVAILABLE		
Dinner (5 available)	Logo on event program, banner, 4 tickets to event	
Reception (5 available)	Logo on event program, banner, 2 tickets to event	
Entertainment (5 available)	Logo on event program, banner, 2 tickets to event	
Production (5 available)	Logo on event program, banner, 2 tickets to event	
Desert (4 available)	Logo on event program, poster on desert table, 2 tickets to event	
Commemorative Gift - TBD	Logo on event program	
Photography (1 available)	Logo on event program	



The Golf Tournament precedes the Awards Gala and entertains up to 144 suppliers and customers on the world-class Indian Wells Golf Course. This title sponsorship provides the best opportunity for informal interaction with industry leaders.

GOLF TOURNAMENT TITLE		
	Benefits	Golf Tournament Title
Role		Title Sponsor
Number of Sponsors		One event plus sub-sponsor list below
Website	Website Link	Title on event website page
Conference Materials	Invitation Program	Title position on all event materials
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	Appears in event issues
Exhibition	Table - Space for Banner and Display	3 times per year
Podium Time	Speak to the Audience	5 minutes at lunch awards presentation
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	4
ADDITIONAL SPONSORSHIPS AVAILABLE		
Hole Sponsor	Logo on event program, sign on hole	
Closest to the Pin	Logo on event program, sign on Closest to the Pin area	
Longest Drive	Logo on event program, sign on Longest Drive area	
Hole in One	Logo on event program, sign on Hole in one area	
Breakfast	Logo on event program, sign on breakfast area, 4 tickets to golf	
Lunch	Logo on event program, sign on lunch area, 4 tickets to golf	
Prizes and Trophies	Logo on event program, sign on trophies table	
Giveaways	n/a	



3 times per year, 200-300 supply chain leaders meet in cities that span the U.S. market to share best practices and discuss critical issues affecting customers and their suppliers. There are a variety of sponsorships and co-sponsorships available for each conference.

SUPPLIER CEO CONFERENCE TITLE		
	Benefits	Supplier CEO Conference Title
Role		Title Sponsor
Number of Sponsors		One title per conference
Website	Website Link	Title on event website page
Conference Materials	Invitation Program	Title position on all event materials
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	Appears in event issues
Exhibition	Table - Space for Banner and Display	Once per year
Podium Time	Speak to the Audience	Podium introduction 5 minutes
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	4
ADDITIONAL SPONSORSHIPS AVAILABLE		
Reception	Logo on event program and invitation, poster/banner, 4 tickets to event	
Lunch	Logo on event program, poster on lunch area, 4 tickets to event	
Breaks	Logo on event program, poster on break area, 4 tickets to event	



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SUPPLIER CEO CONFERENCE CO-SPONSOR		
	Benefits	Supplier CEO Conference Co-Sponsor
Role		Co-Sponsor
Number of Sponsors		No Limit Non-Compete with Title
Website	Website Link	Co-Sponsor on event webpage
Conference Materials	Invitation Program	CO-Sponsor on all event materials
Event Hospitality Suite	Meeting Site	Optional
Newsletter	Logo & Link	Appears in event issues
Exhibition	Table - Space for Banner and Display	Once per year
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	2



The purpose of the Supplier Benchmark Site Visit Program is to create opportunities for sharing of best practice information between high performing SEA member suppliers.

A minimum of twelve site visits are conducted annually by SEA's leading supplier companies. Attendance is limited and for members-only.

BENCHMARK SITE VISIT TITLE		
	Benefits	Benchmark Site Visit Title
Role		Title Sponsor
Number of Sponsors		Limit one sponsor per visit
Website	Website Link	Sponsor logo on event webpage
Conference Materials	Invitation Program	Sponsor logo on all event materials
Newsletter	Logo & Link	Appears in event issues
Podium Time	Speak to the Audience	5 minutes to welcome participants
Promotional Materials	Provide Banner	Banner at sponsored event - Promotion items are event signs, bags, pads, and pens (sponsor-paid)
Event Seats	Included Registrations	2

2012 COMBINED SPONSORSHIP MATRIX									
	Benefits	Annual GOLD	Annual SILVER	Awards Gala	Golf Tournament	Supplier CEO Conference	Supplier CEO Conference	Supplier Benchmark Site Visit	
Role		Educational Partner	Group Member	Title Sponsor	Title Sponsor	Title Sponsor	Co-Sponsor	Title Sponsor	Title Sponsor
Number of Sponsors		Once per year	15 per group	One per event plus sub-sponsor list	One per event plus sub-sponsor list	One per event plus sub-sponsor list	No limit Non-compete with title	Limit one sponsor per visit	
Supplier Advisory Council	Agenda Time	Once per year	Once per year						
Website	Website Link	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Mailing List	Use of List	Yes		Yes					
Education Sessions	Conference Workshops	Yes	Yes						
Conference Materials	Invitation Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Event Hospitality Suite	Meeting Site	Optional	Optional Group	Optional	Optional	Optional	Optional		
Newsletter	Logo & Link	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Exhibition	Table	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Podium Time	Speak to the Audience	Yes		Yes	Yes	Yes		Yes	
Supply Chain Summit	Table	Yes	Yes						
Promotional Materials	Provide Banner	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Event Seats	Included Registrations	4	2	10	4	4	2	2	
Sub Menu				Dinner X 5; Reception X 5; Entertainment X 2; Production X 5; Desert X 4; Commemorative Gift TBD; Photography	hole sponsors; closest to the hole sponsor; longest drive sponsor; hole-in-one sponsor; breakfast sponsor; lunch sponsor; prizes & trophies sponsor; giveaways TBD; pin-ups; drink carts	Reception; Lunch; Breaks			



Advertiser/Exhibitor Opportunities

Advertisers/Exhibitors are a key way to cut through the glut of products available to the aerospace community by grabbing participants' attention and demonstrating the relevance of your services or products.

Being a SEA advertiser/exhibitor gives you direct access and exposure to all attendees before, during, and after the event, by showing how your company or organization is relevant to the work accomplished in the aerospace community. You will have the opportunity to brand, demonstrate your product, and generate more leads. Set your company apart from your competitors by becoming an **Advertiser/Exhibitor**.

SEA provides four opportunities per year for advertisers/exhibitors at its CEO Conferences.

Tier I (noncompetitive)

☐ \$5,000

- ✈ Back Cover of Conference Program with full-color ad (size scaled to fit: 5.5" x 6")
- ✈ 2 complimentary registrations to attend
- ✈ Signage at conference
- ✈ Tabletop exhibit at the conference

Tier II (two available)

☐ \$3,500

- ✈ Inside Back Cover of Conference Program with full-color ad (size scaled to fit: 5.5" x 7.25")
- ✈ 2 complimentary registrations to attend
- ✈ Signage at conference

Tier III

☐ \$2,500

- ✈ Full Page advertisement with two-colors (size scaled to fit:)
- ✈ 2 complimentary registrations to attend



Individual Advertiser

CEO Conference

- Full Page Ad: \$750
- Half Page Ad: \$550
- Quarter Page Ad: \$350

November Conference

- Full Page Ad: \$1000
- Half Page Ad: \$650
- Quarter Page Ad: \$500

Conference Program

Ad Specifications

Full Page Spread = 11" x 7.25"
Full Page = 5.5" x 7.25"
Half Page = 5.5" x 3.625"
Quarter Page = 2.75" x 3.625"

Submission Requirements

- Acceptable file formats: eps; tif; jpeg or
Preferable native files: Adobe Illustrator;
Photoshop
- All fonts must be outlined or complete font
suitcase of all fonts must be provided.
- Photos should be at least 300 DPI.
- All color within an ad should be CMYK or
grayscale, not RGB or Pantone.
- Please submit a color proof or a previously
printed tear sheet. If the ad is black and
white, please send a laser printout.
- All line art should have a resolution of 1200
dpi.

- Please provide the name of the person who
created or sent files, along with a phone
number where they can be reached.
- Submit your digital ad on a stick, CD, or FTP
via "FTP Download" on front page of SEA
website
- Send all art files and/or materials to: Aaron@
seonline.org

Description Requirements

- SEA will request the required descriptions
based on level of sponsorship.



EMAIL OR FAX YOUR INTENT

We will contact you to provide availability and help you complete your sponsorship.

SEA
6789 Quail Hill Pkwy #733
Irvine, CA 92603
Fax: 949 476-8715
sponsor@seaonline.org

Company Name: _____

Your Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Your Email: _____

My Interest...

- Annual Gold – Educational Partnership
- Annual Silver – Group Member
- Awards Gala – Title
- Golf Event – Title
- Supplier CEO Conference – Title
- Supplier CEO Conference – Co-Sponsor
- Supplier CEO Conference – Reception Sponsor
- Supplier CEO Conference – Lunch Sponsor
- Advertiser/Exhibitor
- Supplier CEO Conference – Break Sponsor
- Supplier Benchmark Site Visit – Title
- Other