



Association for  
Manufacturing Excellence  
*Enterprise excellence through shared learning*

A hand holding a brass compass is the central focus, set against a background of a large Ferris wheel with a blue sky. The Ferris wheel's structure is a complex grid of metal beams. The text 'SPONSORSHIP TURNING POINTS FOR SUCCESS' is overlaid on the image. 'SPONSORSHIP' is in white, 'TURNING POINTS' is in white, and 'FOR SUCCESS' is in blue.

# SPONSORSHIP TURNING POINTS FOR SUCCESS

A faint, light gray compass rose is visible in the bottom left corner of the page, partially overlapping the star logo.

AMEDALLAS2011  
OCTOBER 24-28

# Why Sponsor?

AME DALLAS 2011  
EXCELLENCE  
INSIDE  
CONFERENCE



Reach your target audience for a concentrated period

Reinforce your brand with strong exposure

Increase sales leads through multiple opportunities

Extend your impact with pre and post-event coverage

Receive unparalleled access and positioning with decision makers from some of the largest and best known companies in North America and around the world

## Sponsorship = Leadership and Opportunity

Call **Dick Barton** or **Alex Barton**

for details at:  
**847-698-5069**

or e-mail at:

**dbarton@ame.org** or  
**abarton@ame.org**

For other conditions and disclaimers, please refer to the Sponsorship Contract.

AME Dallas' Excellence Inside International Conference promises to be a key part of North American manufacturer's ability to sustain their success during challenging times.

The AME Dallas 2011 conference will be the most exciting and energized AME conference in years. Delivering world class education on emerging technologies and information on continuous improvement in manufacturing.

Join us as a sponsor at our International Conference in October, 2011 and contribute to the future of manufacturing.

As a Conference Sponsor, you can help AME and its members promote practitioner-to-practitioner learning and inspire a commitment to excellence in manufacturing.

You and your company will gain exposure to thousands of manufacturing executives, senior operations experts, and plant engineers, that are experts in Lean and Enterprise Excellence.

Engage them in a forum where your product or service will be enthusiastically received by potential customers who are the most qualified to make a purchase decision.

As a sponsor you will be aligned with the premier conference for Lean education and training for world class manufacturing excellence. Also, as a sponsor, you can be proud to have your name associated with the Association for Manufacturing Excellence and be able to strongly recommend to your customers and suppliers that they consider attending the Conference to harvest what they need to accelerate their journey to world class status.

Be a key part in the success of manufacturing. With the right leadership, we will collectively succeed in resetting a stronger more vibrant industry.

# Sponsorship Level Benefit Packages

Select from these benefit packages to maximize your return on your investment.

## Platinum \$35,000

- Four full color pages or two covers advertising in Target Magazine.
- Four 8' x 10' booths at conference.
- Sponsorship recognition and logo with link to company Web site on ame.org and ameconference.org
- Company logo on three conference blast e-mails.
- Post meeting attendee list.
- Post event Proof of Sponsorship report detailing activities.
- Company logo and thank you on registration area and AME booth signage.
- Pre-event and post-event acknowledgement in Target Magazine.
- Five conference registrations.
- Sponsor acknowledgement signage for booth and in conference literature.
- Company representative will introduce a selected keynote presentation.
- Logo display at various on-site high traffic locations.

## Gold \$20,000

- Three full color pages or one cover advertising in Target Magazine.
- Two 8' x 10' booths at conference.
- Sponsorship recognition and logo with link to company Web site on ame.org and ameconference.org
- Company logo on two conference blast e-mails.
- Post meeting attendee list.
- Post event Proof of Sponsorship report detailing activities.
- Company logo and thank you on registration area and AME booth signage.
- Pre-event and post-event acknowledgement in Target Magazine.
- Four conference registrations.
- Sponsor acknowledgement signage for booth and in conference literature.
- Logo display at various on-site high traffic locations.

## Silver \$10,000

- Two full color pages advertising in Target Magazine.
- One 8' x 10' booth at conference.
- Sponsorship recognition and logo with link to company Web site on ame.org and ameconference.org
- Company logo on two conference blast e-mails.
- Post meeting attendee list.
- Post event Proof of Sponsorship report detailing activities.
- Company logo and thank you on registration area and AME booth signage.
- Pre-event and post-event acknowledgement in Target Magazine.
- Two conference registrations.
- Sponsor acknowledgement signage for booth and in conference literature.
- Logo display at various on-site high traffic locations.

## Bronze \$5,000

- One full color page advertising in Target Magazine.
- Company logo on two conference blast e-mails.
- Acknowledgement on AME conference Web site.
- Post meeting attendee list.
- Post event Proof of Sponsorship report detailing activities.
- Company logo and thank you on registration area and AME booth signage.
- Pre-event and post-event acknowledgement in Target Magazine.
- One conference registrations.
- Sponsor acknowledgement signage for booth and in conference literature.
- Logo display at various on-site high traffic locations.

## Program \$2,500

- 50% discount on any advertising in Target Magazine.
- Post meeting attendee list.
- Acknowledgement on AME conference Web site.
- Post event Proof of Sponsorship report detailing activities.
- Company logo and thank you on registration area and AME booth signage.
- Pre-event and post-event acknowledgement in Target Magazine.
- Sponsor acknowledgement signage for booth.
- Logo display at various on-site high traffic locations.
- Sponsor acknowledgement signage for booth.
- Logo display at various on-site high traffic locations.

## Match and Mix

### Customize Your Own Sponsorship Package!

You can choose from any number of these individual sponsorship opportunities. Select one or several that match your marketing approach and budget. If you don't see what you like, then contact the AME Sponsorship Director listed above and discuss your ideas on how to be part of this conference.

All individual sponsorships come with acknowledgement on the AME conference Web site, in the conference literature, and in Target Magazine plus a variety of on-site signage and verbal announcements depending on the level of commitment.

### Conference Tote Bag

\$10,000 (exclusive)

### Badge Lanyard/ Badge Holder

\$7,500 (exclusive)

### Hotel Key Card

\$5,000 + cost of cards

### Passport Game

\$1,000 (limit 15 exhibitors)

### Electronic Announcement

**Boards** \$2,000 per or \$10,000 exclusive

### Leaders Night Reception

\$10,000

### Breakfasts and Luncheons

\$5,000 per meal

### Pre-event mailings (up to 4)

\$1,000 each (up to 3 sponsors per)

### Transportation

(shuttle/tour buses/trolley)  
\$10,000 (exclusive) or  
\$2,000/vehicle

### Learning Journal

Various options/call for details

### Wellness Center

\$7,500

### Ice Cream Sundae Bar

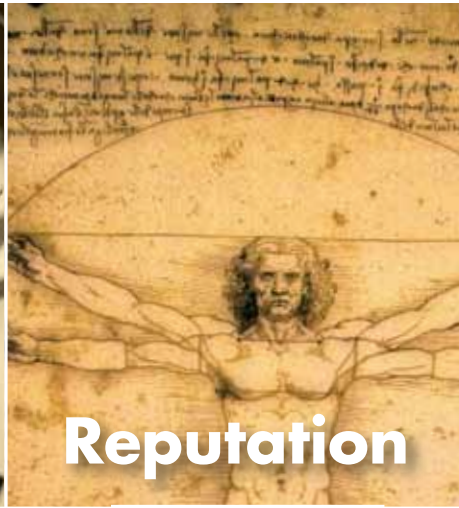
\$1,000 (up to 3 available) per day

### Premium Coffee Bar

\$1,000 (up to 3 available) per day



**Ambitious**



**Reputation**



**Uncommon**



**Impact**



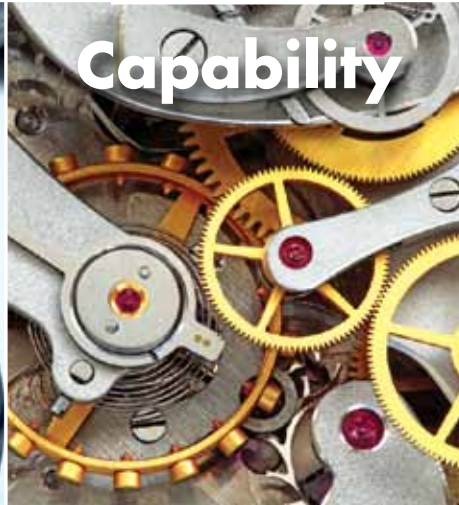
excellenceinside.com



**Humane**



**Courageous**



**Capability**



**Achievements**

# MANUFACTURING EXCELLENCE

The Association for Manufacturing Excellence (AME) has been dedicated to finding and sharing best and leading edge practices of excellence since its inception in 1984. As a not-for-profit volunteer based association, our members know how critical learning about process excellence is to the success of our organizations.

We know that a focus on building Excellence Inside our organizations has never been more important for us and our customers. We will need to invest our time wisely. Innovation has never been more important. Having the right people on your team that are focused on process excellence is essential. Ultimately, success lies with building **Excellence Inside** your organization.

**"We are what we repeatedly do. Excellence, therefore, is not an act, but a habit." Aristotle**