

Institute for Supply Management®

2020 Media Planner

www.ismworld.org



Dear Partner:

In today's competitive world of global business, supply management has grown more complex and supply management professionals are looking for thought leaders and organizations like yours to make their jobs more efficient and productive. Institute for Supply Management® (ISM®), the first and leading not-for-profit professional supply management organization worldwide, wants to help connect you with them.

With more than 50,000 members in more than 90 countries around the world who manage about US\$1 trillion in corporate and government supply chain procurement annually, partnering with ISM gives you the opportunity to showcase your brand throughout the year and maximize your marketing spend.

Whether it's digital or print, website, magazine or e-newsletter advertising, webinar or event sponsorship, we give you the opportunity to engage with your target audience through an organization that supply management professional have trusted for more than 100 years.



Kelly Rich, CEM

Let's connect!



"I'm here to help you design a successful experience to meet your organization's goals."

Kelly Rich, CEM

Corporate Event Sales

+1 480.455.5941

krich@ismworld.org

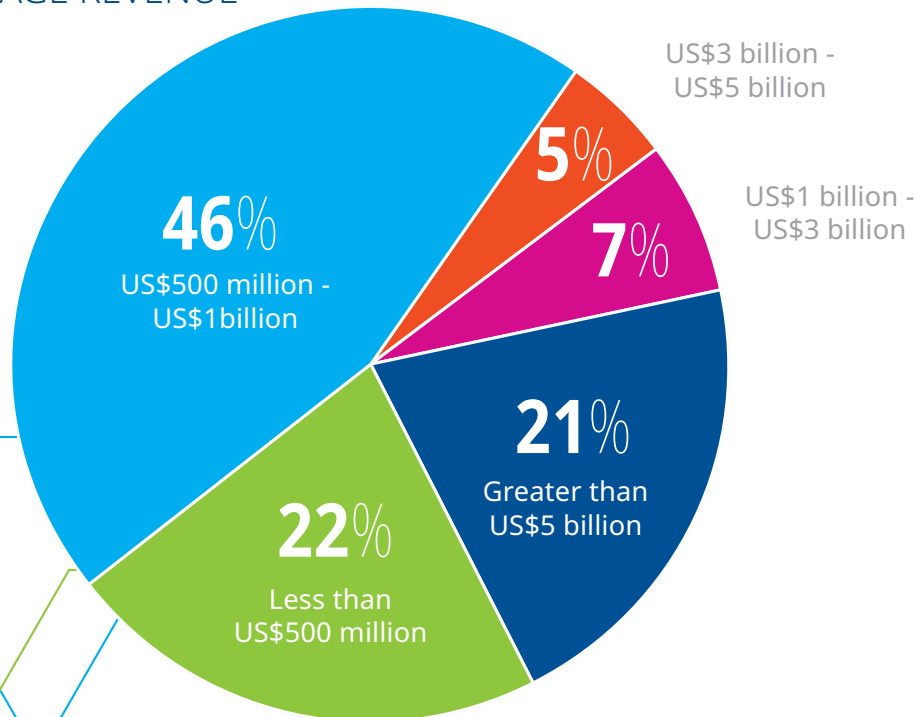
Audience

ISM offers a variety of media channels to reach supply management professionals and our specific membership base.

JOB LEVEL



AVERAGE REVENUE



Top 10 Industries

| Industry | Percent |
|--|---------|
| Manufacturing | 32.6% |
| Retail Trade | 19.7% |
| Educational Services | 10.9% |
| Finance and Insurance | 9.6% |
| Professional, Scientific, and Technical Services | 8.2% |
| Utilities | 3.4% |
| Information | 3.4% |
| Wholesale Trade | 3.1% |
| Mining | 1.9% |
| Transportation and Warehousing | 1.86% |



ISM Digital Advertising

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Inside Supply Management® Weekly E-Newsletter

This weekly newsletter focuses on the latest news and trends impacting supply management professionals.

Weekly theme for feature content.

Week 1: The first week of the month focuses on one of the 16 competencies in the ISM Mastery Model®, a set of excellence standards for supply management practitioners and executives.

Week 2: The second week focuses on the ISM® *Report On Business*® (ROB), one of the nation's leading economic indicators. We'll have information on the most recent releases of the Manufacturing (PMI®) and Non-Manufacturing (NMI®) indexes, as well as how procurement practitioners can use the ROB.

Week 3: The third week is metrics week. Since early 2017, The Monthly Metric has been a regular feature on *Inside Supply Management*®'s blog. In each edition, we identify a metric that practitioners are using and define it, and examine how it can help in their job.

Week 4: The fourth week provides practical advice — information that readers can take away and immediately use in their organizations.

Digital Ad (See mock-up)

| | Single | Multi |
|-----------------------|---------|---------|
| Digital Ad Position 1 | \$3,250 | \$2,750 |
| Digital Ad Position 2 | \$3,000 | \$2,500 |
| Product Showcase Ad | \$2,000 | \$1,750 |



Digital Ad Specs (See mock-up)

Size: 280 x 230

File Types: jpeg, png or eps

Product Showcase

Text Based Ads (2 available):

Headline: Up to 10 Words

Body Copy: Up to 40 Words

2020 Editorial Calendar

January/February: Economic Outlook

March/April: Conference: Revolutionary Ideas

May/June: Talent (Distributed at Conference)

July/August: Health Care/ Disaster Planning

September/October: Technology/ Government

November/December: Current Events

More than 9,000+ organic subscribers and growing weekly.

* Ads due 10 business days prior to the scheduled email delivery.



The Monthly Metric: Procurement Staffing

BY DAN ZEDLER
Many procurement analytics are designed with one objective in mind — lowering procurement costs. A significant driver of procurement costs are labor expenses. This month's metric, procurement staffing, measures an organization's effectiveness at deploying resources to deliver products and services to customers. However, a company that executes a supply management activity with seven employees compared to a similar organization that needs 10 has more than a productivity edge — its labor costs should be lower. And that makes staffing levels a critical measurement to track.

READ MORE

BY THE NUMBERS
22 PERCENT

Percentage of business executives who seek to employ the Internet of Things to provide greater transparency across their organization's supply chains, according to a Forbes Insights survey.

280 x 230
Position 1

Holidays Call for Logistics Planning and Technologies

BY SUE COOPER
The holiday season has long been underway for supply managers, who are ramping up distribution plans for goods that have already arrived in warehouses and distribution centers. With e-commerce sales expected to increase over last year, getting the goods distributed requires planning and a reliance on technology. Peak season planning requires companies to look at both the big picture as well as the detailed steps within their operations.

READ MORE

Mainstreaming Electric Vehicles Through Innovation

A few years ago, consumers had a choice of only a few electric-vehicle (EV) models. Not anymore. The growth in the EV industry has resulted in many EVs.

READ MORE

PRODUCT SHOWCASE

Panama Canal Weighs in with
For the Panama Canal, cargo weight during the 2018 fiscal year not only surpassed projections but achieved a record — 442.1 million tons. Several types of gas and liquefied natural gas, according to.

Learn more

Panama Canal Weighs in with
For the Panama Canal, cargo weight during the 2018 fiscal year not only surpassed projections but achieved a record — 442.1 million tons. Several types of gas and liquefied natural gas, according to.

Learn more

IN THE NEWS

Panama Canal Weighs in with Record Tonnage

America's Top Paper
For the Panama Canal, cargo weight during the 2018 fiscal year not only surpassed projections but achieved a record — 442.1 million tons. Several types of cargo drove the increase — including container ships and transit of liquefied petroleum gas and liquefied natural gas, according to the Panama Canal Authority. FULL STORY

How Supply Chain Professionals Can Secure Corporate Support for AI

Artificial intelligence (AI), which is being increasingly integrated by businesses, is on the way to causing disruption throughout the supply management profession. But it can still be challenging to gain corporate support for it. FULL STORY



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Institute for Supply Management

309 W. Elliot Road, Suite 113 Tempe, AZ 85284



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Inside Supply Management® Digital Magazine E-Blast

This email notification is sent to all members announcing access to the digital issue of ISM's members only magazine.

[Digital Ad Specs \(See in mock-up\)](#)

Size: 260 x 230

File Types: Jpeg, png or eps

Mails: Third Week of the Month

Issue Schedule

January/February

March/April

May/June

July/August

September/October

November/December

Distribution
32,906
Members

[Digital Ad \(See mock-up\)](#)

| | Single | Multi |
|------------|---------|-------|
| Digital Ad | \$5,000 | 4,250 |

* Ads Due: 1st of the Month.

INSIDE

SUPPLY MANAGEMENT®



COVER STORY

In an era of unprecedented tariffs, the supply management profession is dealing with uncertainties — and preparing for harsh realities.

Your Member Exclusive Digital Issue is Here!

Get the latest issue of *Inside Supply Management®* and read about the trends, case studies and strategies impacting the supply management profession.

THANK YOU TO OUR SPONSOR:

260 x 230

In this issue ...

In addition to the cover article on the trade war, October highlights include: the strategic operations of facilities management, the impact of market analysis on driving down costs, data architecture for procurement analysis, reducing rogue spend and more.

Building a Strategic Operation

Through technology use, data analysis and other measures, facilities management has taken on a crucial role in a company's goal to reduce

Driving Strategy and Savings through Market Analysis

Data-driven decision-making enables the supply management function to be a strategic differentiator for organizations.

ISM Digital Advertising

Build brand awareness through ISM digital platforms

Website — Digital Magazine Advertising

Quick, simple access to relevant content is critical to securing and maintaining a robust online audience. Our digital magazine advertising offers the opportunity to promote your business and build brand awareness to the thousands of unique monthly visitors to ISMWorld.org, ISM's new global website. There are multiple different locations and options for exposure.

Placement can be on the main page of our digital member magazine, within a specific issue, within a specific article, or within a blog post. Below are the artwork specs, placement options, and additional detail for each.

Digital Magazine Ads (see mockups for examples)

| Type | Single | Multi |
|---------------------------------------|---------|---------|
| Main Page – Top Banner | \$1,800 | \$1,620 |
| Main Page – In The Current Issue | \$2,000 | \$1,800 |
| Main Page – Ad Reel | \$1,500 | \$1,350 |
| Issue – Top Banner | \$1,500 | \$1,350 |
| Issue – Column | \$1,800 | \$1,620 |
| Issue – Other Articles You Might Like | \$1,500 | \$1,350 |
| Issue – Ad Reel | \$1,350 | \$1,215 |
| Issue Article – Native Ad | \$1,500 | \$1,350 |
| Blog Post – Native Ad | \$1,350 | \$1,215 |

The above pricing sheet represents off-the-shelf rates. Note that for optimal exposure, ISM recommends multiple ad types and packages that pair digital and print magazine ads, weekly newsletter ads and sponsored social media posts.

Main Page Ads

- Top Banner Ad (1): 468x60
- In the Current Issue (1): 240x400
- Advertising Reel (6): 332x278

Advertiser provides artwork and URL with UTM code for advertiser's own tracking. Ads will be featured on the main page for one month.

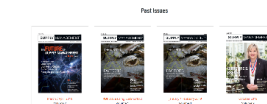
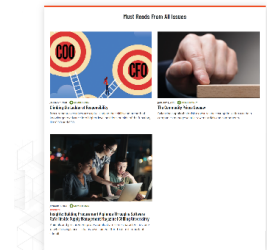
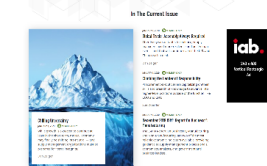
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← Main Page – Top Banner



← Main Page – In The Current Issue



← Main Page – Ad Reel





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Issue-Specific Ads

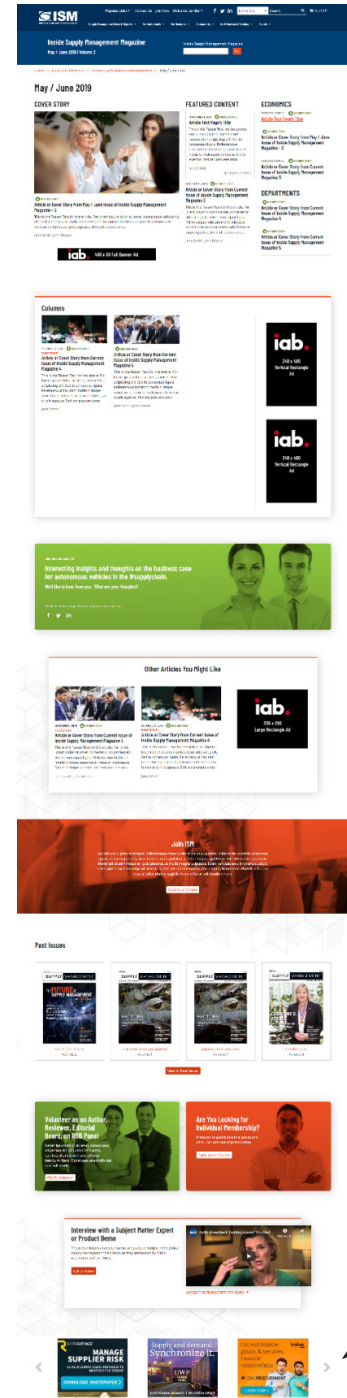
- Top Banner Ad (1): 468x60
- Columns Ad (2): 240x400
- Other Articles You Might Like (1): 336x280
- Advertising Reel (6): 332x278
- NOTE: There is also an opportunity for sponsored content.

The above pricing sheet represents off-the-shelf rates. Note that for optimal exposure, ISM recommends multiple ad types and packages that pair digital and print magazine ads, weekly newsletter ads and sponsored social media posts.

- Print 2-page article
- Digital article (open to public) for 60 days (or you define time)
- Highlighted on Issue page
- Includes advertisement opportunity within digital article

Advertiser provides artwork and URL with UTM code for advertiser's own tracking. Ads will be featured on the issue page for 60 days or align with days of months of issue (whichever is greater).

2020 Media Planner

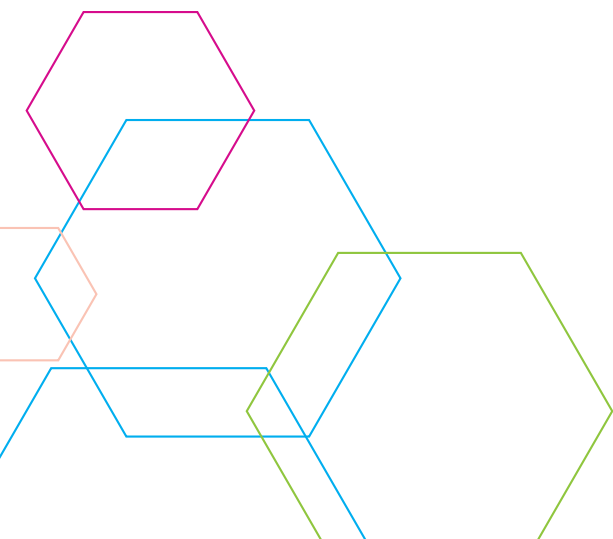


← Issue – Top Banner

← Issue – Column

← Issue – Other Articles You Might Like

← ue – Ad Reel



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Issue-Specific Ads

There is one cover article and up to three feature stories. In addition, there are the following standard columns and department articles: Voices, Just In Time, Perspectives, Competencies, Markets, Sustainability, Engaged, Talent, Research, Insights, Point to Point, and Member Matters.

- One ad per article: 336X280
- NOTE: There is also an opportunity for sponsored content. Advertiser would place their own article within the print magazine, but now will also be featured in a digital article as well. This includes:

This includes:

- Print 2-page article
- Digital article (open to public) for 60 days (or you define time)
- Highlighted on Issue page
- Includes advertisement opportunity within digital article

There are 15 total potential article ads per issue, plus the sponsored content article. Advertiser provides artwork and URL with UTM code for advertiser's own tracking. Ads will be featured on the issue page for 60 days or align with days of months of issue (whichever is greater).

Blog Article Ads

There are 3 blog articles per week that are also featured in our e-newsletter. Blog articles are the only articles open to the public versus member-only content.

- One ad per article: 336X280
- NOTE: There are also digital ads in the e-newsletter. Potentially look to do packages between the e-newsletter and the blog articles to optimize reach.

Advertiser provides artwork and URL with UTM code for advertiser's own tracking. Ads will be featured for 30 days.

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Issue Article - Native Ad

| Key Benefits | | | |
|--|--|--|--|
| History Model Assessment New history for your business. Identify, understand and plan strategic, competitive market analysis. <i>Call to Action</i> | Certification Learning Access to expert content. Develop your knowledge and career potential. <i>Call to Action</i> | Membership Access to expert advice in your industry. Exclusive content. <i>Call to Action</i> | Networking Opportunities Access to expert advice in your industry. Exclusive content. <i>Call to Action</i> |

Article Sidebar/Case Study

Learn from our most successful members. Understand the success stories of our members, and how they achieved it. This is a great way to learn from the experiences of others.

Learn from our most successful members. Understand the success stories of our members, and how they achieved it. This is a great way to learn from the experiences of others.

Read the article

About the Author

Joe Smith
 Director of Operations
 ABC Company

Joe Smith is a seasoned professional with over 10 years of experience in the industry. He has a proven track record of leading teams and driving business growth. He is passionate about sharing his knowledge and helping others succeed.

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Sponsored Social Media Package

2-week or 4-week package

Price: \$3,750 / \$8,000

Sponsored social media package is intended for those with content assets such as white papers, case studies, research reports, etc. that can be shared directly with ISM followers. Whether it's a simple message or CTA to share, content on your website to highlight or thought leadership to celebrate, ISM can connect with a combined social audience of more than 70,000 supply management professionals across LinkedIn, Facebook and Twitter.

Social Details

- Two-week package includes 6 posts across LinkedIn, Facebook and Twitter
- Four-week package includes 12 posts across LinkedIn, Facebook and Twitter
- Includes promoted newsfeed post to target audience of sponsor's choice, with provided requested parameters, in addition to ISM followers as part of organic post
- Content is sponsor provided and can include video, graphic, slideshow, photo(s), articles, resources and more, subject to ISM final approval
- Provide CTA and UTM hyperlink to provide added value to followers and note any preferred mentions to include
- For each package, recommended to vary type of content asset used and imagery to ensure audience engagement
- Analytics will be provided to sponsor highlighting package performance
- Recommended character count of less than 240, including spaces, punctuation and link.

Sponsored Social Media Posts

Sponsored social media is also available as part of a custom package or add-on to other digital and/or print visibility. This includes standalone posts to a given platform, based on the below rates.

- Three total social posts, once on LinkedIn, Facebook and Twitter for \$1,500.
- One standalone organic post on platform of your choice for \$500.
- Content is sponsor provided and can include video, graphic, slideshow, photo(s), articles, resources and more, subject to ISM final approval
- Provide CTA and UTM hyperlink to provide added value to followers and note any preferred mentions to include
- Analytics will be provided to sponsor highlighting package performance
- Recommended character count of less than 240, including spaces, punctuation and link.



ISM
Institute for Supply Management
Logistics & Supply Chain - Tempe, AZ - 45,434 followers

World's First Supply Management Association | 100+ Years | Education, Certifications, ISM® Report On Business & More

Visit website

Jim & 60 other connections work here
See all 163 employees on LinkedIn

Inside Supply Management® Magazine

ISM's members only magazine provides news, trends and in-depth content to supply management professionals around the world. Sent out six times a year, this publication puts your brand in front of decision-making supply management professionals.

COLUMNS/DEPARTMENTS:

Perspectives, Competencies, Insights, Research, Letter from the Editor, Voices, Talent, Member Benefits, Engaged Departments: JIT, Point2Point, Sustainability, Economics: Markets, Report on Business®

2020 Editorial Calendar — Features

| ECONOMIC OUTLOOK | CONFERENCE: REVOLUTIONARY IDEAS | TALENT: DISTRIBUTED AT CONFERENCE | HEALTH CARE/ DISASTER PLANNING | TECH/GOVT | CURRENT EVENTS |
|--|--|--|---|---|--|
| January/February Economic outlook CPOs becoming CEOs Managing commodity price volatility – and update Strategies for managing trade war supply chain issues | March/April ISM2020 Conference Profile: DTE Energy's transformation Drive and determination: Supply management organizations' increasing need 3D printing: Has it met expectations? | May/June J. Shipman Award Winner Richter Scholars 30 Under 30 Rising Supply Chain Stars Salary Survey | July/August Hospital PMI® – New ROB product Crisis Sourcing COVID-19 Research Impact to Supply Chain Using analytics and data to improve inventory measure | September/October Supply management and the presidential election Resiliency in the Utility Industry Procurement Renaissance NASA and its sourcing strategies and challenges | November/December Year-end recap/Pullout graphic Logistics talent shortages and strategies Re-Localization of Supply Chain Black Friday and Cyber Monday: Effect on supply chains |

*Bonus distribution at ISM2020

| Full Page | 1x | 3x | 6x | 9x |
|--------------|---------|---------|---------|---------|
| Back Cover | \$7,560 | \$7,010 | \$6,675 | \$6,300 |
| Inside Cover | \$6,790 | \$6,440 | \$6,265 | \$5,900 |
| Inside Back | \$6,325 | \$5,905 | \$5,645 | \$5,385 |
| Page 3 | \$6,120 | \$5,820 | \$5,550 | \$5,300 |
| Run of Paper | \$6,100 | \$5,725 | \$5,490 | \$4,700 |
| Half-Page | \$3,420 | \$3,200 | \$3,060 | \$2,970 |

*Additional opportunities available, including inserts, spread, blow-in cards, bellybands and more. Contact the Kelly Rich, CEM for more information and pricing.

Inside Supply Management® Magazine Advertising Specs



Ad Dimensions

Trim size: 8.125" x 10.875"

Two-Page Spread Bleed

16.5" X 11.125"

Live area: 15.75" X 10.375"

Full-Page Bleed

8.375" X 11.125"

Live area: 7.625" X 10.375"

Full-Page

7.625" X 10.375"

Live area: 7.125" (18.1cm) X 9.875"

Half-Page (horizontal)

7.25" X 4.875"

Half-Page (vertical)

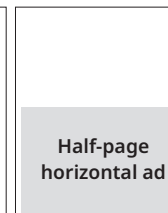
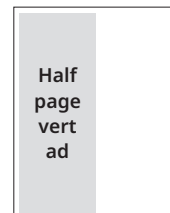
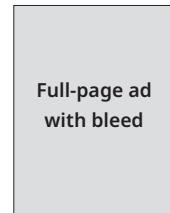
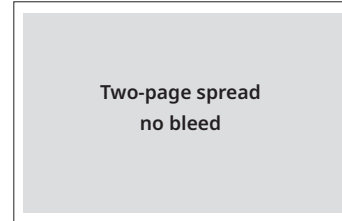
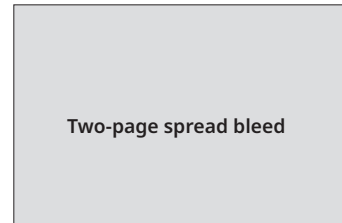
3.375" X 9.5625"

Trim Size

8.125" x 10.875"

For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above.

Keep all text elements at least 3/8" inside all edges.



Ad Deadlines

| Publication | Sales Deadline |
|-------------------|----------------|
| January/February | 11/12/19 |
| March/April | 1/23/20 |
| May/June | 3/26/20 |
| July/August | 5/28/20 |
| September/October | 7/28/20 |
| November/December | 9/24/20 |

Submitting Files

- Contract must be signed by sales deadline.
- Please supply only a print-ready PDF file.
- All images should be 300 dpi.
- All fonts must be embedded.
- Color ads must use CMYK color only. RGB color or spot colors (e.g., Pantone colors) are NOT acceptable.
- Materials that are not properly prepared may be subject to additional production charges.

Thought Leadership

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Inside Supply Management® Magazine Sponsored Content

Share your thought leadership with an engaged audience of over 50,000 supply management professionals. Get a two-page spread in our members only magazine that will provide you a forum to

Includes:

- Two-page spread minimum
- Placement in digital magazine announcement email
- Includes headline and up to 40-word description with link to your sponsored content article
- Located in both the print and digital magazine

Art and Content:

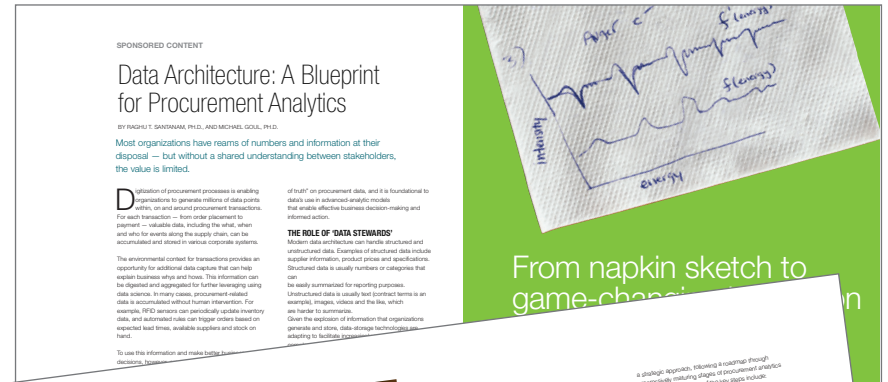
Sponsored content should be delivered in a Word document and in final format. Headings, subheads, call-outs and other style pieces should be clearly defined. Images must be high-res 300 dpi.

Sponsored Content Pricing:

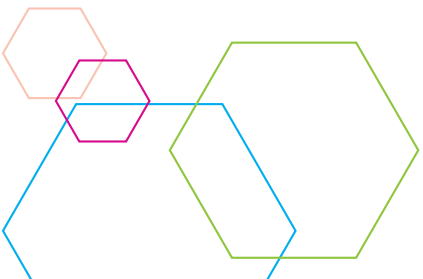
1x: \$7,500 3x: \$7,125 6x: \$6,750 9x: \$6,375

Art Deadlines

| Publication | Sales Deadline | Publication | Sales Deadline |
|-------------------|----------------|--------------------|----------------|
| January/February: | 11/10/19 | July/August: | 5/28/20 |
| March/April: | 1/23/20 | September/October: | 7/28/20 |
| May/June: | 3/26/20 | November/December: | 9/24/20 |



From napkin sketch to game-changer



Research and White Paper

Quality content is a premium in today's information age. Leverage the size of the ISM audience to do valuable research with a white paper of valuable information you can share with your audience.

Basic Research Package

Price: \$30,000

- Survey with up to 16 questions facilitated by ISM
- Input on survey questions and topics to explore, subject to ISM approval
- Survey distribution to identified audiences, by ISM
- Survey analysis and summary report completed by ISM
- White paper production on research findings, written by ISM (max 2,900 words with max two rounds of sponsor edits)
- Published white paper on ISM site for download, featuring sponsor logo and website link
- Press release on white paper and research findings, featuring sponsor logo and boilerplate
- Social media posts (6) promoting white paper and research across LinkedIn, Facebook and Twitter to ISM's more than 65,000+ followers

White paper will align with ISM brand standards and guidelines, and cannot be re-branded or re-created otherwise.

Additional cuts of research findings can be available for an additional ad hoc fee. Please contact ISM Sales Department for pricing.

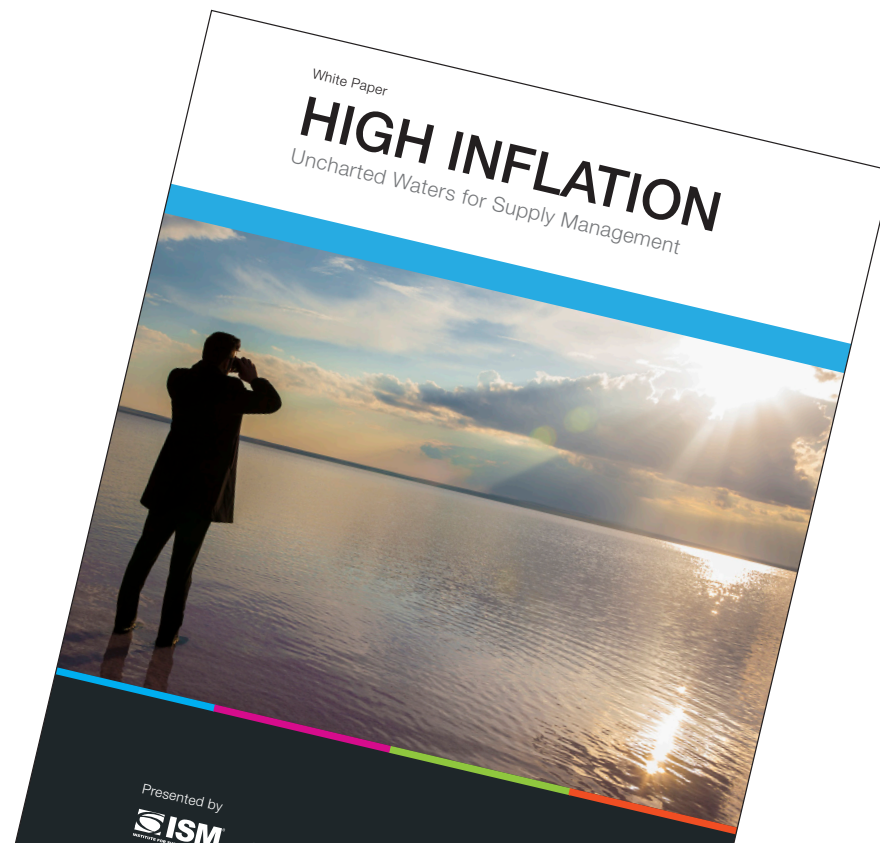
Please note: we do not and will not use supplier logos on the research instrument, as it biases the research in the eyes of the participant and could influence responses. As the unbiased source, this is a best practice. Sponsor logos will be used in all public releases and promotion of the research results.

Enhanced Research Package

Price: \$55,000

Includes all of the Basic Package features above as well as:

- Up to 20 survey questions
- A two-page feature article on research and white paper in *Inside Supply Management*® magazine (content provided by sponsor)
- An ISM hosted live webinar to showcase survey results and thought leadership



Sponsored Webinar

Share your thought leadership with your potential and existing customers in a live, one-hour webinar. These webinars are designed to be educational and informative giving each participant the opportunity to interact with you.

Webinar Promotion

Price: \$15,000

- One-hour live presentation
- 30-minute dry run to preview and test webinar platform
- Designated ISM staff member to oversee your event from start to finish
- Event may include presentation, panel discussion and Q&A
- Professional voice-over talent and moderator
- Participants receive 1 Continuing Education Hour (CEH) credit
- On-demand webinar playback available on platform for a maximum of 6 months.
- Mobile, responsive format – No need for attendees to download
- 1 Dedicated Marketing Email
- Social media promotion through ISM's social channels
- Inclusion in Webinars section of the Education Calendar email and/or *Inside Supply Management*® Weekly e-newsletter
- Inclusion in Training Calendar on ISM website
- Dedicated follow-up email to all registrants with sponsor-provided piece of content, to be sent by ISM on sponsor behalf*
 - Call to action and attendee takeaway to be determined by sponsor
 - ISM can provide best practices for best results
- Incorporate up to 2 documents for attendee download within webinar
- ISM webinar support in set-up, production and moderation
- Report on total attendees and click-through for any downloadable materials.

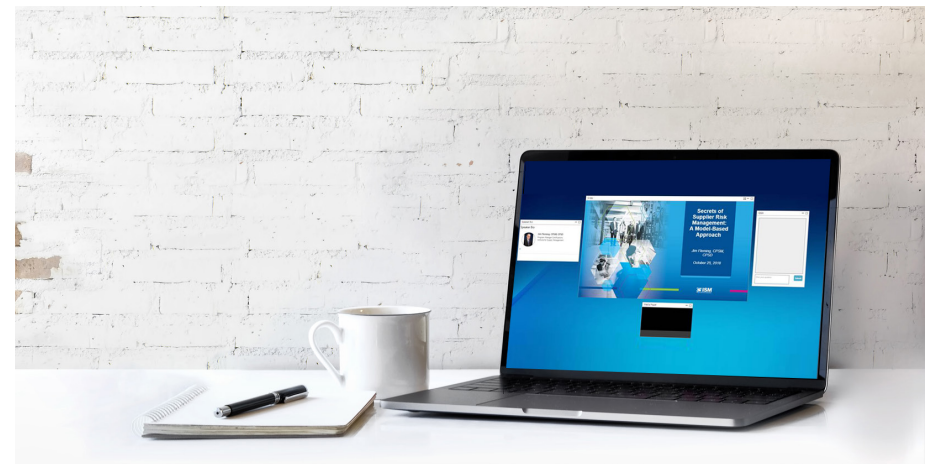
*ISM does not provide email addresses

Audience Interactive Add-Ons

Pricing: \$500 each or \$1,250 for the complete package

- Social Media Feed: Include your company's hashtag, incorporate a live Twitter feed for the live webinar event to interact with audience and drive up social traffic and your followers.
- Survey: Pulse the audience on information you'd like to know. Get survey results reporting.
- Free Gift/Schedule a Demo: Incorporate a link to your landing page and offer attendees a gift or an opportunity to schedule a demonstration. They complete your registration form to access your offer.

Inventory: 6 Per Year (Max of 2 Per Sponsor Company)



Overview

In today's hectic and ever-evolving environment that challenges supply chain and procurement strategy and management, Solution Saturday is meant to provide the ISM audience with an unbiased opportunity to be informed of new products and solutions to help them in their quest for the best solutions for their organizations.

Solution Saturday provides:

- Technical demonstration and/or case study examples of service benefits
- Opportunity for Q&A session
- Opportunity to connect with solution providers for next steps
- Opportunity to download materials

Sponsorship

Basic Live OR Pre-Recorded Package — \$15,000

Production

- 30-minute dry run to preview and test webinar platform
- Content review and consulting
- One-hour live OR pre-recorded presentation
- Designated ISM staff member to oversee your event from start to finish
- Professional voice-over talent and moderator
- Mobile/responsive environment
- Product documentation (up to two documents for attendees to download)
- Reporting: Live event registration and attendee analytics

Promotion

- Solution Saturday email with solution content highlight
- Solution Saturday social promotion with product showcase highlight
- Participants receive 1 Continuing Education Hour (CEH) credit
- Live event listed in upcoming events on education calendar

Enhancements Package — \$5,000

Enhancements to a basic live or pre-recorded package event include the following:

Production Enhancements

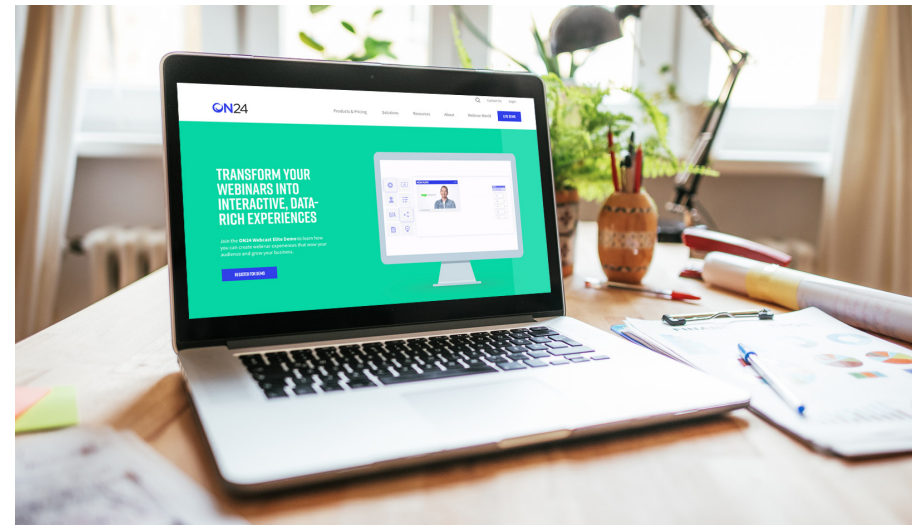
- Demo button (links to sponsor's web page of choice on their site)
- Digital ad inside webinar

Production Extension

- On-Demand recording available in online ISM webinar library (6 months)

Production Enhancements

- *Inside Supply Management*® Weekly e-newsletter digital ad
- *Inside Supply Management*® Digital Magazine announcement email (sole sponsor with dedicated ad space)
- Dedicated follow-up email by ISM on sponsor's behalf to all registrants with sponsor-provided content piece and/or special offer
- Inclusion in ISM Member Monday email
- Dedicated social video post through ISM channels including production of 30 second video. Video also included in Solution Saturday playlist on ISM YouTube Channel for 6 months.



Face-to-Face Events

From quality content to networking opportunities, these events attract supply management professionals from around the world and provide various channels that reach potential clients and decision makers. Interact with your target audience and continue the conversation after the conclusion of these world-class events.



UPMG2020

October 13-14

Fully Virtual Experience

ISM2021 Annual Conference

May 2-5, 2021

Denver, CO



Let's connect!

Kelly Rich, CEM

Corporate Event Sales

+1 480.455.5941 | krich@ismworld.org

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