

# THE PERFORMANCE CONFERENCE

**Sponsorship Guide**



*2011*

October 18 - 20, 2011 | Orlando, FL

Sharpen Your Approach to Performance Management  
and Strategy Execution

[ThePerformanceConference.com](http://ThePerformanceConference.com)

# Audience Profile

For the past five years, **The Performance Conference** Attendees have included representatives from some of the following organizations:

CRAA  
Rollins College  
Delaware North Companies  
Gate Gourmet  
Standard Register Company  
Whataburger Inc  
Dell Incorporated  
Hinman Consulting Engineers, Inc  
Astropak  
Wireless Generation  
Diebold  
Midwest Employers Casualty Company  
Edfinancial Services  
Defense Supply Center Richmond  
AMI  
UT Southwestern Medical Center  
University  
Top Notch Distributors, Inc.  
Bechtel Plant Machinery, Inc.  
Emerson  
United Space Alliance  
Alliant Insurance Services, Inc.  
Sacramento Municipal Utility District  
Sterigenics  
Paramount Energy Trust  
East Liverpool City Hospital  
Alliant Insurance Services  
Blue Cross Blue Shield of Louisiana  
National Defense University  
Royal Bank of Canada  
Carefirst Blue Cross Blue Shield  
American Family Insurance  
Flintco, Inc  
Baker & Taylor, Inc  
Royal Bank of Canada  
Appliance Warehouse of America Inc  
Prime Therapeutics  
Prime Therapeutics  
NASA  
State Central Bank  
CCMS Staffing  
Credit Union 24  
UNC Greensboro  
Aflac  
Air Serv Corp.  
Pershing LLC  
Integrated DNA Technologies, Inc.  
BIOHORIZONS IMPLANT SYSTEMS INC  
RQ Construction, Inc.  
The Taunton Press  
Saint John's Health Center  
Red Lobster

Advantec  
Robert Bosch Packaging Technology, Inc  
Marshall Wood LLC  
Mercy Health System  
Denver Public School System  
BCD Travel  
Quality Management  
Four Seasons Hotels and Resorts  
BJC HealthCare  
Dollar General Corporation  
The Brock Group  
Walt Disney World  
First National Bank of Montana  
US Coast Guard  
Amgen, Inc.  
VHA Inc.  
Allstate Insurance Company  
The Inventure Group  
Motion Industries  
Toolmex Corporation  
True2Form  
Wal-Mart  
Maximus, Inc.  
State Bank of Countryside  
Jamaica Hospital MC  
AIMCO  
Teletrol Systems, Inc.  
UC Davis Medical Center  
Defense Information Systems Agency  
Eurand  
Papa Murphy's International Inc.  
Taser International Inc.  
BlueCross BlueShield of LA  
Eugene Water & Electric Board  
Vantage Associates, Inc.  
ProfitStars - A Jack Henry Company  
BlueCross BlueShield of South Carolina  
Southwest Securities  
UMB Financial Corporation  
Nucletron Corporation  
Fort Worth Gasket & Supply  
Memolink  
Rideau Recognition Solutions Inc.  
The Gallup Organization  
Lijit Networks, Inc.  
VAMC Alexandria  
U.S.Senate SAA  
Dubai Customs  
Director of Human Resources  
DISA  
Pivotal Healthcare Solutions, LLC  
QinetiQ North America

Metro Water Reclamation District  
ALEXCO  
Apollo Group, Inc.  
North Western Mutual Financial Network  
Gallup Consulting  
Department of Defense  
Experian  
U.S. Energy Services  
Adolfson & Peterson Construction  
JetBlue Airways  
Woman's Hospital  
PAREXEL International  
Schering-Plough  
United Space Alliance  
Logistics Health Incorporated  
Lavalife  
Federal Home Loan Bank Of Boston  
Harris Stratex Networks, Inc.  
Montana State Fund  
Baylor Health Care System  
US Army - USAMRAA  
Fleischmann's Yeast  
CRAA  
California ISO  
Western Bank  
Smith International  
US Office of Personnel Management  
Columbus State Community College  
ServicePower, Inc.  
Business Development of Canada  
JohnsonDiversey, Inc.  
Limited Brands  
Alliance Pipeline Ltd.  
Acuity  
Openlane, Inc.  
Silicon Valley Bank  
Morehouse School of Medicine  
DFAS  
Nuclear Regulatory Commission  
VCI Solutions  
Georgia Perimeter College  
Amarsul, S.A.  
Wyndham Hotel Group  
USAF  
Second To None  
RGRTA  
The Kroger Co  
Vocollect  
Southern California Edison  
Napco LLC

**PLEASE CONTACT Andrew Goodwin at 202-739-9707 or [Andrew.Goodwin@ASMIweb.com](mailto:Andrew.Goodwin@ASMIweb.com) for more information on availability and details.**

# Audience Profile

## 2011 CONFERENCE Speakers

**COLONEL DONALD DELLINGER**,  
the Deployment Director of Continuous Process  
Improvement at National Guard Bureau

**JAMES HANNON**, International Development  
Manager, Sungard Brokerage and Clearance

**DEAN SPITZER**, Author of "Transforming  
Performance Measurement"

**MARCELO BRUTTI**, VP Risk Management, VISA

**ROY BARNES**, President, Bluespace Consulting

**JOSEPH MARTUCCI**, Performance Leader,  
PSE&G Utilities

**BOB PALADINO**, Consultant and Arthur  
of "Innovative Corporate Performance  
Management"

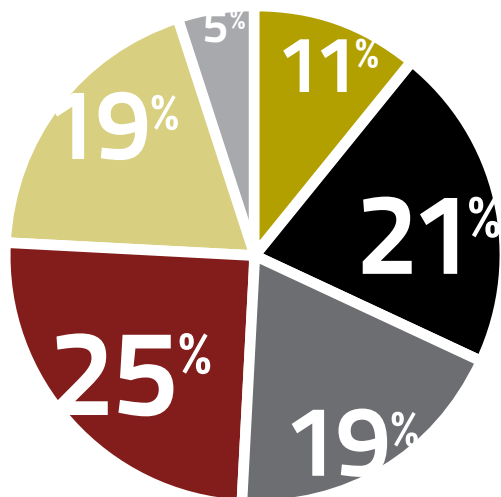
**JASON DUNN**, Director of Project Management,  
Freddie Mac

**PETER BLOOM**, SVP of Global Growth, Mission  
Essential Personnel

**MARK CHUSSIL**, Director of Research in Dept. of  
Strategy, Boston Graduate School for Business

**BRYAN REID**, Director of Operational Excellence  
and Strategy, Pfizer

## AUDIENCE Demographics



- 11% CEO/President/Chairman
- 21% Executive President/CxO
- 19% Vice President/HR/Operations
- 25% Core Business Function Director
- 19% Manager/Analyst
- 5% Other

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# Sponsorship Opportunities

## PLATINUM SPONSOR: \$15,000

- Speaking Session during the event
- Dedicated emails from ASMI to delegates. 1 before and 1 after the event to promote your participation and to highlight your service offerings
- Table Top 20'x20' on all days of the event
- Logo and link on all promotional materials and event website
- 50-word company description on event website and event guide
- Banner ad on event website
- 2 full-page 4-color ads in event guide
- Prominent placement of logo on session signage
- 5 complimentary attendance passes
- Full access to delegate contact lists
- Regular social media announcements on twitter and facebook promoting your support and outlining your service offerings

## GOLD SPONSOR: \$8,000

- Table Top 10'x10' on all days of the event
- Logo and link on all promotional materials and event website
- 50-word company description on event website and event guide
- Banner ad on event website
- 1 full-page 4-color ad in event guide
- Logo presented on session signage
- 5 complimentary attendance passes
- Full access to delegate contact lists
- Regular social media announcements on twitter and facebook promoting your support and outlining your service offerings

## SILVER SPONSOR: \$5,000

- Table Top 10'x10' on all days of the event
- Logo and link on all promotional materials and event website
- 50-word company description on event website and event guide
- 1 full-page 4-color ad in event guide
- Logo presented on session signage
- 3 complimentary attendance passes

## ADDITIONAL OPTIONS:

*Limited to only 1 sponsor per event. Please contact Andrew Goodwin for details.*

- Tote Bag Sponsor: \$4,000
- Lanyard Sponsor: \$4,000
- Cocktail Hour Sponsor: \$7,000
- Lunch Sponsor: \$7,000
- Breakfast Sponsor: \$4,000

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