

# YOUR SUCCESS IS OUR SUCCESS

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*(formerly operating as SCMAO or SCMABC)*



Grow your brand awareness with 12,000+ supply chain professionals across Canada.

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## OUR VALUE PROPOSITION

### **AFFILIATING WITH SUPPLY CHAIN EXCELLENCE**

We are one of Canada's largest associations of supply chain professionals, committed to delivering supply chain excellence. With a legacy of a 100+ years, NISCL offers partners the same credibility, transparency and revered status in the supply chain community, that the association stands for.

### **PAN-CANADIAN PRESENCE**

Our community spans across 12,000+ supply chain professionals in Canada and we have a 3-year plan to resolutely expand our community across coast to coast to coast. Join us on this journey as we build Canada's go to community for supply chain professionals.

### **ADDRESSING CANADIAN CONTEXT**

We are the first to market with supply chain specific initiatives as it relates to Indigenous Procurement, Supplier Diversity, Canadian Construction Procurement and more. One of our key operational tenets is speed to market and therefore, we pride ourselves on having the first-movers advantage in many of our initiatives.

### **BUILDING YOUR BRAND**

Find your audience, nurture relationships with the influencers, by having direct access to Canada's largest community of supply chain professionals, from a wide range of sectors, and from diverse functions.



## WE DELIVER

**60+**

events and  
workshops to  
choose from  
each year

**10,500+**

LinkedIn  
followers

**150+**

attendees at each 1.5 hr  
Live Chat session

**12,000+**

broader community of  
supply chain professionals

**30%**

open rate on emails

**400+**

attendees at  
Leadership Series  
installments

**100%**

member  
engagement rate

# A LOOK BACK AT OUR PARTNERS

## OUR RECENT PARTNERS



## ORGANIZATIONS THAT ATTENDED



## INDUSTRIES REPRESENTED

Manufacturing / Retail / Healthcare / Agriculture / Construction / Energy / CPG / Financial Sector / Textile / Food Manufacturing / Mining / Pharmaceutical / Technology / Transportation / Public Sector / Beauty Products

# HOW YOU CAN PARTNER WITH US

## 12X VIRTUAL LIVE CHAT

1.5 hour sessions with panel discussions and networking.

Attendance from 150-200 supply chain professionals.

Partners are entitled to create a series of 3 bespoke Live Chats, to be scheduled throughout the year to stay top of mind.

*Refer to Page 10 for more information*

## 1X IN-PERSON CONVOCATION AND 1X IN-PERSON HOLIDAY EVENT

The convocation and alumni events are a celebration of our existing and new CSCMP graduates, who are the creme de la creme of the supply chain profession.

The Holiday event is co-branded with other supply chain associations and is meant to be the go-to holiday event of the supply chain community - generally attended by 250-300 supply chain professionals.

## 3X VIRTUAL CONFERENCES

1 Day Industry Specific events pertaining to the Public Sector, Healthcare Industry and Canadian Construction Procurement.

Agenda consists of C-Suite Panel, Case Studies from industry leaders and panel discussions that are relevant to the industry.

Corporate focus with the opportunity to meet industry decision-makers.

## 12X EXECUTIVE ROUNDTABLES

The Executive Roundtables are exclusive bespoke events where we invite 10 -12 executives to share diverse perspectives and learn from each other. A partner brings thought-leadership to the event.

## 4X IN-PERSON EXECUTIVE SYMPOSIUM

Mutually determined theme based on emerging trends.

70-120 participants per event to allow for a robust and engaging dialogue and quality networking.

To include a high-profile speaker/facilitator to be recruited based on discussions.

## 2X NEW EDUCATION FOUNDING PARTNERS

As we expand our focus on vertical markets, we will endeavour to create new Founding Education Partners, to support our on-going content evolution serving our strongest supply chain communities.

## 4X VIRTUAL LEADERSHIP SERIES

Prestigious and Flagship 4 X 1 day events

4-5 panel discussions, audience participation in Q&A, small group networking and Leadership Panel.

Opportunity to align your brand with the Senior Level VPs from Canada's most successful organizations.

*Refer to Pages 5 – 9 for more information*

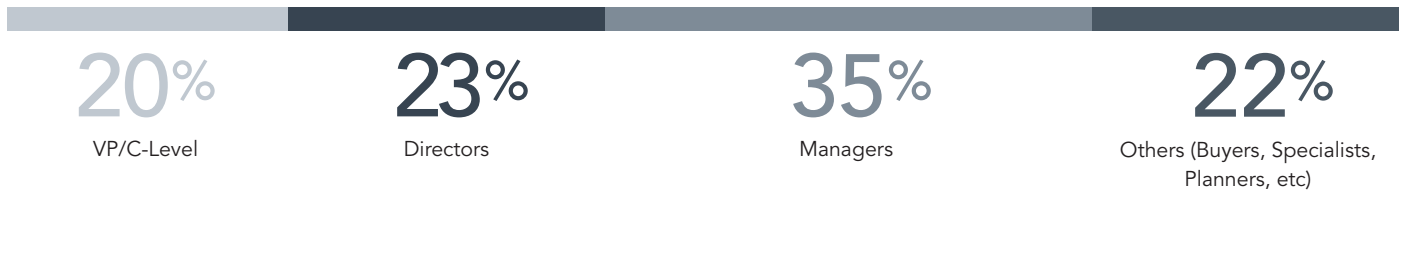


# LEADERSHIP SERIES

## Focusing on Pillars of Supply Chain

In an environment where measures of success attain new levels of complexity every day, the in-person Leadership Series - attended by over 500 supply chain professionals in 2019-20 (the launch year of Leadership Series), is designed to inspire supply chain professionals to build and scale their career trajectories. With installments such as Women in Supply Chain, Digital Transformation in Supply Chain, Sustainable Supply chain, Supplier Diversity, our Leadership Series has grown by 140% in the last 4 years as we went virtual and more accessible by supply chain professionals across the country.

### Levels Represented



## Bring Your Organization To The Forefront

Get access to **10,000+ subscribers** and the larger supply chain community through our integrated marketing approach.

### UPCOMING LEADERSHIP SERIES AND CONFERENCES

Leadership Series: <b>Digital Transformation</b>	Thursday, January 25, 2024
Leadership Series: <b>Sustainable Supply Chain</b>	Thursday, February 29, 2024
Leadership Series: <b>Women in Supply Chain</b>	Thursday, March 28, 2024
Leadership Series: <b>Supplier Diversity</b>	Thursday, April 25, 2024
<b>Public Sector Procurement and Supply Chain Conference</b>	June, 2024
<b>Healthcare Supply Chain &amp; Procurement Conference</b>	Fall, 2024
<b>Canadian Construction Procurement</b>	Winter, 2024

# INDUSTRY SPECIFIC VIRTUAL CONFERENCES

Which ones resonate the most with your thought leadership and branding?



## **CANADIAN CONSTRUCTION PROCUREMENT CONFERENCE**

The Federal Government is spending billions on building the Canadian Infrastructure. Based on current projections, infrastructure spending would rise to \$32.4 billion by 2026-27. With this space gaining more importance and impacting so many industries like the Public Sector, Construction, Oil and Gas, Mining, Cement, Healthcare, Education and more, NISCL is proud to announce the first conference of its kind in the Canadian marketplace, to be held this year in British Columbia.

**November 20, 2024**



## **PUBLIC SECTOR PROCUREMENT AND SUPPLY CHAIN CONFERENCE**

Public Sector has experienced more changes than ever in the past two years. And supply chain in the public sector has been evolving ever since. We have been leading public sector focused initiatives since the beginning of 2020 and this 1-Day event amplifies some of the pertinent issues that are impacting public sector decisions today such as procurement's influence on organization effectiveness, improving citizen experience, sustainable procurement and sustainable goods movement, trade agreements in a COVID-world and more.

**June 20, 2024**



## **HEALTHCARE SUPPLY CHAIN AND PROCUREMENT CONFERENCE**

Canada's healthcare system is both complex and interdependent where hospitals, provincial agencies, long term healthcare, public health and primary care all play a critical role. A significant continuing issue is the lack of integration across the system, which ultimately impacts the patients. A leading supply chain system can contribute to healthcare innovation, look out for technological changes, lower healthcare costs, and improve patient outcomes. This session addresses key issues such as cost reduction, supply chain operations, managing supplier risks and supplier relations, data driven supply chains and more.

**October 1, 2024**

# LEADERSHIP SERIES

Which ones resonate the most with your thought leadership and branding?



## **SUPPLIER DIVERSITY**

The term diversity has evolved over the last decade, but never quite as fast as it has in the last 2 years. While a few years back supplier diversity primarily referred to suppliers from underrepresented groups like women owned businesses, or small-scale businesses or minority owned businesses, today the realm of diversity has expanded to far more communities. It is no longer a choice, but an imperative for an organization to be consciously selective of their suppliers and give back to the customers by paving the way for underserved communities to shine. This day will tackle how supplier diversity strategy not just helps the suppliers but also your supply chain operations and customer expectation management.

**April 30, 2025**



## **DIGITAL TRANSFORMATION IN SUPPLY CHAIN**

Recent studies have highlighted that globally CEOs consider technological disruption an opportunity, not a threat. While many organizations are on their way to achieving the status of a 'digital enterprise', the struggle for relating this to ROI still remains. Industry 4.0, IoT, machine learning, automation, robotics, and many game-changing technologies have changed the way supply chain operations take place in the post-COVID world. This event aims to empower you with tools and best practices that can help build your organization's digital roadmap to success.

**February 12, 2025**



## **SUSTAINABLE SUPPLY CHAIN**

As customer behavior changes and consumer goods industries adapt various methodologies to meet the shifting, demanding pattern, one of the key factors governing the success of these industries is their sustainability performance. With pledges and treaties from governments and industry leaders, emphasis on reliable procurement of energy and natural resources, cognizance of ethical procurement of goods and services – sustainable supply chain is definitely a top priority for forward thinking organizations. Learn more about tools used, success stories and more importantly the how-to's in getting started with your sustainability roadmap.

**March 26, 2025**

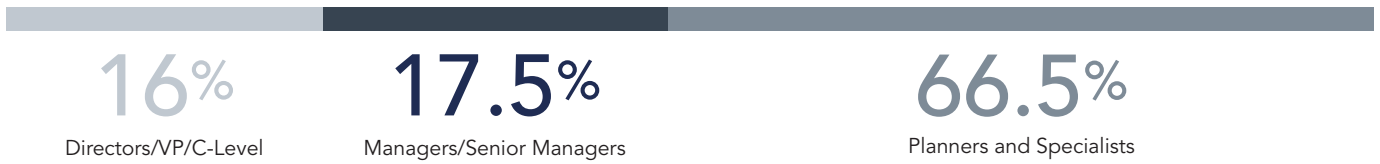


## LIVE CHAT SERIES

Focused on topical and relevant content, our Live Chat sessions have a unique interactive structure where industry practitioners from different functions of supply chain discuss challenges and share applicable solutions. Our speakers in the past year have been from The Source, Canada Goose, EY, UHN, Staples, CCAB, OPG, Plexxus, Amazon Business, Coupa, OMERS and more.

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### Levels Represented



## LIVE CHAT SERIES



### **PUBLIC SECTOR LIVE CHAT SERIES**

In collaboration with our National Public Sector Champion, OECM, we deliver 1 to 1.5 hours long learning and networking events that are focused on public sector challenges.



### **DIVERSITY & INCLUSION LIVE CHAT SERIES**

Inclusive workplace environments and supplier diversity programs promoting an inclusive approach to procurement have become pertinent to supply chains. This issue has been more in the spotlight during the past few years. Partner with us on this initiative to be a thought-leader in the "S" of ESG.



### **HEALTHCARE LIVE CHAT SERIES**

In collaboration with our Healthcare Education Partner, Cardinal Health, we deliver 1 to 1.5 hours long learning and networking events that are focused on healthcare sector challenges.



### **INDIGENOUS PROCUREMENT STRATEGY LIVE CHAT SERIES**

Implementing an Indigenous Procurement Strategy has become a focus for many organizations and we are extremely excited to be a leader in this area. This year we are looking for a like-minded partner who can speak to this issue which has become increasingly significant in the Canadian landscape.

# WHAT A PARTNERSHIP MEANS FOR YOU

PARTNER	PLATINUM PARTNER <small>(PARTNER ON 3 OR MORE EVENTS)</small>	TITLE PARTNER <small>(PARTNER ON 1 EVENT)</small>	COLLABORATIVE <small>(PARTNER ON 1 EVENT)</small>
<b>FREE EVENT TICKETS</b>	15 per event	10 for one event	10 for one event
<b>PRE-EVENT BENEFITS</b>			
Company logo to be promoted in pre-event print and digital marketing campaigns	Minimum 45 times	Minimum 15 times	Minimum 15 times
<b>EVENT BENEFITS</b>			
Panel Moderation or Panelist	■	■	
Company logo on sponsor recognition signage/backdrop	■	■	■
<b>POST EVENT BENEFITS</b>			
Brand extension in post event marketing collaterals	■	■	■



# WHAT DOES ADVERTISING WITH US MEAN FOR YOU

BENEFITS	SUPPORTING PARTNER	ENDORSED BY US
Membership	None	8
Logo on "Partners" page that links back to partner website	No	Yes
Opportunity to disseminate thought leadership pieces, ePaper, events, etc in newsletter	3 weekly newsletters	At least 3 weekly newsletters and rest based on the campaign cycle
LinkedIn promotion	1	2
Dedicated & Segment E-Blast to high-intent audience	No	1



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