Where Sourcing Meets Innovation

February 11-13, 2015
The Omni Championsgate Resort
Orlando, FL
“I achieved my ROI by attending the ProcureCon Conference. I would highly recommend this industry leading event to my colleagues. The speakers and the quality of the presentations are all in a very high standard. It’s one of the best networking events of its kind. I would attend this again. Thank you.”

Dominic Wong
Director, Global Sourcing & Procurement
Russell Investments
WELCOME

Dear friend of ProcureCon,

It's quite obvious to say the job you're doing today is much different than the job you did five years ago, and will be quite different five years from now. And you need a forum to meet with and learn from your peers and colleagues about just how fast the world of procurement is changing and what you need to do to stay ahead.

ProcureCon Indirect East is just that place. When saying things like, "We need to innovate," is no longer enough, ProcureCon Indirect East is the best place in 2015 to hear from the most cutting-edge procurement practitioners on what they're actually doing to stay five steps ahead of the trends to stay relevant within their organization, gain competitive advantage, and generate real revenue for their firms. We're going beyond the “what” and “why” to give you the “how.”

The ProcureCon community has told us the five key areas crucial to their job function in 2015 and beyond are: the reinvention and innovation of the role of the procurement organization; finding, attracting and retaining top talent to identify future leaders; understanding how big data and analytics will shape their spend management and analysis; building a comprehensive risk management program to plan for supply chain disruption; and strategies for penetrating and succeeding in managing complex categories. You'll find the revamped ProcureCon Indirect East agenda is centered around these themes to give you a clear picture on how to move procurement from a bottom line to a top line function.

We hope you'll join us in Orlando this February to experience how shared insight and innovation can truly transform your company's procurement organization.

Sincerely,

Frank Musero
Executive Director, ProcureCon Events

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INNOVATIVE

The PIE 2015 agenda has evolved along with the role of a procurement practitioner. This year’s completely revamped agenda is designed to not just give you the “what” and “why” but also the “how” on business processes that have led to procurement innovation beyond the transformation. The unique conference format is designed to guide you toward implementing innovative strategies to retain competitive advantage though sessions geared toward moving you beyond your current place in your journey.
YOUR 2015 ProcureCon Indirect East Speaker Faculty

CPOs

Richard Boggs  Director, Procurement, Latin America  BD
Antulio Borneo  Supply Chain Head  MEGlobal Americas Inc.
Stan Brown  VP, Global Supply Chain & Chief Procurement Officer  CA Technologies
Jeffrey Collins  Chief Procurement Officer  Air International Thermal Systems
Richard Crane  Sr. Vice President Commodity Management  Philips Healthcare
Carol Danoff  Global Chief Procurement Officer  Novartis Pharmaceuticals
Craig Demarest  Senior Director, Chief of Procurement  RJ Reynolds
Karon A. Evanoff  Vice President Global Supply Chain  HID Global Corporation
Wayne S. Evans  Head of Procurement Americas &Global Transportation Procurement  Deutsche Post DHL

John Fogerty  Director, Global Sourcing & Supply Chain Management  Precor
Bryan Fuller  Chief Procurement Officer  MasterCard International
Erica Hill  VP of Non Trade Procurement and Support Services  Brown Shoe Co.
Rob Hubbard  Chief Procurement Officer  HB Fuller
Stephen M. Hughes  VP of Global Sourcing  National Geographic Society
Wade Lyons  Vice President of Global Procurement  Teleperformance
Bill Mangen  Vice President, Strategic Sourcing and Procurement  Cox Communications
Atl Martinez  Chief Procurement Officer  Holcim (US)
Joanna Martinez  Chief Procurement Officer  Cushman & Wakefield
Alan J. Rice  Head of Corporate Procurement  Southern Wine & Spirits of America, Inc.

Sarah Robinson  Vice President Sourcing North America  The Hertz Corporation
Mercedes Romero  VP Procurement Latin America and Caribbean  Diageo
Brad Singh  VP, Sourcing & Procurement, Universal Parks & Resorts
Bryce Smith  Chief Procurement Officer  GTech
Sean Smith  Director of Strategic Sourcing  Agropur Ingredients
Chris Stakelum  Global Head of Procurement Service Center Sourcing  Citi Procurement Services
Marcell Vollmer  Chief Procurement Officer  SAP AG
Rick Wertsching  VP, Sourcing & Procurement, Theme Parks & Resorts  The Walt Disney Company
Jeff Wood  VP of Global Procurement  Allegion

Heads of Indirect Procurement

Mark Cegelis  Senior Manager, Global Procurement and Travel  EnerNOC
Adam Crowe  Senior Director Procurement  Internap

Patti Daily  Senior Procurement Specialist – Global Sourcing  National Geographic Society
David Elford  Senior Director, Procurement  Office Depot

Roger Gossett  Senior Director, Indirect Procurement  Flextronics
Jo Ellen Hatfield  Director, Indirect Procurement  Nexeo Solutions
Procurement Practitioners

David Hirschi  
Global Director - Indirect Procurement  
Dow Corning Corporation

Tracy Joshua  
Vice President, Procurement Indirect  
Kellog Company

Mel Ohl  
Vice President, Indirect Procurement  
Pitney Bowes

Tamra Pawloski  
Vice President  
Global Strategic Sourcing – Manager, Chubb & Son

David Ruiz  
SVP Corporate Procurement  
BankUnited N.A.

Robert Saini  
Director, Procurement  
Astellas US LLC

Frank Sanders  
Director of Corporate Strategic Procurement  
Intel

Jeffrey A Smith  
Sourcing Director  
DuPont

Linda Winter  
Director, Corporate Services Sourcing  
PG&E

Keith Woody  
Senior Director, Global Indirect Procurement  
Asurion

Tuomas Vuoristo  
Global Category Manager, MRO, Regional Manager, Indirect Procurement, North America  
Metso

Christian T. Widmann  
Director of Indirect Commodities  
Manitowoc Cranes

Karen Webley  
Senior Manager, Deputy Director Global Supply Management, GLOBALFOUNDRIES

Procurement Practitioners

Greg Antoniono  
Director, Strategic Sourcing  
WellPoint, Inc.

Cindy Campo  
Director of Professional Services Procurement  
State Street Bank

Marc Ensign  
Director, Strategic Sourcing, Services/Outsourcing & Supplier Diversity  
Sonoco

Jo Fickes  
Director Strategic Sourcing  
Stryker Sustainability Solutions

Kristin Gallagher  
Director  
Russell Investments

Elizabeth Galloway  
Director, Global Procurement Operations  
Diebold, Inc.

Roxana Gilly  
Global Travel and Meeting Management Manager  
Xerox

Jorge E. Gomez  
Director, Regional Procurement & Administration  
BRINKS, Inc. Latin America

Michael Hanna  
Former Director, Category Management, Enterprise Supply Management  
Capital One

Jon Kesman  
Global Procurement Director for Professional Services  
Reed Elsevier

Jim Mangan  
Director, Corporate Services Procurement  
United Airlines

Glenn Marcus  
Indirect Sourcing Leader, Global IT  
Owens Corning

Guru Mohan  
Director, Global Procurement  
Mentor Graphics

Vincent Moscatello  
Group Lead - Global Sourcing Center of Excellence  
Avon

Matthew Markel  
Director of Procurement Operations  
RockTenn

Drake Paben  
Director IT Procurement  
Siemens Corporation

Anup Pillay  
Director, Procurement - Global Professional Services  
The Coca-Cola Company

Deb Reynolds  
Senior Procurement Manager  
Eastman Chemical

Matthew J. Saviello  
Global Director of Sourcing STARs and Training  
Dover Corporation

Tara Spann,  
Director, Global Supplier Diversity  
Merck

Greg Tice  
Director, Global Indirect Procurement  
Asurion

Catherine Wendt  
Manager, IT Vendor Relations  
Brown Shoe Co.

Robert Hanks  
Procurement Manager  
Global Supply Management, GLOBALFOUNDRIES

Industry Experts

Mike Inman  
Senior Partner  
TableForce

Jonathan Jordan  
President  
Global Change Management, Inc.
MARKET-DRIVEN

PIE’s agenda was created through in depth market research with procurement practitioners. We are not beholden to set viewpoints or mission statements driven by editorial policy or politics. You can be assured that PIE’s content is independent, objective, and focused on the procurement practitioner.
Wednesday, February 11, 2015

**DAY 1: MASTERING PROCUREMENT OPERATIONS**
**PRACTITIONERS ONLY DAY**

7:15  **Registration and Breakfast**

8:15  **Welcome Remarks & Chairperson’s Opening Remarks**

**8:30 PANEL DISCUSSION:**
**Redefining Procurement’s Role In Today’s Enterprise – What Really Matters?**

Chief Negotiating Officer? Chief Business Intelligence Officer? Chief Get S**t Done Officer? As a CPO’s role continues to move from tactical to strategic, it is becoming more imperative that the function is more clearly defined by the CEO or CFO and the enterprise at large. One way to do this is to insert yourself into the conversation and ensure that there is alignment of the enterprise’s cultural appetite and the collective capabilities you need to bring to deliver sustainable value. Judging the “maturity” of the enterprise is often more important than applying a traditional Maturity Model to building one’s procurement organization. This panel will take a deep dive into ways of changing the value of procurement and the approach to gain broader recognition of that value— and even if ‘Procurement’ is still the right word for the role.

Keith Woody  
Senior Director, Global Indirect Procurement  
Asurion

Tracy Joshua  
Vice President, Procurement Indirect  
Kellogg Company

Jeffrey A Smith  
Global Sourcing Director - Indirect  
DuPont

9:10  **Transition to Working Group sessions**

9:15  **Working Groups For Improving Procurement Operations (Choose 1)**

**WORKING GROUP 1: Automation of The Tactical to Focus on the Strategic**  
Christian T. Widmann, Director of Indirect Commodities, Manitowoc Cranes  
Deb Reynolds, Senior Procurement Manager, Eastman Chemical

**WORKING GROUP 2: Harvesting Innovation From Outside the Enterprise**  
Frank Sanders, Director of Corporate Strategic Procurement, Intel

**WORKING GROUP 3: Creative Resource Management: Overcoming Talent Shortages To Build Your Optimal Team**  
Kristin Gallagher, Director, Russell Investments  
Jorge E. Gomez, Director, Regional Procurement & Administration, BRINKS, Inc. Latin America

**WORKING GROUP 4: Build Vs. Buy: Assessing Your Company’s Goals and Capabilities To Determine If Outsourcing Can Drive Down Costs and Deliver Efficiencies**  
Antulio Borneo, Supply Chain Head, MEGlobal Americas Inc.  
Karen Webley Senior Manager, Deputy Director Global Supply Management, GLOBALFOUNDRIES

**WORKING GROUP 5: Aligning Procurement Best Practices Across The Globe**  
Elizabeth Galloway, Director, Global Procurement Operations, Diebold, Inc.  
Jeff Wood, VP of Global Procurement, Allegion

**WORKING GROUP 6: Advanced Negotiation Techniques (An Interactive Exercise)**  
Matthew J. Saviello, Global Director of Sourcing STARs and Training, Dover Corporation

10:30  **Networking Break**
Day 1 Continued

10:45  Working Groups For Mastering Complex Categories (Choose 1)

WORKING GROUP 1: Marketing
Erica Hill, VP of Non Trade Procurement and Support Services, Brown Shoe Co.
Greg Antoniono, Director, Strategic Sourcing, WellPoint, Inc.

WORKING GROUP 2: Legal Services
Jo Ellen Hatfield, Director, Indirect Procurement, Nexeo Solutions

WORKING GROUP 3: HR and Benefits
Jim Mangan, Director, Corporate Services Procurement, United Airlines
Anup Pillay, Director, Procurement - Global Professional Services, The Coca-Cola Company

WORKING GROUP 4: IT Hardware and Software
Catherine Wendt, IT Sourcing Manager, Brown Shoe Company
Drake Paben, Director IT Procurement, Siemens Corporation

WORKING GROUP 5: Consulting Services
Cindy Campo, Director of Professional Services Procurement, State Street Bank
Jon Kesman, Global Procurement Director for Professional Services, Reed Elsevier

WORKING GROUP 6: Travel & Meetings Management
Roxana Gilly, Global Travel and Meeting Management Manager, Xerox
Executive TBD, Carlson Wagonlit Travel

12:00  Networking Luncheon

1:00  Keynote Presentation: The Neuroscience Of Better Negotiations—An Overview

Presented by a member of the prestigious Society for Neuroscience, in this presentation you will hear about simple but proven brain-based methods to greatly enhance your negotiation skills. You will be introduced to strategies to significantly improve your brain's performance during negotiations and discover how to best influence the brains of other party to get the results you really want. Neuroscience research indicates that these strategies not only greatly improve your negotiation skills, they also significantly reduce the stress normally associated with tough negotiations.

Jonathan Jordan
President
Global Change Management, Inc.

1:40  Working Group Report Backs

2:45  Case Study Presentation by Capgemini and Client

3:05  Networking Break and Opening of The Solutions Zone (conference opens to all attendees)
Day 1 Continued

Concurrent Sessions Begin

<table>
<thead>
<tr>
<th>Track A: Procurement Process</th>
<th>Track B: Procurement Technology</th>
<th>Track C: Risk Management</th>
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<tbody>
<tr>
<td>Panel Discussion: Employing New And Innovative Practices To Drive Savings</td>
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<td>Each year, procurement practitioners say it's getting harder and harder to meet savings targets, as most hard savings have been negotiated out in the past 5 years. This session will discuss how to use innovative techniques to succeed in procurement's most valued metric.</td>
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<td>• Have savings targets become outdated?</td>
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<td>• Forcing savings by building them into the budget</td>
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<td>• Will sharing savings targets encourage better attention to costs?</td>
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<td>• Can cost avoidance ultimately lead to real savings?</td>
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<td>• Using spend visibility and analysis tools to reduce suppliers and capture additional savings</td>
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<td>• Standardizing processes across the enterprise to reduce inefficiencies and capture savings</td>
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<td>Mel Ohl</td>
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<td>Brad Singh</td>
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<td>VP, Sourcing &amp; Procurement</td>
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<td>Universal Parks &amp; Resorts</td>
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<td>Panel Discussion: Increasing User Adoption In Your Technology Platforms to Unlock Value</td>
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<tr>
<td>• How does new technology impact sourcing and procurement?</td>
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<td>• What can your technology platform do for you?</td>
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<td>• What data will you need, where will it live, and how will you access it? Central Data Store? ERP? Best of Breed Application?</td>
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<td>• Benefits and drawbacks of moving from hosted servers to the cloud- security, negotiation and outsourcing concerns</td>
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<td>• What are the key features that will drive user adoption?</td>
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<td>• What training and support will be required to get your users on-board?</td>
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<td>• How do you identify the right vendor(s) to provide this technology and help you with adoption?</td>
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<td>• How long should implementation, on-boarding, and adoption take? What metrics will you use for success?</td>
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<td>Panel: Smart Approaches To Managing Supply Risk On The ‘Right Shore’ From The ‘Best Source’</td>
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<td>Off-shoring, near-shoring, re-shoring, in-sourcing, out-sourcing...Many company footprints are changing continuously and procurement needs to have strategies in place to take changing market needs into account, especially in emerging markets. What tools, services and best practices can aid you in this continuous demand and supply evolution? We touch on:</td>
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<td>• Technological advances, capacity planning &amp; optimization techniques</td>
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<td>• How do your offshore programs impact your onshore programs and vice versa?</td>
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<td>• Determining the right number of suppliers and where to source from based on your global demand and production footprint</td>
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<td>• How global nuances impact your risk management and procurement programs</td>
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<td>• Deep diving into your suppliers’ overseas suppliers</td>
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<td>Matthew Markel,</td>
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<td>Director of Procurement Operations</td>
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Presentation: How To Build A Successful Strategic Sourcing Organization From The Ground Up In Turbulent Times |
| Mark Cegelis  |
| Senior Manager, Global Procurement and Travel  |
| EnerNOC  |

Presentation: Leading Procurement With A Project Management Approach |
| Wade Lyons,  |
| Vice President of Global Procurement, Teleperformance  |

Presentation: Constructing A Framework For Managing Risk, Sourcing Suppliers And Building Relationships In Asia |
| Richard Boggs,  |
| Director Procurement, Latin America, BD  |

Case Study: Presentation by GEP |

Case Study: Presentation by Teligistics and Client |

Case Study: TBD
Day 1 Continued

5:00  **Interactive Roundtable Discussions (2 rotations)**

**TABLE 1**
In Depth: How To Build A Successful Strategic Sourcing Organization From The Ground Up In Turbulent Times  
Hosted by: Mark Cegelis, Senior Manager, Global Procurement and Travel, EnerNOC

**TABLE 2**
In Depth: Leading Procurement With A Project Management Approach  
Hosted by: Wade Lyons, Vice President of Global Procurement, Teleperformance

**TABLE 3**
In Depth: Constructing A Framework For Managing Risk, Sourcing Suppliers And Building Relationships In Asia  
Hosted by: Richard Boggs, Director Procurement, Latin America, BD

**TABLE 4**
Reimagining Your P-Card Program

**TABLE 5**
P2P Optimization

**TABLE 6**
Navigating Uncertainty Around New Laws And Regulations

**TABLE 7**
Hosted by Schneider Electric

**TABLE 8**
Hosted by Zycus

Additional Roundtable Topics to be announced.

6:00  **Welcome Reception In The Solutions Zone**
“ProcureCon Indirect was an event that got me thinking and excited about the possibilities of the next stage for our department. Listening to the best and hearing about our same struggles and what works was re-energizing!”

- Suzanne Harris, Vice President for Strategic Sourcing and Procurement, First American
Only ProcureCon Indirect can deliver the most senior-level procurement practitioners, so you can share ideas, and exchange strategies with others of similar experience and spend under management. More than 35% of ProcureCon attendees are at the CPO or head of indirect level, and more than 85% hold senior-level positions within their company. This is why the conversations are deeper and more strategic than other events.
Thursday, February 12, 2015

**DAY 2: ACCELERATING THE JOURNEY TO COMPETITIVE ADVANTAGE**

7:15 **Women In Procurement Breakfast (Pre-Registration Required)**
Joanna Martinez, Chief Procurement Officer, Cushman & Wakefield
Linda Winter, Director, Corporate Services Sourcing, PG&E

7:30 **Registration and Breakfast**

8:30 **Welcome Remarks**
Frank Musero, Executive Director, ProcureCon Events, Worldwide Business Research (WBR)

8:35 **Chairperson’s Opening Remarks**

8:45 **KEYNOTE PRESENTATION: The Future Of Procurement**

Procurement of the future will run simple, be connected and know tomorrow's business, today. Purchasing will be first to adopt transformative solutions which will make it the value driver of the business. It will not only remain relevant, procurement will be an essential part of the business which pushes the frontiers of innovation and analytics to provide solutions. In the upcoming years purchasing will have the first mover advantage making volatility our main asset.

- The world is changing – Procurement is key to drive business value and to stay agile.
- Lessons learned and keys to success in SAP's procurement transformation
- Global categories – driving global strategies and drive value (not procurement savings)
- Procurement as Business Partner – providing solutions to the business
- Efficiency in source-to-pay

Marcell Vollmer
Chief Procurement Officer
SAP AG

9:15 **KEYNOTE PRESENTATION: Incorporating Interwoven Trends In Business, Economics, And Government To Produce Unexpected Innovation**

Global megatrends are producing changes in the world economy. Some of these trends impact directly on supply management (e.g. pressure on natural resources) while others first impact business models (e.g. changing consumer landscape) and then cascade down to supply management. This session will identify some of these external trends and help you understand how the interaction of trends, business models and supply strategies can lead to new opportunities for value creation.

Carol Danoff
Global Chief Procurement Officer
Novartis Pharmaceuticals

9:45 **Case Study Presentation by Allegis and Client**

10:05 **KEYNOTE PRESENTATION: Consolidating Global Procurement Operations**
Chris Stakelum, Global Head of Procurement Service Center Sourcing, Citi

10:25 **Networking Break**

11:00 **Case Study Presentation by Ariba and Client**
### 11:20 PANEL DISCUSSION: Innovation In Supplier Relationship Management: How Key Suppliers Drive Your Company's Competitive Advantage

Glenn Marcus, Indirect Sourcing Leader, Global IT, Owens Corning  
Guru Mohan, Director, Global Procurement, Mentor Graphics  
Bryce Smith, Chief Procurement Officer, GTech

### 12:00 Case Study Presentation by GEP and Client

### 12:20 ProcureCon and MyPurchasingCenter’s Third Annual EPIC Awards Luncheon

<table>
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<th>Concurrent Sessions Begin</th>
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<th>Track C: Indirect Category Management for Manufacturing</th>
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<tbody>
<tr>
<td>1:40 Case Study Presentation by Fieldglass and Client</td>
<td>Case Study Presentation by Insight Sourcing Group</td>
<td>Case Study Presentation by Pontoon and Client</td>
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### 2:00 PANEL DISCUSSION: Constructing A Framework To Build Procurement Influence With Internal Stakeholders

As procurement works to have more spend under management, convincing business units to give up control is one of today’s biggest headaches, especially in non-mandated environments. So, how can you sell procurement and create a campaign to build credibility and showcase the value you can add to their unit? Where do you begin to build and foster relationships with internal stakeholders? What types of collaborative efforts can you implement to work with them instead of against them? What are the best approaches to take against reluctant stakeholders? How do you reinforce the importance of “playing your position”?

- Karon A. Evanoff, Vice President Global Supply Chain, HID Global Corporation
- Bill Mangen, Vice President, Strategic Sourcing and Procurement, Cox Communications
- Rick Wertsching, VP, Sourcing & Procurement, Theme Parks & Resorts, The Walt Disney Company

### PANEL DISCUSSION: Maximizing Stakeholder Engagement To Drive Collaboration And Savings

When you’re responsible for setting strategy, sourcing suppliers, and realizing savings but don’t own the scope or the budget, how can you contribute to bring value to your internal customers?

- Improving connections with stakeholders to locate untapped sources of value
- Changing processes to better align with your customers’ business model
- Working with stakeholders to manage savings to budget—should the savings be shared with the business unit?
- Encouraging contract compliance
- How procurement can become a trusted advisor

- Alan J. Rice, Head of Corporate Procurement, Southern Wine & Spirits of America, Inc.
- David Ruiz, SVP Corporate Procurement, BankUnited, N.A.
- Richard Crane, Sr. Vice President Commodity Management, Philips Healthcare
- Stan Brown, VP, Global Supply Chain & Chief Procurement Officer, CA Technologies

### PANEL DISCUSSION: Best Practices and New Strategies For Tackling Inefficiencies in MRO Spend

- The MRO category still remains one of the most fractured, especially in decentralized, non-mandated corporations. This panel will focus on:
  - Leveraging data and increasing purchasing power among your facilities to realize savings and create efficiencies
  - Breaking the integrated model so each component can be sourced independently
  - Are there any tools that can help extract hidden savings that wouldn’t be seen otherwise?
  - Can mandating suppliers in the MRO space yield cost reductions?
  - Bringing energy savings down to the kilowatt

- Marc Ensign, Director, Strategic Sourcing, Services/Outsourcing & Supplier Diversity, Sonoco
- Christian T. Widmann, Director of Indirect Commodities, Manitowoc Cranes
- Tuomas Vuoristo, Global Category Manager, MRO, Regional Manager, Indirect Procurement, North America, Metso
### Day 2 Continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation</th>
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<tr>
<td>2:40</td>
<td><strong>PRESENTATION:</strong> Connecting Silos Across The Enterprise</td>
<td>Frank Sanders, Director of Corporate Strategic Procurement, Intel</td>
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<td><strong>PRESENTATION:</strong> Change Management in Procurement</td>
<td>David Hirschi, Global Director - Indirect Procurement, Dow Corning Corporation</td>
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<td><strong>PRESENTATION:</strong> Transportation—Managing Complex Supply Chain Logistics</td>
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**NETWORKING BREAK**

**3:35** Interactive Roundtables (2 rotations)

**TABLE 1** Hosted by Allegis

**TABLE 2** Hosted by Ariba

**TABLE 3** Hosted by Fieldglass

**TABLE 4** Hosted by Insight Sourcing Group

**TABLE 5** In-Depth: Connecting Silos Across The Enterprise

Hosted by: Frank Sanders, Director of Corporate Strategic Procurement, Intel

**TABLE 6** In-Depth: Change Management in Procurement

Hosted by: David Hirschi, Global Director - Indirect Procurement, Dow Corning Corporation

**TABLE 7** In-Depth: Transportation—Managing Complex Supply Chain Logistics

**TABLE 8** Hosted by: Pontoon

*Additional Roundtable topics to be announced.*

**Concurrent Sessions Begin**

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<tr>
<td><strong>PANEL DISCUSSION:</strong> Strengthening Supplier Diversity Programs</td>
<td><strong>PANEL DISCUSSION:</strong> Exit Strategies: Unwinding Supplier Relationships</td>
<td><strong>PANEL DISCUSSION:</strong> Energy And Utility Sourcing And Management</td>
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<tr>
<td>Linda Winter, Director, Corporate Services Sourcing PG&amp;E</td>
<td>David Elford, Senior Director, Procurement, Office Depot</td>
<td>Stephen M. Hughes, VP of Global Sourcing, National Geographic Society</td>
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<tr>
<td>Tara Spann, Director, Global Supplier Diversity, Merck</td>
<td>Atil Martinez, Chief Procurement Officer, Holcim (US)</td>
<td>Robert Hanks, Procurement Manager, Global, Supply Management, GLOBALFOUNDRIES</td>
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<td>Jo Fickes, Director Strategic Sourcing, Stryker Sustainability Solutions</td>
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| 4:40  | **PRESENTATION:** Managing The Post-Savings Hangover: Approaches To Reinventing Procurement | Joanna Martinez, Chief Procurement Officer, Cushman & Wakefield |
|       | **PRESENTATION:** Sourcing And Procurement’s Role In M&A                          | Craig Demarest, Senior Director, Chief of Procurement, RJ Reynolds |
|       | **PRESENTATION:** Partnering With Engineering To Effectively Manage NPI Projects  | John Fogerty, Director, Global Sourcing & Supply Chain Management, Precor |

**NETWORKING RECEPTION ON THE LAWN**
Asking a question in a large room can be quite intimidating for some, but when in a group of 10-15 others with like-minded problems that need solving, magic happens. That’s why there are double the number of roundtable discussions at ProcureCon Indirect East in 2015. This is your opportunity to go in-depth with a ProcureCon speaker, share ideas, and make new connections in an intimate setting.
**Day 3: Influencing Top Line Activities**

**7:45** Breakfast & Registration

**8:50** Chairperson's Opening Remarks

**9:00** **Debate: What Must Procurement Do To Remain A Viable And Sustainable Business Function?**

As part of the world return to growth and procurement becomes more and more embedded within company operations, procurement leaders are now being asked to support their businesses to expand. But just what must procurement do to achieve this? The work has only just begun, and this debate will discuss how procurement must innovate to keep their company competitive and their job relevant for the long term.

- How can procurement leaders assist in branding and new product and market development after the cost waste and redundancies have been stripped out?
- Moving on from cost savings: How can procurement add real value to business processes to increase competitive advantage?
- How important is stakeholder satisfaction in determining the value of a CPO?
- Can procurement become a steward for the business?
- Has procurement become so pigeonholed in its role, that credibility has diminished and aren't seen as likely business innovators?

**Moderator:** Mike Inman
Senior Partner
TableForce

**Debaters:**
- Wayne S. Evans
Head of Procurement Americas & Global Transportation Procurement
Deutsche Post DHL

- Roger Gossett
Senior Director, Indirect Procurement
Flextronics

**9:30** **Panel Discussion: Identifying and Managing Technology Disruptors To Maintain Competitive Edge**

Sarah Robinson, Vice President Sourcing North America, The Hertz Corporation

Vincent Moscatello, Group Lead - Global Sourcing Center of Excellence, Avon

**10:10** **Innovation Spotlights**

2x quick-fire presentations from cutting-edge solution providers. To apply to host an innovation spotlight, please contact Rachel Tosi Muser at 646-200-7524 or rachel.muser@wbresearch.com

**10:30** Networking & Refreshment Break For All Attendees & Final Visit To Solutions Zone

**11:00** **Presentation: Driving Innovation Into Your Contracting Process**

Michael Hanna, Former Director, Category Management, Enterprise Supply Management, Capital One

**11:30** **Panel Discussion: Overcoming Gender and Generational Differences in the Procurement Function**

More women and Generation Y are in the procurement workforce than ever before. Many of them are poised to move into leadership positions if they haven’t done so already, and it’s imperative that your business adapt its communication styles and processes to what they perceive as indicators of success.

- How should you determine what is “Core” to your success? What should be kept and what will need revamping?
- What communication changes will be needed to coexist with the stakeholders?
- What types of relationship skills do you need to build or change without getting bogged down in the minutia?
- Do mentoring programs work? How about reverse mentoring, or integrated/interactive mentoring?
- Encouraging usage of the critical thinking skills they bring to the table
- Overcoming compensation concerns (Salary, Stock, Bonus)
- How do you manage a team where work-life balance is important?

**Moderator:**
Sean Smith
Director of Strategic Sourcing
Agropur Ingredients

**Debaters:**
- Tamra Pawloski
Vice President, Global Strategic Sourcing – Manager
Chubb & Son

- Robert Saini
Director, Procurement
Astellas US LLC

**12:10** **Presentation: Integrating Game Theory into Strategic Sourcing Decision Making to Gain Value**

Sean Smith, Director of Strategic Sourcing, Agropur Ingredients

**12:30** **Panel Discussion: A Holistic Approach To Responsible Sourcing**

Robert Saini, Director, Procurement, Astellas US LLC

**1:10** Luncheon

**2:15** End Of ProcureCon Indirect East
The 2015 ProcureCon and MyPurchasingCenter EPIC Awards

It's time to recognize & honor exceptional achievements in corporate procurement! There are many award programs out there, but none that focus on the drastic transformations achieved by you and your peers within indirect procurement organizations and that is why the EPIC Awards were created!

The 2015 EPIC Awards Categories:

- **Individual:**
  The Individual Award gives recognition to your efforts in achieving outstanding corporate/indirect sourcing and procurement results.

- **Rising Star:**
  The Rising Star Award gives recognition to a younger, talented individual on your team, striving for outstanding corporate/indirect sourcing and procurement results.

- **Team:**
  The Team Award was created to give recognition to your team efforts in achieving outstanding corporate/indirect sourcing and procurement results.

- **Supplier:**
  The Supplier Award gives you the opportunity to recognize the role and importance of your Top Supplier Partner in achieving outstanding sourcing results.

- **Innovator of the Year:**
  The Innovator of the Year award will give recognition to an individual who has seen success from thinking outside of the box. The Innovator of the Year finalists will be chosen by a panel of judges and the winner will be chosen by the public.

- **Career (NEW for 2015):**
  Highlighting procurement excellence and innovation over the course of a practitioner’s entire career

**Award winners will be announced during a special luncheon Thursday, February 12.**
“All my questions were answered, my strategies validated, comprehensive!”

Laura Klein, Global Purchasing Director, Intera Products
Thursday, February 12, 2015

**CPO NETWORK**

Limited to 30 CPOs & Global Heads of Indirect with $1B+ in spend

The CPO Network’s mission is to develop a strategic agenda for the evolving role of the chief procurement officer. In today’s world of rapid change, the success of a CPO is measured not just by cost savings, but by creating value and becoming a strategic member of the management team. Chief procurement officers and the most senior procurement executives of the world’s largest corporations are invited to spend one day during ProcureCon Indirect East to deliberate vital issues that impact procurement leaders and their companies—becoming a better CPO, developing a comprehensive risk management program, overcoming challenges involving big data and analytics and locating and grooming future leaders.

9:15
**Becoming A Better CPO**
Stan Brown
VP, Global Supply Chain & Chief Procurement Officer
CA Technologies

11:00
**Mitigating Supply Disruption By Implementing A Comprehensive Risk Management Program**

1:40
**Extracting Information From Multiple Sources And Using Procurement Analytics To Convert Data Into Intelligence**
Carol Danoff
Global Chief Procurement Officer
Novartis Pharmaceuticals

3:35
**Free Flow**

4:40
**Making The Next CPO: Constructing A Professional Development Program To Attract, Motivate And Retain Junior Talent**
Marcell Vollmer
Chief Procurement Officer
SAP AG
Introducing the “Overcoming Pain Points” Working Groups. This a unique opportunity to collaborate with 30 of your peers to create an action plan of five items that you can implement back in the office to solve your toughest challenges. You'll leave ProcureCon Indirect East with 60 strategies you can implement in such complex processes and categories as automating tactical procurement, aligning strategies globally, HR, Marketing, Legal and more.
Did you bring enough business cards to share with the 300 others you’ll be connecting with at PIE 2015?

You initially registered for ProcureCon for the education, but somehow you’ve ended up with 10 new connections with people that can help you improve your job and advance your career—all of them a phone call or email away—through casual conversations over coffee and refreshments.

Join the Women in Procurement Community, one of the most popular networking functions at ProcureCon. Joanna Martinez, CPO of Cushman & Wakefield, and Linda Winter, Director, Corporate Services Sourcing from PG&E, will facilitate a breakfast discussion about the unique perspective women bring to procurement, developing core talents to advance your career, and discovering your strengths!
THE SOLUTIONS ZONE

This is your opportunity to meet with suppliers and solutions providers who can help you realize your savings goals, streamline and automate processes, and provide effective solutions for your strategic sourcing operations. Chat with leaders in the procurement and sourcing solutions space.

Interested in showcasing your product or service? Benefits of sponsorship include:

- Exclusive access to senior level decision makers from leading global corporations
- Customized branding through our in-depth marketing campaign
- Lead generation to accelerate your sales cycle
- Building loyalty with your clients to consolidate your market position
- Differentiating your company from other vendors for competitive advantage
- Raising awareness and reminding the market that your are an essential partner to the industry
- Demonstrating your strength in uncertain times to grow your market share

For more details on how you can showcase your solution, contact Rachel Tosi Muser at 646.200.7524 or email rachel.muser@wbresearch.com.
Allegis Global Solutions  
Website: www.allegisglobalsolutions.com

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide. From refining how you manage your contingent workforce to strengthening your employer brand to recruit top talent, our integrated solutions drive the business results you’re after. As an industry leader, we draw upon decades of experience to design innovative tools, products and processes. We develop competitive practices that position organizations for growth and we deliver the insight needed to succeed in today’s global marketplace. For more information, email solutions@allegisglobalsolutions.com

Ariba  
Website: www.ariba.com

Ariba is the world’s business commerce network. Ariba combines industry-leading cloud-based applications with the world’s largest web-based trading community to help companies discover and collaborate with a global network of partners. Using the Ariba® Network, businesses of all sizes can connect to their trading partners anywhere, at any time from any application or device to buy, sell and manage their cash more efficiently and effectively than ever before. Companies around the world use the Ariba Network to simplify inter-enterprise commerce and enhance the results that they deliver. Join them at: www.ariba.com

CWT  

CWT is a global leader specialized in managing business travel and meetings and events. CWT serves companies, government institutions and non-governmental organizations of all sizes in more than 150 countries and territories. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers. In 2013, sales volume for wholly owned operations and joint ventures totaled US$26.9 billion. As part of its commitment to responsible business, CWT is a signatory of the United Nations Global Compact Ten Principles. For more information about CWT, please visit our global website at www.carlsonwagonlit.com. Follow us on Twitter @CarlsonWagonlit and @CWTAmericas.

FieldGlass  
Website: www.fieldglass.com

Fieldglass, now part of SAP, provides a cloud-based Vendor Management System (VMS) allowing organizations to better procure, manage and optimize their global flexible workforces, including contingent labor, services managed through Statements of Work and independent contractors. Fieldglass consistently leads the VMS industry in total spend and global footprint, according to Staffing Industry Analysts. More than 250 organizations leverage Fieldglass to achieve total workforce visibility. Customers have access to best practices, unmatched expertise and the largest VMS user community to optimize all areas of services procurement including complex spend, worker quality, corporate and external compliance and contingent workforce program efficiencies.

GEP  
Website: www.gep.com

GEP is a diverse, creative team of people passionate about procurement. We invest ourselves entirely in our client’s success, creating strong collaborative relationships that deliver extraordinary value year after year. We deliver practical, effective procurement services and technology that enable procurement leaders to maximize their impact on business operations, strategy and financial performance. Named a Star Performer in Everest Group’s Peak Matrix of Procurement Services Providers, Winner in the HfS Blueprint Report on Procurement Outsourcing Providers and to the Supply & Demand Chain Executive 100 for nearly a decade, GEP is also ranked a leader on Gartner’s Magic Quadrant analysis of the world’s top procurement software providers. Clark, NJ-based GEP has 10 offices and operations centers in North and South America, Europe and Asia. To learn more, please visit www.gep.com.

IBX  

Connecting over 250 large buying organizations, 550 000 suppliers and providing services in over 100 geographies, IBX Business Network is a Cloud-based, ERP-independent, eProcurement platform that optimizes user-experience, enables superior spend management, while exacting lower total cost of ownership. A complete ready-to-run procurement service, it supports the entire Source-Purchase-Pay process, resulting in lower costs, faster ROI, increased spend visibility and transparency, increased control and compliance and improved supplier quality. IBX Business Network is part of the CapgeminiGroup BPO Portfolio. The Group is one of the world’s foremost providers of consulting, technology and outsourcing services. http://www.capgemini.com/procurement/ibx-business-network
Insight Sourcing Group
Website: www.insightsourcing.com
Insight Sourcing Group is the premier management consulting firm focused exclusively on strategic sourcing and procurement-related services in North America. Founded in 2002, the firm works with senior executives and procurement leaders to accelerate strategic sourcing savings, increase spend visibility, provide category intelligence, and implement procurement best practices. With hundreds of corporate and more than 50 private equity clients, Insight Sourcing Group has developed a reputation for delivering big impact. Typical client results include up to a 30% EBITDA improvement, 842% first-year return on investment, and project payback in less than 90 days. Insight Sourcing Group has also developed a market-leading spend visibility technology called SpendHQ™ which provides on-demand spend visibility to drive strategic sourcing results & on-going analytics to measure performance and compliance. Inc. Magazine has ranked Insight Sourcing Group among the fastest growing private companies in America every year since 2008, making Insight Sourcing Group one of the few firms to be listed seven years in a row. In 2014, Insight Sourcing Group was also recently named the #1 Boutique Consulting Firm in the US and the #2 Most Innovative Consulting Firm by Vault.com.

Pontoon Solutions
Pontoon is a market leader in global talent management that provides a competitive advantage through people. Along with unrivaled access to data and workforce intelligence, Pontoon delivers global workforce solutions that reduce risk, increase quality and improve visibility and forecasting—while also reducing cost. Headquartered in Jacksonville, FL, USA and with office locations globally, Pontoon is a wholly owned Adecco company. Pontoon delivers outsourcing solutions in the areas of contingent labor, SOW management as well as employee recruiting and placement in over 70 countries for nearly 100 clients, a global footprint that is broader and deeper than the industry has experienced to date.

Schneider Electric
Schneider Electric’s Energy & Sustainability Services division addresses clients’ diverse energy and sustainability management needs with tailored services and solutions. The energy experts within the division provide integrated solutions around the Energy Management Life Cycle, Schneider Electric’s guided, strategic approach to comprehensive energy management. With an expanding global footprint, Energy & Sustainability Services includes a team of more than 2,000 energy professionals in offices around the globe.

Source One Management Services
Website: www.sourceoneinc.com
Source One Management Services, LLC is a highly experienced strategic sourcing and procurement consulting firm that has enriched the procurement capabilities of world-class organizations for more than 22 years. We act as an extension our clients’ teams, supplementing their time, expertise and resources with experience, market intelligence, technology and people. Our on-demand services offer the most customizable and best-in-class solutions available for strategic sourcing, benchmarking, supplier relationship management and BPO. Source One’s goal is to provide our clients with tangible results, improved spend management and business cost savings through a partnership-oriented approach. For more information on Source One, visit www.sourceoneinc.com.

Superior Group
Founded in 1957, Superior Group provides a wide range of agile workforce and productivity solutions organized into three complementary service verticals: People, Process, and Outsourcing. Primary offerings include contract and direct staffing, payrolling, managed service programs, vendor management systems, recruitment process outsourcing, and independent contractor compliance programs. With tenured teams throughout North America—as well as in Asia, Europe, and South America—we specialize in collaborative, high-touch customer service. This allows us not only to deliver adaptive programs that go beyond customer requirements, but also to innovate best practices.

Telegistics
Founded in 1997, Telegistics is the leading provider of Telecom Lifecycle Management solutions for large and mid-market Enterprise-level clients. Telegistics pioneered the methodology for determining TCO (total cost of ownership) in telecom rate plans and was awarded a U.S. Patent. Solutions include Telibid®, a patent-pending web-based eProcurement tool specifically designed for the strategic sourcing of telecommunications. TEAM® is an industry-best telecom expense management platform for telecom contracts, audit compliance and invoice processing. The eMobilegisticsG application provides full Enterprise Mobility Management Solutions.

Zycus
Zycus is dedicated to positioning procurement at the heart of business performance. With our spirit of innovation and a passion to help procurement create even greater business advantages, we have evolved our portfolio to a complete Source-to-Pay suite of procurement performance solutions which includes - Spend Analysis, eSourcing, Contract Management, Supplier Management, Financial Savings Management, and Procure-to-Pay. We believe our deep, detailed procurement expertise and a sharp focus on being responsive to our customers has reflected in us being positioned as a ‘Leader’ in the ‘2013 Gartner Magic Quadrant’ for Strategic Sourcing Application Suites. We continue to see each customer as a partner in innovation and no client is too small to deserve our attention.
MEDIA PARTNERS

Next Level Purchasing
Next Level Purchasing is a leading provider of online training for purchasing professionals. Its training includes the SPSM and SPSM2 Certification Programs for world-class supply management success, which enable organizations to lower costs, support operations, and reduce risk by improving purchasing processes and expanding the capabilities of supply management organizations.

The Paypers
www.thepaypers.com
The Paypers (www.thepaypers.com) is the Netherlands-based leading independent source of news and intelligence for professionals in the global payment community. Our products are aimed at merchants, payment services providers, processors, financial institutions, start-ups, technology vendors and payment professionals and have a special focus on all major trends and developments in payments-related industries including online and mobile payments, online/mobile banking, cards, cross-border e-commerce, e-invoicing and SEPA. We are also keen on keeping our readership informed with regard to online fraud prevention innovations and the most significant trends in the digital identity space.

My Purchasing Center
My Purchasing Center™ provides the essential information required by procurement professionals to keep their companies competitive in a dynamic global marketplace. My Purchasing Center™ reports news, pinpoints trends, interprets events and presents pricing and supply data through unique content developed by its editorial staff and strategic partnerships.

SupplyChainBrain
SupplyChainBrain, the world's most comprehensive supply chain management information resource, is accessed year round through a wide range of ever evolving multi-media formats by hundreds of thousands of senior level industry executives. In addition to addressing the fundamental principles of supply-chain management, SupplyChainBrain identifies emerging trends, technologies and best practices, forward thinking ideas and cutting-edge solutions-and continues to write and report about these as they evolve and mature.

Supply Chain World
Supply Chain World is the authority on best practices in supply chain management, featuring interviews with experts who know the process first-hand and are finding ever-better ways to improve efficiencies. Supply Chain World is a convenient, authoritative benchmarking tool, helping forward-thinking supply chain leaders and their global teams to stay current through cutting-edge content on our website and in our quarterly magazine. Each print and digital issue highlights best-practice strategies and tactics to help our readers move products and information more efficiently and compete in the 21st century's linked economy.

In every issue, Supply Chain World's editors profile the leading companies in supply chain management across multiple industries, including retail, manufacturing and healthcare. Whether the goal is to tap into the benefits of third-party logistics or to learn how to partner more efficiently with suppliers, Supply Chain World keeps its readers up to date on the latest developments, trends, and strategies. www.scw-mag.com.

Supply & Demand Chain Executive
Supply & Demand Chain Executive is the executive’s user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. Supply & Demand Chain Executive is a publication of Cygnus Business Media. On the Web at www.SDCexec.com and on smartphones and tablets at www.SDCexec.com/mobile.
VENUE & ACCOMMODATIONS

Omni Orlando Resort at Championsgate

1500 Masters Boulevard
Championsgate, FL 33896

Website: www.omnihotels.com/Orlando
Phone: 407-390-6664

ProcureCon has secured a special conference rate of $239 a night for attendees. In order to make your reservation, please call the Omni Orlando at Championsgate at 1-800-THE-OMNI and identify yourself as a ProcureCon Indirect East attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires January 20, 2015. After this date, rooms may still have available, so inquire with the hotel if rooms remain.

*Waived resort fee includes: In room high-speed and wireless Internet access, complimentary use of the health club, transportation to Disney theme parks (24 hour advanced reservations are required), daily newspaper, complimentary local and 800# calls, in-room coffee, evening turndown service (upon individual guest request) and use of all recreation activities including lazy river, pool, tennis, volleyball and basketball. (Specific items are subject to change.)

For an escape to paradise, nestled in the heart of Orlando’s finest golf, Omni Orlando Resort at ChampionsGate offers secluded luxury and easy access to area attractions like Walt Disney World, Universal Studios and SeaWorld. Play 36 holes of championship golf, indulge in fine dining or delight yourself with luxury treatment at our European-style spa.

Air Transportation: The nearest airport is Orlando International. The hotel is easily accessible from the airport.

Weather: The Winter months of December, January and February generally provide the most pleasant temperatures in the Orlando area. The daily highs ranging from 71°F to 75°F over the course of the month, exceeding 84°F or dropping below 60°F only one day in ten.

Discover Orlando: Complimentary scheduled shuttle transportation is provided to the Walt Disney World® Theme Parks. (24-hour advance reservations are required – please see the concierge.) The resort is located just 25 minutes from the Orlando International Airport and 20 minutes from Universal Studios and SeaWorld.
PRICING & DISCOUNTS

Discounted Rates for Qualified Procurement Practitioners*

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<th>Until 31-Oct</th>
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<td>Three Day Pass (February 11-13, 2015)</td>
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Special Group Discounts for Qualified Procurement Practitioners

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<td>Groups of 2</td>
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<td>Groups of 3-4</td>
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<td>Groups of 5+</td>
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Rates for Solution Providers / Others

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<tr>
<td>Two Day Pass (February 12-13, 2015) + February 11 Afternoon (Excludes Practitioner-Only Morning Sessions on February 11, 2015)</td>
<td>$3,499</td>
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</table>

To secure your team discount, call Jack Kivik at 416-597-4778, or email him at jack.kivik@wbresearch.com

- Discounts apply to qualified procurement practitioners. Standard price applies to: any service provider or supplier to companies including, but not limited to software vendors, technology vendors, solution providers, consultants or companies with primary revenues resulting from these other areas.
- Worldwide Business Research reserves the right to enforce the rate for solution providers. No two discounts or offers may be combined. Team Discounts do not apply to sponsoring or exhibiting companies. Fee includes continental breakfast, lunch, afternoon refreshments, cocktail receptions and conference documentation.
- Connecticut residents must add 6% sales tax to their registration fee.

VISIT WWW.PROCURECONINDIRECT.COM FOR THE WBR CANCELLATION, POSTPONEMENT AND SUBSTITUTE POLICY

CONTACT US

Production
Frank Musero
Executive Director,
Phone: +1.646.200.7450
Fax: +1 (212) 885.2733
f.musero@wbresearch.com

Sponsorship/Exhibit Sales
Scott Rossen
Sponsorship Director
Phone: +1 (646) 200.7526
Fax: +1 (212) 885.2798
scott.rossen@wbresearch.com

Sponsorship Director
Rachel Tosi Muser
Phone: +1 (646) 200.7524
Fax: +1 (212) 885.2798
Rachel.Muser@wbresearch.com

Group Discounts & Sales
Jack Kivik
Phone: +1 416-597-4778
Fax: +1 (416) 598.1452
jack.kivik@wbresearch.com

Customer Service
Phone: +1 (888) 482.6012
Fax: + 1 (646) 200.7535

Meeting Planning
LeighAnn TobiA
Meeting Planner
Phone: +1 (646) 200.7499
Fax: +1 (646) 200.7545
leighann.tobia@wbresearch.com

Marketing & Media Partnerships
Michael Salkinder
Marketing Director
Phone: +1 (646) 200.7533
Fax: +1 (212) 885.2733
michael.salkinder@wbresearch.com