



Manufacturers' Outlook 2020

Gold Sponsorship Opportunity

published by

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PLANT will develop the business outlook analysis based on extensive research focusing on the following issues:

- Pressing challenges over the next three years.
- Forecasting near term sales, orders, pricing and profits.
- Current and future opportunities for growth and development.
- Where will the focus on markets be going forward?
- Lucrative markets outside NA.
- Constraints to accessing those markets.
- Steps being taken or not taken to improve productivity.
- Investment priorities in 2020 and beyond.
- Level of planned investment in facilities, production upgrades, process improvement and technology.
- Commitment to innovation through investments in research and development.
- Innovation and commercializing new products.
- Technology issues and level of engagement.
- Managing risks such as cybersecurity threats.
- Issues related to skills gaps.



The research results will form the foundation for a think tank conversation among a group of senior manufacturing leaders.

Our experience shows that a far richer, more practically useful research result is achieved by combining survey data with real-world insight from experienced stakeholders during a roundtable discussion.

The research and think tank proceedings will be compiled into a professional 32-page editorial report, with group photography, research data and graphics, along with additional market insight.

BECOME A GOLD SPONSOR

The project offers a unique opportunity to sponsor and lead the conversation on manufacturing, engaging thousands of business decision-makers around key messaging with one turnkey program.

SPONSORSHIP INCLUDES:

- Participation in the think tank roundtable with two participating members of your team.
- Full page welcome letter in the final report.
- Full page ad in the final report.
- Full page ad in **PLANT** magazine.
- Corporate branding with Gold Sponsor level Logo identification prominently located on the survey.
- Gold Sponsor level Logo branding prominently located on the front cover of the outlook report.
- Exclusive access to detailed research findings for presentation at sponsor events, meetings and conferences.
- 500 printed copies of the 32-page report.
- First right of refusal the following year.

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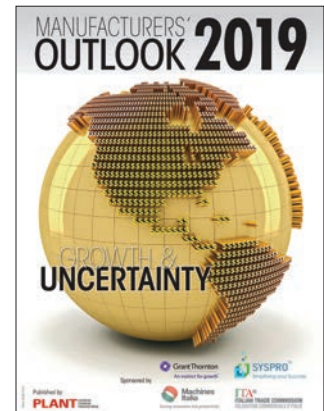
PLANT WILL PROVIDE:

- ✓ Full turn-key project management, including research development and survey deployment, tabulation and reports.
- ✓ Coordination of stakeholder input, think tank logistics, photography, catering and A/V requirements.
- ✓ Development of the editorial report, including writing, editing, design, photography and distribution.
- ✓ Marketing of the report across our magazine channels, wires, media and social channels.
- ✓ Hosting of editorial report on Plant.ca website for one year, and indefinite archiving.
- ✓ Distribution via PLANT to 13,000 print readers in Canadian manufacturing locations.
- ✓ E-mail notification of the report to 25,000 manufacturing and management executives across PLANT and selected ANNEX Business Media publications.
- ✓ A custom video e-blast with your company message tied into outlook will be distributed to 25,000 Management titles across PLANT and various ANNEX publications (to be distributed after the Outlook report is released).

Total Investment:
\$50,000 category exclusive.



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