



Manufacturers' Outlook 2020

Silver 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 SILVER 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 one participating member of your team.
- Half page ad in the final report.
- Half page ad in **PLANT** magazine.
- Corporate branding with Silver Sponsor level Logo identification prominently located on the survey.
- Silver Sponsor level Logo branding located on the front cover of the outlook report.
- Exclusive access to detailed research findings for presentation at sponsor events, meetings and conferences.
- 200 printed copies of the 32-page report.
- First right of refusal the following year.

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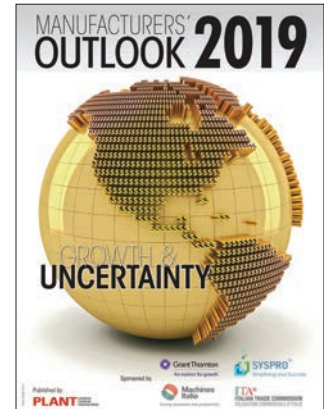
PLANT WILL PROVIDE:

- ✓ 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.

Total Investment:
\$25,000.



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