

BECOME A BUSINESS ASSOCIATE

Be Part of **100 Years** of Canadian Excellence

For 100 years, Supply Chain Canada has been the country's largest association for supply chain professionals. We are 7,500 members strong and growing. These members represent the breadth of supply chain roles such as sourcing, procurement, supplier development, contract management, forecasting, demand planning, risk management, sustainability, logistics, inventory management, distribution, warehousing, transportation, operations, and more in both the public and private sectors.

More than 50,000 supply chain professionals also engage with us through social media, events, education, training and professional development and advocacy.

**ACCESS PROFESSIONALS WITH MORE THAN \$130 BILLION IN
ANNUAL BUYING POWER!**

\$35.7 million

Average Personal Annual
Spend by Members

\$72.8 million

Average Annual
Department Spend by
Member Companies

\$130 billion

Supply Chain Canada Members
Control Budgets of More than
\$130 Billion Annually



WHAT A PARTNERSHIP MEANS TO YOU

BUILDING YOUR COMMUNITY

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

BRAND AWARENESS – BUILD YOUR BRAND; DRIVE MORE LEADS

A strong brand is a powerful business asset. In good times, it contributes to greater market share and enviable pricing power. In difficult times, its resilience can help cushion impact on the business. Brand marketing is an investment in long-term business growth.

When you build your brand through our website or social media platforms, you're engaging decisionmakers with significant purchasing power. We're here to help you connect with our members and the broader supply chain audiences and drive meaningful engagements that can yield results.

A partnership means increased brand awareness through:

- Partnership Announcement
- Year-Round Website Promotion

SUPPLY CHAIN CANADA MAGAZINE

A truly national publication, Supply Chain Canada magazine reaches supply chain executives and professionals in every province.

Supply Chain Canada reaches top level decisionmakers who analyze current spending for cost saving opportunities, negotiate and select reliable sources of supply to fuel profit and provide a competitive advantage for their organization. Each issue features an array of leading companies with key solutions to the supply chain sector across Canada.

Supply Chain Canada is one of the few national associations representing the supply chain sector in Canada and Supply Chain Canada magazine remains the most important and well-regarded media outlet from coast-to-coast-to-coast.



Print Power

4,000+

print circulation to SCMP designation holders

Digital Power

8,000+

digital distribution to supply chain executives and members

Readership

24,000 or 3.4

readers per copy (pass along rate)

A partnership means access to a highly targeted readership of decision-makers across Canada's supply chain sector through:

- Advertising based on level of partnership
- Access to future advertising discounts

EXPLORE SUPPLY CHAIN CANADA'S OTHER ADVERTISING PARTNERS.





WHAT A PARTNERSHIP **MEANS** TO YOU

ESTABLISHING THOUGHT LEADERSHIP

By communicating Thought Leadership, you become part of the conversation. You allow your audience (our members) to get to know you. Thought leadership can help you shorten your sales cycle and lend credibility to your brand.

SEIZE THE OPPORTUNITY TO POWER CANADA'S ECONOMIC GROWTH

Supply Chain Canada reaches top level decisionmakers who analyze current spending for cost saving opportunities, negotiate and select reliable sources of supply to fuel profit and provide a competitive advantage for their organization. We support our members throughout their careers and help shape the supply chain workplace of the future.

The reality of today's business landscape means that partnerships can be key to better serving customers by sharing your expertise, technology, and insights. Thought leadership can take many forms, including blog posts, articles, infographics, podcasts, videos, white papers, original research papers, webinars and panel discussions.

A partnership can expand your influence among our members through:

- Sponsored content posted to our members-only Resource Centre.
- Editorial contributions to our newsletter or the Supply Chain Canada magazine. *Note that this benefit is dependent on the Issue theme.
- Community engagement and networking (webinar, panel discussion, roundtables, etc.)

AFFILIATING WITH EXCELLENCE

With a legacy of a 100 years, Supply Chain Canada offers partners the same credibility, transparency, and revered status in the supply chain community that our association stands for.

The Supply Chain Management Professional™ (SCMP™) accreditation is Canada's principal and most sought-after professional designation for those entering the profession and advancing as leaders in supply chain.

We all know that the supply chain landscape is not the same as it was a decade ago. New technologies such as 3D printing, autonomous vehicles, the internet of things, big data analytics and omnichannel retailing have brought about tremendous change. As a result, professional success will hinge on continuous development for our members.

The power to learn lies in the hands of individuals to take control of their careers. Share your knowledge with supply chain professionals! Work with our team to advance the capabilities of those seeking to meet this changing skill landscape.

"Supply Chain Canada has been a valued partner to the government of Canada helping to develop policies that put Canadian firms in regional, national and global supply chains. To keep Canada innovative and growing and to be part of global trade networks, we need our supply chain professionals to be the best in the world."

THE HONOURABLE NAVDEEP BAINS

Former Minister of Innovation,
Science and Industry of Canada

ENSURING THE SUPPLY CHAIN VOICE IS HEARD

Supply Chain Canada engages in advocacy so that the supply chain community has a strong, respected voice in the development of policy and in critical debates. We enrich discussions by generating and sharing ideas to improve the supply chain system for a more competitive Canada.

Our Advocacy Principles define our opinions, shape our actions, and articulate our messaging with governments and the media.

The principles focus on:

- Reliability
- Security
- Transparency
- Safety
- Sustainability
- World Class Talent
- World Class Infrastructure
- Innovation in Trade Facilitation

Add your voice to activities like our Policy Advisory Groups.

- Food supply chain
- Supply chain in the North
- Transportation and logistics
- Retail supply chain
- Manufacturing supply chain
- Automotive, bus and battery supply chains
- Public sector procurement and supply chain
- Construction supply chain
- Natural Resources and Extractives supply chain (i.e., mining, O&G and forestry)
- Energy supply chain (i.e., nuclear, electricity etc)
- Healthcare and pharma supply chain
- Labour and training

MEMBERSHIP BREAKDOWN BY INDUSTRY



	% of Membership
Entry & Mid-level	32.76%
Executive	3.28%
Middle Management	21.59%
Senior Management	6.85%

SUMMARY OF BUSINESS ASSOCIATE PACKAGES

BENEFITS	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
Roster Memberships	8	4	2	1
BUILDING YOUR COMMUNITY				
Brand Awareness Partnership Announcement Year-Round Website Promotion	■	■	■	■
Supply Chain Canada Magazine Advertising Access to preferred rates on future advertising	Full Page	1/2 Page	1/3 Page	
ESTABLISHING THOUGHT LEADERSHIP				
Sponsored Content Contribute content (podcasts, videos, studies, case studies, research reports, etc.) to members-only resource centre	■	■		
Editorial Contributions Opportunity to work with editorial team and contribute to Supply Chain Canada magazine articles *Note that this benefit is dependent on the Issue theme	■	■		
Community Engagement Present thought leadership content through a webinar, panel discussion, etc.	■			
AFFILIATING WITH EXCELLENCE				
Professional Development Offerings Contribute to the creation and delivery of PD offerings to be made available to SCMP designation holders	■			
Give Voice through Advocacy Campaigns	■			