



GEARING UP

CONFERENCE AND 2017 ANNUAL MEETING

WEDNESDAY, FEBRUARY 1 • SPRINGFIELD, MISSOURI



MISSOURI ASSOCIATION OF
MANUFACTURERS

PRESENTING
SPONSOR



COX HEALTHPLANS
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The Missouri Association of Manufacturers (MAM) will present the **GEARING UP CONFERENCE and 2017 ANNUAL MEETING** on Wednesday, February 1, at the Ramada Plaza Hotel and Oasis Convention Center in Springfield. *All sponsorships, exhibitor booths, displays and presentations must be relevant to and focus on the manufacturing industry.*

The event will consist of:

- Executive Breakfast: Manufacturing Regulations and Advocacy Forecast
- **ONESOURCE** Update
- Annual Membership Meeting and introduction of 2017 MAM Board of Directors
- Keynote Presentation and Special Afternoon Sessions by **Dr. Bob Nelson**, *New York Times Best-Selling Author & Motivational Speaker*
- Gearing Up Expo
- Networking opportunities
- Food, refreshments and door prizes.

The intended audience includes:

- Manufacturing Executives – CEOs, COOs, CFOs, GMs, Presidents and business owners
- Plant managers
- Human resources and safety managers
- Project supervisors
- Communications and marketing managers
- Business development experts
- Engineers and more.

AGENDA – WEDNESDAY, FEBRUARY 1, 2017



7:00 am-1:30 pm	REGISTRATION OPEN
7:30-8:30 am	BREAKFAST BUFFET & NETWORKING
7:30-9:45 am	EXPO OPEN
8:00-9:15 am	EXECUTIVE BREAKFAST: MANUFACTURING REGULATIONS & ADVOCACY FORECAST OSHA Changes & Updates: <i>Kimberly Stille, Director, Region VII - Kansas City, OSHA</i> Legislative Updates: <i>Royce Reding, District Director, Representative Billy Long's Office, Seventh District, Missouri and Joelle Cannon, District Director, Senator Roy Blunt's Office, Missouri</i> <i>* Doors will close at 8 am – please have your breakfast plate and be seated by 8 am.</i>
9:15-9:45 am	EXPO & NETWORKING
9:45-10:30 am	2017 ANNUAL MEMBER MEETING Welcome and National Anthem Gearing Up! What's New and ONESOURCE Update – <i>Kim Inman, MAM CEO</i> Introduction of 2017 MAM Board of Directors – <i>Peter Fischer, Beehler Corporation & MAM 2016 Board of Directors Chairman</i>
10:30-10:35 am	INTRODUCTION OF KEYNOTE PRESENTER <i>Jack Stack, SRC Holdings Corporation (sponsor)</i>
10:35-11:55 am	KEYNOTE PRESENTATION – FIVE TRENDS SHAPING THE FUTURE OF WORK: An Overview of the Leading Labor Trends That Will Affect All Organizations in the Upcoming Years <i>Bob Nelson, PhD, Nelson Motivation, Inc.</i> Leading authority and international best-selling author Dr. Bob Nelson will share his research and insights on the emerging workforce trends coming to dominate the competitive success of every organization. These trends include the pending shortage of skilled workers, the rise of the millennial generation, the expansion of contingent workers, the evolving role of virtual employees, and the globalization of the labor market.
11:55 am-12:00 pm	LUNCH SPONSOR 5-MINUTE PRESENTATION <i>Spectrum Enterprise (sponsor)</i>
12:00-12:05 pm	PRESENTING SPONSOR & INVOCATION <i>Cox HealthPlans (sponsor)</i>
12:05-1:00 pm	LUNCH, EXPO & NETWORKING
1:00-1:05 pm	INTRODUCTION OF AFTERNOON SESSIONS PRESENTER <i>David Moore, Paul Mueller Company (sponsor)</i>
1:05-2:20 pm	STRATEGIES FOR ENGAGING YOUR WORKFORCE: Research-based Strategies for Increasing Employee Engagement in Your Organization / <i>Dr. Nelson</i> <i>The Harvard Business Review</i> has cited “recognition given for high performance” as the most impactful driver of employee engagement. <i>The Aberdeen Group</i> has found the number one way best-in-class organizations improve employee engagement is through employee-recognition programs. Meanwhile, most employees today feel overworked and underappreciated, and are less valued and more stressed for their efforts than ever before. Based on his most recent book, <i>Recognizing & Engaging Employees For Dummies</i> and content from <i>1501 Ways to Reward Employees</i> , Dr. Bob Nelson, will help you understand the link between employee recognition and engagement and how to make that connection in your organization – even with limited time, resources and budget. This session will focus on core research-based elements found in strong cultures of recognition and engagement that inspire employees to new levels of performance and help to create an exciting, positive work environment with a strong competitive people advantage for the organization. Six dimensions will be presented with examples that you can implement to create a more motivating work environment for your employees today.



2:20-2:40 pm

BREAK & EXPO

2:40-4:00 pm

CREATING A CULTURE OF RECOGNITION: Build Recognition into the Strategies and Behaviors of the Organization, Transform Your Workplace into an Employer of Choice / Dr. Nelson

Based on the book *1001 Rewards & Recognition Fieldbook*, this presentation will expand your thinking of what recognition really means and what you can do to build it into your culture. Compared to the average company, employees in a recognition-focused company are five times more likely to feel valued, six times more likely to recommend the organization, seven times more likely to stay, and 11 times more likely to feel completely committed to their jobs and mission of the organization. In this presentation, Dr. Nelson discusses the current state of employee engagement and recognition including the most recent employee engagement research regarding effectiveness and related case studies. He will share how a customized employee recognition program is needed to improve and maintain a culture of recognition and engagement in any organization, moving from a culture of entitlement to a culture of performance and increased competitive advantage. Topics covered in this session will include:

- the business case for recognition and its impact on the organization's bottomline
- how to leverage the effectiveness of recognition – even with little time or resources
- how to get managers on board in both supporting and doing more recognition
- how to harness best practices and sustain a culture of recognition and engagement over time.

4:00-4:15 pm

CLOSING COMMENTS & EXHIBITOR DOOR PRIZE DRAWINGS

4:15-5:00 pm

SOCIAL, EXPO & NETWORKING

About the Presenter – Bob Nelson, PhD, is considered one of the world's leading authorities on employee recognition, motivation and engagement in the world. He is president of Nelson Motivation, Inc., a management training and consulting company that specializes in helping organizations improve their management practices, programs and systems. He has worked with 80% of the Fortune 500 companies and serves as an Executive Strategist for human resource issues.

Dr. Nelson has been named a 'Top Thought Leader' by The Best Practice Institute and an 'HR Superstar' by HRO Today. He worked closely with Dr. Ken Blanchard (*The One Minute Manager*) for 10 years and currently serves as a personal coach for Dr. Marshall Goldsmith, the world's #1-ranked executive coach.

Dr. Nelson has sold more than four million books on management and employee motivation, including *1501 Ways to Reward Employees*, *The 1001 Rewards & Recognition Fieldbook*, *1001 Ways to Energize Employees*, *The Management Bible*, *Ubuntu!*

Inspiring Teamwork & Collaboration at Work, and his latest, *Recognizing & Engaging Employees For Dummies*, among others. His books have been translated into 37 languages and he has presented on six continents. He appears extensively in the national and international media including CBS' 60 Minutes, CNN, MSNBC, PBS, National Public Radio, and has been featured in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Chicago Tribune*, *Fortune*, *BusinessWeek* and *Inc. Magazine* to discuss how to best motivate today's employees.

Dr. Nelson received an MBA in organizational behavior from the University of California-Berkeley and his PhD in management education with Dr. Peter F. Drucker 'The Father of Modern Management' at the Drucker Graduate Management School of Claremont Graduate University in Los Angeles. He teaches in the MBA program at the Rady School of Management at the University of California at San Diego.

REGISTRATION

All-day event registration includes admission into the Executive Breakfast, 2017 Annual Meeting, OSHA update, Keynote presentation, lunch buffet, Gearing Up Expo, afternoon Special Presentation and Social Hour.

All-day EARLY BIRDS who register before January 15 will receive a special gift at event check-in.

Half-day event registration includes admission into the lunch buffet, Gearing Up Expo, afternoon Special Presentation and Social Hour.

All paid event registrants will receive a copy of Dr. Nelson's book, *Recognizing & Engaging Employees for Dummies* during the Social Hour.



		Members & Partners	Non-Members
All Day	Individual	\$79	\$89
	Table for 8	\$600	\$700
Half Day	Individual	\$59	\$69
	Table for 8	\$440	\$520

Register today at www.missourimanufacturers.org.

Cancellations & Refunds: Cancellations for registered attendees will be accepted up to 72 business hours or three business days prior to the event. Cancellations for event sponsors will be accepted up to 10 business days prior to the event. Late cancellations and 'no shows' will be responsible for the full registration/sponsorship fee. All refunds are at the discretion of the CEO.

LODGING

Ramada Plaza Hotel and Oasis Convention Center

2546 North Glenstone Ave
Springfield, Missouri 65803



Discounted MAM rate: \$99 per night

Deluxe, Poolside, Poolview or Courtyard accommodations. Upgrades may be available for an additional fee. Includes complimentary cocktail in *Fire and Ice*, breakfast buffet and parking.
Price listed does not include taxes or gratuities. All common and public spaces are non-smoking.

Reservation deadline: January 15.

After January 15, room pricing may vary and availability may be limited.



For reservations, call 417-866-5253 or 888-532-4338 and ask for the MAM rate.

SPONSORSHIP LEVELS

PRESENTING SPONSOR



- Exclusive sponsorship level – only one available
- Logo with link on MAM Upcoming Events webpage (per event)
- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Exclusive sponsor logo on cover of pre-event brochure
- Exclusive sponsor logo on cover of program book
- Multiple event emails and/or press releases
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Full page ad in program book
- Exclusive sponsor logo on event title banner and digital display
- Large logo as event sponsor in program book and on signage and other media at event
- CEO recognition at event as Presenting sponsor
- 5-minute presentation at podium before lunch (optional)
- Two (2) exhibitor tables
- Four (4) event registrations
- Promotional item on meeting tables opportunity (MAM pre-approval required.)
- Visual opportunity with MAM Board and/or event speakers
- Event attendee list.

KEYNOTE SPONSOR



- Exclusive sponsorship level – only one available
- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Event emails and/or press releases
- Half page ad in program book
- Prominent logo in program book with speaker's biography
- Large logo as event sponsor in program book and on signage and other media at event
- CEO recognition at event as Keynote sponsor
- Introduction of presenter (optional)
- Reserved seating with Keynote presenter
- One (1) exhibitor table
- Two (2) event registrations
- Promotional item to attendees opportunity (MAM pre-approval required.)

EXECUTIVE BREAKFAST SPONSOR

- Exclusive sponsorship level – only one available
- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Event emails and/or press releases
- Half page ad in program book
- Prominent logo in program book with speaker's biography
- Medium logo as event sponsor in program book and on signage and other media at event
- Exclusive signage during breakfast
- CEO recognition at event as sponsor
- One (1) exhibitor table
- Two (2) event registrations
- Promotional item to attendees opportunity (MAM pre-approval required.)

LUNCH SPONSOR



- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Event emails and/or press releases
- Half page ad in program book
- Exclusive signage during lunch
- Medium logo as sponsor in program book and on signage and other media at event
- CEO recognition at event as sponsor
- 5-minute presentation at podium before lunch (optional)
- One (1) exhibitor table
- Two (2) event registrations
- Promotional item to attendees opportunity (MAM pre-approval required.)

SPECIAL PRESENTATION SPONSOR



- Exclusive sponsorship level – only one available
- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Event emails and/or press releases
- Half page ad in program book
- Prominent logo in program book with speaker's biography
- Medium logo as event sponsor in program book and on signage and other media at event
- CEO recognition at event as sponsor
- One (1) exhibitor table
- Two (2) event registrations
- Promotional item to attendees opportunity (MAM pre-approval required.)

TECH GEAR PRIZE SPONSOR

\$3,000

- May include HDTV, tablet or other electronic device selected by MAM.
- Logo with link on MAM event details webpage
- Logo with link on Save-the-Date or Evite
- Social media promotion through LinkedIn, Facebook and Twitter for MAM, Made In Missouri USA and MAM's CEO
- Event emails and/or press releases
- Half page ad in program book
- Medium logo as event sponsor in program book and on signage and other media at event
- CEO recognition at event as sponsor
- One (1) exhibitor table
- One (1) event registration

PROMOTIONAL BAG SPONSOR

\$2,500

- Logo with link on MAM event details webpage
- Medium logo as event sponsor in program book and on signage and other media at event
- Half page ad in program book
- One (1) exhibitor table
- One (1) event registration

LANYARD SPONSOR

\$2,500

- Logo with link on MAM event details webpage
- Medium logo as event sponsor in program book and on signage and other media at event
- Half page ad in program book
- One (1) exhibitor table
- One (1) event registration

NOTEBOOK SPONSOR

\$2,500

- Logo with link on MAM event details webpage
- Medium logo as event sponsor in program book and on signage and other media at event
- Half page ad in program book
- One (1) exhibitor table
- One (1) event registration

ADVOCATE

\$1,500

- Logo with link on MAM event details webpage
- Medium logo as event sponsor in program book and on signage and other media at event
- Half page ad in program book
- One (1) exhibitor table
- One (1) event registration

ASSOCIATE

\$1,000

- Small logo in program book and on signage and other media at event
- Company name listing on MAM event details webpage
- Quarter page ad in program book
- One (1) exhibitor table
- One (1) event registration

SUPPORTER

\$500 (1) \$750 (2)

- Company name listing in program book and on signage and other media at event
- Company name listing on MAM event details webpage
- One (1) exhibitor table
- One (1) event registration

* Ad space in program book is available for purchase.

PROGRAM ADVERTISING

\$1,000 (full) \$500 (half) \$250 (quarter)

Advertising space in the program book is available to MAM Member Manufacturers, MAM Allied Network Partners, and non-manufacturing firms, organizations or corporations that offer services or products to manufacturers. Many MAM event sponsorship levels include program book advertising as part of the sponsorship package.

- **Full page** (7.25"w x 9.75") **\$1,000**
- **Half page** (7.25"w x 4.75"h) **\$500**
- **Quarter page** (3.625"w x 4.75"h) **\$250**

Ads must be submitted as press-optimized PDF, JPG or EPS file formats with all fonts embedded. All images should be 300 dpi minimum, 600 dpi preferred. Color images must be CMYK; black and white images must be grayscale. Submission deadline is **January 13, 2016 at 3 p.m.** Submit sponsorship form and ad art files to Events@MissouriManufacturers.org.

All advertisers and advertising contents are subject to MAM approval. Advertisers are responsible for following all copyright rules and regulations. MAM does not assume responsibility for any copyright infringements of submitted as contents, copy or images.

For more information about MAM sponsorship opportunities, contact:

Kim Inman

Chief Executive Officer
Kim@MissouriManufacturers.org
417-863-7262 x103

Suzy Kendall

Executive Assistant to the CEO
Suzy@MissouriManufacturers.org
417-863-7262 x100

Kristy Larangeira

Development Manager
Kristy@MissouriManufacturers.org
417-863-7262 x105

Members
receive
20% off
print ads!

Submit completed form via email Events@MissouriManufacturers.org or fax 417-888-0256.

Company: _____

Contact Name: _____ Contact Title: _____

Address: _____

Phone: _____ Mobile: _____ Email: _____

Sponsorship Levels

- | | | | | |
|---|--|--|---|--|
| <input type="checkbox"/> Keynote\$6,000 | <input type="checkbox"/> Next Gen Leadership.. \$3,500 | <input type="checkbox"/> Promo Bag\$2,500 | <input type="checkbox"/> Advocate \$1,500 | <input type="checkbox"/> Supporter\$750 |
| <input type="checkbox"/> Breakfast\$3,500 | <input type="checkbox"/> Special Presentation... \$3,000 | <input type="checkbox"/> Lanyard\$2,500 | <input type="checkbox"/> Associate..... \$1,000 | <input type="checkbox"/> Supporter\$500 |
| <input type="checkbox"/> Lunch\$3,500 | <input type="checkbox"/> Tech Gear.....\$3,000 | <input type="checkbox"/> Notebook\$2,500 | | |

Program Advertising

Complete this section to purchase ad space not included as part of a sponsorship above. **Deadline: Jan. 13.** Email ad files to Events@MissouriManufacturers.org.

- ☐ Full page (7.25"x9.75").....\$1,000
- ☐ Half page (7.25"x4.75").....\$500
- ☐ Quarter page (3.625"x4.75").....\$250

Advertisers are responsible for following all copyright regulations. MAM does not assume responsibility for any copyright infringements of submitted copy or images. MAM may keep artwork on file for 12 months. All ads and advertisers are subject to MAM approval.

Additional Ad Specs:

Press-optimized PDF, JPG or EPS file.

All fonts imbedded.

Images: 300 dpi minimum, 600 dpi preferred.

Color images: CMYK; B/W: grayscale.

Registration for Sponsors / Exhibitors

Please list all sponsor/exhibitor representatives below and mark the appropriate registration fee for each person. Sponsorships may include one to four complimentary event registrations, depending upon sponsorship level. All additional attendees will incur an event registration fee. Please mark the appropriate box to the right indicating the registration is included with the sponsorship or is an additional registration for each representative listed below. Please email Events@MissouriManufacturers.org if you have any questions about your sponsorship.

First and last name of sponsorship representative (for ID badges)	Representative's email	Representative's registration is included with sponsorship.	Member/Partner \$79	Non-member \$89
		X	-	-
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>

Exhibitor Special Requests

- ☐ Electrical power.
- ☐ Wireless internet connection (complimentary).
- ☐ No special requests.

MAM invites you to Door Prize description: _____

Sponsorship: \$ _____

(ANP Monies) \$ _____

Add'l registrations: \$ _____

Add'l advertising: \$ _____

TOTAL: \$ _____

I authorize the Missouri Association of Manufacturers to charge the credit card indicated on this form. This payment authorization is for the goods/services described above in the amount indicated below, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company, so long as the transaction corresponds to the terms indicated above.

Today's Date: _____ Cardholder Name: _____

Billing Address (if different from above): _____

Phone / Email (if different from above): _____

Card Number: _____ Exp: _____ Security Code: _____

Total Amount Authorized: \$ _____

Required

Authorized Signature