

May 12, 2011

Somerset Inn, Troy MI



2011

MOTOR VEHICLE METALS & RESINS CONFERENCE

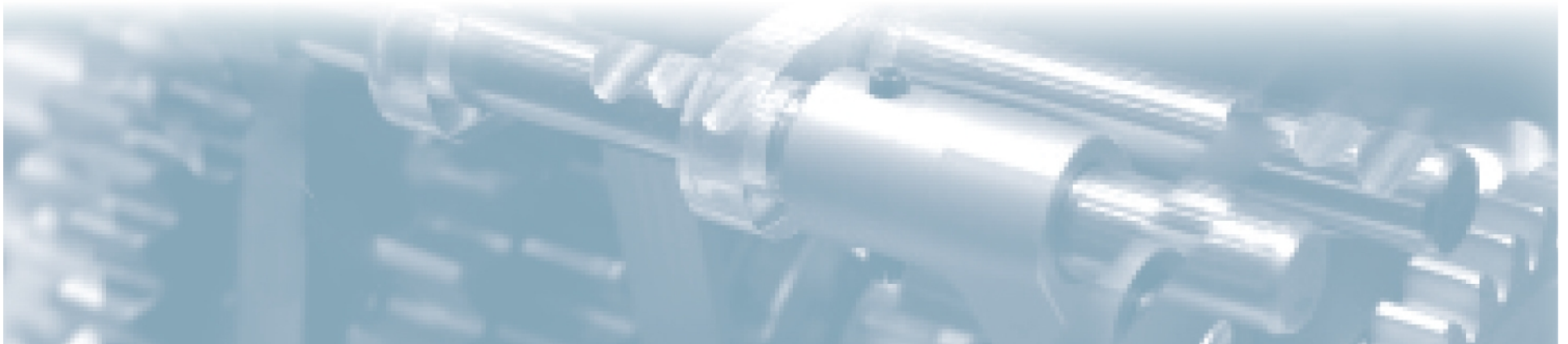
Overview



Historic levels of metals and resins pricing volatility over the past four years have generated a significant interest in future pricing and strategies for controlling costs through the supply chain.

In response, Advanced Purchasing Dynamics, Inc. has developed a motor vehicle focused Metals and Resins Conference.

The conference will take place on May 12th at the Somerset Inn in Troy, Michigan.



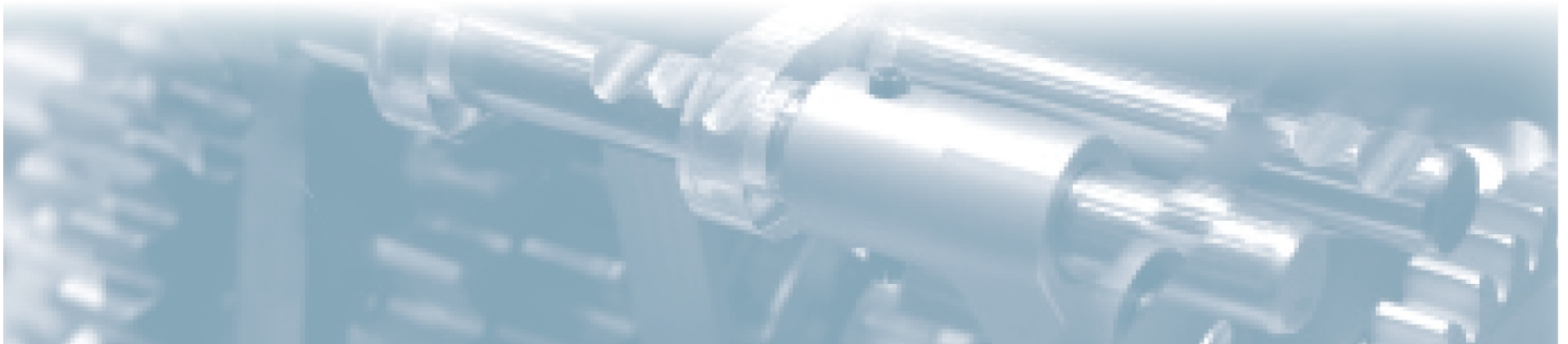


The conference is motor vehicle focused and will:

- Enable the sharing of expert insights on trends and future pricing scenarios including an understanding of how past, present, and future demand and capacity for metals and resins may impact pricing.
- Provide participants with **actionable strategies** to effectively manage metals and resins costs in their supply chain through best practice benchmarking.
- Facilitate networking of service providers with prospective customers. Service providers to include industry intelligence advisory firms, software solution and data management providers, minority supplier firms and advisory service organizations.



- OEM's and Tier 1, 2, and 3 Automotive Industry Supply Companies
 - Users, buyers, or sellers of resins and/or metals
- Purchasing and Sales
 - Executives
 - Professionals
 - Functional Team Members
- Industry service providers and forecasting firms
 - Buyers
 - Sales Account and Business Development Managers





- APD has established a governing Board of Directors for the conference to guide the format and content decisions. Board members include:
 - **Dave Andrea**, Senior Vice President, Industry Analysis and Economics, Original Equipment Suppliers Association
 - **David Nelson**, President, Dave Nelson Group.
 - **Bruce Swift**, CEO, Diversified Machine.
 - **Joe Borruso**, President AOEM Associates.
 - **Scott Thiele**, Senior Director, Metal Components Purchasing, Chrysler
 - **Jeoff Burris**, Founder and Principal, Advanced Purchasing Dynamics, Inc.
 - **Jeremy Wilson**, Vice President of Supply Chain Management, Spartan Motors, Inc.
 - **Jeff Mengel**, Partner/Plastics Team Head, Plante and Moran



- The conference is segmented into two (2) half-day sessions. The morning will be dedicated to Metals, the afternoon to Resins/Plastics.
- The keynote luncheon addresses auto industry issues, economic trends, and underlying implications for North American vehicle demand. The luncheon will be open to half and full-day conference attendees.
- The conference is comprised of:
 - Keynote Presentations/Roundtables -- Presented to all attendees in the Grand Ballroom. Topics selected have a high degree of interest to all attendees.
 - Workshops -- Specific topics will be covered during the workshop sessions. 3-4 workshop sessions will run concurrently.
 - Matchmaker Meetings -- 15 minute one-on-one meetings will enable procurement professionals to speak individually with industry service providers.



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Conference Sponsorship Opportunities

	Sponsoring Partner	Gold	Silver	Bronze	Pre-glow, Breakfast, Lunch, Afterglow	Matchmaker
Cost	\$10,000	\$7,500	\$5,000	\$2,000	\$3,000	\$750
Benefits	<ul style="list-style-type: none"> •Mention on all Conference Mailings & Advertisements* •Premier position on Conference Website •Board Membership (Board Membership will be Included on all Conference Mailings and Sales Solicitations) •Keynote Presentation •Workshop Presentation •Matchmaking •6 Complementary Passes •Handouts in Conference Folder 	<ul style="list-style-type: none"> •Board Memberships •Prominent Position on Conference Website •Keynote Presentation •Matchmaking •4 Complementary Passes •Select 3 Items from Customizable Benefits Below 	<ul style="list-style-type: none"> •Workshops Presentation •Recognition on Conference Website •Matchmaking •2 Complementary Passes •Select 2 Items from Customizable Benefits Below 	<ul style="list-style-type: none"> •Matchmaking •Recognition on Conference Website •50% Discount on 2 Passes 	<ul style="list-style-type: none"> •Matchmaking •Recognition on Conference Website •Special Signage •50% Discount on 3 Passes 	<ul style="list-style-type: none"> •Matchmaking •Recognition on Conference Website •25% Discount on 2 Passes
Customizable Benefits	<p>Items that will apply to both Conference Sessions—Each Counts as 2 Items</p> <ul style="list-style-type: none"> •Lanyards •Company Logo/Banner on Conference Folder •Company Logo/Banner on Conference Name Badges <p>Items that will apply to one Conference Session—Each Counts as 1 Item</p> <ul style="list-style-type: none"> •Company Logo/Banner on Agenda •Company Logo/Banner on Conference Attendance List •Company Logo/Banner on Complementary Ink Pens •Company Logo/Banner on Keynote Question Cards •Company Logo/Banner on Note Pad 					

*A \$20,000 Advertising Budget has been established



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Sponsorship/Matchmaker Registration Form

Sponsor Contact Information

First / Last Name Title

Organization / Company

E-mail address Phone Fax

Mailing Address

City / State / Zip Country

- Sponsoring Partner Gold Sponsor
- Silver Sponsor Bronze Sponsor
- Matchmaker Breakfast, Lunch, Afterglow

As Agreed by:

Name Title

Sponsorship Process

- Choose one of the following registration processes:
 - Mail - 705 South Main Street , Suite 260 Plymouth, MI 48160
 - Scan and e-mail - Conference@APurchasingD.com
- Christina Harris the Advanced Purchasing Dynamics conference coordinator:
 - Assist you with selecting your customizable benefits.
 - Help you to complete the sponsorship registration.
 - Arrange for your payment options. Please note, payment must be received within 15 days in order to secure your sponsorship level and benefits.

Payment

Your confirmation and receipt will be mailed to the e-mail address provided .
Should you not receive an e-mail confirmation within 48 hours, please call Christina Harris at 734-927-0836 or e-mail Conference@APurchasingD.com.

- Check (make checks payable to Advanced Purchasing Dynamics, Inc.)
- Please Invoice

Terms

Sponsors start receiving advertising benefits immediately upon payment of 50% of the sponsorship fees. The remaining sponsorship fees are due on April 15, 2011.

Sponsorship fees are non-refundable.