

# IndustryWeek Excellence In Action Plant Tour Series

## *A hands-on look at manufacturing improvement strategies*

**IndustryWeek Excellence in Action** plant tours present companies with unique opportunities to **directly reach manufacturing leaders face-to-face**. These half-day power events bring together plant managers, directors of operations, continuous improvement specialists and other influential decision-makers, who are actively seeking solutions that will measurably improve their plants' operations.

**Excellence in Action** event attendees tour selected facilities that have proven records of operational excellence. These **highly anticipated plant tours** provide attendees and tour facilitators the time to openly discuss continuous improvement initiatives as they walk through the facilities.

### **Sponsorships include:**

- Logo on all general event promotional materials and literature, and on sponsor-city's targeted promotional materials including: print ads in IndustryWeek, brochures, postcards, eblasts, Excellence in Action website, web ads, and more.
- Signage at the event and on the plant tour buses.
- 2 complimentary registrations.
- Participation in tour discussions focusing on pursuing and sustaining continuous improvement initiatives.
- Face-to-face networking time with attendees.
- Use of time en route to and from plants to provide educational content, videos, and additional discussion of what was seen on tours.
- Recognition as event sponsor in IndustryWeek's December editorial coverage of the tours.
- Post-event plant tour attendee list.
- A Full-page ad in IndustryWeek.

**Sponsor Investment: \$12,500**

### **Previous plant tours:**

Allison Transmission - *Indianapolis, IN*  
Toyota Industrial Equipment Manufacturing - *Columbus, IN*  
Milliken & Company - *Laurens, SC*  
Wyeth Pharmaceuticals - *Pearl River, NY*  
Bombardier LearJet - *Wichita, KS*  
Subaru of Indiana Automotive - *Lafayette, IN*  
Lockheed Martin MS2 Tactical Systems - *Clearwater, FL*

E-Z-GO - *Augusta, GA*  
Reliable Automatic Sprinkler - *Liberty, SC*  
Philips Respironics - *New Kensington, PA*  
Correct Craft / Nautique - *Orlando, FL*  
La-Z-Boy - *Dayton, TN*  
New Balance Athletic Footwear - *Lawrence, MA*