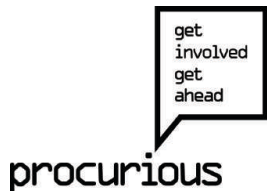


MEDIA KIT 2017

Powered by Procurious



Connecting you to the world's largest social network for
Procurement & Supply Chain Professionals

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What Can Procurious Do For You?

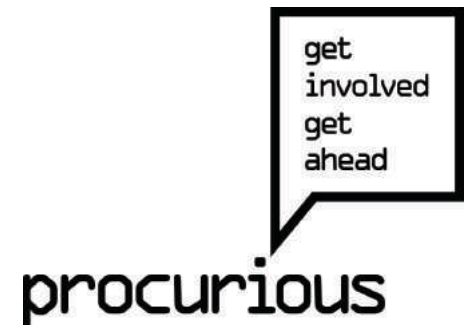


How do you get in front of the people who control the spend?

How do you build relationships with corporate decision makers before they review your tender?

How do you ensure you're front of mind when approaching prospects?

The answer you are looking for is Procurious.



Members Have Responsibility For The Purchasing Decisions Of The World's Largest Organisations

get involved
get ahead

procurious

The world's leading online network dedicated to procurement and supply chain professionals

WEEKLY
PAGE VIEWS

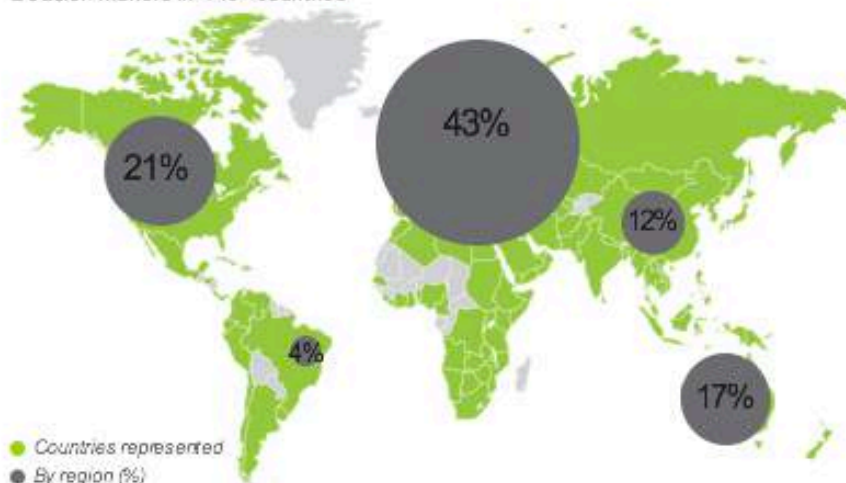
43,000+



WEEKLY UNIQUE
VISITORS
7,400

CORPORATE REACH

Decision makers in 140+ countries



TOP FIVE COUNTRIES BY MEMBERS

United Kingdom
United States
Canada
Europe
India

POWERING WORLD FIRSTS



#BigIdeas2017 tweeted
1,850 times

Big Ideas 2016 reached a social media audience of 6.4 million

Big Ideas 2017 planned for London, Singapore, Chicago, Dubai and Sydney

Over 6,500 Procurement Professionals upped their career prospects with the inaugural Career Boot Camp



AMPLIFICATION

Social media reach to more than 55,000 followers

PROCURIOUS
MEMBERS

20,000+

16,500+

14,000+

5,700+



ENDORSED BY

the globe's major procurement organisations



Connect on
the go with
the Procurious
iOs app

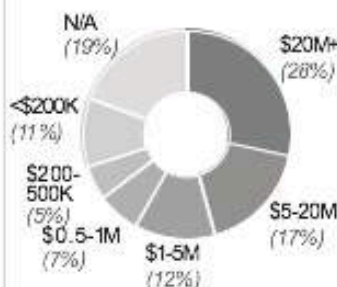
MEMBERS SENIORITY



TOP 10 INDUSTRIES

Manufacturing
Consulting
IT
Government
Supply Chain
Oil and Gas
FMCG
Financial Services
Business Services
Construction

INDIVIDUAL SPEND RESPONSIBILITY



MEMBERS REPRESENT

some of the world's
largest organisations



SIEMENS IBM



20,000+ Reasons to Work with Procurious

Procurious uses the latest social media technology to help **buyers and suppliers** navigate an increasingly complex, global procurement landscape



Profiles for professional networking



Discussion Boards to discuss trends and share best practice



Daily news service to keep up to date with the latest supply chain market intelligence



Procurious App for ease of use across multiple devices and 'first screen of the day' engagement

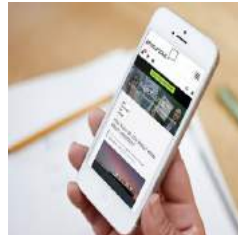


Event Calendar to stay abreast of latest procurement events, webinars and training

Procurious boasts 20,000 + members across 140+ countries



E-Learning Centre to train global teams



Private Groups to facilitate collaboration



Job Board to identify & recruit talent *



White label corporate subscription to provide internal talent management

** Launch date 2017

Taking Big Ideas To The World

Big Ideas Summit™ is the world's first and only digitally-led procurement event. With a global reputation as the most innovative leadership event for the profession, Big Ideas 2017 once again lit up social media, sparked vigorous discussions and crowd-sourced ideas for the future of the profession.



Big Ideas by the numbers

In 2017, The Big Ideas Summit reached **6.4 million** followers on social media

The #BigIdeas2017 was used **1850** times during the Summit on Twitter

More than **2120** Procurious members logged on to actively participate on the day

612 qualified procurement leads were generated for sponsors

The opportunity

Position your business as **a thought-leader** with the global procurement community

Connect & grow relationships with your most valuable clients and procurement decision makers

Access Procurious content featuring your executives and position as an both a **Supplier and Employer of Choice**

Anchor your brand to **premium events** and have it successfully delivered to an engaged global procurement audience

Grow your social media presence over a three month campaign

In 2017, we're taking Big Ideas to the world....

- **PIVOT:** *Disrupting a decade of Big Ideas in Procurement – Sydney*, May 17 & 18
- **SCRUM:** *A Procurement & Supply Chain Technology Sprint – Chicago* - September 28
- **REBOOT:** *Designing the Procurement 4.0 Workforce – Barcelona* - November 23

"Can I just say you know how much I enjoyed the Big Ideas Summit... It really is a wonderful opportunity to share, listen to and meet some of the sector's most influential players and simply to be part of the day was a privilege and a pleasure. I came away inspired, once again, that we work in the most dynamic and inspirational job function"

David Lyon, CPO, Novo-K

2017 London Partners



About Procurious

The world's leading online community for **procurement & supply chain** professionals. with 20,000+ members more 140+ countries,

www.procurious.com



Introducing Big Ideas to Chicago
28.09.17

PROCURIUS MARKETING SOLUTIONS

get
involved
get
ahead

Premium Sponsorship – Big Ideas Summit Events



A maximum of four Premium Sponsors can take part in each Big Ideas Summit. Opportunities for each Premium Sponsor include:

- Access to and meaningful networking with 50 potential clients and key decision makers from around the world for **two of your team**
- Formal opportunities – both in-person and via video - to highlight your value proposition, including **20 min keynote presentation & Big Ideas 3 min videos**
- Brand alignment with a high-quality, innovative professional event
- Opportunity to showcase products and services to key decision makers and emerging markets
- A digitally-led marketing campaign with the global procurement community delivered over 2-months, including guest blogs, Procurious HQ interviews, banner advertising, social media kits
- Joined up PR campaign to deliver additional media coverage in external industry publications, webinars & podcasts
- Lead generation from SCRUM Chicago – Digital Delegates and attendees – **600+ leads were generated for London Sponsors of the event.**
- Attendance for an additional member of your team to attend the Networking Evening



I loved the Big Ideas Summit. The attendance was very high caliber, the setting was perfectly intimate and the dialogue engaging. This event will be hard to top!

Alex F Kleiner III, Coupa



Are we there yet?

Procurement 4.0 www.bigideassummit.com



powered by
procurious



Pricing

Premium Partner - Big Ideas Summit (London, Chicago, Singapore, Sydney or Barcelona)

£15,000



SCRUM

NOUN: An Agile framework for completing complex projects. Formalized for software development projects, SCRUM works well for any complex, innovative scope of work. The possibilities are endless.

Building on the success of Big Ideas Summit - London, SCRUM will focus on the way technology is disrupting the workforce and reimagining how procurement value is delivered.

Like The Big Ideas Summit, SCRUM offers Premium Sponsors the opportunity to partner on a unique event:

- Attended by 50 CPOs and procurement thought leaders
- Amplified to a global procurement audience of 20,000+ Digital Delegates
- Based around 2 month online content-driven campaign
- Focused on the hottest trends impacting procurement, including:
 - Disrupt or be Disrupted: Cloud technology, 3D Printing, Drone technology
 - Workforce of the Future:
 - Man v's Machine: Artificial Intelligence and Procurement
 - Developing a Digital Strategy for Procurement
 - The Race for Relevance: Delivering value in the digital economy
 - Always On: How to Maximize Your Digital World 24/7

Big Ideas Summit –
London 2017 Partners



All Big Ideas Summit events are hosted at premium locations in London, Singapore and Chicago respectively.

Each event takes place in a unique theatre environment and concludes with a premium networking event – in 2016, this was a Wine Tasting Master Class in London.

Sponsors are treated as delegates on the day, and encouraged to network, contribute to all discussions and connect with our CPO guests.



The format is interactive and engaging - no sitting at the back on your smart phone like other events - you'll be chomping at the bit to get stuck in to the debate.

For me the opportunity to engage with fellow CPOs at the top of their game was invaluable and I've established a great network of like minded people.

**-Helen MacKenzie, Head of Exchequer
Services Procurement and Big Ideas Summit
delegate**

Procurious Media Kit 2017 (C)

#2 Premium CPO Networking Events

CPO EVENTS



Celebrating the end of each of our Big Ideas Summit global events (London, Barcelona, Singapore and Chicago), our 50 top procurement influencers are invited to attend a premium Networking Event.

As exclusive sponsor of the Networking Event (in any of our locations), you can expect:

**Michael
Page**

Michael Page is confirmed as
Exclusive Sponsor for the
Networking Event to follow Big
Ideas Summit - London

- 3 x of your representatives to have access to and networking with 50 key decision makers during premium event
- Formal opportunities – both in-person and via video - to highlight your value proposition, including welcome to guests at Networking Event & Big Ideas 3 min video for 1 x of your representatives
- A digitally-led marketing campaign with the global procurement community delivered over 2-months, including 1 x guest blogs, 1 x interviews, banner advertising.
- 1 x representative invited to attend the Big Ideas Summit event (™) and contribute as a delegate



Pricing	
Post Big Ideas Summit CPO Networking Event (Chicago, Singapore, Sydney, London or Dubai)	£10,000

Procurious Media Kit

#3 CPO Roundtable



The CPO Roundtable is an intimate C-Level thought-leadership & networking event for your most important CPO prospects and clients.

Procurious will craft and facilitate an agenda around supply chain transparency. Within the three-hour C-Level agenda, your thought leader will have the opportunity to deliver a 20 min presentation and participate in all best practice discussions.

Your business will have exclusive sponsorship of both the CPO Meeting and Networking event.

SAMPLE AGENDA

- 2.00pm Welcome & introductions
- 2.15pm CPO Sharing of Challenges and Opportunities
- 3.00pm Sponsor's Thought-Leadership segment, plus Roundtable discussion
- 3.45pm Case Study from one CPO and Roundtable discussion
- 4.15pm C-Level / Industry expert view on Procurement 4.0, plus Q&A
- 5pm Summary and close
- 5 - 6.30pm Champagne & Canapés networking event (1.5 hours)

Procurious Media Kit 2017 (C)



As a CPO Roundtable sponsor, your business will receive:

- Exclusive event sponsorship & branding
- Opportunity to invite valued CPO prospects to the Roundtable
- Attendance for 2 x PAC representatives at CPO Roundtable meeting
- Work with Procurious to shape Roundtable agenda around your business' thought leadership position
- Keynote session by EcoVadis thought-leader at Roundtable (30 min) plus discussion with attendees
- Content Marketing Campaign, including Interview with your speaker; Roundtable summary article; Social Media Tweets
- Champagne & Canapés
Networking with CPOs after the Roundtable, plus attendance for 3 additional EcoVadis representatives

Procurious will manage:

- CPO invitations and acceptances
- Identifying and securing additional guest speakers
- Event bookings and management
- Roundtable facilitation
- Roundtable summary and follow up activities



Pricing	
Exclusive Sponsorship of CPO Roundtable (Max 4 per year)	£10,000

#4 Procurious Webinar

EXCLUSIVE
ONLINE
PARTNERSHIPS

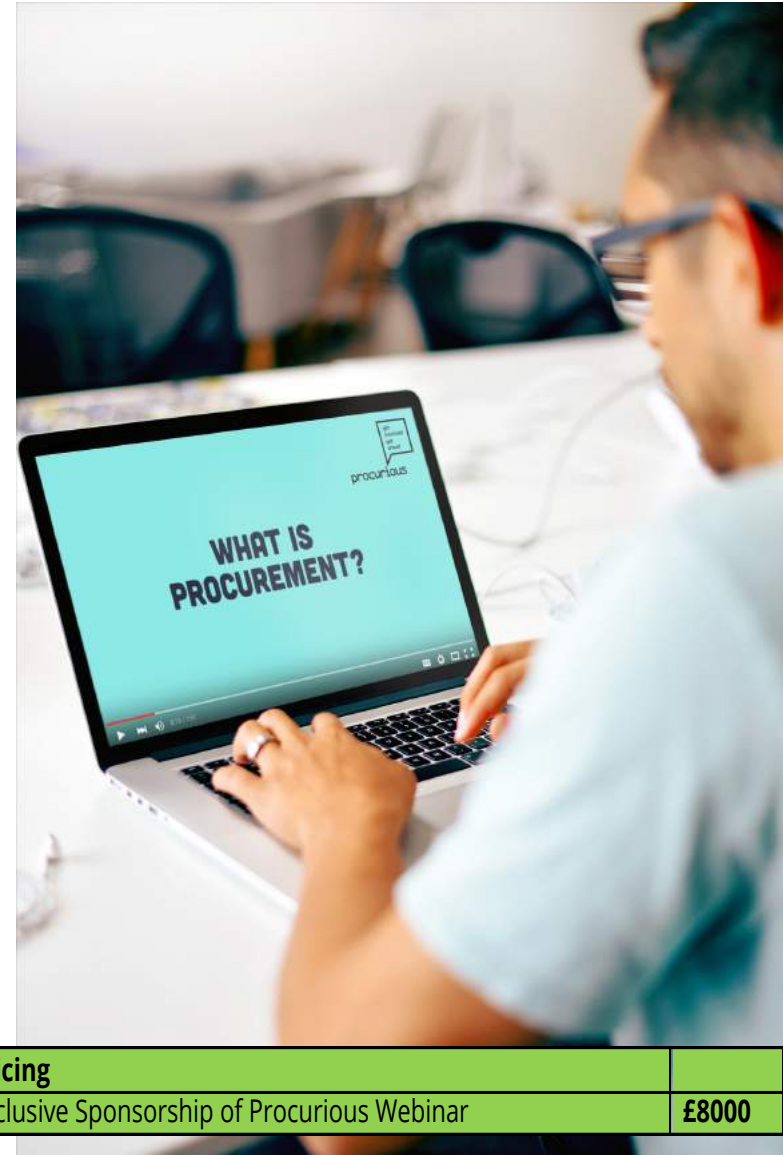


A webinar is one of the most effective means of connecting the brightest minds in your business to your potential customers.

Webinars give you reason to contact the market. Pre-webinar marketing, positioning during the online event and follow-ups are all vital touch points that will increase the visibility and awareness of your brand across a global audience.

The benefits of hosting a webinar include:

- Lead generation
- Reach a global audience
- Get your knowledge out there
- Get to know your audience
- Increase brand awareness
- Exhibit thought leadership
- Say a lot in a short time
- Hosted asset remains live on Procurious for 12 months



Pricing	
Exclusive Sponsorship of Procurious Webinar	£8000

Man and Machine
Redefining Procurement's
role in the Cognitive Age



FREE WEBINAR:
8 FEBRUARY 2017, 1PM GMT



powered by
procurious



Media Kit 2017 (C)

• The recent Man & Machine Webinar, hosted by Procurious, generated 500+ qualified leads for sponsor, IBM.



We will work with partners to develop, facilitate and promote a high quality, issues-based webinar.

Your exclusive webinar campaign will include:

- Exclusive branding on all webinar properties and your thought leader featured in webinar
- 1x Guest Blog – featured in Best of the Blog email campaign
- 2 x Procurious created blogs on webinar topic – featured in Best of the Blog email campaign and containing URL to your site
- 2 x dedicated email marketing campaigns with call to action to join webinar
- Social Media Advertising – both paid and earned components on LinkedIn, Twitter, Facebook & Procurious
- Premium Banner listing on Procurious landing page for min 2 weeks
- PR Campaign with key media outlets
- Lead generation and reporting

Procurious will manage:

- Targeted marketing campaign to drive webinar registrations
- Identifying and securing webinar contributors
- Webinar facilitation
- Webinar platform management
- Hosting & broadcast of webinar
- Lead capture and reporting
- Joined up PR campaign to generate media interest

#5 5 Day Podcast Series

EXCLUSIVE
ONLINE
PARTNERSHIPS



Following the success of world-first *Career Boot Camp*, and the 5-Part *Even Bigger Ideas* Podcast series, we are creating four Podcast Series per year.

Aimed at enriching the online experience for Procurious members, this 5-Part series will be promoted as a key component of the Digital Delegate experience for the Chicago event.



Nurturing big ideas through big companies

Chris Lynch
Chief Financial Officer, Rio Tinto

Even Bigger Ideas...

Podcast series presented by State of Flux
Free and exclusive on Procurious

STATE OF FLUX

powered by
procurious

Procurious will manage:

- Podcast Production –Interviewees Invitations, Briefings and Podcast Recordings and Editing
- Technical upload and daily hosting of Podcast Series
- Podcast series marketing and PR campaign

Introducing Big Ideas to Chicago

Career Boot Camp by the numbers:

6500+ Procurement Pros gave their career a cardio boost with Career Boot Camp – powered by Procurious.

The featured ‘sample podcast’ from Gabe Perez, Coupa, was downloaded and listened to **1,170+ times** alone!

Our top performing Career Coach blog was viewed over **2700 times**....

539 qualified procurement leads were generated.....

Career Boot Camp also achieved earned media placements in Supply Chain Digital, EBM, Supply Management, My Purchasing Centre, Thomasnet.com, Inside Supply Management Magazine, epsnews.com

#5 5 Day Podcast Series

As Exclusive Partner to a 5-Day Podcast Series, you will receive:

- Exclusive branding on all Podcast properties, including landing page; advertisements; daily email marketing to podcast participants; all graphics
- Your thought leader to provide the Day One Podcast – this podcast will also be featured as the 'sampler' podcast available during the pre-promotional period, resulting in maximum downloads
- 3 week Social Media Podcast campaign across LinkedIn, Facebook, Twitter and Procurious
- Social Media kits for your Marketing/Social Media to amplify their involvement and thought leader
- 1 x Podcast Guest Blog, featured on Procurious and via Best of the Blog email marketing
- All Podcast Leads
- PR Opportunities with global media outlets (as available)

**Michael
Page**

In 2017, Michael Page is exclusive sponsor of the September 'Career Boot Boot Camp'.

Procurious Media Kit 2017 (C)

EXCLUSIVE
ONLINE
PARTNERSHIPS



Pricing

Exclusive Sponsorship of 5-Day Podcast Series (One of four per year)

9000

#5 5 Day Podcast Series

EXCLUSIVE
ONLINE
PARTNERSHIPS



An engaging content-rich learning initiative, podcasts are growing in popularity with listeners who can choose to engage when and where they like. Offered in short, bite-sized modules, podcasts will be made available exclusively on Procurious.com and provide a richer 'online' experience for Digital Delegates.

Previous podcast speakers have included:



Chris Lynch, CFO Rio Tinto



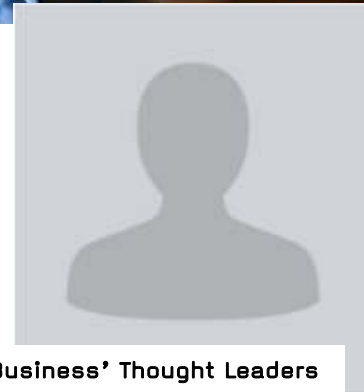
Peter Nash, Chairman, KPMG



**Dr Linda Yueh, BBC Journalist &
Professor London Business School**



**Fiona David, Executive Director of
Global Research, Walk Free
Foundation**



....And in 2017, Your Business' Thought Leaders





Capturing the all the **most insightful content, quotes and learnings** from CPO Roundtables and Podcast series, Procurious will produce an eBook as a keepsake for all attendees and made available for download to the global procurement community.

You will receive:

- **Exclusive branding** on all eBook properties, including landing page; advertisements; email marketing campaign, eBook front cover etc.
- **Your thought leader featured first** in eBook, including their Podcast Guest Blog, quotes etc
- **All leads** from eBook downloads
- Global **social media marketing campaign** across LinkedIn, Facebook, Twitter and Procurious – including content marketing, paid advertising/sponsored content
- **PR opportunities** with global media outlets (as available)
- Two-weeks after exclusive release on Procurious, **PDF copy of the eBook** to share with CPO Roundtable attendees and other prospects



Procurious will:

- Curate, edit and handle all design, production etc associated with eBook creation
- Host and promote eBook
- Develop and execute eBook marketing campaign across social media channels
- Lead generation and reporting
- Joined up PR campaign

Pricing	
Exclusive sponsorship of Procurement eBook (one of 4 per year)	£7,000

#7 Whitepaper or Product Launch

CONTENT
AMPLIFICATION



Procurious will host and manage a social-media driven campaign promoting a key piece of your research. The objective of the campaign will be to increase awareness for your new product or whitepaper, and drive high high quality leads for sales activities.

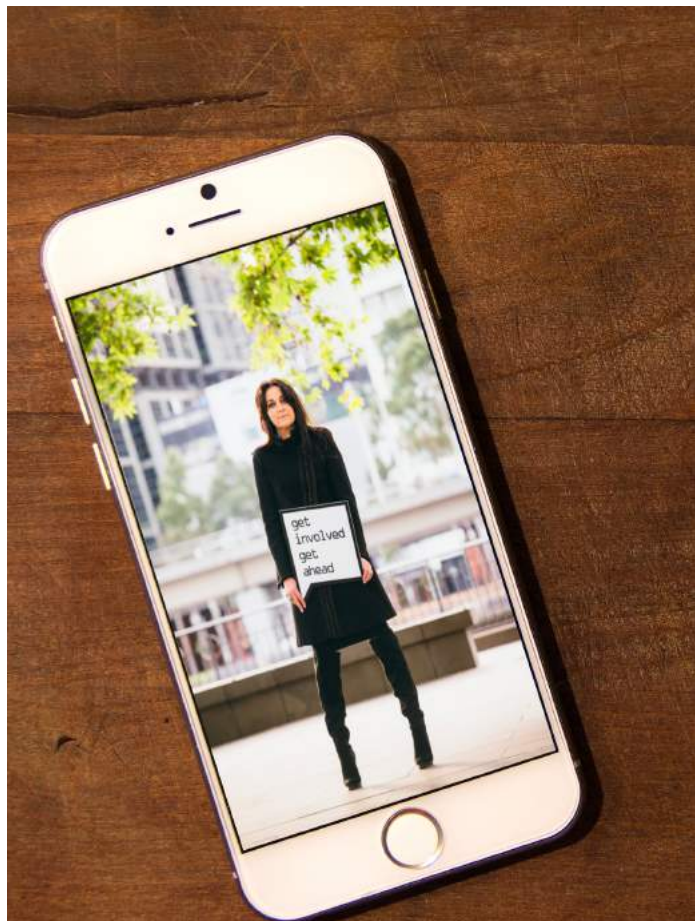


- **Thought Leadership** - Whitepaper (or other high quality digital asset) hosted on Procurious.com with Premium Banner advertising to drive downloads (2 weeks)
- **Data Capture and Lead Generation** from all downloads (120+ Leads based on recent GEP campaign)
- **Content Marketing**
 - 2 x Guest Blogs published on Procurious.com
 - 2 x Procurious HQ Authored articles
- **Social Media Campaign** via @procurious_, Procurious LinkedIn Group and Facebook (50,000+ followers)
- **Banner advertising** – min 20,000 Impressions over 2 months
- **Direct Marketing** to 20,000+ Procurious members
 - All Guest Blogs & Procurious HQ Blogs featured in weekly Best of the Blog eDM
 - Your content featured on the “While You Were Gone” landing page (min 4 days per Guest Blog)

Pricing	
Whitepaper Launch and Lead Generation Package	£3,500

#8 Announcing the Procurious App

Following member demand, Procurious has released it's first iOS app! An opportunity exists to become the inaugural global sponsor of the Procurious app for an introductory **3 month period**.



The Procurious app replicates all key website functionality including networking, news and discussions to provide users with real choice in the way they access Procurious.

- Exclusive branding on Splash Screen
- In-App Advertising
- Listed on Partner Page on procurious.com
- Minimum number of custom push notifications
- Dedicated Social Media and PR Campaign to promote the App and your sponsorship

During our soft testing phase, there have been **5,250+ sessions** on the app, over **100,856+ sessions** on mobile (46% of total sessions).

Pricing	
3 Month Exclusive Branding Rights on Procurious' iOS App (and Android App from mid-2016)	£8,000

#9 High Value Content Marketing Packages



Designed to give you the **greatest cut-through** across multiple channels, **optimised visibility** and **branding opportunities** at a range of price points. Marketing Packages can be tailored, examples include:

Value (all prices are +VAT)	£3k	£5k	£10k
Procurious Guest Blogs All Guest Blogs featured in weekly 'Best of the Blog' eDM and on the 'While You Were Gone' landing page	3 x Guest blogs	5 x Guest blogs	6 x Guest blogs
Social Media Mentions via Twitter @procurious_ , LinkedIn, Facebook	Min. 5 social media mentions per Guest Blog	Min 5 social media mentions per Guest Blog	Min. 5 social media mentions per Guest Blog, plus one LinkedIn Announcement to Procurious Group
Advertising Banner	Skyscraper over 2 months minimum 10,000 impressions	Top-line banner over 3 months, minimum 20,000 impressions	Top-line banner and skyscraper over 3 months, minimum 50,000 impressions
eNewsletters Advertisement with link back to your site	-	1	3 (1/month)
Procurious Generated Content Interview with business thought leader, customer and/or senior representative drafted by Procurious	-	1	3
Event Listings To be used within 12 months of sponsorship agreement	2	3	5
Learning Content <u>Complimentary</u> hosting of video content with link to owner's site. Content featured i.e. appears on Top Scrolling Menu and Community feed	Content featured for 1 week over 2 month period Procurious Media Kit 2023	Content featured for total of 3 (Weeks) over 3 month period	Content featured for 6 weeks over 3 month period

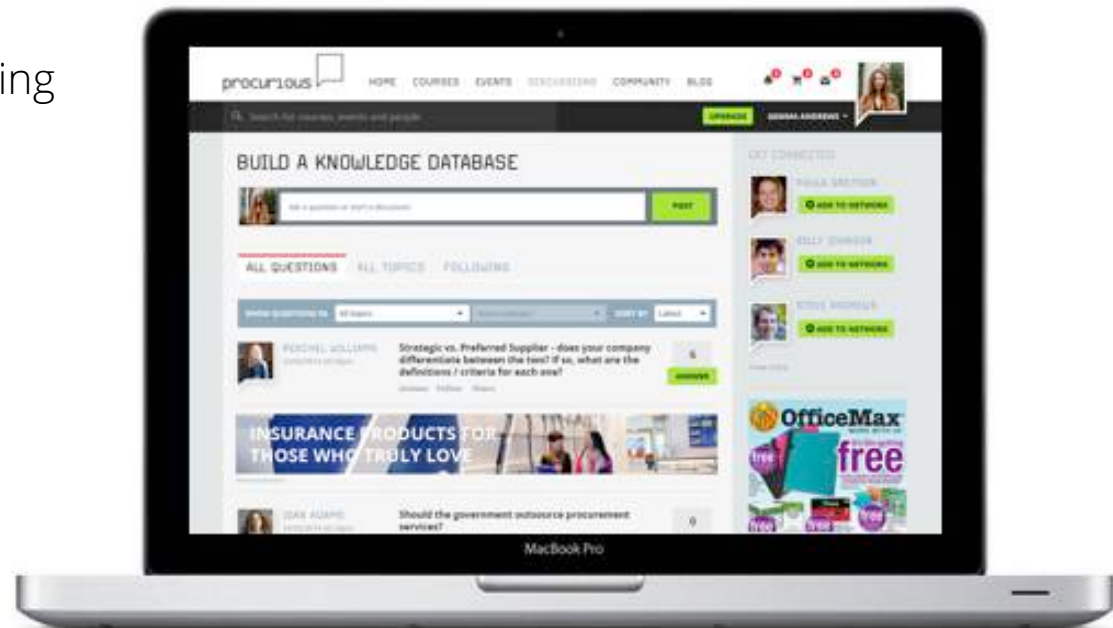
#10 Banner Advertising & Solus Emails



Advertising banners can appear all pages on Procurious – at the top-line, in the skyscraper and on the landing “While You Were Gone” page.

Organisations have the opportunity to be visible to all Procurious members **wherever they are on the site.**

Procurious offers organisations pricing levels for banner and skyscraper advertising to suit all marketing budgets.



Our Advertisers experience higher than industry average open rates of approx. 0.15% Click Through Rate

Flat-Rate Price for Advertising		
10,000 impressions	Min Period of 1 month	£1,250
20,000 impressions	Min Period of 2 months	£2,000
50,000 impressions	Min Period of 3 months	£3,500

Premium Organisations already on Procurious

Premium organisations are already using Procurious to start a conversation with the global Procurement community. They include:



Professional Association Endorsement



Procurious has endorsement by the globe's pre-eminent Professional Associations.

CONTACT US



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EMAIL

lisa.malone@procurious.com

procurious 

WWW.PROCURIOUS.COM

THANK YOU!!

procurious

