



**The North American 3PL Market –  
A brief analysis of eyefortransport's recent survey**

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## I Introduction

There have been inevitable shifts in perceptions and predications relating to the 3PL industry since we produced eyefortransport's report - **North American 3PL Market – Key market drivers and trends** in March 2006, but the broad picture remains essentially the same. Issues that players in the industry considered to be of the greatest importance then are still regarded as the important issues of today.

The ongoing evolution of the 3PL industry continues to validate the role of 3PLs in all aspects of logistics. As businesses diversify and their supply chains become increasingly complex and fragile, more and more of them are outsourcing their logistics in order to ensure economical, reliable and efficient deliveries from their suppliers and to their markets.

An attitude shift is also becoming apparent, with shippers regarding their 3PLs less as suppliers and more as business partners.

Competition among 3PLs has intensified, with many resorting to consolidation to enable them to expand their capabilities into new geographical regions and industry verticals. While consolidation may help larger 3PLs to overcome fragmentation and claim a bigger slice of the market, it is often a means of survival for smaller 3PLs.

Merger and acquisition activity remains high in the transportation and logistics industry. However, while consolidation can certainly strengthen a company's market position, it can also turn that company into a potential acquisition target.

In an effort to establish the nature of the current challenges facing North American 3PLs, eyefortransport conducted the **3PL Market Survey** during December 2006 – January 2007.

Much of the data gathered in the survey will be discussed and debated at the **5th eyefortransport 3PL Summit**, which takes place on June 25-27, 2007 in Atlanta.

For more information on the eyefortransport survey results or the conference, contact Laura Goddard on email [lgoddard@eyefortransport.com](mailto:lgoddard@eyefortransport.com) or call +44 (0) 207 375 7231 (or US Toll Free on 1 800 814 3459 ext 231).

## II Survey overview

The survey was conducted via the Internet, with responses solicited by targeted e-mail lists, select trade association memberships, various related-industry databases and other targeted methods. No individual responses were analysed, but rather all responses were consolidated.

The aim of the survey was to identify the main challenges for North American 3PLs, as well as the best potential opportunities in the different geographical regions, industry segments and market verticals, and to compare this information with the data collected in a similar survey last year.

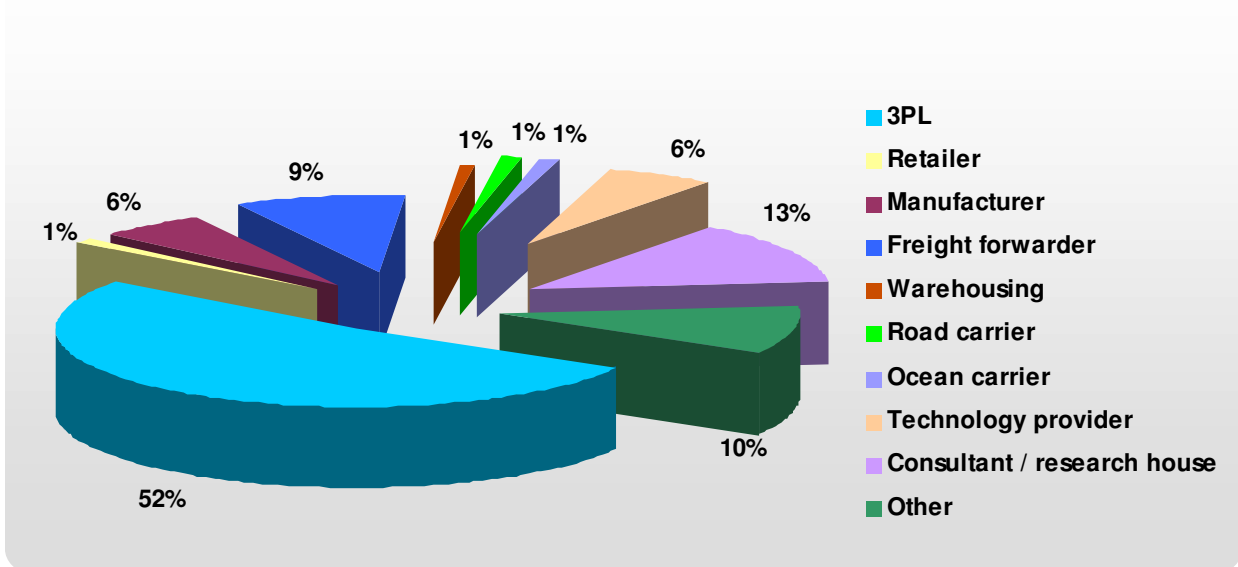
Respondents were asked a number of questions to establish the biggest challenges and key concerns facing 3PLs. They were also asked to identify potential opportunities, and whether they have RFID or plan to deploy it in their operations.

## III Profile of respondents participating in the survey

Almost 200 logistics professionals from 3PLs, freight forwarders, carriers, warehouse operators, shippers, consultants and technology providers responded to the survey.

The chart below shows the distribution among the respondents in this survey.

**Profile of respondents**



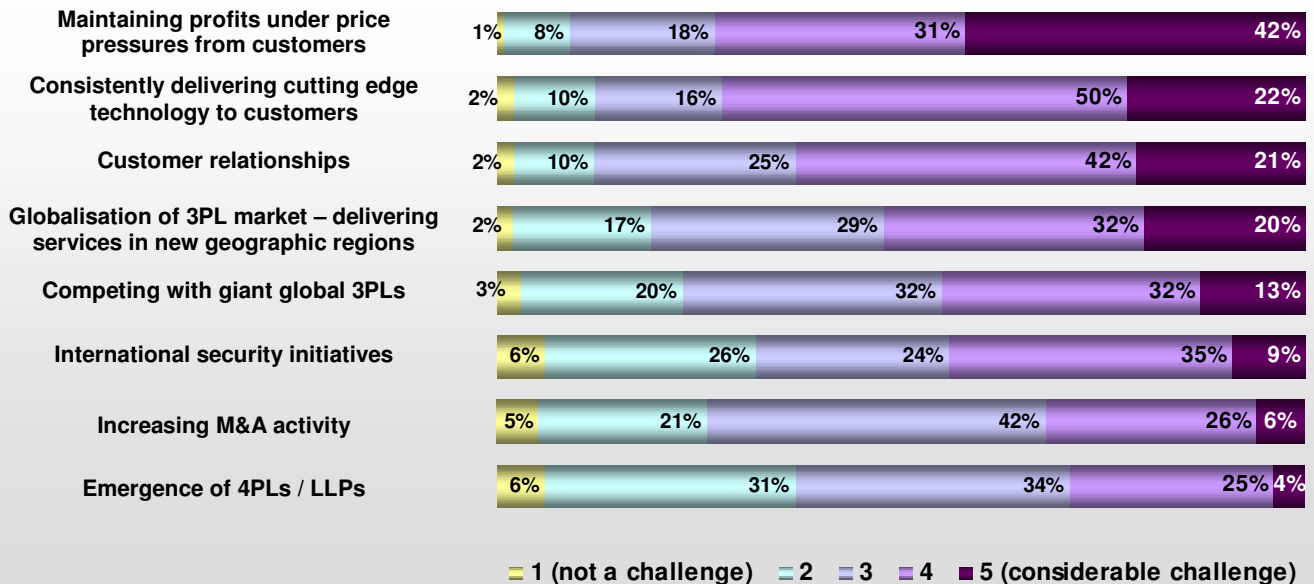
## IV The main challenges for 3PLs

**Maintaining profits under price pressures from customers** and **consistently delivering cutting edge technology to customers** is seen as the biggest challenge by 91% of the survey respondents.

The next highest ranked factors (88% each) were **customer relationships** and **consistently delivering the latest cutting edge technology to customers**.

**Globalisation of the 3PL market** and the need to deliver services in new geographic regions is perceived as a big or very big challenge by 81% of the respondents. A related issue - **international security initiatives** – is considered a challenge by more than two-thirds of the respondents.

Main challenges for US 3PLs



**Competing with giant global 3PLs** was rated a serious challenge by more than three-quarters of the respondents, followed closely by **increasing merger & acquisition activity**.

**The emergence of 4PLs / LLPs** is viewed as a challenge by almost a third of the respondents.

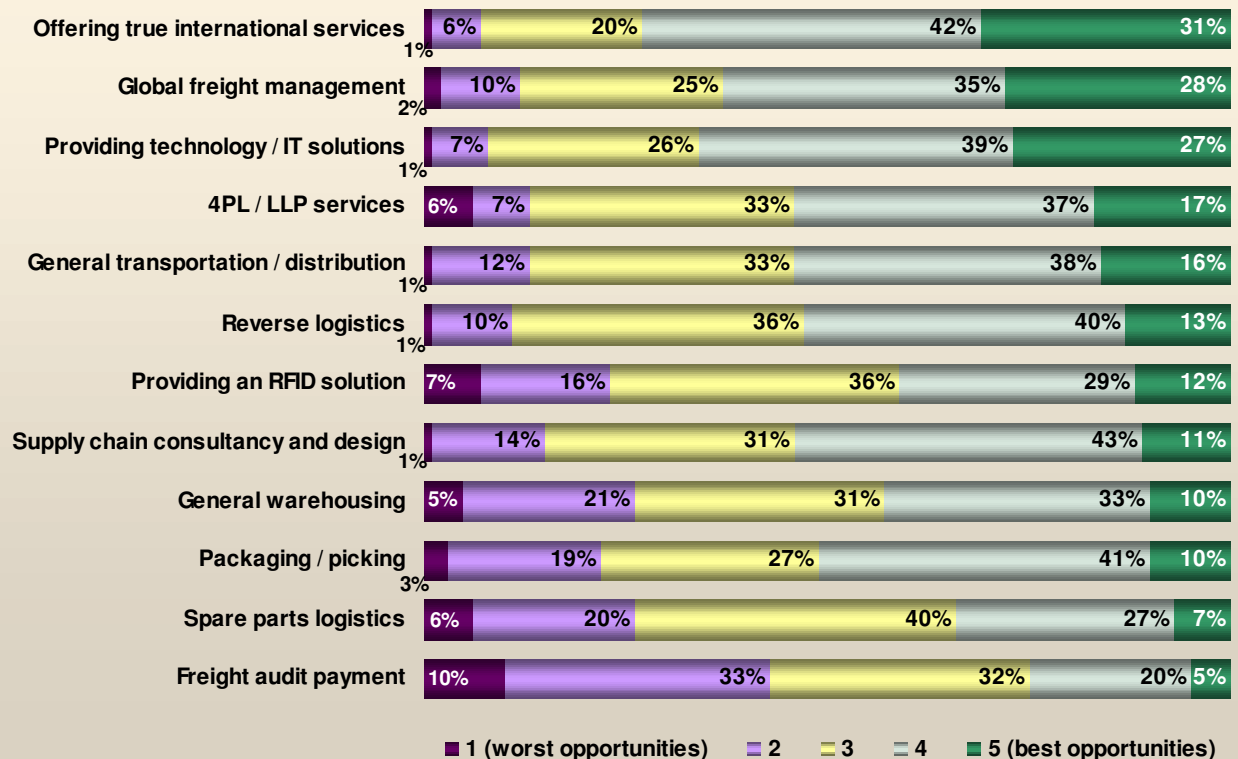
## V Opportunities for growth in the 3PL industry

Driven partially by the growing trend to outsource manufacturing and production activities to low-cost countries, and partially by globalisation of the wholesale and retail marketplace, the demand for **true international services** and **global freight management** presents the greatest growth opportunities for 3PLs in North America according to 93% and 88% respectively of the survey respondents.

Continuous developments in technology have produced solutions that simplify, speed up and improve the accuracy and efficiency of everything from production planning right through to final delivery to the end user, and most of the processes in between. Indeed, 93% of the survey respondents see considerable growth opportunities in the **provision of technology and IT solutions**.

Technology has also created the ability to track and monitor the location and status of any consignment – be it an entire container or the contents thereof at item level – from the point of origin on one side of the planet to final delivery on the other. And the increasing complexity and time-critical nature of today’s supply chains in a security conscious world has created a growing demand for this technology. Consequently, more than three-quarters of the survey respondents see huge growth opportunities in the **provision of RFID solutions**, and 92%

Growth opportunities in US 3PL industry



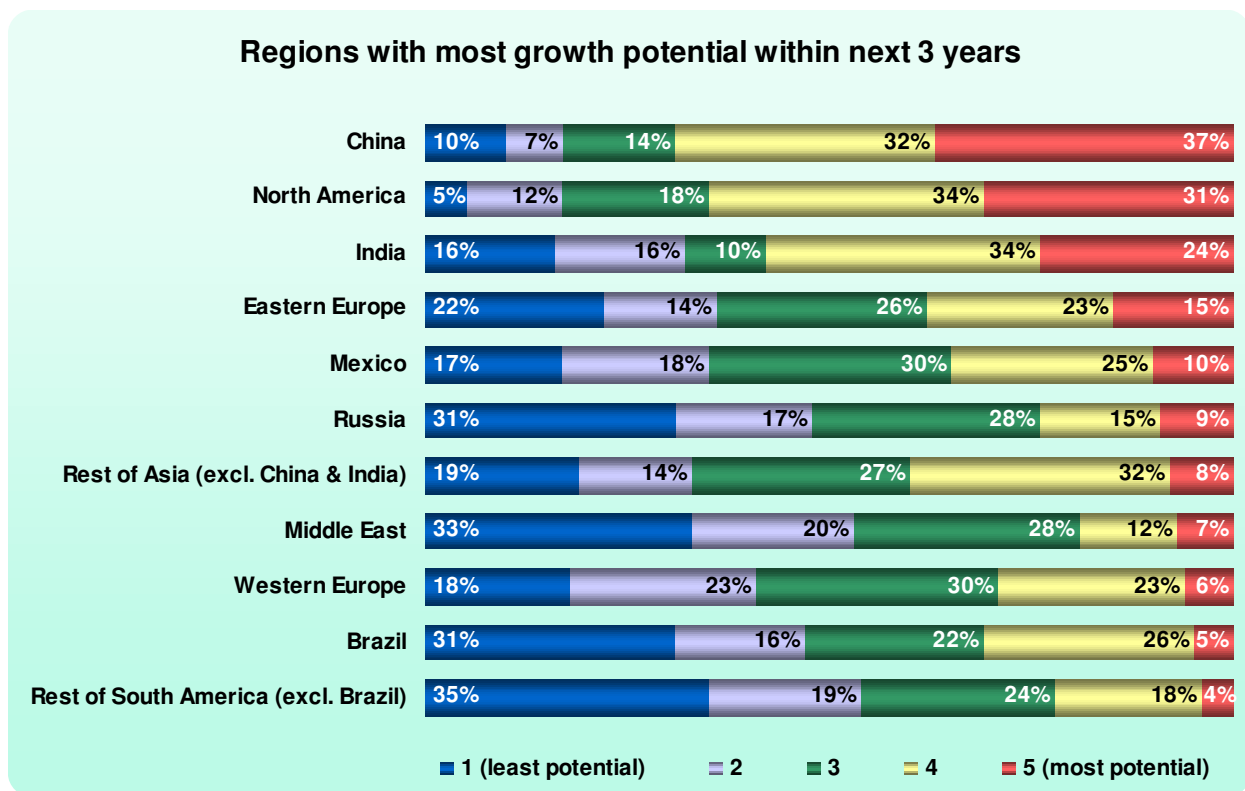
## VI Potential growth per geographic region

Respondents were asked to rate the geographic regions that they consider to have the greatest growth possibilities for their companies within the next two – three years.

**China** is still considered to be the most promising region for expansion by 83% of the survey respondents, while around two thirds of the respondents believe that the most growth potential lies in **India** and the **rest of Asia**.

**Eastern Europe** (64%), **Western Europe** (59%) and **Russia** (52%) were also rated as potentially high-growth regions.

Closer to home, **North America** itself is considered to have the most growth potential, according to 83% of the survey respondents.



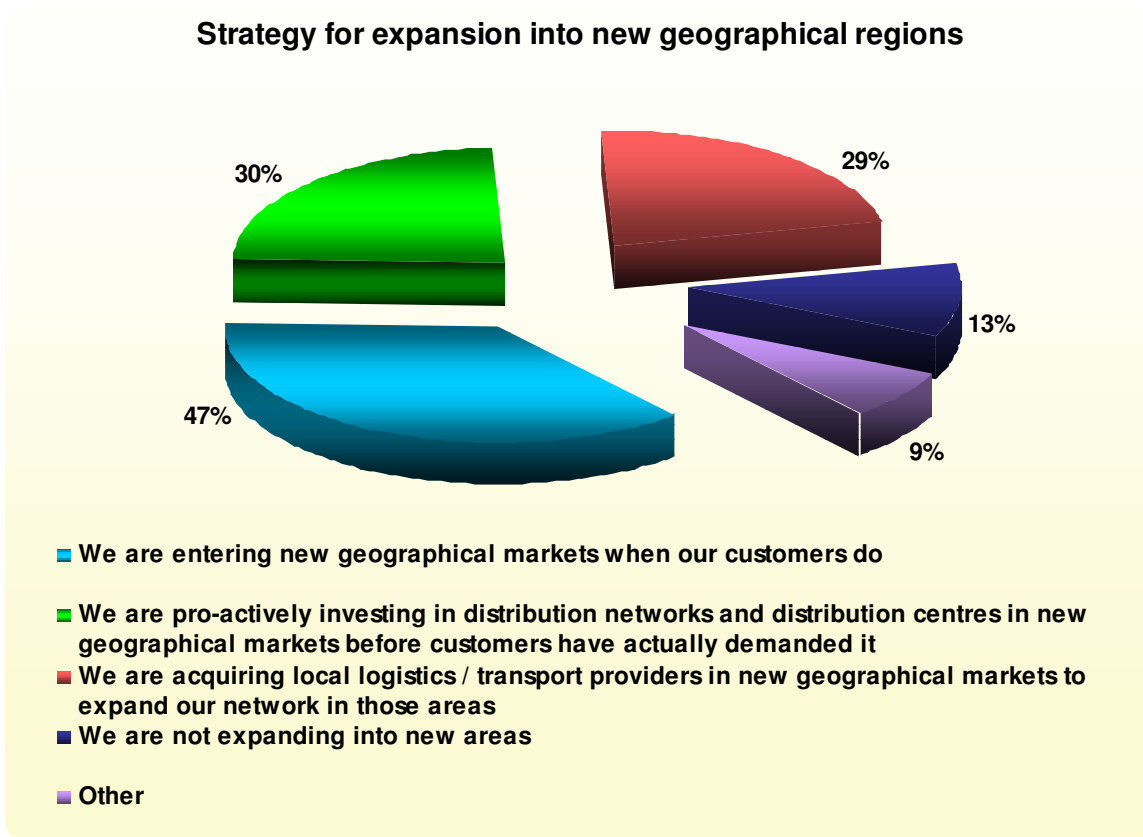
In the single perception of “most growth potential” China (37%), North America (31%) and India (24%) are considered top regions.

## VII Expansion strategy

To investigate expansion strategy, the question was: What is your business strategy for expanding into new geographical areas?

The greatest response (47%) came from 3PLs that react to the needs of customers by following them into new geographical areas. A significant 30%, however, anticipate customers' expansion plans by venturing into new territory before there is an actual demand from their customers for services in the new regions.

29% of the respondents are expanding into new regions by acquiring local transport and/or logistics providers.



A variety of 'other' reasons were listed by 9% of respondents, including appointing local agents or alliances and/or joint ventures with companies that operate in areas beyond the respondent's normal sphere of operations.

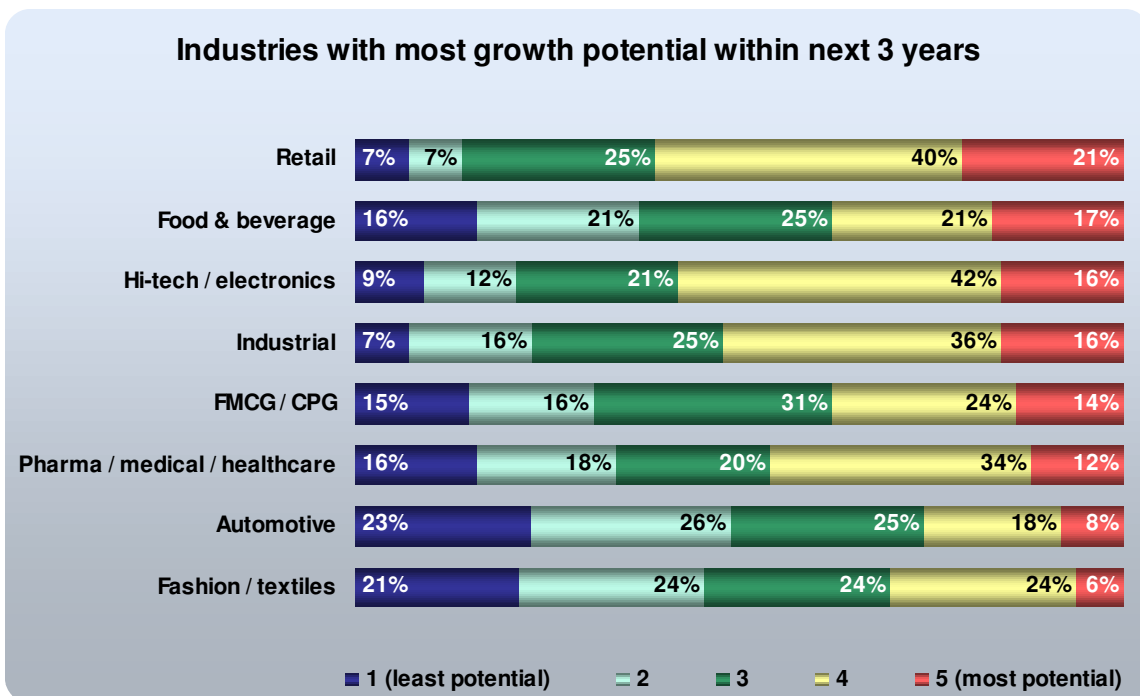
## VIII Potential growth per vertical market

Respondents were asked to rate the vertical markets that they consider to have the greatest growth possibilities for their companies within the next two – three years.

According to the survey, all of the major sectors have at least moderate growth potential.

The **retail** sector tops the list with a total of 86% of the respondents considering this to have the most growth potential.

79% believe the **hi-tech & electronics** sector has the greatest potential, followed by the **industrial sector** (77%), **FMCG/CPG** (69%) and **pharma, medical & healthcare** with (66%).



The fashion & textiles industry does not hold much potential according to 45% of the respondents, and the automotive industry scored even lower, with 49% of the respondents saying this industry has the least growth potential.

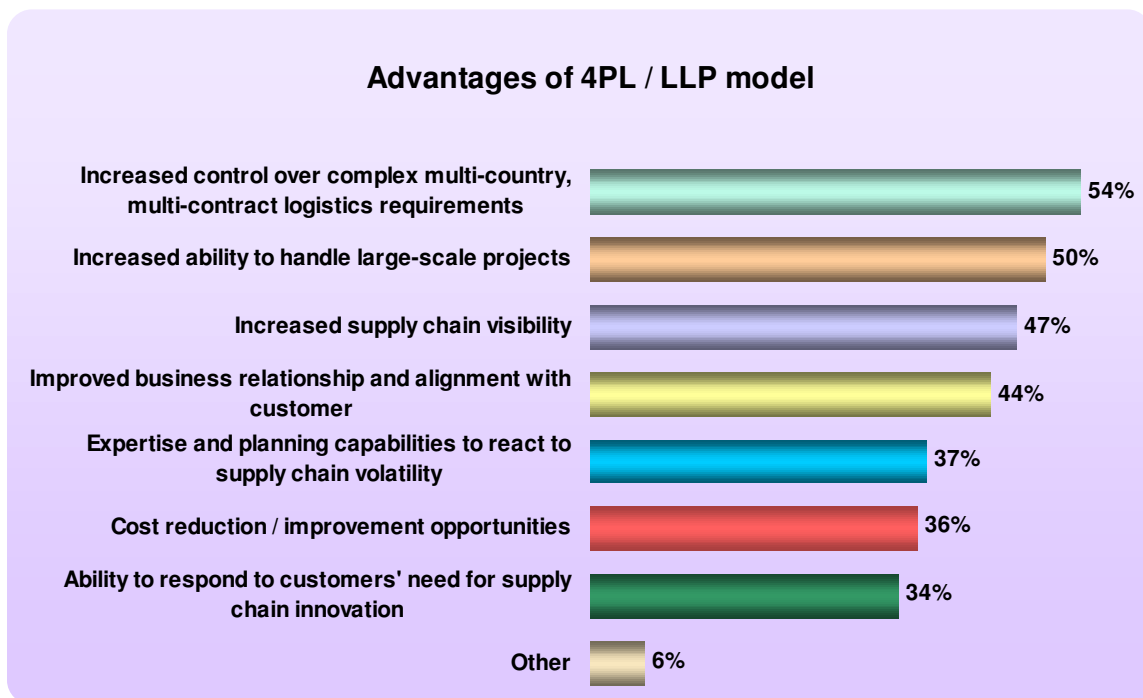
## XI Advantages of the 4PL/LLP model

The survey probed respondents' opinions on the advantages of the 4PL/LLP model in the current North American market, from the perspective either of a provider or of a user of these services.

Just over half of the respondents (54%) believe **increased control over complex multi-country, multi-contract logistics requirements** is the major advantage.

Almost as many (50%) gave their highest ranking to **increased ability to handle large scale projects**.

47% and 44% respectively gave their vote to **increased supply chain visibility and improved business relationship / alignment with the customer**.



Around a third of the respondents said that the **capacity to react to supply chain volatility, cost reduction and improvement opportunities** and the **ability to respond to customers' needs for supply chain innovation** were advantages of the 4PL/LLP model

## XII Mergers and acquisitions

Respondents were asked what they regarded as the key challenges for a company that was either being acquired or might be acquiring another company.

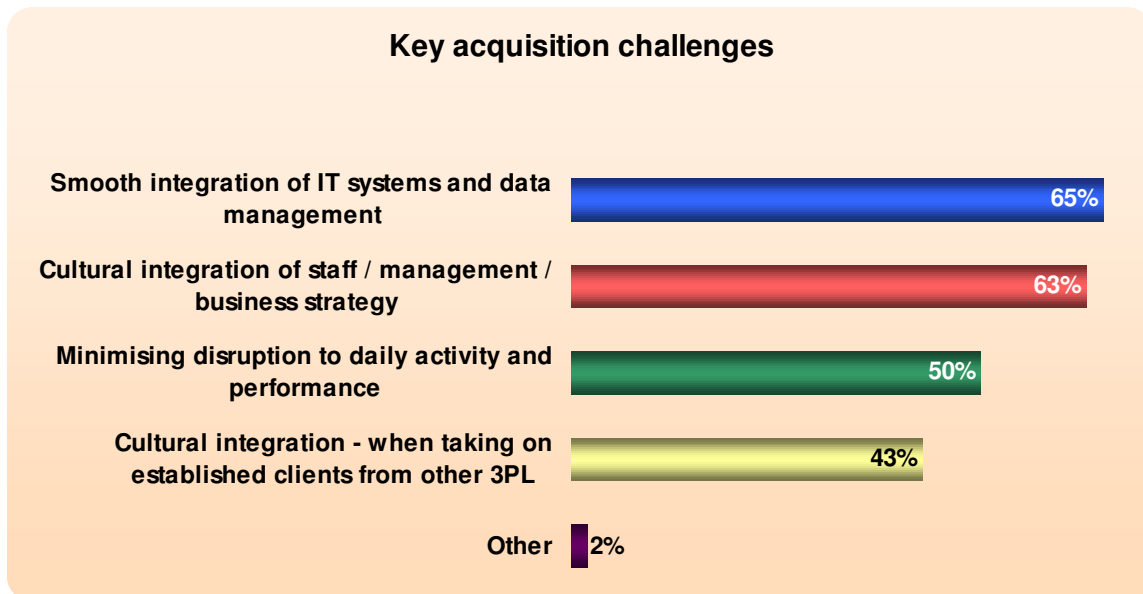
The four top answers can be summarised succinctly as information, internal integration, process facilitation and external integration.

**Information:** The greatest number of respondents (65%) assigned priority to ensuring the smooth integration of IT systems and data management.

**Internal integration:** 63% considered the key acquisition challenge to be the internal integration of staff, management and strategy.

**Process facilitation:** 50% thought it was most important to continue daily operations and performance without disruption.

**External integration:** 43% placed the greatest importance on smooth integration with the acquiring or acquired 3PLs' clients.



### XIII The shippers' perspective

A prime example of 3PLs and shippers viewing the same issues in a very different light becomes apparent when we look at outsourcing from the shippers' perspective. Respondents were asked **what they think** are the key concerns cited by shippers when they assess outsourcing to a 3PL provider.

More than three-quarters of the respondents believe that one of the primary issues for shippers is **loss of control**. Yet, according to the results of eyefortransport's Outsourcing Logistics survey conducted around the same time, only 28% of shippers see this as a barrier to outsourcing their logistics activities. [Refer: [www.eyefortransport.com/outlog/rep07.pdf](http://www.eyefortransport.com/outlog/rep07.pdf)]

3PLs believe that **perceived service issues** (53%) and **perceived higher cost** (45%) are areas of concern for shippers, although shippers themselves rated these issues differently: 38% and 34% respectively.

3PLs were, however, spot on with **reduction in flexibility** (28%) and **logistics being a core competency** for the shipper (24%), and were pretty close with all the other issues mentioned.



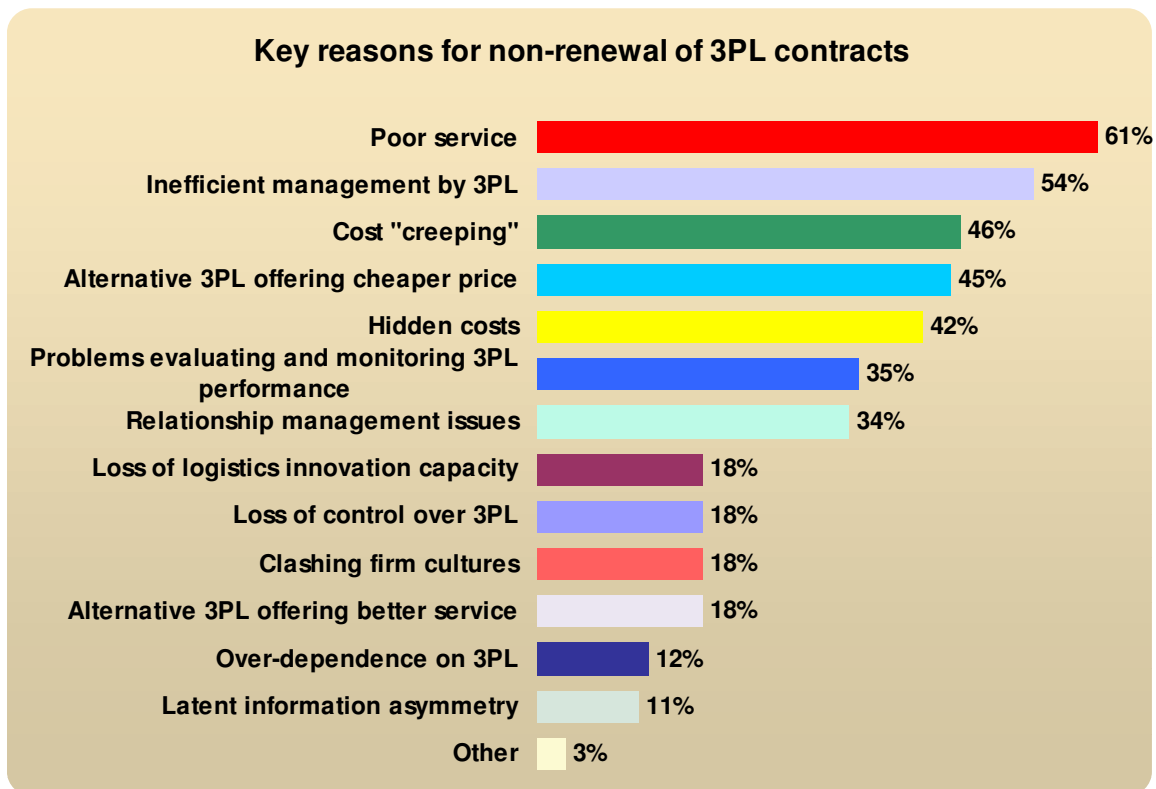
A number of 3PLs also suggested that shippers might be apprehensive about potential business disruption during transition of logistics activities from in-house to a 3PL, although this issue wasn't raised at all in the logistics outsourcing survey.

When it comes to retaining customers, 3PLs appear to be aware that unsatisfactory performance is a major reason why shippers decline to renew or extend existing 3PL contracts.

According to 3PLs, **poor service** (61%) and **inefficient management by 3PL** (54%) top the list of key reasons for non-renewal of contracts, with 67% and 50% respectively of shippers saying these are the factors most likely to make their outsourcing strategy fail.

While 45% of the 3PLs surveyed believe that **price undercutting by a competitor** could result in lost business, only 7% of shippers agree.

**Relationship issues** between shipper and 3PL management are readily acknowledged by a third of 3PLs responding to this survey and shippers responding to the outsourcing logistics survey.



**Over-dependence** on and **loss of control** over the 3PL are minor issues according to both 3PLs and shippers.

However, 3PLs did suggest a number of other reasons for non-renewal of contracts, including shippers with unrealistic expectations, and new executives with new agendas following a merger or acquisition.

## XIV 5th eyefortransport 3PL Summit 2007

The **5th eyefortransport 3PL Summit** will take place on June 25-27, 2007 at the Intercontinental Buckhead in Atlanta, Georgia. This marks the return of North America's premier event for 3PLs and 3PL users to come together to benchmark best practice and to develop profitable partnerships

This summit brings together 500+ senior executives from 3PLs and 3PL customers, for 13 industry case studies, 12 panel debates, 3 workshops, 18 interactive roundtable discussions and 10 hours of networking time, plus a gala dinner and the North American 2007 Best In Class 3PL Awards!

See [www.eyefortransport.com/3PL](http://www.eyefortransport.com/3PL) for event details.

Plus, all attendee passes have access to a second conference agenda, which is running side-by-side with the 3PL Summit. Following the success of the 2006 event, the 3PL Summit will again be co-located with the Outsourcing Logistics: Best Practices to Manage your 3PL Relationship conference, which brings 200+ 3PL users to Atlanta.

To maximise your business opportunities, all the networking events plus some conference sessions will be shared with these 3PL customers. Meeting directly with 3PL users in a non-sales environment is the first step towards the 'holy grail' of becoming true supply chain partners.

Topics up for discussion, analysis, and questioning will include:

- Collaborative relationships: the good, the bad and the ugly
- Logistics M&A activity and industry consolidation
- The technology that drives the final mile
- To own or not to own – asset based or non asset based 3pl models
- The key value added services which offer real ROI
- Global logistics operations with specific emphasis on Asian hotspots
- Top tips for "going green" and why early adopters are reaping the rewards
- Developing a business model for 21st century relationships: from a user-provider model to real partnerships

Keynote speakers at this event include:

- EGL's president & CMO - Joe Bento
- Ozburn Hessey's CEO - Scott McWilliams
- Cardinal Logistics' president & COO - Jerry Bowman
- CH Robinson's VP - Jim Butts
- PACAM's CEO - Linda Hothem
- Pacer's president SC Services - Mike Fielden
- Schenker's VP Automotive Sector - Frederik Beelaerts
- Transplace's president & CEO - Tom Sanderson
- Greatwide Logistics Services' CCO - Dick Metzler
- APLL' director, Product Mgt & Supply Chain Visibility Systems - Rob Haney
- Total Logistic Control's president & CEO - Bob Koerner
- Exel's senior director - Michael Stolarczyk
- Volvo Logistics' VP - Andrew Lukoff
- NAL's senior VP Supply Chain Solutions - Chris Lennon
- Agility's VP Strategic Marketing & Growth Initiatives - Christopher Logan
- CRST Logistics' VP - Bill Kammerer
- Intel's 3PL manager - Ashley Hall
- Philips Electronics' director of distribution & transportation - John Brooks
- Ingersoll Rand's director of global transportation & logistics - Bob Newcom
- DELL's logistics sourcing manager - Anton van Steenwijk
- Solvay Engineered Polymers' director of market services - Rick Miller
- Cummins Filtration's transportation manager - Rebecca Barnett,
- The Home Depot's senior manager of 3PL solutions & transportation sourcing - Laurie Copeland

For more information on the eyefortransport survey results or the conference, contact Laura Goddard at [lgoddard@eyefortransport.com](mailto:lgoddard@eyefortransport.com) or call +44 20 7375 7231 or US Toll Free on 1 800 814 3459 ext 231.



“One of the best conferences ... on the topic of 3PLs” CEO, Odyssey Logistics

# 5<sup>th</sup> Annual 3PL Summit

25th – 27th June 2007 >> InterContinental Buckhead, Atlanta, GA

Places at interactive meetings are limited: first-come-first-served!



## North America's No.1 event for 3PL executives & 3PL users to share the latest knowledge and make profitable business connections!

### What is the 3PL Summit?

... 500+ senior executives from 3PLs and 3PL customers • 13 industry case studies • 12 panel debates • 3 workshops • 16 interactive roundtable discussions • 10 hours of networking time ... plus pre-arranged meetings • a gala dinner • the 2007 3PL awards!

- ✓ How is **CONSOLIDATION**, M+A activity and the trend of **PRIVATE EQUITY** investment into the 3PL market affecting your industry and your business! How can you prepare and benefit?
- ✓ Discover which **VALUE-ADDED** services your customers want – Will reverse logistics, bill payment, service parts logistics, kitting, labelling or warehousing put you ahead of your competitors?
- ✓ Learn the secrets of profitable expansion into **NEW REGIONS!**
- ✓ Are you prepared to **PROFIT** from IT innovations? Can they really be a deal-breaker?
- ✓ **PLUS** ... topical debates such as Sustainable Energy and Efficient Transport, conquering the challenge of the Great Driver Shortage ... and the changing face of the 21st Century Business Relationships – from provider to partner!

### ADDED-VALUE Get 2 events for the price of 1

Join both the 5th eyefortransport 3PL Summit and the 3rd Outsourcing Logistics Conference! Following the success of 2006, the 3PL Summit will again be co-located with the Outsourcing Logistics: Best Practices to Manage your 3PL Relationship Conference, which brings 200+ 3PL users to Atlanta. To maximize your business opportunities, all the networking events plus some conference sessions will be shared with these 3PL customers! **MORE DETAILS INSIDE >>**

### ADDED-VALUE Pre Summit Workshops – Monday June 25th

1. Shared values + visions – the backbone of 3PL relationships
  2. Turning good management into truly great leadership
  3. Sustainable energy for the transport and logistics industry
- What will put you ahead of the competition? Investing in people and relationships ... so make sure you really know your customers' needs and align your vision for the supply chain PLUS develop the right management team and structure to give your relationships long-term successes. PLUS find out how the early-adopters of green supply chains are winners!

### World-class speakers sharing their specialist knowledge include:

- Joe Bento President & COO **EGL Eagle Global Logistics**
- Scott McWilliams CEO **Ozburn Hessey Logistics**
- Jerry Bowman President & COO **Cardinal Logistics**
- Jim Butts VP **CH Robinson**
- Linda Hothem CEO **PACAM**
- Mike Fielden President Supply Chain Services **Pacer Global Logistics**
- Tom Sanderson President **Transplace**
- Dick Metzler COO **Greatwide Logistics Services**
- Ron Cain CEO **TMSi**
- Bob Koerner President & CEO **Total Logistic Control**
- Tim Barber EVP Sales & Marketing **Expeditors**
- Andrew Lukoff VP **Volvo Logistics North America**
- Bob Bassett VP Global Sales and Marketing **Menlo Worldwide**
- Chris Lennon Senior VP Supply Chain Solutions **NAL Worldwide**
- Christopher Logan SVP Strategic Marketing & Growth Initiatives **Agility**
- Ed Feitzinger Senior VP **Golden Gate Logistics**
- Bill Kammerer Vice President **CRST Logistics**
- Randy Bowman President **MW Logistics**
- Nikhil Sathe CFO **Kelron Logistics**
- Oliver Coiro VP Transportation **Satellite Logistics Group**
- Arthur Smuck VP **ATC Logistics & Electronics**
- Paul Stiller Chief Executive **Stiller Group**
- Pete Westermann COO **Total Logistic Control**
- Dan Boaz President **Vital Express**
- Don Jordan VP Warehousing **Landstar Logistics**
- Laurie Copeland Senior Manager 3PL Process Execution **The Home Depot**
- Anton van Steenwijk Logistics Sourcing Manager **Dell**
- Ashley Hall 3PL Manager **Intel**
- Bob Newcom Director Global Transportation & Logistics **Ingersoll Rand**
- Ake Lundbom Group Supply Chain Manager Logistics **Rexam**
- Vanita Wells Director Customer Operations **OQO**
- Eric Lewis President **OneSCSI** (previously Masterfoods)
- Chris Gopal Director **Deloitte** (previously Dell)
- Gene Klein Director **ALAN** (retired from Sysco)
- Mark Richards VP **AWI**
- John Wilkinson President & CEO **WPG Shipper Association**
- Cliff Lynch President **C.F. Lynch & Associates**
- Gene Tyndall CEO **Supply Chain Executive Advisors**
- Ben Gordon MD **BG Strategic Advisors**
- David Beatson CEO **Ascent Advisors**
- Tom Freese Principal **Freese & Assoc.**
- Robert Goodwin Director **Gartner**
- Sergio Retamal VP Founder **Global4PL**
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## A letter from the chairman

Today's global supply is becoming increasingly complex due to the tremendous growth in products moving around the globe. Virtually every leading company is sourcing, manufacturing, and selling globally. In addition to the globalization theme, companies continue to outsource non-core competencies and consolidation is underway in most industries.

Supply Chain and logistics professionals are constantly under pressure to find the optimal solutions to their unique company challenges and supply chain decisions have reached the board room level. Concurrently, the internet and eCommerce is playing a dramatically increased role in the global supply chain. More consumers are shopping on-line and internet sales are showing great sustainability and strong growth trends which are expected to accelerate in the next decade.

In addition, supply chain software providing order management systems, collaborative inventory management, shipment tracking and event management, international trade documentation and content, and complete end-to-end solutions are being perfected and implemented.

*Take the opportunity to learn more about such trends and developments at the 5th annual 3PL Summit in Atlanta.*

**David Beatson**  
CEO  
Ascent Advisors

**"Professional, educational, informative, great speakers and executive level attendees"**

Director Corporate Accounts,  
**BNSF Logistics**

Past 3PL Summit & Outsourcing Logistics delegates from LOGISTICS COMPANIES included:

ADS Logistics President & CEO  
Aero Logistics CEO  
Agility Logistics EVP  
American River Logistics CEO  
APL Logistics MD  
ATC Logistics & Electronics President  
BAX Global CEO  
BNSF Logistics VP  
Bridgeway Logistics President  
Brink's Global Services VP  
CH Robinson VP  
Camrett Logistics VP Logistics  
Cardinal Logistics (Chairman of Board  
Carlisle Logistics Services VP Logistics  
Caterpillar Logistics CEO  
Challenger Logistics Director of Logistics  
Concentrek President & CEO  
CRST Logistics VP  
CV International VP  
Cycle Logistics President  
DCS Transport & Logistics Solutions VP  
Derby Industries VP  
DHL SVP  
DHL Express EVP  
Distribution Solutions International President  
DSC Logistics VP Supply Chain  
Dupre' Logistics Director of Logistics  
Eagle Global Logistics SVP Strategic Operations  
Ensenda Logistics CEO  
Euro-Log USA President & CEO  
EXEL VP Solutions  
FDSI Logistics VP Operations  
FedEx MD Marketing APAC  
Fidelitone President  
GENCO CEO  
General Freight Services President & CEO  
Geologistics Director of Global Growth  
Hellmann Worldwide Logistics Global COO  
Inland Star Distribution Chairman & CEO  
iWheels Dedicated President  
Kelron Logistics CEO  
Kintetsu World Express USA SVP  
KN Lead Logistics VP  
Kuehne & Nagel SVP  
Lakeside Logistics MD  
Landstar Global Logistics President  
LeSaint Logistics President  
Maersk Logistics President  
Mallory Alexander Int'l Logistics EVP & COO  
MBX Logistics President  
Menlo Worldwide Logistics President & CEO  
Meridian IQ President & CEO  
NAL Worldwide President  
NAL Worldwide SVP Marketing & Sales  
National Parcel Logistics VP  
Nations Express President & CEO  
Newstar Logistics President & CEO  
Nexus Distribution Corporation President  
NFI Industries CEO  
NT Logistics President & CEO  
NYK Logistics VP  
Odyssey Logistics & Technology SVP  
Ozburn Hessey Logistics CEO  
PACAM Services CEO  
Pacer International Vice Chairman  
Panalpina CEO North America  
Penske Logistics President  
Pittsburgh Logistics CEO  
Power Freight Systems CEO  
Progistix Solutions President & CEO  
Purolator Director of Customer Automation  
Reimer World Corp COO  
Reliance Logistics SVP  
RR Donnelley Logistics President  
Ryder President of Supply Chain Solutions  
Saddle Creek Corporation President  
Salem Logistics President & CEO  
Schenker Logistics President  
Schneider Logistics VP  
SEKO Worldwide President  
SembLog USA VP  
ServiceCraft Logistics President & CEO  
Sherwin Williams Director  
SIRVA Logistics President  
Target Logistic Services VP  
The Martin Brower Company President  
The Olson Company CEO  
Tibbett & Britten North America CEO  
TNT Logistics MD & COO  
Total Logistic Control President & CEO  
Transplace President & COO  
TSI Logistics President  
Unicity Integrated Logistics CEO  
Unigistix President & CEO  
UPS Supply Chain Solutions SVP Sales Mktg  
UTI Worldwide CEO & Director  
Vector SCM Director  
VHL Logistics President  
Volvo Logistics President & CEO  
Weber Distribution SVP

Plus, both events have attracted a range of executives who represent the 3PL CUSTOMERS:

Agere Systems Director Logistics & Compliance  
Alberto Culver USA Director Logistics  
Alcan Logistics Manager  
American Eagle Outfitters Director Supply Chain  
American Gypsum Director Logistics  
Andrew Corporation Manager Global Logistics  
Avnet Director Transportation  
BASF Manager Third Party Relations  
BlueLinX GM International Logistics  
Campbell Soup Director Transportation  
Cardinal Health Distribution Manager  
Celliance Senior Manager Global Procurement  
Cenveo Quality Park Supply Chain & Logistics Manager  
CH Novartis AD Supply Chain  
Chef Solutions Director Integrated Logistics  
Claire's Accessories Executive Director Int'l Logistics & Compliance  
Coca Cola Director Supply Chain Operations  
Colgate Director Customer Service & Logistics  
ConAgra Foods SVP Integrated Logistics  
Cooper Tire & Rubber VP Supply Chain Operations  
Coors Brewing 3PL Manager  
Dell Logistics Sourcing  
Diageo 3rd Party Operations Manager  
Eaton Corporate Manager Global Logistics  
Foot Locker Director Supply Chain Management  
Gap Director Logistics  
GE Medical Systems Global Sourcing Manager Transportation  
General Motors Director Global Logistics  
Glatfelter Supply Chain Manager  
Graphic Packaging Int'l Logistics & Warehousing Manager  
Guardian Industries Global Logistics Director  
Halliburton Energy Director Global Logistics  
Hallmark Cards Global Supply Chain Solutions Manager  
Heinz North America Senior Manager Frozen Logistics  
Hewlett-Packard Manager WW Business Process Group  
Hickory Farms VP P&D  
Hickory Hill Furniture Director Supply Chain  
Home Depot Director International Logistics  
Honeywell Aerospace Director Logistics  
Honeywell Security Director North American Logistics  
Huhtamaki Foodservice Assistant Manager Logistics  
Hyundai Motor America Manager Parts Transportation  
Ingersoll-Rand Director Global Logistics  
Ingram Micro SVP North America Operations  
Intel Global 3PL Sourcing  
Kellogg's Director NSD Distribution  
Kids II SVP Global Distribution  
Kimberly-Clark Sourcing & Supply Management  
La-Z-Boy Materials Logistics Manager  
Levi Strauss Director Third Party Logistics  
Life Fitness Global Supply Planner  
Limited Brands Director Int'l Transportation  
Masterfoods USA Supply Chain Manager  
Mattel Director Logistics Planning & Admin  
McKee Foods Transportation Manager  
Meadwestvaco Distribution Services Manager  
Medtronic Senior Manager Supply Chain Logistics  
Merck Global Logistics Manager  
Michelin North America VP Logistics  
Molex Logistics Manager  
Motorola Director Corporate Logistics  
Nestle Transportation Manager  
Newell Rubbermaid Director International Logistics  
NIKE Logistics Director  
Nintendo America Director Operations  
Nortel Leader Global Logistics  
Novartis Director Supply Chain  
Novozymes Logistics Manager  
Oakley Director International Operations  
Owens Corning Global Leader Transportation Affairs  
P&G Associate Director Global Physical Distribution  
Pepsi VP  
Pfizer Director Global Logistics Policy  
Qualcomm Senior Logistics Manager  
Regatta Water Operations Manager  
Rolls Royce 3PL Program Manager  
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Shell Lubricants Logistics & Operations Manager  
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Sonoco Products Director Strategic Sourcing  
Sony SCS Regional Manager  
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Sumitran Director Logistics  
Supervalu VP Supply Chain  
The Flood Company Director Operations  
The Schwan Food Company SVP Transport Logistics & Supply Chain  
Titan Steel International Logistics Manager  
Tronox Director Global Logistics  
Victaulic Company of America Manager Global Logistics  
Wacker Chemical Logistics Warehouse Manager  
Walt Disney Parks & Resorts Director Supply Chain  
Xerox Supplies Transportation Operations Manager



"It allowed us the opportunity to meet many of the 3PLs we planned to release an RFP to. We learned a lot about the 3PL community and had a lot of our questions answered in one-to-one conversations" Supply Chain Manager, Glatfelter

## 5<sup>th</sup> Annual 3PL Summit

25th – 27th June 2007 >> InterContinental Buckhead, Atlanta, GA

# North America's No.1 event for 3PL executives & 3PL users to share the latest knowledge and make profitable business connections!

### 3 Key Reasons to attend this event in 2007:

- ✓ **Increase your knowledge** of the latest logistics trends and how to apply this to your own company's business plan! Whatever it is you need, you will find that and much more.
- ✓ **Benchmark and Network:** Meet new customers, benchmark your company against competing companies, discover new services, empower yourself with new knowledge to make informed decisions!
- ✓ **Unrivalled networking opportunities** at the premier strategic event for 3PL management and logistics executives – with **over 10 hours** scheduled into the program! Engage with like-minded people & get all the answers you need!

### Market your services to a targeted audience!

If you provide technology and consultancy solutions – make sure you attend this event to stay ahead of the market trends and inform the industry leaders of your services! Get in front of the real decision-makers at this senior-level event!

Key speaking opportunities include Presentations, Panel Debates, Interactive Roundtable Discussions and Workshops. If you prefer not to speak but are looking for brand awareness and recognition then we offer a comprehensive list of sponsorship packages to suit every budget and requirement from:

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Contact us NOW for the best rates for your company!



### In 2007, learn from a wide range of experts on the speaking platform:

Joe Bento President & COO **EGL Eagle Global Logistics**  
 Scott McWilliams CEO **Ozburn Hessey Logistics**  
 Jerry Bowman President & COO **Cardinal Logistics**  
 Linda Hothem CEO **PACAM**  
 Mike Fielden President Supply Chain Services **Pacer Global Logistics**  
 Tom Sanderson President **Transplace**  
 Dick Metzler COO **Greatwide Logistics Services**  
 Ron Cain CEO **TMSi**  
 Bob Koerner President & CEO **Total Logistic Control**  
 Tim Barber EVP Sales & Mktg **Expeditors**  
 Andrew Lukoff VP **Volvo Logistics North America**  
 Chris Lennon Senior VP Supply Chain Solutions **NAL Worldwide**  
 Nikhil Sathe CFO **Kelron Logistics**  
 Oliver Coiro VP Transportation **Satellite Logistics Group**  
 Arthur Smuck VP **ATC Logistics & Electronics**  
 Paul Stiller Chief Executive **Stiller Group**  
 Pete Westermann COO **Total Logistic Control**  
 Laurie Copeland Senior Manager 3PL Process Execution **The Home Depot**  
 Anton van Steenwijk Logistics Sourcing Manager **Dell**  
 Ashley Hall 3PL Manager **Intel**  
 Bob Newcom Director Global Transp. & Logistics **Ingersoll Rand Co.**  
 Brett Levine Director of Operations **Jurlique USA**  
 Ake Lundbom Group Supply Chain Manager **Logistics Rexam**  
 Eric Lewis President **OneSCSI** (previously Masterfoods)  
 Chris Gopal Director **Deloitte** (previously Dell)  
 Gene Klein Director **ALAN** (retired from Sysco)  
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 Robert Goodwin Director **Gartner**  
 John Anderson Chairman & CEO **BigWheel Partners**  
 Dr. Luka Powanga Professor **Regis University**  
 Daniel Reilly Partner **The Directionary Group**  
 Joe Madden Founder & CEO **Sustainable Transport Systems**  
 Jon Lagenfeld Director **Robert W. Baird & Co.**  
 Amanda Rasmussen Director **RSI**  
 Tim Radbourne President **Radbourne Consulting**  
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**EMAIL:** [register@eyefortransport.com](mailto:register@eyefortransport.com)

## Pre Summit Workshop

## Shared Values & Visions: The Backbone of Collaboration in 3PL Relations

Supply chain collaboration does not share the same meaning with everyone. Defining collaboration as common values and vision, this session details the how and why for supply chain partners that will result in meaningful collaborative relationships.

- Discover the critical importance of effective collaboration
- Identify components of success, define what works and what doesn't PLUS get real examples of good, bad and ugly collaborative relationships!



**Randy Bowman** President **MW Logistics**

**Jim Butts** VP **CH Robinson**

**William Butler** Senior VP **Weber Distribution**

**Tom Freese** Principal **Freese & Assoc.**

**Mark Richards** VP **AWI**

## Pre Summit Masterclass

## Utilizing the "Good to Great Diagnostic Tool" in a 3PL Environment

Jim Collins - renowned author of "Good to Great" - developed an online diagnostic tool that works very well for 3PLs. Learn how PACAM adopted this tool for its management training and the resulting benefits. This session will provide you with an overview of key points in the book and relevant ways you can use the diagnostic tool for your own management training! Here's a sneak preview:

- Select the right people - and put your best people on the greatest opportunities not the biggest problems!
- Encourage debate among executives but enforce unity behind decisions!
- To achieve "greatness" focus on what you can potentially do better than any other organization!
- Use acquisitions as an accelerator not a momentum creator!

Don't miss this opportunity to take real-life, practical advice back to the office!

**Linda Hothem** CEO **PACAM**

## Pre Summit Workshop

## Can the transport and logistics community lead the way on sustainable energy?

- Get the real facts behind your business' impact, such as 'Energy Consumption' and the 'Carbon Footprint' -Why does it matter?
- Find out exactly what's at stake - from National Security and Energy Independence, to global Climate Change (how will we avoid a crisis and what are the pending national legislations?)
- Hear the latest trends, such as Wal-Mart's Commitment, plans from FedEx, the technological innovations, the alternative fuels and the political climate (such as California AB32 and the "Governator")
- Updates on Cap and Trade Emission reductions, Bio and Flex Fuels in "Closed" and OTR Fleets, the Marketing Capital (how can you ride the Green Wave and create value with Customer Certification) ... and advice on 'Greening the Supply Chain' through reverse logistics, increased IT and longer-term relationships
- Top tips for the next steps you can take - Understanding client concerns, benchmarking CO<sub>2</sub>, efficiency applications, collaborative efforts among trading partners, assessing long-term strategy vs. reactive (Non-existent) strategy ... and hear why 'First Movers' are winning (early bird gets the worm)!

**Sergio Retamal** President & CEO **Global4PL Supply Chain Management**

Moderator: **Joe Madden** Founder & CEO **Sustainable Transport Systems**

## Presentation

## The ALAN project: An Industry Response for a "Call for Action"

The American Logistics Aid Network (ALAN) is the response of individuals and associations in the supply chain (from those responsible for logistics, distribution, warehousing, transportation and often procurement) to humanitarian relief needs. It connects the needs of agencies responding to disaster with resources present in the supply chain industry, supported by technology, to allow a response in times of crisis.

- Find out more in this session about the structure for ALAN and how your company can be involved

**Gene Klein** Director **American Logistics Aid Network and Principle of Enlightenment, Inc.** (Retired from Sysco)

## EGL Keynote Presentation

## Relationship Management - building trust and open communication to ensure a responsive, innovative Supply Chain

**Joe Bento** President & COO **EGL Eagle Global Logistics**

## Specialist Presentation

## State of Logistics M&A: How is logistics consolidation causing companies to rethink their strategies?

- Learn how smart acquirers are combining new services such as warehousing, packaging etc - and changing the landscape
- Find out where the next wave of M&A will be - and how your company should respond!

**Ben Gordon** MD **BG Strategic Advisors**

## Panel Discussion

## Best practices for post M+A Integration - Anticipating external and internal impacts to streamline the transition process with a new partnership!

- How do you ensure as smooth a transition as possible, post M+A, to reduce disruption to service
- The importance of assessing internal and external cultures and relationships when merging 2 or more companies
- How do you keep your day-to-day operations on track, while integrating systems, people, cultures and much more

**Scott McWilliams** CEO **Ozburn Hessey Logistics**

**Bob Koerner** President & CEO **Total Logistic Control**

**Christopher Logan** SVP Strategic Marketing & Growth Initiatives **Agility**

**Douglas Christensen** MD **Chapman Associates**

Moderator: **Ben Gordon** MD **BG Strategic Advisors**



## Cardinal Logistics Presentation

## The technology that drives the Final Mile Delivery

- Discover how the latest technology (through an integrated vendor approach) can improve the final mile of the supply chain!
- Learn how to significantly reduce cycle times - to improve customer service, increase productivity and realise a healthier bottom line
- Find out how to streamline the delivery process by using technology to smooth out communication efforts between the final mile deliveries and the drivers, dispatchers, route planners and other crucial members of the team

**Vin McLoughlin** Chairman of the Board **Cardinal Logistics**

**Jerry Bowman** President & COO **Cardinal Logistics**

## Panel Discussion

## How can the latest IT solutions revolutionize your customers' supply chain efficiency?

- Find out how you can secure a better return on your IT investment by successfully marketing your technology capabilities
- Top tips on offering a customized service without soaring costs
- How can you use new innovations to increase efficiency - such as voice technology for picking and general distribution
- Hear about the 2007/2008 must-have IT solutions

**Tom Sanderson** President & CEO **Transplace**

**Pete Westermann** COO **Total Logistic Control**

**Jerry Levy** VP Global Marketing **Agility**

**Michael Stolarczyk** Senior Director **Exel**

Moderator: **Robert Goodwin** Director **Gartner**



## Make the most of the Industry Networking Party!

Get out of the office the day before the Summit to join the workshops and ... perhaps most importantly ... meet your fellow attendees in a relaxed setting the night before the big day! Catch up with colleagues and old friends, meet fellow attendees and speakers and make important business contacts at this Industry Networking Party on **Monday 25th June!**

**Presentation**

**The Great Driver Shortage – how are the latest ‘hours-of-service’ regulations and increasing driver shortages impacting logistics providers?**

- At last search, the Internet produced more than 4.5 million hits on the phrase “driver shortage”, underscoring the reality of the ATA’ projections of more than 111,000 unfillable commercial truck driver vacancies existing by the year 2014
- Changes in the business, competing opportunities and poor positioning/promotion/perception of the profession are a few of the root causes for the emerging shortage ... while potential solutions include more compelling communications endeavors that speak to the real interests of prospective drivers and better creativity in finding broader driver solutions
- Get an insider’s perspectives on this great driver shortage, its implications for the logistics and transportation field and how the industry stands any chance of conquering the challenge



**Dick Metzler** CCO Greatwide Logistics Services

**Industry Discussion Point**

**Private equity investment in the transport and logistics industry – how is this trend affecting your business?**

- How is the trend towards privately-owned 3PLs been affecting the industry – and where are these trends heading?
- Get advice on private-to-public and public-to-private transactions and their effects on value



**Ed Feitzinger** Senior VP Golden Gate Logistics  
**Randy Bowman** President MW Logistics

**John Anderson** Chairman & CEO BigWheel Partners  
**Jon Lagenfeld** Director Robert W. Baird & Co.  
Moderator: **Ben Gordon** Managing Director BG Strategic Advisors

**Interactive Roundtable Discussions**

*These 16 sessions are limited to a maximum of 10 participants to keep them interactive and productive – you can choose 2 sessions to attend. No audio recording takes place ... no Power Point slides are used ... it your chance to informally quiz the table leaders and fellow attendees until you have all your questions solved!*

**1. Supply chain risk management and cargo ownership**

**2. What more can 3PLs, customers and partners do to increase cargo security and how far away are real international standards for security?**  
**Linda Hothem** CEO PACAM

**3. Outsourcing warehousing operations to a 3PL provider**  
**Don Jordan** VP Warehousing Landstar Logistics  
**William Butler** Senior VP Weber Distribution

**4. Which ‘Value-Added Services’ are creating best ROI? Ticketing, kitting, gift-wrapping, labelling, store-ready packaging and personalisation**  
**William Conley** President ATC Logistics & Electronics

**5. Reverse Logistics**  
**Daniel Reilly** Partner The Directionary Group  
**Oliver Coiro** VP Transportation Satellite Logistics Group

**6. Freight audit payment services**  
**Nikhil Sathe** CFO Kelron Logistics

**7. Update on North American road transportation infrastructure and border crossings**  
**Dan Goodwill** President Dan Goodwill & Assoc.

**8. Ocean transportation challenges from the latest hotspot of Vietnam, plus India and China**  
**Ed Feitzinger** Senior VP Golden Gate Logistics

**9. The escalation of supply chains both within and moving out of China**

**10. Geographical update: realities of the burgeoning Indian market?**

**11. Opportunities for US expertise in Eastern Europe’s growing networks**

**12. Turn your staff into your best asset – how to get the best staff, train them AND retain them!**  
**Amanda Rasmussen** Director RSI

**13. How can “track and trace” technologies revolutionize your services to put your company ahead of the competition?**  
**David Beatson** CEO Ascent Advisors

**14. Peak Oil will roil your supply chain. Are you ready? Discover how cheap energy has been made the backbone of global supply chains**  
**Tim Radbourne** President Radbourne Consulting

**15. Can the transport and logistics community lead the way on sustainable energy?**  
**Joe Madden** Founder & CEO Sustainable Transport Systems

**16. Update on the ALAN project: An Industry Response for a “Call for Action”**  
**Gene Klein** Director American Logistics Aid Network and Principle of Enlightenment, Inc. (Retired from Sysco)

**Outsourcing Logistics Conference: Day 1 program overview**

*Your attendee pass gives you access to 2 conference agendas running side-by-side in Atlanta. The Outsourcing Logistics: Best Practices for Managing 3PL Relationships Conference will give you insight into what your customers really need from their logistics providers and how to develop the optimum business partnerships*

**Intel Presentation**

**Top tips on how to select a 3PL that’s right for your supply chain needs**

**Ashley Hall** 3PL Manager Intel

**DELL Case Study**

**The Alternative Story! Making the leap from a 3PL provider to in-house management of multiple LTL providers**

**Anton van Steenwijk** Logistics Sourcing Manager Dell

**Panel Discussion**

**Even if you already outsource significant portions of your logistics operations, how do you recognize when it’s right to outsource more? And when should you reign in your outsourcing?**

**Anton van Steenwijk** Logistics Sourcing Manager Dell  
Moderator: **Dr. Luka Powanga** Professor Regis University

**Panel Discussion**

**How to negotiate your 3PL contracts to ensure a realistic cost structure and service standard for both you and your 3PL**

**Brett Levine** Director of Operations Jurlique USA  
**Ake Lundbom** Group Supply Chain Manager Logistics Rexam  
**Gene Klein** Director American Logistics Aid Network and Principle of Enlightenment, Inc. (Retired from Sysco)  
**John Wilkinson** President & CEO WPG Shipper Association  
**Ron Cain** CEO TMSI  
Moderator: **Ken Ackerman** President K. B. Ackerman Company

**Presentation**

**Why preparation and forward planning are the foundation for success when using a new 3PL**

**Eric Lewis** President OneSCSI (previously Masterfoods)

**Panel Discussion**

**Top tips for integrating your logistics service providers’ networks into your own management structure – without losing control**

**Michael DeVault** V.P Distribution & Logistics Timex Corporation  
Moderator: **Daniel Reilly** Partner The Directionary Group

**CRST Logistics Case Study**

**Creating a long-term partnership by understanding and adapting with your customer**

- The importance of cultural alignment between client and service provider
- The long term partnership – Finding a balanced approach to revenue and sustainable solutions
- The importance of Continuous Improvement and a people-oriented approach
- Tips on listening to what your customer wants and developing a flexible plan for improvement
- Stay ahead of trends in value-added services and learn which offerings suit your specific clients

**Bill Kammerer** VP **CRST Logistics**

**Transplace Presentation**

**To own or not to own? Comparing asset based and non-asset based 3PL models**

- Major 3PLs follow one of two distinctly different transportation management operating strategies; owning tractors and trailers and supplementing their capacity with other carrier's assets or exclusively contracting for capacity and service with asset owners – but which is right for your business strategy?
- Find out some of the implications for manufacturers and retailers in choosing a 3PL? – Is one model inherently better than the other?
  - As freight economics swing from excess capacity to capacity shortages and back, does one model work better than the other depending on capacity-demand balance?
  - Are the asset-light providers a new hybrid third type of provider, or are they fundamentally the same as one the major two models?

**Tom Sanderson** President & CEO **Transplace**

**Panel Discussion**

**What are the key value-added services where you anticipate the greatest growth? Which VAS should you invest in and how can you market these successfully?**

- As a 3PL, keep ahead of which value-added services your customers are demanding and which offer the greatest ROI
- VAS offerings include supply chain planning, order management, inbound/outbound transportation, warehousing, freight bill auditing, cross-docking, order fulfilment, procurement of logistics, carrier selection, reverse logistics, inventory management, IT solutions, 4PL services and many others

**Tim Barber** EVP Sales & Mktg **Expeditors**  
**Paul Stiller** Chief Executive **Stiller Group**  
Moderator: **Sergio Retamal** President & CEO **Global4PL Supply Chain Management**

**Join us at the 3PL Industry Gala Dinner & Awards Ceremony!**

This premier networking function on **Tuesday 26th June** will give delegates a chance to relax among colleagues & peers, discuss business opportunities and publicly commend award-winning companies. Join your fellow executives for a luxury 4-course meal, wine, entertainment and the live announcement of winners of the 3PL Awards! See next page for awards info...

**Volvo Logistics Presentation**

**Understanding 'Total Acquisition Costs' (TAC) to create cost-reduction opportunities**

- With demand on 3PLs to cut SC costs, its essential to properly analyse the TAC, predict changes and react!
- Find out how to spot potential savings by analysing the logistics costs along side other costs such as the initial sourcing



• Learn how global consumption impacts the TAC, not only the regional impacts, and how you can stay ahead of these trends

**Andrew Lukoff** VP **Volvo Logistics North America**

**Panel Discussion**

**Developing a profitable international service by selecting the right trade route for your business and your customers: Comparing South America, Eastern Europe, Asia, the Middle East and more!**

- Discover the strategies and tactics you need to profit from globalisation
- Evaluate which new geographical markets offer the best ROI
- Find out how to effectively manage disparate customs and compliance regimes
- Get the low-down on establishing successful joint ventures & local partnerships around the Globe
- Proven methods to overcome cultural barriers and ensure a smooth training process and systems integration
- Comparing the managerial issues of North America vs. emerging markets



**Ed Feitzinger** Senior VP **Golden Gate Logistics**

**Closing Presentation**

**Getting back to the basics - the hidden or overshadowed value**

**Bob Newcom** Director Global Transportation & Logistics **Ingersoll Rand Company**

**Wrap Up Panel Discussion**

**Developing a business model for 21st century relationships: are we moving from a user-provider model to real partnerships?**

- 3PL users "want it all – and more" from their 3PL providers ... but should they be prepared to work with you as a partner to achieve real supply chain excellence
- Competition is a great driver for innovation – it pushes you to try harder, offer more and better services – so how can you make "thinking outside of the box" a company-wide policy? Find out how a real partnership between 3PLs and shippers can drive this innovation faster and more effectively!

**Mike Fielden** President Supply Chain Services **Pacer Global Logistics**



**Chris Lennon** Senior VP Supply Chain Solutions **NAL Worldwide**  
**Joe Bento** President & CMO **EGL Eagle Global Logistics**

**Dick Metzler** CCO **Greatwide Logistics Services**  
**Kevin Higgins** VP International Logistics **Transplace**  
Moderator: **Gene Tyndall** CEO **Supply Chain Executive Advisors**

**Outsourcing Logistics Conference Day 2 program overview**

**OQO Case Study**

**How to use 3PLs to benefit from increasing globalization: Entering new overseas markets and sourcing cheaper materials made easy**

**Vanita Wells** Director Customer Operations **OQO**  
**Ligon Johnson** Manager Logistics Operations **OQO**

**Panel Discussion**

**How to assess the performance of 3PLs and measure the overall success of an outsourcing decision**

**Michael DeVault** VP Distribution & Logistics **Timex Corporation**  
**Ake Lundbom** Group Supply Chain Manager Logistics **Rexam**



**Eric Lewis** President **OneSCSI** (previously Masterfoods)  
**Michael Stolarczyk** Senior Director **Exel**  
Moderator: **Chris Gopal** Director **Deloitte Consulting** (previously Dell)

**Panel/Presentation**

**The pros and cons of using your 3PL as IT provider**

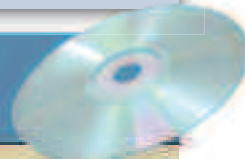
Moderator: **Robert Goodwin** Director **Gartner**

**Panel Discussion**

**What to do if it goes wrong? Potential pitfalls of outsourced logistics and how to deal with contract failures**

**Laurie Copeland** Sr Manager 3PL Solutions & Transportation Sourcing **The Home Depot**  
**Bob Newcom** Director Global Transportation & Logistics **Ingersoll Rand Company**

**Don't get distracted by note-taking!**



Get your copy of the Delegate Audio CD (at the special delegate rate of \$250 or as part of your pass) which includes:

- Complete audio recordings of every main session + all presentations
- Timed program, attendee list, exhibitor and sponsor information

The CD is designed as a user-friendly source of information for yourself and colleagues who are unable to attend – simply insert the CD and the timed program will appear to walk you through the audio and visual.

**Spend more time NETWORKING!**

**What do you need to know to make effective decisions about your future business strategies? Here are some key facts on the 3PL globe:**

- North America has the largest global market share for logistics services (\$1,137.10 bn) with the U.S. accounting for \$947.10 bn, compared with Europe (\$870.10bn), Asia (\$824.10bn), South Africa (\$94.10 bn) and Africa (\$13.10 bn)
- The American 3PL market is increasing by 20%, more than double the rate in Europe
- The four core logistics sectors – warehousing, transportation management, air/ocean freight forwarding and dedicated contract carriage – are growing at 15 – 25% annually
- 3PL users hire 3PL services mainly for freight payment, shipment consolidation, direct transportation services, customs brokerage and warehouse management
- The 3PL industry in North America is undergoing a major transition. The combination of high growth and high fragmentation in North America makes the logistics industry ripe for consolidation. A growing economy supports a broad range of successful companies that attract expansion-minded buyers. At the same time, fragmentation has translated into an overabundance of small acquisition opportunities for larger, cash-rich companies, as the market matures, businesses that used to have growth above 20% are likely to increase their organic operations with acquisitions and in and out of America in order to achieve global coverage for their customers
- Research done by eyefortransport shows how new roles are leading to new relationship matrixes and how the future of 3PL relationships sees increasing business partners with joint operating models (JOM).

**The 5th eyefortransport 3PL Summit provides insight into these new trends and industry developments This is not another sales event, but an information sharing opportunity where you can advance your understanding of the marketplace – so book your place today!**

**Log onto the event website for regular updates and FREE industry news & downloads!**

**Online you can view detailed information about the 2007 event – including new speakers and topics!**

See who attended the 2006 event, download the presentation files from the 2006 speakers AND get your free copy of various industry reports specific to the logistics market! Go online NOW for free online industry reports including:

- 2006 North American 3PL market report
- 2006 Outsourcing logistics report

Or sample some of the 51 free presentations available from 2003 – 2006. Examples include:

- How to negotiate your 3PL contracts to ensure a realistic cost structure and service standard for both you and your 3PL
- How to successfully respond and adapt to your customers' changing needs
- The Need for integrated supply chain solutions and joined up thinking
- Next generation of transportation management systems



**The People's Choice Awards!**

This is a great opportunity for 3PLs to be recognised for their contributions to specific industry verticals! We are also highlighting the achievements of a specific individual who has shown true excellence in delivering a best-in-class 3PL service to his or her clients!

The winners will be announced at the Awards Ceremony and Gala Dinner, which takes place in Atlanta on Tuesday 26th June 2007: Hundreds of leading executives from 3PLs and 3PL users – along with their transportation partners, industry consultants and IT providers – from across North America will gather for an evening of networking and conversation, as everyone waits to hear who has won!

**eyefortransport  
North American 3PL Awards 2007**

**Who should enter?**

The awards are open to providers of 3PL, LSP, logistics services based in North America. The top 25 3PLs – based on annual revenues – will automatically be entered into the nominations. In addition, eyefortransport will allow other 3PLs to put themselves forward for nomination. Simply use the email form online at [www.3plsummit.com/awards](http://www.3plsummit.com/awards) to enter.

**Evaluation Process**

Voting will be limited to companies who come within the "3PL user" category (manufacturers, retailers, wholesalers). Companies can vote using our electronic form. The top 3 nominations – based on number of votes – will be released in advance but the winner will be announced live at the award ceremony on June 26th!



**Award Categories**

- 3PL Offering for Retail Goods
- 3PL Offering for Industrial Supply Chains
- 3PL Offering for Hi-Tech + Electronics
- 3PL Offering for the Automotive Industry
- 3PL Offering for Pharmaceutical, Chemical & Hazardous Materials
- 3PL Offering for FMCG
- 3PL Offering for Fresh Food Supply Chains
- North American 3PL Executive Excellence Award

For more details go online NOW at [www.3plsummit.com/awards](http://www.3plsummit.com/awards)

QUESTIONS? .... THEN EMAIL US NOW ON [register@eyefortransport.com](mailto:register@eyefortransport.com)

**Don't wait – in just 3 days you will have networked with important contacts and learned noteworthy information to bring your company to the forefront of 3PL trends and to increase your bottom line significantly! Book your place at the biggest industry event today!**

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Call 1 800 814 3459 and use Visa, MasterCard or American Express
- 3 Pay by INVOICE:** It's easy.  
Simply fill in the form, tick the "INVOICE" box and fax it back to 1 800 814 3460

Pass	What's included:	Price BEFORE 23rd March	Price AFTER 23rd March
<b>Silver</b>	Main 2 days + Gala Dinner	<b>\$1695</b>	\$1995
<b>Gold</b>	Main 2 days + Pre-Summit + Gala Dinner	<b>\$2490</b>	\$2790
<b>Platinum</b>	Main 2 days + Pre Summit + Gala Dinner + CD + Report	<b>\$3685</b>	\$3985

ADD the Delegate Audio CD for only \$200 on the gold or silver passes  
ADD the 2007 3PL Market Report for only \$995 on the gold or silver passes

**REGISTER NOW AND GET THE \$300 EARLY BIRD DISCOUNT!**

By signing-up before March 23rd, not only will you have access to the industry's leaders, and all the latest industry trends and innovations, but you will also automatically receive a \$300 discount off any of the packages available.

Our interactive roundtable discussion places will also be on a first-come-first-served basis, so the sooner you register the more choice of sessions you will have!

**SPECIAL GROUP OFFER!**

This year we are holding main presentations, alongside interactive roundtables AND networking sessions – so to ensure you get the most from this event bring a team of people and join in with ALL the tracks!

You can save \$100 on each pass when your register more than 3 people to attend.

CALL NOW TO BOOK YOUR TEAM on 1 800 814 3459

**SPECIAL HOTEL ROOM DISCOUNT AVAILABLE FOR ALL DELEGATES!**

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