



Outsourcing Logistics USA 2007

Best practices for managing 3PLs

April 2007

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I Introduction

The practice of outsourcing logistics operations has grown significantly over the past few years.

Continually pressured to improve the efficiency and reliability of their transportation and logistics operations without sending their overheads through the roof, shippers are realising the potential economic advantage of outsourcing their logistics activities.

Outsourcing opens the door to resources not necessarily available in one's own organisation – world-class services, products, processes and technology – without the need to invest in infrastructure.

In fact, 60% of Fortune 500 companies report having at least one contract with a third party logistics provider.

In an effort to establish the degree to which logistics operations are successfully outsourced and to find out how companies are dealing with the related risks and hidden costs, eyefortransport conducted the **Outsourcing Logistics USA** survey during December 2006 – January 2007.

Based on the responses to this year's survey, and comparing these with last year's survey results, it is clear that manufacturers and retailers consider outsourcing their logistics operations to be a viable option.

Much of the data gathered in this report will be discussed and debated at eyefortransport's 3rd Outsourcing Logistics Conference, which takes place in June 2007 in Atlanta, USA.

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

The 3rd Outsourcing Logistics: Best Practices for Managing 3PL Relationships Conference will take place in June 2007.

II Survey overview

Senior executives from 389 USA shippers were invited to participate in the survey – manufacturers and retailers operating in the industrial, hi-tech, chemical, automotive, pharmaceutical, food, FMCG & apparel industries. Many of these are Fortune 500 companies.

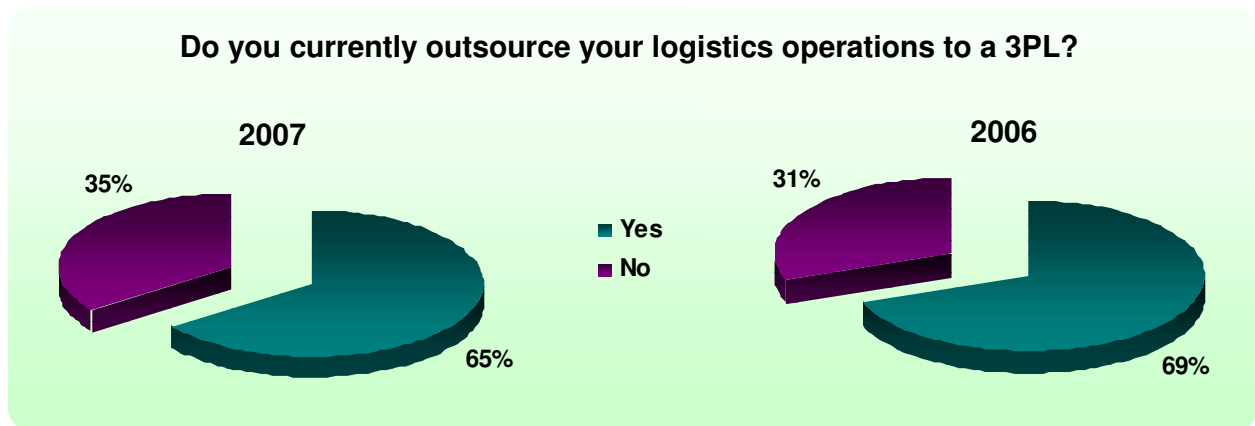
The survey was conducted by eyefortransport. Responses were solicited in a targeted e-mail campaign and telephone interviews.

Respondents were asked a number of questions to establish the key concerns in respect of outsourcing logistics operations. They were also asked how they plan to improve operations and performance, minimise risk, and get the most out their 3PL contracts.

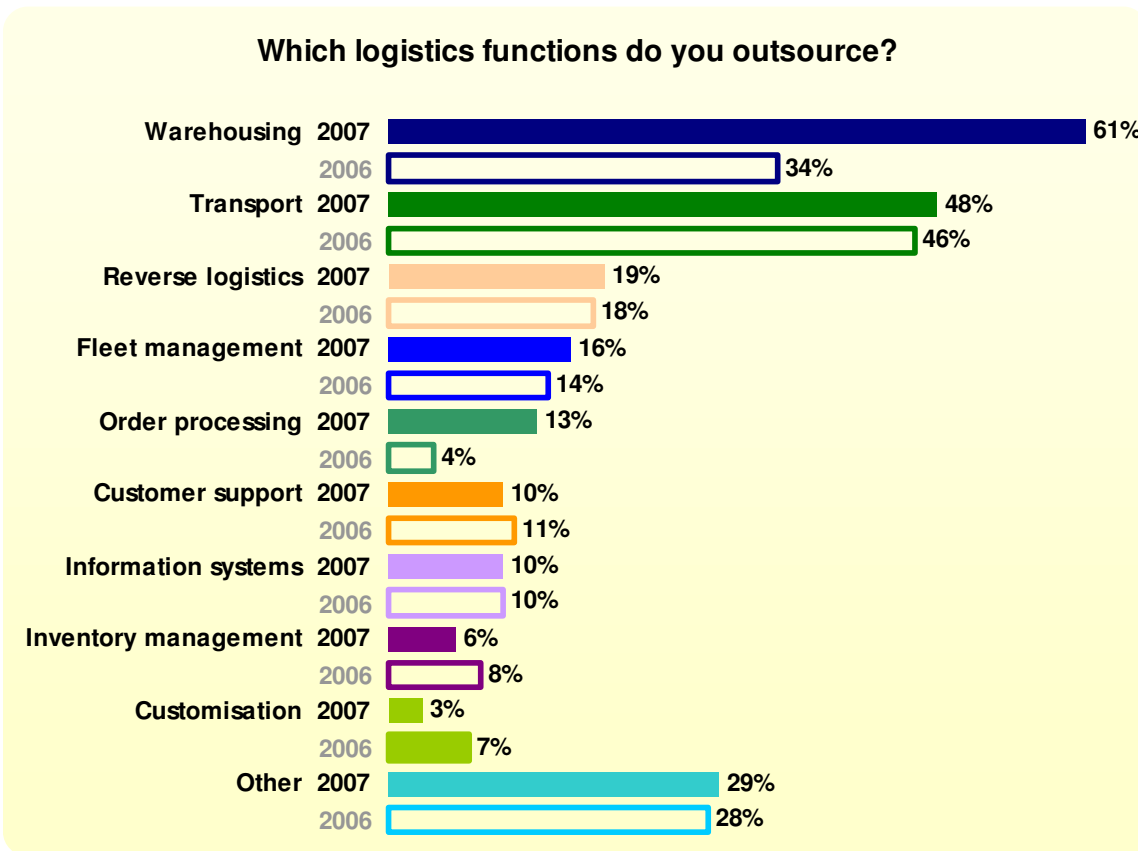
III Who outsources what?

65% of the survey respondents currently outsource their logistics operations to 3PLs, with 40% of these outsourcing more than 40% of their logistics activities.

However, the industry is currently experiencing a degree of transition, and increasing numbers of shippers are considering the merits of outsourcing one or more of their logistics operations.



Taking into account that an increasing number of shippers are shifting to a non-asset based business model, one would expect that transport would feature high on the list of logistics functions that are outsourced.



The survey confirmed this, with almost half (48%) of the respondents saying their companies outsource their transportation activities.

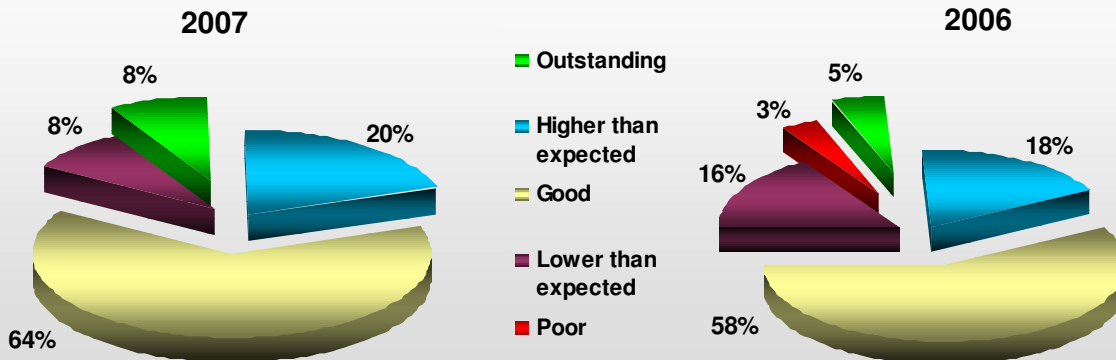
Despite the connection between warehousing and inventory management, only 6% of the respondents outsource their inventory management, while almost two-thirds (61%) happily hand over their warehousing operations to 3PLs – compared with only one-third (34%) last year.

Comparing the responses with last year’s survey results, the only noteworthy change is in warehousing.

IV Measuring 3PL performance

Once the decision has been taken to outsource to a 3PL, satisfaction levels are generally good.

Rate the overall performance of your current 3PL



Overall, 92% of this year's respondents said they were happy with their 3PLs' performance, with 8% saying it was "outstanding".

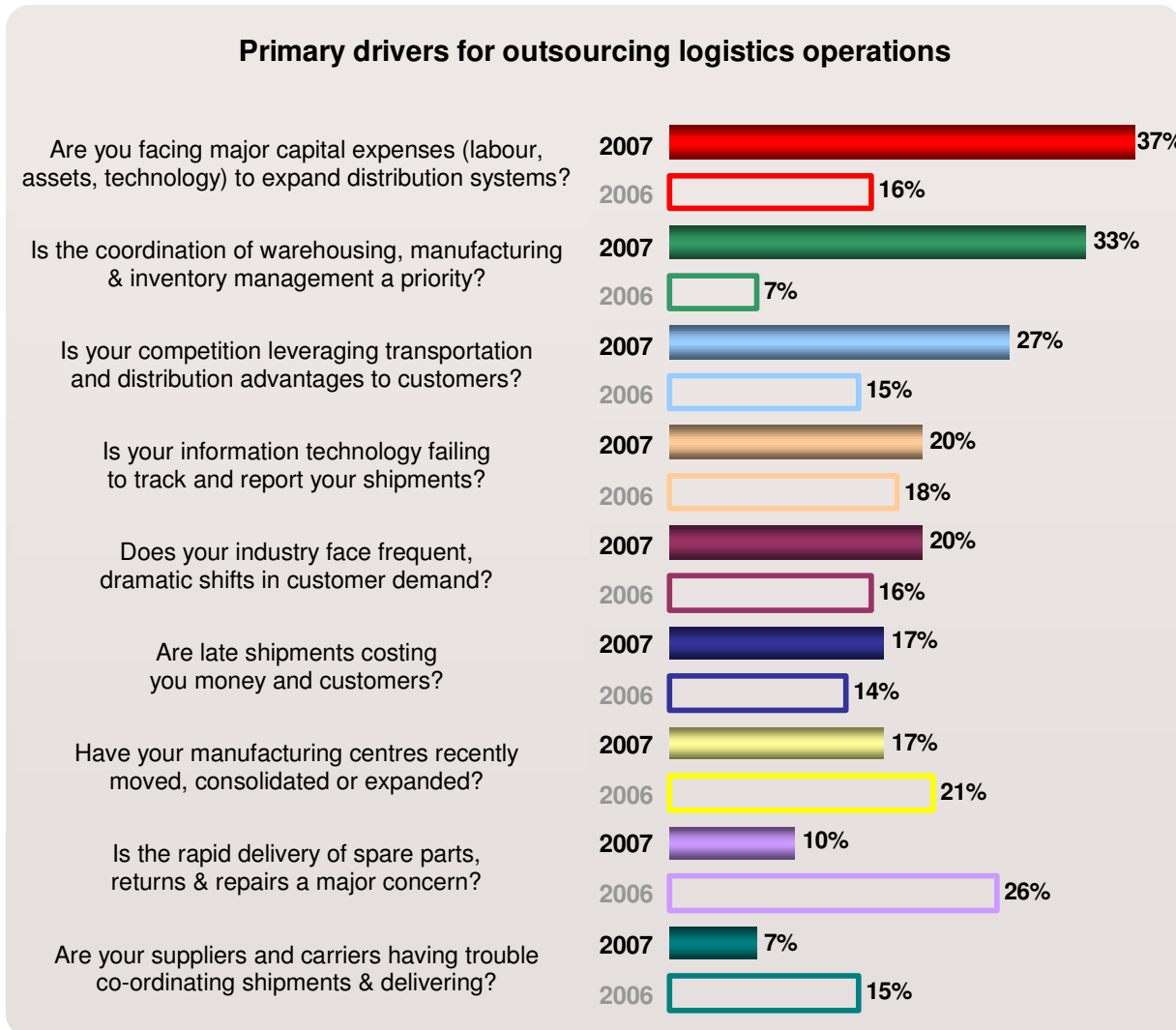
Only 8% were somewhat less enthusiastic, compared to last year when 16% said 3PL performance levels were "lower than expected" and 3% said it was "poor".

V Key drivers for outsourcing logistics operations

Just over a third of the respondents outsource their logistics activities to avoid the costs of expanding their distribution systems, while a third said that the need to coordinate warehousing, manufacturing and inventory management is the primary reason for outsourcing.

20% face frequent and dramatic shifts in customer demand, which ties in with the 17% who are losing money and customers due to late shipment.

10% said that logistics outsourcing meets their need for rapid delivery of spare parts, and 20% said that their own IT systems are unable to track-and-trace shipments.

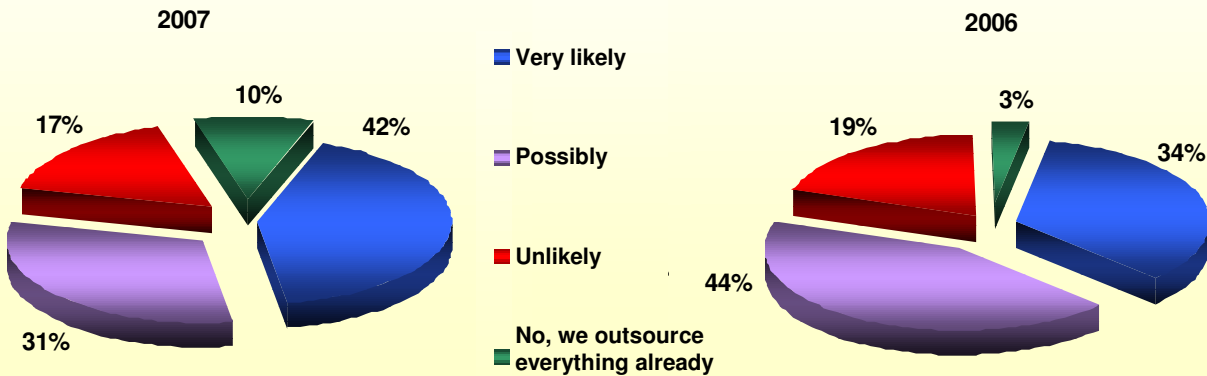


VI Expanding / renewing outsourcing contracts

Since the majority of the respondents currently using 3PLs are getting 'good' to 'outstanding' service (92%), it is not surprising that they would 'possibly' (31%) or 'very likely' (42%) increase their reliance on 3PLs.

While 17% said they were unlikely to increase their use of 3PL services, 10% said they would definitely not be doing so – because they outsource everything already.

Are you likely to increase your use of 3PL services?



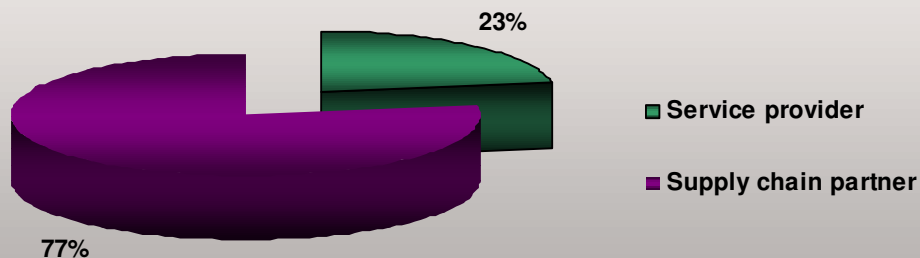
VII Supply chain partner or service provider?

Logistics outsourcing is a dynamic, shifting and growing business environment, and shipper-3PL relationships are evolving into proactive and cohesive partnerships.

3PLs need to immerse themselves in the client company’s culture and adapt to its management style. In return, shippers need to see their 3PLs as an extension of the management team, rather than merely vendors.

More than three-quarters of respondents to this year’s survey said they consider their 3PL more a supply chain partner than a service provider.

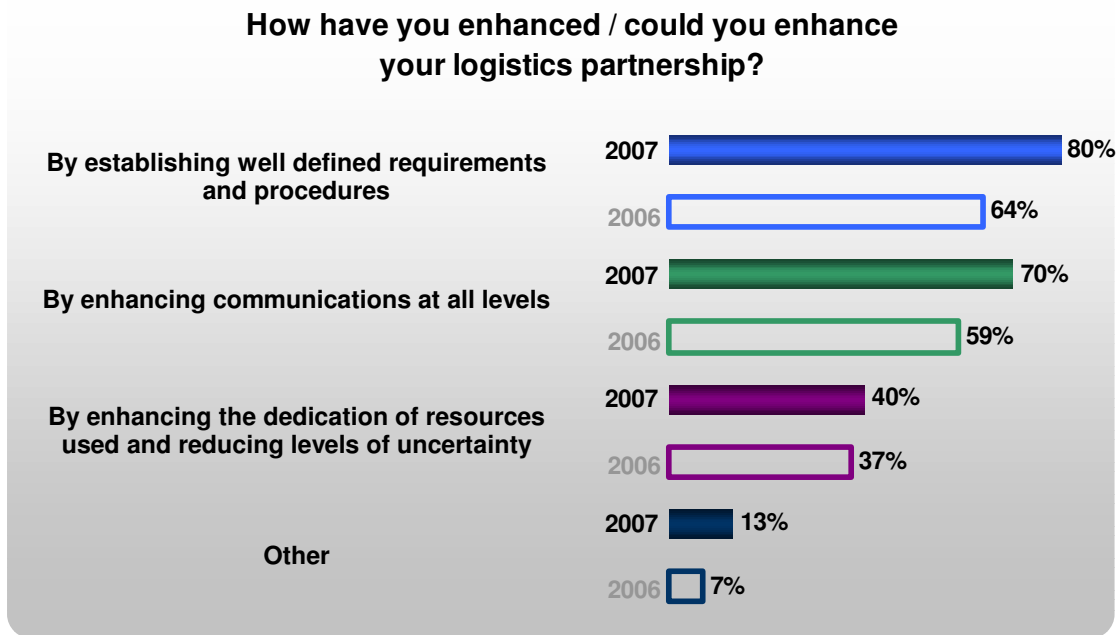
3PLs are service providers or supply chain partners?



Clients who outsource their logistics activities expect their 3PLs to operate as an extension of their management team, proactively seeking new ways to reduce logistics costs without compromising efficiency, and developing new and innovative logistics solutions.

VIII Enhancing logistics partnerships

More than two thirds of the respondents (70%) said that the answer to enhancing logistics partnerships lies in improved communications at all levels, while 80% said that well-defined requirements and procedures must be established.



Enhancing dedication of resources and eliminating or reducing levels of uncertainty would enhance logistics partnerships, according to 40% of the respondents.

Other measures to enhance logistics partnerships included increasing collaboration, using performance metrics/KPIs, and conducting quarterly business reviews.

IX Failures

The savings achieved and efficiencies gained by outsourcing logistics activities are potentially enormous, but mismanaged risk will undoubtedly end in failure. While companies are quick to publicise their successes, they are understandably somewhat reluctant to report their failures.

When things go wrong, more than a third of the respondents said that hidden costs and problems in evaluating and monitoring 3PL performance were equally at fault, compared with 49% and 41% respectively last year.

Communication and information sharing between 3PL and customer is essential in order for a 3PL to achieve agreed performance levels, and this appears to have improved, with only 13% of the respondents seeing "latent information asymmetry" as a potential problem, compared with almost a third last year.

"Cost creeping" and issues with 3PL management are potential areas of concern for a third of the respondents.

What factors are most likely to make your outsourcing strategy fail?



“Clashing firm cultures” is still an area of concern for almost a third of the respondents. In terms of logistics outsourcing agreements, the partners often have different perspectives, different perceptions, and different expectations of the contract. While one may be locked into inflexible procedures, the other may operate under a less rigid management that actively encourages initiative and resourcefulness.

In respect of international outsourcing contracts, geopolitical differences also come into play. Whilst one country’s business culture may be the epitome of efficiency, ‘going the extra mile for a customer’ may be a foreign concept to another.

One of the dangers of outsourcing is that a 3PL may not be creative in respect of enhancing routes, resources, methods and processes. Short-term thinking here can undermine their customer’s innovative transportation processes. Indeed, almost a quarter of the respondents regard “loss of logistics innovative capacity” as one of the factors that could adversely impact their outsourcing strategies.

While customers are cautious of becoming over-dependent on their 3PLs, effective communication and process transparency diminishes the perception of ‘handing over control’ to a third party. Over-dependence on and loss of control over the 3PL are considered likely to jeopardise the success of their outsourcing strategies by less than 15% of this year’s respondents.

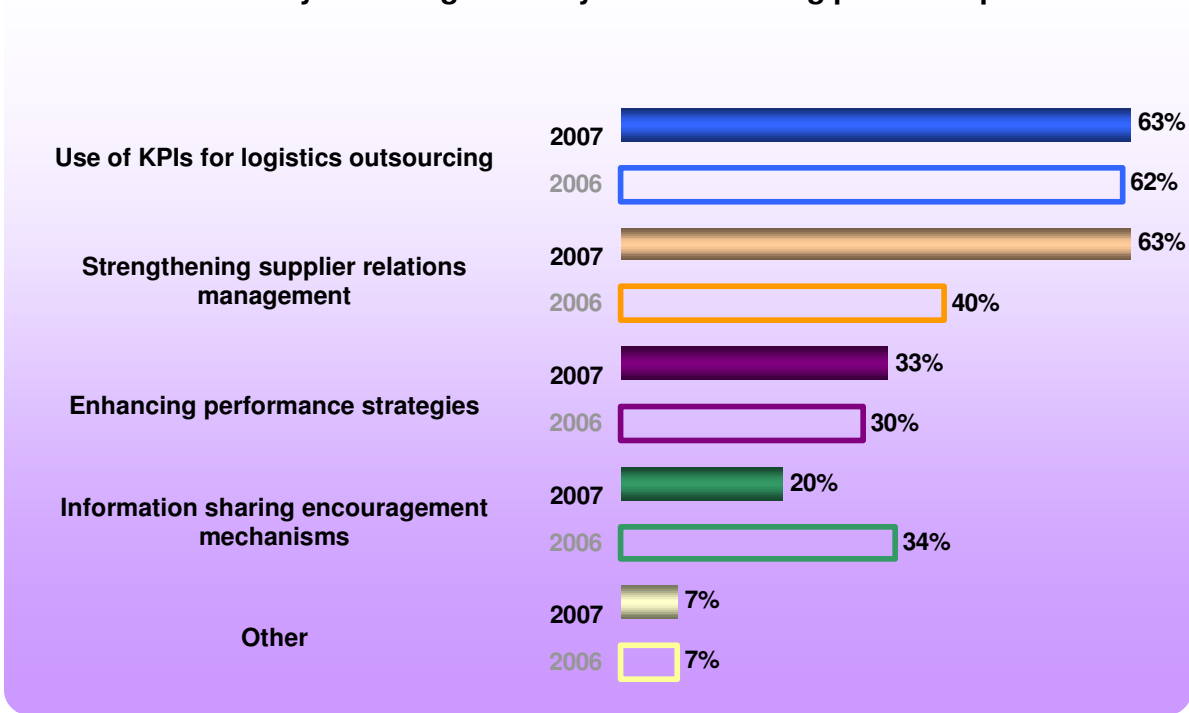
However, when outsourcing strategies fail to live up to expectations, half of the respondents blamed “poor service”, and more than two-thirds (67%) blamed inefficient management by the 3PL.

X Managing risk in outsourcing partnerships

Risk can be managed, and almost two-thirds of the survey respondents still use performance indices for logistics outsourcing to do this.

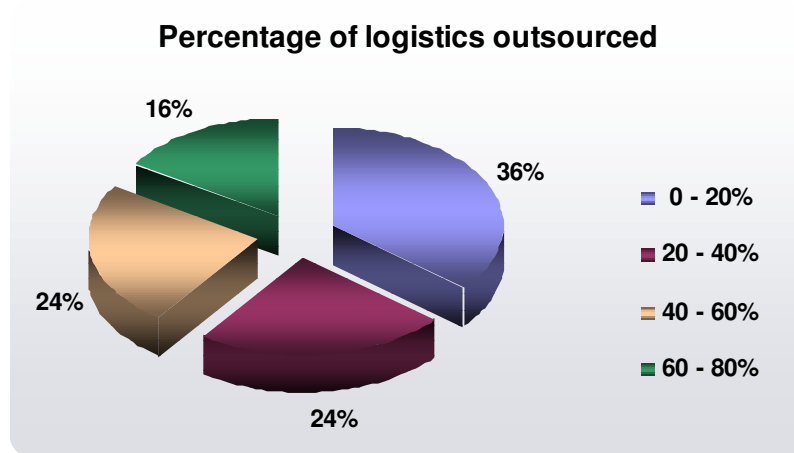
Two thirds of the respondents said that strengthening supplier relationship management is one of their risk management strategies, compared with only 40% last year.

How do you manage risk in your outsourcing partnership?



XI Barriers to outsourcing

Almost a quarter of the respondents who do outsource their logistics operations use a 3PL for more than 60% of their total logistics activities.

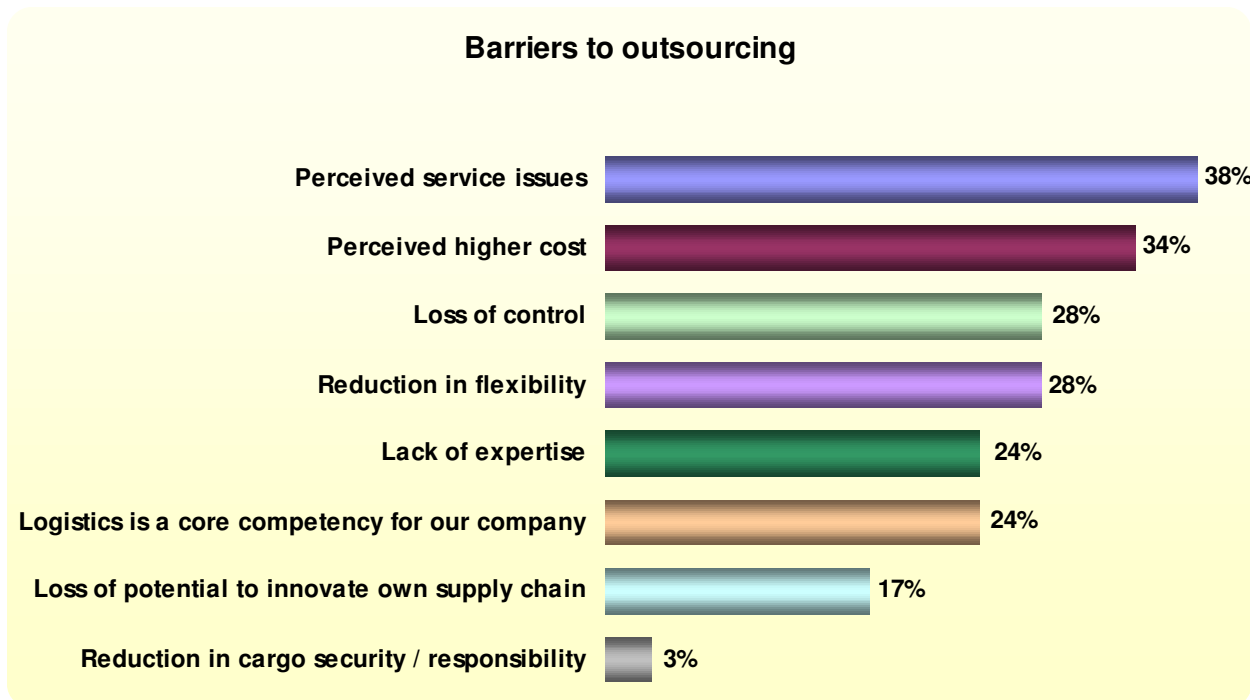


None of the respondents outsource more than 80% of their logistics operations, and more than a third outsource less than 20%.

Although the practice of outsourcing is clearly increasing, there are obviously a number of reasons why shippers prefer to retain their logistics activities in-house.

Two of the main concerns that dissuade more than a third of the respondents from outsourcing a greater portion of their logistics activities are "perceived service issues" and "perceived higher costs".

Loss of control over logistics activities and reduced flexibility are also issues for more than a quarter of the respondents.



With 20% of the respondents admitting that their IT systems are unable to provide adequate tracking and reporting mechanisms, handing over responsibility for cargo security to a 3PL is only an issue for 3% of the respondents.

XII Overall industry implications and conclusions

Individually, the survey responses highlight many problematic issues that companies must tackle in order to improve performance and customer satisfaction levels whilst remaining competitive.

Logistics outsourcing is a dynamic, shifting and growing business environment that demands proactive and cohesive behaviour by all industry players.

Whilst the majority of operators have recently moved, consolidated or expanded, not all of them have adequate information technology in place to deal with shipment tracking and reporting. Apart from increasing legislation, particularly for pharmaceutical and hazmat shipments, that requires proof of supply chain integrity, an inability to offer real-time end-to-end track-and-trace will lose customers and, consequently, revenue.

However, it is also clear that more and more shippers are realising the benefits of close collaboration with their 3PLs - considering them "supply chain partners" rather than "suppliers".

Those who share their business visions and strategies, especially at management level, achieve far more in the long-term as both parties are empowered to plan ahead in terms of improving operating efficiencies whilst controlling – and even reducing – operating costs.

XIII 3rd Outsourcing Logistics Conference 2007: Best practices for managing your 3PL relationships

eyefortransport's **3rd Outsourcing Logistics Conference 2007** will take place on June 25-27 in Atlanta.

This event will bring together the top logistics and supply chain executives from different industry verticals to discuss outsourcing logistics strategies and how to improve this complex relationship for real ROI.

Advice and best practice will be shared on all aspects of 3PL management from contract negotiation right through to performance measurement. [See www.eyefortransport.com/OutLog for event details.]

Plus, all attendees will have access to a second conference agenda, which is running side-by-side with the Outsourcing Logistics Conference.

Outsourcing Logistics USA 2007 Survey Report

The 5th annual 3PL Summit is an exclusive opportunity to find out directly about current 3PL service offerings, assess the 3PL trends that will affect your supply chains in the future and evaluate potential providers in one easy location. Meeting directly with 3PL executives in a non-sales environment will give shippers the chance to develop potential partnerships – in the first step towards the 'holy grail' of becoming true supply chain partners.

The event includes 13 executive-level presentations, 12 panel debates, 3 topical workshops and 18 interactive roundtable discussions on the key topics for those who outsource to a 3PL – or are considering this as an alternative strategy to in-house logistics!

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

- Collaborative relationships: the good, the bad and the ugly
- Negotiating 3PL contracts on cost structure and service standards plus planning head for contract failures
- Managing multiple 3PL relationships and increasing potential for long-term contracts
- Best practice for 'information flow' between you and your 3PL
- Global logistics operations with specific emphasis on Asian hotspots
- Top tips for "going green" and why early adopters are reaping the rewards

Keynote speakers at this event include:

- 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
- Wawa's director of supply chain operations - James Crawford
- Cummins Filtration's transportation manager - Rebecca Barnett,
- Timex Corporation's VP of distribution & logistics - Michael DeVault
- The Home Depot's senior manager of 3PL solutions & transportation sourcing - Laurie Copeland
- OQO's director of customer operations - Vanita Wells
- Jurlique USA's director of operations - Brett Levine

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



"Great networking opportunity. Raised questions ... about how my company manages 3PLs" 3rd Party Operations Manager, Diageo

Best practice and real solutions from Fortune 500 supply chain leaders!



3rd Outsourcing Logistics 2007

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

Best practices for managing 3PL relationships

The ONLY event for logistics executives working with 3PLs! Hear from your peers on 3PL selection ... contract negotiations ... performance measurements ... cost-sharing schemes and overall outsourcing strategies!

- Compare the experience of **Intel's** 3PL manager on "selecting the right 3PL for your needs" ... with **Dell's** logistics sourcing manager's recent decision to "in-house" certain operations instead! Know what's right for your business!
- Gather best practice on contract negotiation, realistic cost-structures and the all important tool of setting sensible expectations
- Take this a step further with an innovative provider and harness new technologies, exploit new geographies and even alternative product sourcing or trade lanes by truly integrating your 3PL into your supply chain strategies
- Make sure you're armed with the right steps to measure your 3PL with appropriate KPIs – and learn to use this as a dialogue for improvements and contract renewals that bring you increased benefits
- PLUS topical debates such as your role in Sustainable Energy and Efficient Transport ... 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 3rd Outsourcing Logistics conference and the 5th annual 3PL Summit! Following the success of 2006, the Outsourcing Logistics conference will again be co-located with the CEO level 3PL Summit. Save all that time comparing 3PL services by networking with a range of providers at this one event: gain insight into their business, hear industry trends and meet your supply chain partners face-to-face! **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 make your logistics operations a success? Investing in people and relationships ... so make sure you really understand your needs and also your 3PLs' business models so you can align your vision for the supply chain together PLUS develop the right management team and structure to give your relationships long-term success. PLUS find out how the early-adopters of green supply chains are winners!

World-class speakers sharing their specialist knowledge include:

LOGISTICS EXECUTIVES from leading 3PL users offer their advice:

- Ashley Hall 3PL Manager **Intel**
- John Brooks Director Distribution & Transportation **Philips Electronics**
- Bob Newcom Director Global Transportation & Logistics **Ingersoll Rand Co**
- Anton van Steenwijk Logistics Sourcing Manager **Dell**
- Reid Thompson Senior Director International Logistics **Soletron**
- Rick Miller Director of Market Services **Solvay Engineered Polymers**
- Tim Hughes Mgr N.A. Transp. & Warehousing **Deere & Company**
- Michael DeVault VP Distribution & Logistics **Timex Corporation**
- Laurie Copeland Senior Manager 3PL Process Execution **The Home Depot**
- Claudia Knowlto-Chike Director Transport & Network Mgt **Motorola**
- Vanita Wells Director Customer Operations **OQO**
- Brett Levine Director of Operations **Jurlique USA**
- Tom Erickson Director Global Logistics **International Truck & Engine Corp**
- Robert Brescia VP Logistics **Michelin**
- Gregory Bunn Director Supply Chain Management **Sur-Seal**
- Chip Brackett Transp. & Logistics Safety Manager **Traylor Chemical & Supply Co**
- Ake Lundbom Group Supply Chain Manager Logistics **Rexam**
- Ligon Johnson Manager Logistics Operations **OQO**

INDUSTRY EXPERTS share their knowledge:

- Cliff Lynch President **C.F. Lynch & Associates**
- Gene Tyn dall CEO Supply Chain Executive Advisors
- Ben Gordon MD **BG Strategic Advisors**
- David Beatson CEO **Ascent Advisors**
- Ken Ackerman President **K. B. Ackerman Company**
- John Langley Professor SCM **Georgia Institute of Technology**
- Chris Gopal Director **Deloitte** (previously Dell)
- Gene Klein Director **ALAN** (retired from Sysco)
- Sergio Retamal President & CEO **Global4PL Supply Chain Management**
- John Anderson Chairman & CEO **BigWheel Partners**
- John Wilkinson President & CEO **WPG Shipper Association**
- Douglas Christensen MD **Chapman Associates**

PLUS... Join the next door event to hear directly from potential providers as SENIOR MANAGEMENT from 3PL Providers share their experiences:

- Joe Bento President & CMO **EGL Eagle Global Logistics**
- Scott McWilliams CEO **Ozburn Hessey Logistics**
- Dick Metzler COO **Greatwide Logistics Services**
- Mike Fielden President Supply Chain Services **Pacer Global Logistics**
- Bob Koerner President & CEO **Total Logistic Control**
- Jerry Bowman President & COO **Cardinal Logistics**
- Tom Sanderson President & CEO **Transplace**
- Jim Butts VP **CH Robinson**
- Ed Feitzinger Senior VP **Golden Gate Logistics**
- William Butler Senior Vice President **Weber Distribution**
- Chris Lennon Senior VP Supply Chain Solutions **NAL Worldwide**
- Michael Stolarczyk Senior Director **Exel**

SEE WEBSITE FOR NEW SPEAKERS!

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RESEARCHED AND ORGANIZED BY



Take part in the ONLY conference that specifically focuses on working with 3PLs ... that will help you make the best decisions for your supply chain!



A letter from the chairman

As supply chains lengthen and customer requirements become more precise and complex, firms are finding that their success in particular markets is more and more dependent on the efficiency of their supply chains.

Increasing global movements are requiring a knowledge of new modes of transport, as well as languages, cultures, geography, and regulations that can be challenging to many logistics managers.

Combine these with many firms' underlying aversion to risk, and you have a wonderful opportunity for outsourcing.

Many logistics service providers also have recognized the trends and changing requirements, and have become much more sophisticated and knowledgeable than they were just a few short years ago.

The result is that an increasing number of firms are finding that outsourcing can be a very effective method of meeting their supply chain challenges. While outsourcing has always been a meaningful force in the industry, it is now even more so.

Join us in Atlanta and gain insights from both users and providers into the new outsourcing environment.

Clifford F. Lynch
President
C. F. Lynch & Associates



I am very pleased to be one of the chairs for the 5th 3PL Summit and 3rd Outsourcing Logistics conference this year.

It is widely recognized that eyefortransport organizes and delivers some of the best content-driven conferences in our supply chain and logistics industries. Excellent speakers, insightful panel sessions, and interactive roundtables provide for outstanding learnings, sharing, and actionable ideas for all. In addition, there are several opportunities for meeting others and networking.

I look forward to seeing many industry supply chain and logistics people in Atlanta again this year.

Gene Tyndall
President
Supply Chain Executive Advisors

"Professional, educational, informative, great speakers and executive level attendees"
Director Corporate Accounts,
BNSF Logistics

Previous Outsourcing Logistics & 3PL Summit delegates from MANUFACTURERS & RETAILERS included:

- 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
- Celiance** 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
- Sara Lee Bakery** VP Supply Chain Optimization
- Shell Lubricants** Logistics & Operations Manager
- Soletron** Senior Director Global Logistics
- Sonoco Products** Director Strategic Sourcing
- Sony** SCS Regional Manager
- SPI Polyols** Logistics Manager
- Starbucks Coffee** Director Distribution Operations
- Sumitrans** 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

Plus both events have attracted 1000s of senior level executives from various LOGISTICS COMPANIES including:

- Agility Logistics** EVP
- APL Logistics** MD
- BAX Global** CEO
- BNSF Logistics** VP
- Brink's Global Services** VP
- CH Robinson** VP
- Cardinal Logistics** Chairman of Board
- Caterpillar Logistics** CEO
- DHL** SVP
- DHL Express** EVP
- DSC Logistics** VP Supply Chain
- Eagle Global Logistics** SVP Strategic Operations
- EXEL** VP Solutions
- FedEx** MD Marketing APAC
- GENCO** CEO
- General Freight Services** President & CEO
- GeoLogistics** Director of Global Growth
- Hellmann Worldwide Logistics** Global COO
- Kintetsu World Express USA** SVP
- KN Lead Logistics** VP
- Kuehne & Nagel** SVP
- Lakeside Logistics** MD
- Landstar Global Logistics** President
- Maersk Logistics** President
- Menlo Worldwide Logistics** President & CEO
- NAL Worldwide** President
- 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
- Purolator** Director of Customer Automation
- Ryder** President of Supply Chain Solutions
- Saddle Creek Corporation** President
- Schenker Logistics** President
- Schneider Logistics** VP
- SEKO Worldwide** President
- SembLog USA** VP
- ServiceCraft Logistics** President & CEO
- TNT Logistics** MD & COO
- UPS Supply Chain Solutions** SVP Sales Mktg
- UTi Worldwide** CEO & Director
- Volvo Logistics** President & CEO
- Weber Distribution** SVP



"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**

3rd Outsourcing Logistics 2007

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

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



Best practices for managing 3PL relationships

The ONLY event for logistics executives working with 3PLs!
Hear from your peers on 3PL selection ... contract negotiations ... performance measurements ... cost-sharing schemes and overall outsourcing strategies!

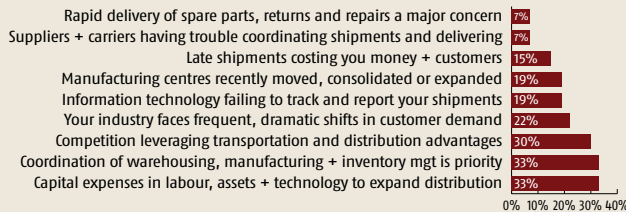
3 Key Reasons to attend this event in 2007:

- **Increase your knowledge** of the latest logistics trends that are revolutionizing supply chains and how to apply these to your own company's business plan! Go to the 3PL negotiating table with a clear vision of what you want!
- **Benchmark and Network:** Meet your peers and potential providers, benchmark your company's current practices, discover new services, empower yourself with new knowledge to make informed decisions! Whatever it is you need, you will find that and much more.
- **Unrivalled networking opportunities** at the premier strategic event for logistics executives and 3PL management – with over 10 hours scheduled into the program! Engage with like-minded people & get all the answers you need!

Statistics in a recent eyefortransport survey show that over 90% of companies are using 3PL services. However, for the majority (76%) 3PLs are used for less than 60% of their operations. This leaves a lot of scope for further outsourcing – but could also be a sign that some elements should remain in-house?

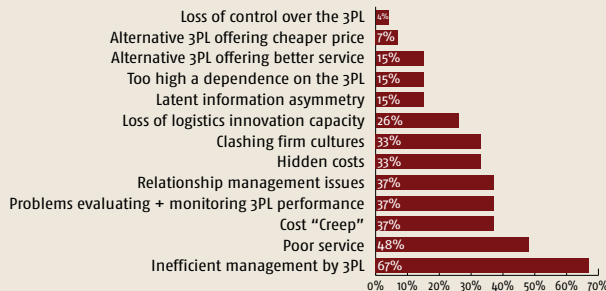
There are different drivers for outsourcing your logistics operations

(Source: eyefortransport Outsourcing Logistics Report 2007)



And there are key concerns about what will cause the outsourcing strategy to fail:

(Source: eyefortransport Outsourcing Logistics Report 2007)



So attend these 3 days – alongside your peers who share these questions and concerns – to find practical, real-life answers! Make your logistics outsourcing a complete success!

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

- Laurie Copeland** Senior Manager 3PL Process Execution **The Home Depot**
- Chip Brackett** Transp. & Logistics Safety Manager **Traylor Chemical & Supply Co.**
- Claudia Knowlto-Chike** Director Transport. & Network Mgt **Motorola**
- Bob Newcom** Director Global Trans. & Logistics **Ingersoll Rand Company**
- Anton van Steenwijk** Logistics Sourcing Manager **Dell**
- Reid Thompson** Senior Director International Logistics **Solectron**
- Robert Brescia** VP Logistics **Michelin**
- Tim Hughes** Mgr N.A. Transp. & Warehousing **Deere & Company**
- Michael DeVault** VP Distribution & Logistics **Timex Corporation**
- Ashley Hall** 3PL Manager **Intel**
- John Brooks** Director Distribution & Transportation **Philips Electronics**
- Rick Miller** Director of Market Services **Solvay Engineered Polymers**
- Vanita Wells** Director Customer Operations **OQO**
- Brett Levine** Director of Operations **Jurlique USA**
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- Gregory Bunn** Director Supply Chain Management **Sur-Seal**
- Ake Lundbom** Group Supply Chain Manager Logistics **Rexam**
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- Ben Gordon** MD **BG Strategic Advisors**
- David Beatson** CEO **Ascent Advisors**
- Ken Ackerman** President **K. B. Ackerman Company**
- John Langley** Professor SCM **Georgia Institute of Technology**
- Chris Gopal** Director **Deloitte** (previously Dell)
- Gene Klein** Director **American Logistics Aid Network and Principle of Enlightenment Inc.** (retired from Sysco)
- Sergio Retamal** President & CEO **Global4PL Supply Chain Management**
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- Jon Lagenfeld** Director **Robert W. Baird & Co.**
- Douglas Christensen** MD **Chapman Associates**
- Joe Madden** Founder & CEO **Sustainable Transport Systems**
- Daniel Reilly** Partner **The Directionary Group**
- Tim Radbourne** President **Radbourne Consulting**
- Dr. Luka Powanga** Professor **Regis University**
- Joe Bento** President & COO **EGL Eagle Global Logistics**
- Linda Hothem** CEO **PACAM**
- Scott McWilliams** CEO **Ozburn Hessey Logistics**
- Bob Koerner** President & CEO **Total Logistic Control**
- Randy Bowman** President **MW Logistics**
- Jim Butts** VP **CH Robinson**
- Bill Kammerer** Vice President **CRST Logistics**
- William Conley** President **ATC Logistics & Electronics**
- Andrew Lukoff** VP **Volvo Logistics North America**
- Don Jordan** VP Warehousing **Landstar Logistics**
- Oliver Coiro** VP Transportation **Satellite Logistics Group**
- Nikhil Sathe** CFO **Kelron Logistics**
- Kevin Higgins** VP International Logistics **Transplace**
- Vin McLoughlin** Chairman of the Board **Cardinal Logistics**
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LOOK INSIDE FOR AGENDA DETAILS & NETWORKING FUNCTIONS

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!

Jim Butts VP CH Robinson



Tom Erickson Director Global Logistics **Int'l Truck & Engine Corp.**

William Butler Senior VP **Weber Distribution**

Randy Bowman President **MW Logistics**

Joel Sutherland Executive VP **Priority Distribution**

Moderated by: **Tom Freese** Principal **Freese & Assoc.** and **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 IT 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 CO₂, 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)!

Jeff Tucker CEO **Tucker Company**

Alonso Echevarria President **Turnkey Logistics**

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

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

Presentation

The ALAN project: An Industry Response to 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)

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!**

Intel Presentation

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

- Hear from the world's largest semiconductor company how they select the right 3PL partner for their specific supply chain needs
- With revenues for the year 2005 of US\$ 38,826 billion, distributing sensitive products requires a robust, flexible and innovative logistics operation – so how can a 3PL provider bring real added value and savings to the Intel supply chain?
- If this is your first 3PL contract, make sure you go to the table with a real understanding of your requirements and be sure to use this advice when renewing future contracts

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

- In September 2006, DELL transitioned from using a 3PL to internally managing several LTL providers. They worked together with their 3PL to ensure a smooth transition with the least disruption to operations
- Get expert advice on when it starts to make strategic sense for a 3PL customer to in-source
- Discover how a true 3PL partner can support their customer – planning ahead to avoid obstacles and offer solutions for such a transition

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?

Statistics in a recent eyefortransport survey show that over 90% of companies are using 3PL services. However, for the majority (76%) 3PLs are used for less than 60% of their operations. This leaves a lot of scope for further outsourcing – but could also be a sign that some elements should remain in-house. No respondents stated the top category (80–100%) for outsourcing to a 3PL! Why was this the case? This panel will help you assess the extent that your business should engage 3PLs:

- Tips on evaluating your supply chain to recognize the optimum time to outsource and also how to determine which logistics operations are ripe for outsourcing
- What external factors should you take into consideration? Find out what influence geography, politics, economics, company culture and technology should have on your outsourcing decision
- Hear from the panelists how they tackled multiple 3PL relationships and how to determine the optimum number of 3PLs you should be using. What are the pros and cons of using a multitude of 3PL providers? Greater expertise and cost-reduction or a decline in efficiency and limited negotiating power

Reid Thompson Senior Director International Logistics **Soletron**

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

- How to find the balance between specificity and flexibility when writing contracts and negotiating your outsourcing logistics contract
- Learn how to negotiate your contract for each phase of your logistics operations
- How to measure your 3PL performance by taking into account cost and service
- How to assess a logistics service provider network when there is more than one 3PL involved

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**

Moderator: **Ken Ackerman** President **K. B. Ackerman Company**

Presentation

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

With experience as a supply chain executive in the US Army, Anheuser Bush Inc., PepsiCo, Intel Corporation, and Masterfoods USA, come to this session to hear directly about Eric's wealth of experience – and arm yourself with his top tips and strategies for a successful 3PL relationship!

- Get expert advice from a logistician, with 20+ years experience, on key areas to research and prepare for before you enter the 3PL contract
- Hear factors to consider such as; capacity manageability, the specific management relationship, plans for continuous improvement, Scalability into Emerging markets and more!
- Find out how to create a flexible and responsive operation with your 3PL and – perhaps most important of all – how to create a true alliance between user and provider

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 VP Distribution & Logistics
Timex Corporation

Tom Erickson Director Global Logistics **International Truck & Engine Corp.**

Moderator: Dan Reilly Partner **The Directionary Group**

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 MD **BG Strategic Advisors**

3PL Summit: Day 1 program overview

Your attendee pass gives you access to 2 conference agendas running side-by-side in Atlanta. The 5th annual 3PL Summit will give you the chance to find out directly about current 3PL service offerings, assess the 3PL trends that will affect your supply chains in the future and evaluate potential providers in one easy location!

EGL Keynote Presentation

Relationship Management – building trust & open communication to ensure a responsive, innovative Supply Chain

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

Specialist Panel Discussion

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

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

Vin McLoughlin Chairman **Cardinal Logistics**

Jerry Bowman President & COO **Cardinal Logistics**

Panel Discussion

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

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**

Interactive Roundtable Discussions

You've heard what the executive presenters have been through, you know what the panellists would advise... NOW tailor this knowledge to your own specific situation! Join these interactive roundtables to get a closer understanding of the topic and drill down to get valuable answers and tips for practical steps back in the office! No audio recording takes place, no Power Point slides are used. This is your chance to informally quiz the table leaders and fellow attendees. Each roundtable lasts for 1 hour – you can choose to attend at least 2 during the afternoon.

1. Supply chain risk management and cargo ownership

Chris Liberty VP **AFN**

2. New Negligent Entrustment Legal Liability in Choosing a Freight Provider

Jeff Tucker CEO **Tucker Company**

3. 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**

4. Outsourcing warehousing operations to a 3PL provider

Don Jordan VP Warehousing **Landstar Logistics**

William Butler Senior VP **Weber Distribution**

5. Which 'Value-Added Services' are creating best ROI? Ticketing, kitting, gift-wrapping, labelling, store-ready packaging and personalisation



William Conley President **ATC Logistics & Electronics**

6. Reverse Logistics

Daniel Reilly Partner **The Directionary Group**

Oliver Coiro VP Transportation **Satellite Logistics Group**

7. Freight audit payment services

Nikhil Sathe CFO **Kelron Logistics**

8. Update on North American road transportation infrastructure and border crossings

Dan Goodwill President **Dan Goodwill & Assoc.**

Stephen Craig Principal **CP Consulting**

9. Ocean transportation challenges from the latest hotspot of Vietnam, plus India and China

Ed Feitzinger Senior VP **Golden Gate Logistics**

10. Cross-border operations into Mexico

Alonso Echevarria President **Turnkey Logistics**

Erik Markeset Principal **CP Consulting**

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

Claudia Knowlton-Chike Director Transp. & Network Mgt **Motorola**

Bill Stankiewicz VP & GM **Shippers Warehouse**

12. Geographical update: realities of the burgeoning Indian market?

13. Opportunities for US expertise in Eastern Europe's growing networks

14. Turn your staff into your best asset – how to get the best staff, train them AND retain them!

Amanda Rasmussen Director **RSI**

Greg Bunn Director Supply Chain Management **Sur-Seal**



15. How can "track and trace" technologies revolutionize your services to put your company ahead of the competition?

David Beatson CEO **Ascent Advisors**

16. 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**

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

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

18. 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)

QOQ Case Study

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

- Hear from the experience of QOQ, the industry pioneer in ultra-mobile personal computing, why their logistics outsourcing decision was an essential element in the strategy for their new product
- Discover how they quickly developed a program to reach geographic markets beyond the borders of previous operating model
- Looking for a timely, cost-effective solution for key geographical markets, but still within limited staffing levels, was their great challenge ... find out about the process of planning and executing the project and the lessons learned along the way!

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

Panel Discussion

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

- How much should you pay your 3PL? How can you ensure you don't pay more than the market rate?
- How to secure further cost savings from your 3PLs without hindering service or damaging your relationship with them
- How to measure your 3PL performance by taking into account service costs, customer satisfaction, on-time delivery, handling and routing and systems performance
- How to assess a logistics service provider network where there is more than one 3PL involved
- How to constantly revise your KPIs to match your changing business, with the full support of your 3PL providers

Michael DeVault VP Distribution & Logistics **Timex Corporation**
Tim Hughes Mgr N.A. Transp. & Warehousing **Deere & Co.**
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)

Join us at the largest Industry Gala Dinner & Awards Ceremony!

On the evening of **Tuesday 26th of June**, the eye-for-transport delegation in Atlanta will be invited to join an industry gala dinner and awards ceremony. Following a day spent assessing industry trends, this premier networking function 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...

Panel Discussion

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

- Learn how to know when your 3PL providers are falling behind in their IT capabilities
- Top tips to assess those areas within IT where your 3PL provider does well – and identify where it does poorly
- Which technology do you need to enhance your freight forwarding, import/export, transportation, asset tracking, warehouse and distribution capabilities?
- What are your top priorities when it comes to overcoming IT deficiencies? Is infrastructure investment more important than personnel, competency and training issues – or not?
- How to easily persuade your 3PL providers to invest in the technology you want...fast!

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

- How can you safeguard your logistics operations by having a 'get-out' plan in place?
- How to get out of a contract early, without penalty

Laurie Copeland Sr Manager 3PL Solutions & Transportation Sourcing **The Home Depot**

Bob Newcom Director Global Transportation & Logistics **Ingersoll Rand Company**
Greg Bunn Director Supply Chain Mgmt **Sur-Seal**

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**

3PL Summit: Day 2 program overview

CRST Logistics Case Study

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

Bill Kammerer Vice President **CRST Logistics**

Transplace Presentation

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

Tim Barber EVP Sales & Mktg **Expeditors**

Paul Stiller Chief Executive **Stiller Group**

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

Volvo Logistics Presentation

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

Andrew Lukoff VP

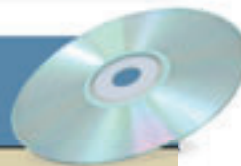
Volvo Logistics North America

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!

Ed Feitzinger Senior VP **Golden Gate Logistics**

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.

Send more time NETWORKING!

Market your services to a targeted audience!

If you sell a solution to supply chain professionals then this is your show! Simply put, this is the **ONLY** event to specifically target those companies that outsource or are looking to outsource their logistics operations ... **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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- And much more!

Now in its 3rd year, this event is firmly established as the premier event for manufacturers and retailers who outsource their logistics operations – or are looking into it as a viable alternative to in-house operations. In addition, it is the only event to offer specific tracks focused on the issues for 3PL executives themselves – at the next door 3PL Summit. This means the additional benefit of meeting senior level executives from the 3PL industry and their supply chain partners. **That's an audience of 500+ in Atlanta this June!**

Whether you're looking to develop new business, maintain relationships or raise awareness of your company's activities, get involved TODAY to get the most coverage and exposure for your business ... **Call today on 1 800 814 3459 ext. 295 or email david.embelton@eyefortransport.com**

Log onto the event website for regular updates and FREE 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 logistics outsourcing! Sample some of the 51 free presentations available from speakers such as:

- **Anthony Barone** Director Global Logistics PolicyPfizer
- **Bob Newcom** Director Transport & LogisticsIngersoll Rand
- **Loire Marteney** Logistics ManagerNovozyme
- **Ashley Hall** Global 3PL Outsourcing ProjectIntel
- **Larry J. Arszman** Snr Mgr Global Corporate SecurityProcter & Gamble
- **John Gentle** Global Leader Transportation AffairsOwens Corning
- **Christian Lahti** Director NSD DistributionKellogg's

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Get \$1000 OFF the 2007 NORTH AMERICAN 3PL REPORT

If you purchase the 2007 North American 3PL Report when you register to attend the 3rd Outsourcing Logistics Conference it will only cost you \$995, **saving you \$1000** on the normal price of \$1995.

This report is the most comprehensive guide to the latest trends, opportunities and challenges facing shippers and 3PL providers. The 120 page report includes:

- **Over 80 tables, charts and illustrations**
- **100 companies interviewed and benchmarked**
- **Value-added service and individual benchmarking of over 50 3PLs**
- **Strategic review and profiling of top 25 North American 3PLs**
- **Ranking of top 60 3PLs based on revenues and profit margins**
- **North American 3PL market size and growth potential broken down by industry segment**

For more details call us today on 1 800 814 3459 ext.288

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 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

QUESTIONS? THEN EMAIL US NOW ON 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 up to speed on outsourcing your logistics operations! Book your place at the biggest industry event today!

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Silver	Main 2 days + Gala Dinner	\$1695	\$1995
Gold	Main 2 days + Pre-Summit + Gala Dinner	\$2490	\$2790
Platinum	Main 2 days + Pre Summit + Gala Dinner + CD + Report	\$3685	\$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

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By signing-up before 6th April, 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 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!

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