



GPSEG's CEO Summit on Strategic Thinking

Thursday, June 4, 2015

Radnor Valley Country Club

7:30 to 11:30 a.m.

Sponsorship Opportunities

Program Overview:

GPSEG presents the first event in our Executive Leadership Series for a conversation with CEO's and senior strategists on the process of strategic thinking – a critical core competency for business success. A panel of CEO's who have had significant success will share their processes and how they made critical choices, set themselves apart from the competition, and overcame fear of risk and failure. Attendees will have an opportunity following the presentation for interactive Q & A with the panelists and then to participate with their peers in a workshop designed to put the ideas from the panel into practice with sample case studies.

This program and the Executive Leadership Series are designed to create a dynamic opportunity for one of GPSEG's key assets – executives at the top of their professions meeting with their peers across all disciplines and industries and examining key business issues challenging today's leaders through a candid lens and at a senior strategic level.

Sponsors of this program will be featured on all pre-event and onsite marketing materials and signage, have the opportunity to meet our panelists and attendees, present corporate information, be introduced from the podium, and interact with attendees.

Program Panelists:

Moderator: Thomas Kaney, Managing Partner, McKnight Kaney LLC.

With a career spanning 35 years in leadership in Healthcare, Management Consulting, Pharmaceuticals, Biotech and Automotive Industries, Tom is Managing Partner of McKnight Kaney LLC, specializing in Strategy Execution, Organization Design and Executive Coaching. He is co-author of the book *Leading Strategy Execution* and is a member of the *Harvard Business Review* Advisory Board and University of Pennsylvania Wharton MBA Executive Coaching program.

Panelists:

Kelly Davenport, CEO/CAO, The Feire Charter School.

Kelly has led Freire Charter School since its inception 16 years ago, and has built it into one of the most respected and successful charter schools in Philadelphia. As Freire prepares to open its third and fourth campuses in Wilmington and Philadelphia, Kelly is stepping into the role of CEO of Build the Future, the charter services organization that will serve all four Freire schools.

James G. Murphy, CPA, Chief Financial Officer

With over 25 years' experience as a senior financial executive in public and privately held companies in the life sciences and media and technology industries, Jim has served as the CFO for three publicly held firms and on the Board of Directors of Biomimetic Therapeutics, where he was the Chair of the Audit Committee. He has extensive merger and acquisition experience having led or participated in the purchase and sale of over 20 companies, both publicly and privately held, and has worked with venture capital firms, including Canaan Partners, TL Ventures and Burrill and Company.

Linda Schellenger, President, Telerx

Linda serves as President and member of the Board of Directors of Telerx, a Merck subsidiary. She oversees all functional areas of Telerx. In addition to a hands-on approach to managing all aspects of the company, Linda's primary responsibilities include strategic development, business planning, and client program consultation. She has more than 20 years of experience in sales management, operations, marketing, client services, and human resources.

Perry Walraven, CEO and President of Performance Controls, Inc.

Performance Controls Inc. is a wholly-owned subsidiary of Hitachi Medical Corporation, headquartered in Tokyo. Holding an Aerospace Engineering degree from Georgia Tech and MBA from Southern Illinois University, Perry was an air force officer and pilot and an engineer at General Motors. His career has taken him to over 40 countries, and his experience includes sales, marketing, field service, and division management. He led the team selling Performance Controls to Hitachi in 2003.

[GPSEG 2015 Trailblazer Sponsor](#)



Event Sponsorship Levels and Benefits

Platinum Level - \$2,500

All benefits outlined at Gold Level, plus upgrades including:

- Total of 5 Registrations for Program
- Full Page Ad in Event Program
- Company representative will be given opportunity to speak from the podium during introductory event remarks by GPSEG leadership

Gold Level - \$1,500

All benefits outlined at Silver Level, plus upgrades, including:

- Logo placement and recognition in all issues of weekly At-A-Glance event newsletter that include the event
- Featured placement on GPSEG's sponsorship pages as well as event pages
- Total of 4 Registrations for Program
- Half-Page Ad in Event Program
- Company Representative at the event head table

Silver Level - \$1,000

All benefits outlined at Bronze Level, plus upgrades including:

- Total of 3 Registrations for Program
- Quarter Page Ad in Event Program

Bronze Level - \$500

Benefits:

- Listing, by level, on signage posted at event
- Listing on GPSEG Web site on event page
- Inclusion in PowerPoint at event running during networking portion of program
- Listing with logo in all marketing materials for the event
- 1 Registration for Program
- GPSEG member-rate for registration of any company employee
- Business Card Ad in onsite program

GPSEG CEO Summit on Strategic Thinking Sponsorship Opportunities Summary

	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500
Logo Placement & Recognition				
<i>At-a-Glance weekly newsletter promoting event</i>	All Issues	All Issues	N/A	N/A
Sponsor signage as part of event posted signage	Listing by level	Listing by level	Listing by level	Listing by level
Featured on GPSEG Web Site	Sponsorship and Event Pages	Sponsorship and Event Pages	Event Pages	Event Pages
Powerpoint of Sponsors	Used at event running prior and after presentations	Used at event running prior and after presentations	Used at event running prior and after presentations	Used at event running prior and after presentations
Marketing for events	Logo in all marketing materials for event	Logo in all marketing materials for event	Logo in all marketing materials for event	Logo in all marketing materials for event
Company Participation				
2015 Strategy Summit Registrations	5 Registrations	4 Registrations	3 Registrations	1 registration
Member-rates extended to Sponsor's employees	Yes	Yes	Yes	Yes
Onsite Event Program Books				
Spring Strategy Summit	Full Page Ads in Program	Half-Page Ad	Quarter Page Ad	Business Card Ad
VIP Invitations				
Head Table Event Seating	1 seat	1 seat	N/A	N/A
Recognition				
Podium remarks at Strategy Summit	Sponsor Representative	N/A	N/A	N/A



GPSEG June 4, 2015 CEO Summit on Strategic Thinking

Sponsorship Agreement

Yes, we would like to be a corporate sponsor of the Summit at the level checked:

Platinum

\$2,500

Gold

\$1,500

Silver

\$1,000

Bronze

\$500

Please print or type and email to Maureen Waddington at maureen.waddington@gpseg.org or mail to GPSEG, P.O. Box 187, Montgomeryville, PA 18936.

Organization:		
Mailing Address		
City	State	Zip
Phone	Fax	Email
Company Contact Person: (Name, Email and Phone#)		

Method of Payment:

Check Enclosed (Payable to GPSEG)

Credit Card (Visa, MC, AMEX, Disc)

Credit Card No. _____ Exp. Date: _____

Authorized Amount: _____ Name on Card _____

Authorized Signature: _____

Full payment is requested by May25, 2015 in order to ensure fulfillment of all benefits.

Acceptance of sponsorship shall not constitute GPSEG's endorsement of any service or product offered by the sponsor, and at no time do these benefits imply that the sponsor may engage in direct sales solicitations to GPSEG members or utilize GPSEG listings for promotional purposes.