

Modern Supply Chain Experience: Maker Space and Programming Brief

January 25-27, 2016

San Jose Convention Center

San Jose, CA

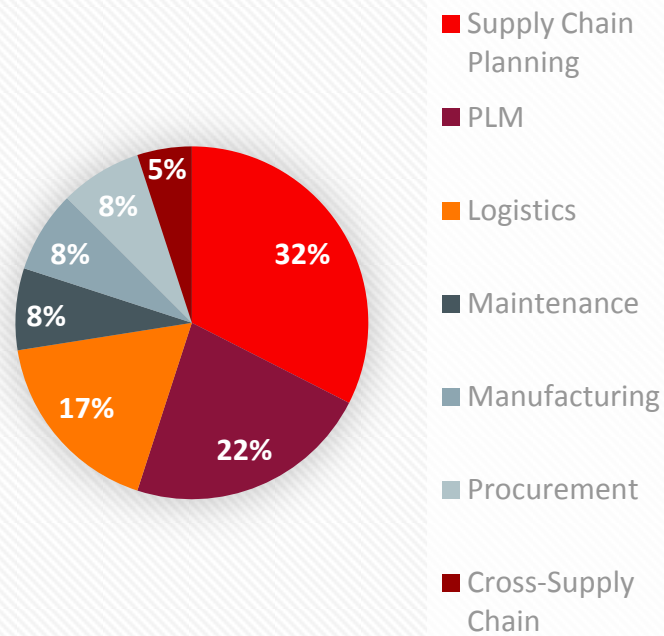
Maker Program Overview

Context: The Modern Supply Chain Experience

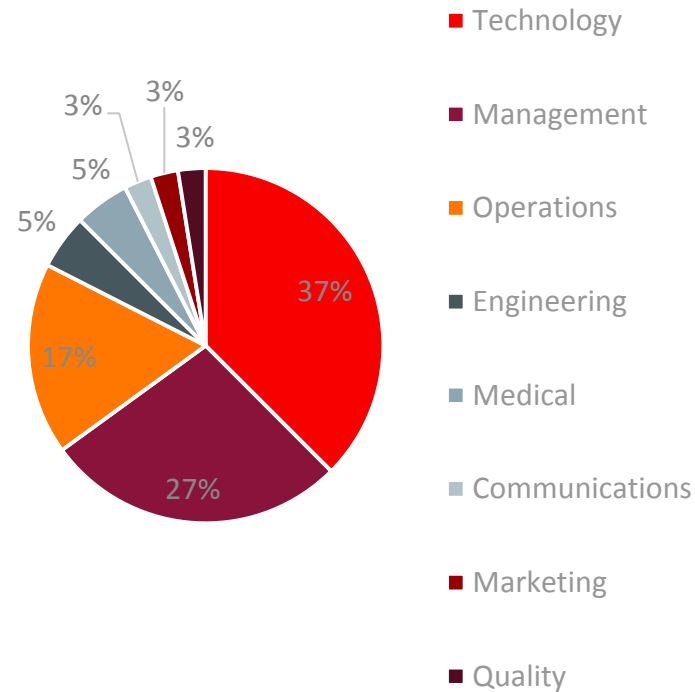
- The premiere Oracle Supply Chain management event of the year
- 2,000 attendees from all industries
- **Solution Areas:**
 - [Cross Supply Chain](#)
 - [Logistics & Order Management](#)
 - [Maintenance](#)
 - [Manufacturing](#)
 - [Procurement](#)
 - [Product Lifecycle Management](#)
 - [Supply Chain Planning](#)
- Dedicated content for each supply chain solution area including:
 - Daily General Sessions
 - Track-Specific Breakout Sessions
 - Oracle Demos and Partners in the Solution Pavilion
 - Birds of Feather Focused Lunch Discussions
 - Customer Advisory Boards
 - Dedicated Networking Areas during Evening Events
- Visit the [Modern Supply Chain Experience web site](#) for more information and to see each solution area's complete program schedule of events.

Attendee Profiles

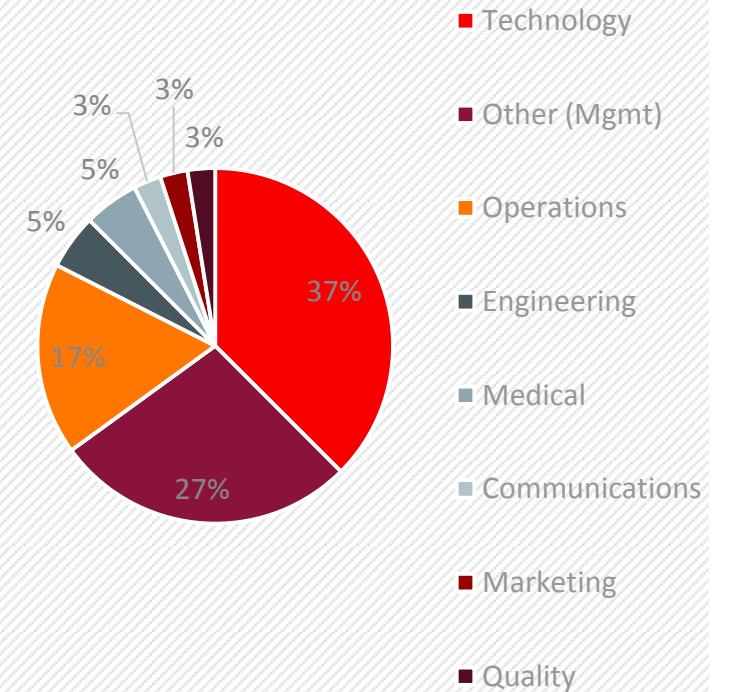
Solution Area



Industry



Line of Business



The Maker Program: The Vital Statistics

- **What:** A “Maker” program element add-on to our annual Modern Supply Chain Experience event (*formerly the Value Chain Summit*), to be integrated into the exhibition space
- **Where:** San Jose Convention Center, San Jose CA
- **When:** January 25-27th
 - **Monday, January 25th- 5pm-7pm:** 2 hours total
 - **Tuesday, January 26th- 10:00am-4:30pm** 6.5 hours totalEspecially during:
 - 1. 10:00 a.m.–11:00 a.m. Networking Break in Solution Pavilion
 - 2. 12:45 p.m.–1:45 p.m. Lunch
 - 3. 3:30 p.m.–4:30 p.m. Networking Break in Solution Pavilion
 - **Wednesday, January 27th- 10:00am-1:45pm** 4 hours totalEspecially during:
 - 1. 10:00 a.m.–11:00 a.m. Networking Break in Solution Pavilion
 - 2. 12:45 p.m.–1:45 p.m. Lunch ends (2pm)

Why a Maker Program?

- The Modern Supply Chain Experience team is looking to:
 - **revamp the brand and experience** of the event in its 4th year
 - **revitalize some of the discussion and content themes**
 - and include **more innovative, forward thinking, youthful energy and unfettered approaches to ongoing and new, emerging challenges**
- While the supply chain comprises a complex and often aged or aging chain of different processes and groups, the **evolution of design thinking and manufacturing** are rapidly changing the face of the traditional supply chain
- By incorporating elements of the maker movement we hope to touch on some of the elements of the **new design thinking, industry 4.0, the new era of manufacturing**, and their implications for our supply chain attendees, as well as to integrate an **exciting and forward-thinking cultural movement**.

Design Specs

- 40' x 40' exhibit space
- The 4 Inner open walls of the entry ways serve as a gallery showcasing Maker innovations as well as give visitors a view into actual projects being worked on.
- Selected projects and companies will have their logos included on the Maker Zone wall.



Capacity for Maker Projects

- 4 maker projects per shift of time (2 in Maker Lab and 2 in the DIY “tinker lab”) (Maker Projects can include 1 or 2 makers)
- Shifts will last 3 hours or more depending on the length of time required to work on a given project, or depending on the preference of the maker
 - **Monday, January 25th**- 5pm-7pm: Target is 2 projects for the Maker Lab
 - **Tuesday, January 26th**- 10:00am-4:30pm Target is 4 projects for the Maker Lab

Especially during:

- 1. 10:00 a.m.–11:00 a.m. Networking Break in Solution Pavilion
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- **Wednesday, January 27th**- 10:00am-1:45pm Target is 2 projects for the Maker Lab

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As A Maker, What Do I Do?

- While in the interior maker space, you are welcome to work on a current project with the equipment we can provide to you and/or bring some of your own. (to be arranged in advance)
- Please keep in mind that we will ask that you engage with visitors, and be prepared to discuss with them a variety of topics:
 - What you're doing
 - What the project is about
 - Why this is the right time for your project
 - How you approached the project
 - What the goal is
 - What tools you're using
 - Why you decided to use the tools you're using, as opposed to others
 - Why you've learned from your past maker experience that has lead you to here

If I'm Not a Maker, But I Have a Project Worth Displaying?

- We'd love to display your project as part of one of our two gallery spaces at the opening to the overall maker space within the exhibition hall
- In order to do so, we will need:
 - Your name(s), title, contact info (email and phone), company name, approved high res company logo
 - 3-5 high res photos of the project or the process involved in the creation/finalizing of the project
 - A paragraph description of the project that outlines:
 - What you're doing, what the project is about
 - How you approached the project
 - Why this is the right time for your project
 - What the goal is
 - What tools you're using
 - Why you decided to use the tools you're using, as opposed to others
 - (If applicable) How Oracle technology plays a role in your project

What Are the Benefits for Participating?

- A complimentary pass (a \$1,095 value) to the 3-day Modern Supply Chain Experience event which includes keynotes by littlebits founder Ayah Bdeir and NFL legend Terry Bradshaw:
<http://modernsupplychainexperience.com/speakers>
- Public recognition as a maker and networking opportunities with a community of potential collaborators, investors, technology partners, sponsors, etc.
- Practice “pitching” and explaining your project for future speaking opportunities