

2020 & 2021 SPONSORSHIP PORTFOLIO



ABOUT SME

SME has supported the manufacturing industry for more than 85 years. Working closely with manufacturing professionals, companies, educators, schools and communities, SME shares knowledge and resources that generate solutions to manufacturing industry challenges.

OUR VISION

An inspired, educated and prosperous manufacturing community

As a nonprofit organization serving the manufacturing industry, SME knows that manufacturing is the key to economic growth and prosperity.

OUR MISSION

Promote manufacturing technology and develop a skilled workforce

SME is well-positioned to aggregate and disseminate technical knowledge and expertise, and to be the leader in manufacturing knowledge and training.

OUR PURPOSE

Advance manufacturing and attract future generations

In order for manufacturing and our economy to thrive, SME works to inspire young men and women to pursue careers in advanced manufacturing.

SME IS COMMITTED TO:

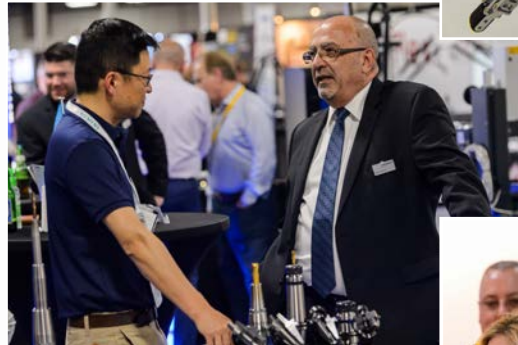
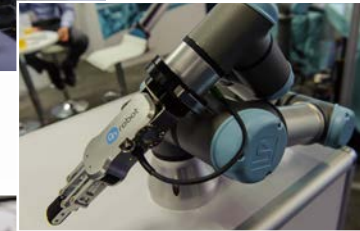
- Improving the public image of the manufacturing industry and of manufacturing as a profession
- Demonstrating leadership, and inspiring innovative ideas and solutions
- Advancing manufacturing
- Being the source for objective, relevant and useful manufacturing information
- Developing a strong industry workforce
- Being a leading resource for manufacturing knowledge and training for students, workers, enterprises and education

SME EVENTS

SME produces premier manufacturing trade shows and conferences across North America to help companies showcase their capabilities and to connect customers with solutions.

SME conferences and expositions feature industry leaders and the latest in advanced manufacturing technology, trends and solutions from all areas of the industry, including:




- Additive Manufacturing
- Aerospace + Defense
- Automotive/Motorized Vehicle
- Energy, Oil + Gas
- Medical
- Smart Manufacturing
- Workforce Development



SME EVENTS SCHEDULE

2020 EVENTS	EXPECTED ATTENDANCE	AREAS OF FOCUS		2021 EVENTS	EXPECTED ATTENDANCE	AREAS OF FOCUS	
		PRIMARY	SECONDARY			PRIMARY	SECONDARY
 March 16-19, 2020 Fort Worth, TX	3,000+	 	 	 February 23-25, 2021 Houston, TX	5,000+		 
 April 20-23 Anaheim, CA	7,000+	 	 	 March 16-19, 2021 Long Beach, CA	3,000+	 	 
 May 11 - 13, 2020 Montréal, Québec	5,000+	 	  	 May 11-13, 2021 West Springfield, MA	13,000+	 	   
 May 12-14, 2020 Mexico City, Mexico	13,000+	 	   	 April 26-29, 2021 Chicago, IL	7,000+	 	 
 June 2-4, 2020 Pittsburgh, PA	3,000+	 	   	 June 1 - 3, 2021 Edmonton, AB	3,000+		  
 June 16-18, 2020 Toronto, ON, Canada	8,000+	 	   	 September 21-23 Long Beach, CA	10,000+	 	  
 September 14-19, 2020 Chicago, IL	100,000+	"Partner Event". Contact us for details.	"Partner Event". Contact us for details.	 September 2021 Toronto, Ontario	13,000+		   
 November 18-20, 2020 Las Vegas, NV	40,000+	 	   	 Oct 26-28 Greenville, SC	7,000+	 	  
				 Sept 13-16 Chicago, IL	50,000+	 	   

-  GAS+OIL, ENERGY
-  MEDICAL
-  AEROSPACE+ DEFENSE
-  WORKFORCE DEVELOPMENT

-  AUTOMOTIVE/MOTORIZED
-  SMART MANUFACTURING
-  ADDITIVE MANUFACTURING



WMTS
WESTERN MANUFACTURING
TECHNOLOGY SHOW

MMTS
MONTREAL MANUFACTURING
TECHNOLOGY SHOW

FABTECH

CMTS
CANADIAN MANUFACTURING
TECHNOLOGY SHOW

eastec

rapid + tct

FABTECH

**SMART MANUFACTURING
EXPERIENCE**

westec

FABTECH

rapid + tct

AeroDef
Manufacturing

southtec

houstex

FABTECH

SPONSORSHIP OFFERINGS



CUSTOM
SPEAKING



SPONSORED
ALIGNMENT



LEAD
GENERATION



HOSPITALITY



OUTREACH



BRANDING



SPONSORSHIP OBJECTIVE CHART



CUSTOM SPEAKING

Integrate your presentation into the event schedule to reach a targeted audience within a featured area such as the show floor theater, Smart Manufacturing Hub, conference room or private space.



SPONSORED ALIGNMENT

Reach a captive target audience and align your brand with industry experts or celebrities by sponsoring a headline event such as a keynote, conference session or panel.



LEAD GENERATION

Receive measurable and meaningful ROI by obtaining qualified leads from attendees, viewers or readers that opt in to your custom content or the content that your company is aligning with.



HOSPITALITY

Enhance your company's brand recognition and image while fostering relationships with key and prospective customers by sponsoring a networking event or co-creating a custom hospitality event at a show.



OUTREACH

Connect with an audience before, during or after any event by utilizing a variety of print or digital options such as email marketing, targeted list rentals, impression-based retargeting programs, mobile app marketing, magazines, event directories and more.



BRANDING

Highlight the presence of your company at an event by showcasing your brand in a high-traffic location and making it a destination with a sponsored lounge, café, theater or custom-created area on the show floor.

		SOLUTIONS					
		Hospitality	Custom Speaking	Branding	Outreach	Lead Generation	Sponsored Alignment
PRODUCTS	Hospitality Events	✓	✓	✓	✓	✓	✓
	Networking Event	✓	✓	✓	✓	✓	✓
	Custom Speaking	✓	✓	✓	✓	✓	✓
	Smart Hub		✓	✓	✓	✓	✓
	Launch Pad		✓	✓	✓	✓	✓
	Signage Ads			✓			✓
	Lounges	✓		✓	✓		✓
	Cafe Sponsorship			✓			
	Retargeting			✓	✓		✓
	WIFI Buyout			✓	✓		✓
	Mobile App			✓	✓		✓
	Virtual Bags				✓	✓	✓
	Keynote		✓	✓	✓	✓	✓
	Conference		✓	✓	✓	✓	✓
Panel Discussion		✓	✓	✓	✓	✓	

✓ PRIMARY FOCUS

✓ SECONDARY FOCUS

EXCLUSIVE OPPORTUNITIES ARE AVAILABLE FOR ALL OPTIONS

CUSTOM SPEAKING

A Sponsored speaking event is your opportunity to create a custom event around your thought leadership that will be integrated and featured within our schedule. Whether you opt for a lunch and learn, brew and view, power hour or something else, your event will be co-created with our event team to ensure maximum attendance by your target audience.

THEATER

Dedicated to your sponsored event, this area will include a room setting that is able to accommodate all of your attendees, as well as readily available, mutually agreed-upon audio and video equipment.

EVENT PROMOTION

SME will include your event in various media, such as digital marketing outlets, mobile apps, event directories, websites and events at a glance.

DEDICATED BROADCAST EMAIL

SME will execute a broadcast email to promote your event to all preregistered and prospective attendees.

ON-SITE SIGNAGE

SME will provide event signage that will be positioned outside of the event as well as in other high-traffic areas.

REGISTRATION LIST

SME will provide you with a list of all registered and actual attendees for your custom event.

GIFT DISTRIBUTION

You will have the opportunity to provide all attendees with a gift, such as a gift bag, notepad, ear buds or flash drive.



SMART MANUFACTURING HUB

To help position your company as a leader in the industry's most advanced smart technologies, we have integrated SME and *Smart Manufacturing* to bring you a unique concept within the show floor: our Smart Manufacturing Hub. This hub will directly connect you with our exclusive, highly qualified show attendees looking for your smart technology solutions. This turnkey lead-generation program is customized around your content and thought leadership, allowing you to reach a targeted audience (both physically and virtually).

- **Recorded Presentations:** All presentations are recorded, edited and provided to you, giving you the opportunity to utilize recorded content in future online marketing campaigns.
- **Preregistered Audience:** Your presentation topic is embedded into the event Web page and registration system, resulting in a built-in audience and driving awareness prior to the event.
- **Strategic Digital Outreach:** Prospects will be invited to register for your presentation via a marketing campaign utilizing targeted emails and social media.
- **Concierge Service:** Dedicated staff will be available to check in registered guests, register walk-up attendees, schedule personal meetings, etc.
- **Lead Generation:** SME will provide you with a list of all registrants for and attendees of your exclusive presentation.



NETWORKING EVENT

Sponsor one of the most attended events during the show!

- Networking events are a unique way to build lasting connections with your potential customers.
- Align yourself with attendees by sponsoring one of the most attended events during the show.
- The networking event is open to all exhibitors and attendees, but you can customize it to incorporate your company message, theme or branding, or to have your own private section.
- As the presenting sponsor of this event, you can take advantage of a variety of customizable opportunities.



HOSPITALITY

An SME event draws out the biggest thinkers and doers in the industry — from innovators to key decision makers. At each SME event, we host a networking function designed to unite each community in a variety of casual and memorable environments. All events are inclusive of great food, hors d'oeuvres and cocktails, and can be themed or customized to fit your needs.

HOST A CUSTOM HOSPITALITY EVENT

Whether you're looking to celebrate a milestone, launch a new product, take care of key customers or just host a fun evening for a target audience, SME Sponsorship can create and integrate your custom hospitality event in the schedule, and customize it to fit your objectives and audience. These customized hospitality events can take place off-site or within the event venue. SME has worked with sponsors to host customized hospitality events at exclusive locales such as professional sports venues, the NBA Hall of Fame and College Football Hall of Fame, NASCAR Speedway and museums.

SPONSOR A FEATURED HOSPITALITY EVENT

SME offers you the chance to sponsor an established hospitality event that is already embedded into the event schedule. Open to all attendees, these events provide you with an opportunity to create strong brand awareness and connect with key contacts in a networking setting. Featured areas or VIP experiences can be created to highlight your brand in a unique and meaningful way.



STRATEGIC ALIGNMENT

KEYNOTE SPONSORSHIP

Align your company with manufacturing professionals by sponsoring a keynote presentation at SME events. Our keynote presentations are highly recognized in the manufacturing industry and can provide great recognition to your company.

- We offer speaking engagements with dynamic content that will attract attendees. A keynote address is a unique way to foster and retain meaningful connections.
- SME will provide you with a list of all registered attendees for the keynote presentation.





CONFERENCE TRACK

Reach some of the most captive, qualified and targeted audiences at the event by exclusively sponsoring a technical conference track.

Each of the industry tracks will contain several presentations that are aligned by technology or industry and hosted by highly qualified industry experts. The Conference Track Sponsorship will offer an opportunity for each industry track to be exclusively sponsored, connecting your brand in a highly targeted way to many of the highest-level attendees at the event.

ADDITIVE MANUFACTURING SEMINAR SERIES

Join manufacturers throughout the country to explore innovative solutions, cutting-edge technology and what's new in additive manufacturing (AM) at SME's Additive Manufacturing Seminar Series, which focuses on AM technologies, tools and practices that optimize development and production. Led by AM technology experts and innovators, the series provides you with opportunities to:

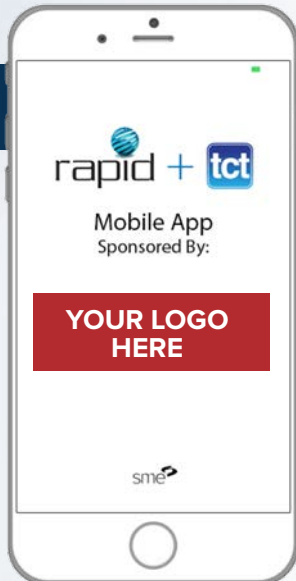
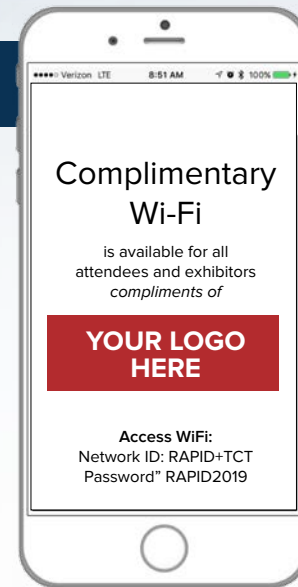
- See AM solutions in dynamic, interactive displays
- Participate in highly relevant learning activities
- Share knowledge, best practices and case studies
- Network with industry experts and peers
- Take part in technical sessions tailored to your interests

Industries include:

- Aerospace
- Consumer products
- Energy
- Medical
- Automotive/Transportation

WI-FI BUYOUT

Interact with SME event attendees who utilize Wi-Fi within the event show floor. As a Wi-Fi Sponsor, your brand is guaranteed to interact and engage Wi-Fi users with your exclusive and customized splash page and Wi-Fi password.



MOBILE APP

- Choose to have your company represented on the Sponsored App section. This will feature your logo and your company write-up and be displayed on the main menu of the app.
- You have the option to pin a relevant poll or survey to the top of the activity feed. This feature will allow you to extract relevant, highly valuable data from attendees.

DIGITAL OUTREACH

DO YOU WANT TO KNOW THE RETURN ON YOUR INVESTMENT? SPONSOR A RETARGETING PROGRAM

1 Website viewer visits



A. Attracts more than 50K unique visitors each month.

2 Ad campaign activities



- B.** Each qualified site visitor leaves our website with an Advanced Manufacturing special identification tag (cookie).
- C.** Your co-branded digital campaign is then set to remarket to the Advanced Manufacturing cookie on other content and sites.

3 Prospect is targeted with your ad + linked back to your website



D. We ensure the prospect is served your ad on high-quality content websites such as CNN.com, USAToday.com and Reuters.com. USAToday.com and Reuters.

BRANDED AREAS

Transform your brand into a featured destination on the event show floor by creating a branded area. This sponsorship opportunity allows you to showcase your brand (and message) in an unavoidable way by theming a customized event feature or sponsoring an established area at the event. Themed destinations could include areas such as: Theater, Café, Social Media Lounge, Coffee Shop, Hydration Station, Internet Café, VIP Lounge and Relaxation Station. This exclusive sponsorship is completely themed and customizable, and could include the following options:

- **Naming Rights:** Creatively leverage your brand or message by customizing the promoted name of the featured area you're sponsoring.
- **Themed Area:** Include highly visible branding such as: signage, branded wall panels, floor inlays, decals and table displays.
- **Custom Display:** Feature your product, brand or service within the sponsored area in a way that welcomes interaction and exploration
- **Product Activation:** Utilize strategic promotions, contests or incentives encouraging event attendees to generate quality leads by visiting your exhibit space, website or social media platform.



BANNER/SIGNAGE ADS

Signage is an integral part of your brand positioning. With strategic signage placement you can tap into the natural flow of the event, making it easy for thousands of attendees to find you at the show. Differentiate your company with event signage and be recognized as a featured exhibitor at the show.

LOGO PLACEMENT

We strongly believe that brand recognition is crucial to positive brand association. Strategic logo placement allows your company to be in the forefront of the minds of decision-making attendees.



ADVANCED MARKETING PROGRAM (A.M.P)

SHOW DIRECTORY AD

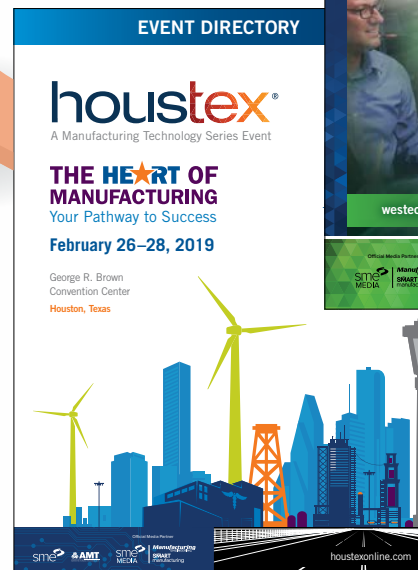
The Event Directory helps attendees locate your exhibit, and provides a list of the products and services your company offers. Advertise to generate more traffic to your exhibit.

EMAIL BLAST

Sponsor a custom email to event attendees either pre or post event.

RETARGETING PROGRAM

Target event prospects and attendees while they search the Internet and interact on social media. Use this opportunity to get up to 25,000 impressions to increase brand exposure and influence your online marketing campaign. You provide the ad creative, we take care of the rest!





ADVANCED MANUFACTURING NOW
the podcast for manufacturing professionals



DIGITAL UPGRADE

Enhance your online presence and gain additional pre-event exposure by upgrading your online directory. You will be able to add information about your company to the following categories: Company Profile, Event Specials, Product Categories, Company Logo, Press Releases, New Products and Social Media Icons.

PODCAST

Participate in an exclusive recorded podcast that can be used to discuss topics of your choice. It will be recorded, edited and uploaded to our Advanced Manufacturing Now Podcast Channel.

VIRTUAL BAG

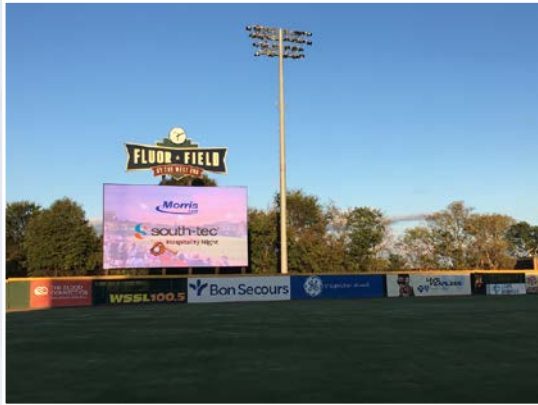
Include a white paper or offer specific to your business to the show attendees. Offers are available through our online virtual event bag. Ads on the virtual event bag site are available for 30 days post-show.



CUSTOM SPONSORSHIP OPPORTUNITY

ARE YOU LOOKING FOR SOMETHING BEYOND OUR NORMAL OFFERINGS?

WHEN YOU CHOOSE SPONSORSHIP, THE OPPORTUNITIES ARE TRULY UNLIMITED BECAUSE WE CUSTOMIZE OUR SERVICES TO MEET YOUR SPECIFIC OBJECTIVES.



IF YOU FIND THAT WHAT YOU ARE LOOKING FOR ISN'T ON OUR OFFERING LIST, WE WOULD LOVE TO WORK WITH YOU TO BUILD A TRULY UNIQUE, CUSTOMIZED EVENT THAT CATERS SPECIFICALLY TO YOUR VISION. THERE ARE NO LIMITS ON WHAT WE CAN DO!



SME MEDIA

LEAD GENERATION

TRAFFIC

AdvancedManufacturing.org traffic is made up of manufacturing professionals across all industries and organizations. Our database is filled with hundreds of thousands of manufacturing professionals with multiple data points, including contact information, company name, interests within manufacturing, conferences and trade shows attended, and more. With this data, we segment our list into your core audience and begin targeting these potential customers with lead magnets so they will engage with your brand's content.

CONTENT

We take your educational and solutions-oriented content and materials, and use them to attract our users to your products. This content is hosted on your own branded microsite in a custom storefront within AdvancedManufacturing.org. We build individual landing pages for your content and market them to our users. When they opt into an offer, we capture that data and send it to your marketing pipeline.

DELIVERING LEADS TO YOUR MARKETING PIPELINE

Leads are gathered and delivered in the mode you prefer. We can deliver our leads instantaneously to your API or database, or send them directly to your email inbox. Or you can pull the data with our custom dashboard.

WEBINARS

Stand out as an industry leader and generate engaging leads with Advanced Manufacturing Media's exclusive webinars. Present your educational, solutions-oriented message to qualified manufacturing professionals who seek the latest information on products, processes and efficiencies, or have your brand associated with a fully developed webinar.



EXCLUSIVE WEBINAR SPONSORS RECEIVE:

Live webinar hosted by a *Manufacturing Engineering* or *Smart Manufacturing* senior editor

- Company name, logo and URL/link prominently displayed in attendee promotions for webinars
- Promotional ads placed in Advanced Manufacturing Now eNewsletter
- Registration-promoting emails sent to the target audience
- 30-second company commercial during the webinar
- Participation in live Q&A session
- Option to add a question to the webinar registration
- Post-webinar leads complete with demographics and full contact information
- 12-month archiving of completed webinar on AdvancedManufacturing.org for additional viewing opportunities

Manufacturing Engineering

Manufacturing Engineering magazine has stood for decades as a manufacturing thought leader. We provide broad and sophisticated manufacturing content to our audience, those who make critical parts for the aerospace and medical and defense, motorized vehicle, medical and energy industries. While our roots are in traditional metalworking and shop operations, we distinguish ourselves by remaining on the cutting edge and keeping our eyes on what's next.



READERSHIP KEY INSIGHTS

Readers spend an average of 42 minutes with each issue of *Manufacturing Engineering* magazine. Pass-along readership is 1.4 copies per reader; 49% of readers use ME to make purchasing decisions; and 91% of readers have a role in their companies' buying processes.

SUBSCRIBER PROFILE

- **91,792** - Total qualified magazine subscribers
- **81%** - Direct request subscribers
- **80%** - Qualified within one year subscribers



Smart Manufacturing Magazine

Smart Manufacturing is the leading business-to-business magazine focusing on advanced manufacturing technologies and tools that are driven or enhanced by IT. With a circulation of more than 80,000, the magazine reaches the aerospace, automotive, medical, energy, packaging and electronics industries, among others.



CONTACT PAGE



NICK SMITH

Director of Corporate Sponsorship

Nick Smith joined SME in 2012 as the director of corporate partnerships. He is responsible for managing SME's sponsorship program, which spans all of SME's live events and media platforms. Prior to joining SME, Nick served as the director of sponsorship at Live Nation and the director of corporate marketing for the Detroit Pistons. He has created corporate partnerships for the NBA, MLB and NFL, as well as for numerous concerts and events, by strategically leveraging all media platforms — including Internet, social, TV, radio and print. Nick has a track record of successfully developing and implementing sponsorships at the highest level, such as Super Bowl XL, MLB All Star Weekend, MLB World Series, NBA Conference Finals and some of the largest events in North America. He has a bachelor's degree in advertising from Ferris State University.

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ROGER HURST

Sponsorship Manager

Roger Hurst has been with SME since 2015 as a sponsorship manager. During his 20-year career, Roger's experience has spanned a wide spectrum ranging from sponsorship development to brand advertising and national consumer promotion. He has planned and executed partnership and equity-based marketing programs in a variety of channels for top retailers such as Walmart, Target and Home Depot. Roger has a proven track record in developing partnerships and understanding the relationship between manufacturers, brands and their customers. He received a bachelor's degree in advertising from Michigan State University.

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NICOLE ARNOLD

Sponsorship Activation Specialist

Nicole Arnold joined SME in 2018 as a sponsorship activation specialist. In this role, she enhances relationships with SME clients, fulfills sponsorships within the organization, and streamlines activities within SME's Sponsorship, Media and Events divisions. Nicole is a published author with a background in marketing, having previously served as a marketing assistant at Prudential. She graduated from Oakland University with a bachelor's degree in marketing.

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