



May 2 - 4, 2023
McCormick Place
Chicago

THE NEXT LEVEL

SPONSORSHIP AND MEDIA OPPORTUNITIES

Align your brand with North America's largest
and most influential Additive Manufacturing event.

SIGNATURE

SPONSORSHIP OPPORTUNITIES

rapid + tct

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■ SIGNATURE WELCOME SERIES

KEYNOTE SERIES FROM \$20K | 3 OPPORTUNITIES



BENEFITS:

- Sponsor recognition included in pre-event marketing to thousands of alumni and prospects highlighting the Keynote Presentations
- Opportunity to provide up to 10-minute welcome message to audience on Main Stage as part of premier Keynote Series
- Reserved seating for up to 8 guests
- Meet and greet opportunities with RAPID + TCT's Strategic Partners and speakers, subject to the approval of the speaker
- Company logo on Main Stage screen
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- Recognition in post-event outreach to attendees and delegates of RAPID + TCT

THOUGHT LEADERSHIP PANEL SERIES FROM \$7,500 | 3 OPPORTUNITIES



BENEFITS:

- Sponsor recognition included in pre-event marketing to thousands of alumni and attendee prospects highlighting the Thought Leadership Panel Presentations
- Opportunity to provide up to 5-minute welcome message to audience on Main Stage
- Reserved seating for up to 8 guests
- Company logo on Main Stage screen
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- Recognition in post-event outreach to attendees and delegates of RAPID + TCT

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CONFERENCE SPONSORSHIP \$25K | EXCLUSIVE SPONSOR

BENEFITS:

- Sponsor recognition in pre-event marketing to alumni and attendee prospects of RAPID + TCT highlighting the Conference Program
- Dedicated conference sponsor e-blast to conference delegates
- Up to 10 Full Conference Passes with exclusive status
- Company's logo on conference delegate gift
- Opportunity to provide bag swag for conference delegates
- Company logo on conference session screens
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- Post-event outreach to attendees and delegates of RAPID + TCT



PRODUCT PRESENTATIONS ON THE MAIN STAGE | \$15K

BENEFITS:

- 30-minute time slot for a product presentation on the RAPID + TCT Main Stage
- Marketing and promotion inclusion in any available marketing materials
- Event Registration Integration: Registration for your presentation(s) is embedded into the event registration form at RAPID + TCT
- Targeted Email Marketing: SME will send a custom message utilizing the RAPID + TCT pre registration list, inviting guests to register for your presentation
- Retention Marketing: Day-of presentation email sent reminding registered attendees of product presentations
- Post-event outreach to targeted attendees

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■ BRAND IDENTITY & AWARENESS

LANYARDS & SIGNAGE AT REGISTRATION \$15K | EXCLUSIVE SPONSOR

- Your company branding on the lanyards of all attendees and conference delegates attending RAPID + TCT
- Recognition as a designated sponsor in our pre-event, on-site and post-event marketing

ATTENDEE BAGS FROM \$15K | EXCLUSIVE SPONSOR

- Your company branding on attendee bags
- Recognition as a designated sponsor in our pre-event, on-site and post-event marketing

MOBILE APP \$25K | EXCLUSIVE SPONSOR

- Pre-event marketing to alumni and attendee prospects of RAPID + TCT
- Dedicated email to pre-reg list
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event

BONUS UPGRADE for all Signature Sponsors! Enhanced Digital Profile

As a continued expression of SME's appreciation to our RAPID + TCT Signature Sponsors for 2023, we are including an additional \$6,000 of enhanced digital exposure.

- Upgrade for enhanced digital profile (\$3,000 value)
- "Sponsored by" recognition in the agenda and session sections (\$1,500 value)
- Logo inclusion and direct link to your listing in session (\$1,500 value)

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TECH HUB (\$4K PER SESSION)

Ready. Set. Let's talk tech! The RAPID + TCT Tech Hub offers exhibiting companies a chance to pitch their latest solutions to RAPID + TCT attendees right on the show floor.

- 20 minutes to share your idea, plus 5 minutes for Q&A
- Receive the scanned leads of the attendees that attended your presentation
- Logo included on Tech Hub booth backwall
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event

DIGITAL SIGNS (\$4K)

This Digital Signs branding opportunity includes one unique digital ad to be placed on digital signs. Your custom content will be included along with key event updates and will be displayed on the digital signs placed throughout the event.

SHOW FLOOR RECEPTION (\$5K)

- Company branding in designated food and beverage stations
- Napkins and signage with your company's logo at your specified food/beverage station
- Logo inclusion on event signage, website and digital promotions identifying the Show Floor Reception Sponsors.
- Exposure in key areas on the show floor (Registration, Food, SME ZONE) with Sponsors logo
- Logo inclusion in Activity Feed post w/Image on Mobile app

FOOD COURT (\$10K) - EXCLUSIVE SPONSOR

Lunch Cafe (on the show floor)

- Company branding in key areas of food court including tabletop signage
- Company logo included within event-sponsored promotions

HYDRATION (\$20K) - EXCLUSIVE SPONSOR

Water Bottles

- Branded sustainable collapsible water bottles with your company logo distributed to all attendees and conference delegates
- Company logo included within event-sponsored promotions

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SWAG BAR (\$2.5K) 5 OPPORTUNITIES AVAILABLE

Distribute your company swag to attendees. This is the perfect way to reach attendees as they experience the event. Give out anything from branded socks, 3D printed cache's, tech gadgets, we encourage creativity. A lasting impression to keep your company brand in front of attendees. Sponsor provides all swag.

ENHANCED DIGITAL PROFILE (\$3K)

Benefit from an enhanced RAPID + TCT Digital Experience and Event App and Event Website listing to increase engagement with digital RAPID + TCT audiences, promote your products and solutions, and demonstrate thought leadership while driving traffic to your on-site exhibit. Your enhanced content will live in this digital platform before, during, and after the event, extending your company's exposure.

COFFEE STATION (\$8K)

- Branded key signage at all coffee stations in and around the Main Stage area
- Company logo will be included within event sponsored promotions

HOTEL KEY CARDS (\$10K)

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. Hotel Key Card sponsor receives, branded logo, ensuring repeat brand awareness. Be the company that's in everyone's wallet!

CHARGING STATIONS (\$15K)

- Prominent branding on charging stations placed strategically throughout the event
- Company logo will be included within event sponsored promotions

MEDIA

FOR ALL RAPID + TCT MEDIA & SPONSORS

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PODCAST (\$5K)

Podcasts offer you a way to share product announcements and information, industry trends and other types of thought leadership with other AM and manufacturing professionals in an easy to digest and engaging format. Your podcast will be professionally edited and hosted by an SME Media Editor before being posted to SME's Advanced Manufacturing Now podcast.

ADVERTORIAL CONTENT (\$3K)

Share your company's successful case study, new product, and much more through a featured content rich blog, showcased on the RAPID + TCT website, newsletter, and social channels.

SHOW GUIDE ADS:

The show guide is a key publication for exhibitors to build brand awareness, heightened visibility, and highlight your company.

Full page ad: \$3,500

Half page ad: \$2,100

BONUS INCLUSIONS

All RAPID + TCT Sponsors will also Receive:

- Sponsor recognition including name/logo in all RAPID + TCT marketing, media, PR, social media, webpages and direct mail where feasible
- Logo on official Sponsors webpage
- Logo on official Sponsors section in the RAPID + TCT Digital Experience & Mobile App
- Logo on official Sponsor on-site signage
- Logo on official Sponsors page in the printed RAPID + TCT Show Guide



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Are you looking for something beyond our package offerings?

Please feel free to contact us for a consultative call.

Contact a member of the RAPID + TCT team: rapid3devent@sme.org

