



ADDITIVE MANUFACTURING COMMUNITY

Strategy Days Summit

November 6-7, 2019 | Marriott Marquis Chicago



America Makes

- AM market has grown so rapidly in the past 10 years
- Messaging is very splintered and inconsistent
- Focus on the practical, real technologies and use cases
- Without losing the impact of leading edge technology

The screenshot displays the SME website interface. At the top, a navigation bar includes the SME logo and menu items: About, Technologies, Events, Training, Engage, and Educ. Below the navigation, there are two news articles. The first article, titled "Pittsburgh International Airport Announces New Additive Manufacturing Center, First Tenant Signs Agreement," is dated October 30, 2019, and features a photo of two people. The second article, titled "Kennametal Launches Additive Manufacturing Unit," is dated October 22, 2019, and features a photo of a 3D printed part. To the right of the articles is a "Topics" section with a list of categories and their respective article counts: Automation (206), Smart Manufacturing (204), Tooling & Workholding (126), and Additive Manufacturing & 3D Printing (101).

- Products/ Resources is more fragmented
- More additive webinars, whitepapers, ebooks, etc. than any other category
- We want to deliver the most trustworthy content to our audience, but it's difficult to validate in real-time



Topics
<input type="checkbox"/> Additive Manufacturing (73)
<input type="checkbox"/> Aerospace & Defense (18)
<input type="checkbox"/> Automation (34)
<input type="checkbox"/> Coating and Adhesives (1)
<input type="checkbox"/> Energy (2)
<input type="checkbox"/> Forming & Fabricating (10)
<input type="checkbox"/> General Manufacturing (47)
<input type="checkbox"/> IIoT (31)
<input type="checkbox"/> Lasers (2)
<input type="checkbox"/> Machining (5)
<input type="checkbox"/> Manufacturing Software (52)
<input type="checkbox"/> Materials (8)
<input type="checkbox"/> Mechanical (7)
<input type="checkbox"/> Medical Devices (1)
<input type="checkbox"/> Metalworking (14)
<input type="checkbox"/> Motorized Vehicles (8)
<input type="checkbox"/> Plastics and Molds (3)
<input type="checkbox"/> Quality (13)
<input type="checkbox"/> Robotics (8)
<input type="checkbox"/> Scheduling (3)
<input type="checkbox"/> Smart Manufacturing (68)

- More human interest stories than all other topics combined
- Medical, children, military, third world countries
- Message is far more powerful than any other mfg technology

Humans of Manufacturing

Printing Life

Dr. Jonathan Morris Pioneers Novel Use for Additive Manufacturing, Save Hundreds of Lives



Humans of Manufacturing

The Power of Design

Professor uses 3D Printing to Help Children, Soldiers.



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