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 collaborate, aggregate and disseminate technical knowledge and expertise and to be the leader in manufacturing knowledge and training.

OUR PURPOSE
Advanced manufacturing and attract future generations.
In order for manufacturing and our economy to thrive, SME works to inspire young men and women to pursue a career in advanced manufacturing.

SME IS COMMITTED TO:
- Improving the public image of the manufacturing industry & manufacturing as a profession.
- Demonstrating leadership & inspiring innovative ideas & solutions.
- Advanced manufacturing Being the source for objective, relevant & useful manufacturing information.
- Developing a strong industry workforce.
- Being a leading resource for manufacturing knowledge & 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 conference 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
# 2019 SME EVENTS SCHEDULE

<table>
<thead>
<tr>
<th>2019 SHOWS</th>
<th>EXPECTED ATTENDANCE</th>
<th>AREAS OF FOCUS</th>
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<tbody>
<tr>
<td>**February 26-28, 2019</td>
<td>Houston, TX**</td>
<td>5,000+</td>
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<tr>
<td>**April 29 - May 2, 2019</td>
<td>Long Beach, CA**</td>
<td>3,000+</td>
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<tr>
<td>**May 14-16, 2019</td>
<td>West Springfield, MA**</td>
<td>13,000+</td>
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<tr>
<td>**May 21-23, 2019</td>
<td>Detroit, MI**</td>
<td>7,000+</td>
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<tr>
<td>**June 4-6, 2019</td>
<td>Edmonton, AB**</td>
<td>3,000+</td>
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<tr>
<td>**September 24-26, 2019</td>
<td>Long Beach, CA**</td>
<td>10,000+</td>
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<tr>
<td>**September 30 - October 3, 2019</td>
<td>Mississauga, ON**</td>
<td>13,000+</td>
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<tr>
<td>**October 22-24, 2019</td>
<td>Greenville, SC**</td>
<td>7,000+</td>
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<tr>
<td>**November 11-14, 2019</td>
<td>Chicago, IL**</td>
<td>50,000+</td>
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SPONSORSHIP OFFERINGS

- CUSTOM SPEAKING
- SPONSORED ALIGNMENT
- LEAD GENERATION
- HOSPITALITY
- OUTREACH
- BRANDING

sme.org/events
SPONSORSHIP OBJECTIVE CHART

CUSTOM SPEAKING
Integrate your presentation into the event schedule reaching 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, magazine, 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 your brand a destination with a sponsored lounge, café, theater, or custom created area on the show floor.

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 event schedule. These can be featured as a lunch and learn, brew and view, power hour, etc. and are co-created with our event team to ensure maximum attendance with your target audience.

THEATER
The theater is a dedicated area to host the sponsored event which includes mutually agreed upon audio and video equipment readily available and a room setting that is able to accommodate all of your attendees.

EVENT PROMOTION
SME will include your event in various mediums such as:
- Digital marketing
- Event directory
- Event at-a-glance
- Mobile app
- Website

VIP INVITATIONS
Opportunity to send customized invitations to a mutually agreed upon number of selected prospects or clients.

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

REGISTRATION LIST
SME will provide the sponsor with a list of all registered and actual attendees for your custom event.

GIFT DISTRIBUTION
Opportunity to provide all attendees with a gift (such as a gift bag, note pad, ear buds, flash drive, etc.).
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 & thought-leadership, allowing you to reach a targeted audience (both physically and virtually).

- **Recorded Presentations:** All presentations are recorded, edited and provided to sponsor with an opportunity to utilized recorded content in future online marketing campaigns.

- **Pre-Registered Audience:** Your presentation topic imbedded into the Event webpage and registration system, resulting in a built-in audience and driving awareness prior to the event.

- **Strategic Digital Outreach:** A marketing campaign utilizing targeted emails and social media will be executed to invite prospects to register for your presentation.

- **Concierge Service:** Dedicated staff available check in registered guests, register walk-up attendees, schedule personal meetings, etc.

- **Lead Generation:** SME will provide the sponsor with a list of all registrants and attendees to your exclusive presentation.
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 Reception will be an open invitation to all exhibitors and attendees but can be customized to incorporate your company message, theme, branding or 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. The collective brainpower is palpable. The opportunity to grow is unparalleled... and we like to celebrate it by helping connect these great minds in a fun and engaging way. 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

Host an event that offers an impactful way to connect with your customers or targeted audience. 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 at off-location or within the event venue. SME has worked with sponsors to host customized hospitality events at exclusive venues such as Professional Sport Venues, NBA and College Football Hall of Fame, NASCAR Speedway, Museums and more!

SPONSOR A FEATURED HOSPITALITY EVENT

SME offers the availability to sponsor an established hospitality event already embedded into the event schedule. These events are open to all attendees and provide sponsors 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.

We offer the opportunity to boost your company’s brand recognition + bolster relationships with potential customers
KEYNOTE SPONSORSHIP

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

- We offer speaking engagement with dynamic content that will attract attendees. A keynote address is a unique way to foster and retain meaningful connections.

- SME will assist the sponsor in creating a custom VIP email invitation (with registration capability) for the sponsor usage. VIP guests will have reserved seating for the keynote.

- SME will provide the sponsor 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.

SMART MANUFACTURING SEMINAR SERIES
The Smart Manufacturing Seminar Series focuses on advanced manufacturing technologies, tools and practices that optimize development and production. Attendees can join manufacturers throughout the country to explore innovative solutions, network with peers and find out what’s new and sponsors have the exclusive opportunity to speak and network with attendees eager to meet and do business with industry peers.
WIFI BUYOUT

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

MOBILE APP

- Your sponsor logo can be represented on the initial splash page of the 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 re-market to the Advanced Manufacturing cookie on other content/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, Reuters.com, etc.
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. Some of these themed destinations could be areas like: Theater, Café, Social Media Lounge, Coffee Shop, Hydration Station, Internet Café, VIP Lounge, Relaxation Station etc.

This exclusive sponsorship is completely themed, 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:** The sponsored area could include highly visible branding such as: signage, branded wall panels, floor inlays, decals, table displays, etc.

- **Custom Display:** Feature your product, brand or service within the sponsored area in a way that welcomes interaction and exploration.

- **Product Activation:** Utilizes strategic promotions, contests or incentives encouraging event attendees to generate quality leads by visiting your exhibit space, website or social media platform, etc.
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.

We strongly believe that brand recognition is crucial to positive brand association. Strategic Logo placement allows your company to be on 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.

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!
DIGITAL UPGRADE
Enhance your online presence and gain additional pre-event exposure by upgrading your online directory. You will be able to add additional 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 virtual event bag site are available 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!
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, conference and tradeshows they’ve attended and more. With this data we segment our list into your core audience and begin targeting these potential customers with lead magnets to have them 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 within AdvancedManufacturing.org in a custom storefront. 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 instantaneous to your API or database, 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 an 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
- Emails sent to the target audience promoting registration
- 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
- Completed Webinar is archived for additional viewing for 12 months on AdvancedManufacturing.org
ME 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 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 is 1.4 copies per reader. 49% of readers use ME to make purchasing decisions. 91% of readers have a role in their companies buying process.

SUBSCRIBER PROFILE:
- 91,792 - Total Qualified Magazine Subscribers
- 81% - Direct Request Subscribers
- 80% - Qualified Within One Year Subscribers

Smart Manufacturing is the leading business-to-business magazine that focuses on advanced manufacturing technologies and tools that are driven or enhanced by IT. The magazine circulates to 80,000+. Aside from aerospace, automotive, medical, and energy, this magazine also reaches the packaging, electronics and many other industries.
NICK SMITH
Director of Corporate Sponsorship

Nick Smith joined SME in 2012 as the Director of Corporate Sponsorships and is responsible for managing SME’s sponsorship program that spans across all of SME’s live events and media platforms. Prior to 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, NFL, as well as numerous concerts and events by strategically leveraging all media platforms - including internet, social, TV, radio, print, etc. Smith 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. Smith has a bachelor’s degree in Advertising from Ferris State University.
313.425.3166 | nsmith@sme.org

MARCUS ABDULLAH
Sponsorship Manager

Marcus started at SME in 2013 as the media group’s Digital Product Manager. In this role, Marcus launched several new digital platforms and took SME Media’s website, social media and lead generation business to the next level. Marcus’ digital experience goes across several different industries including entertainment and manufacturing. Marcus was promoted at SME to an Sponsorship Manager where he has focused on client needs, business development, project fulfillment, etc. within sponsorship and media. Marcus graduated from Wayne State University with a bachelor’s degree in Business Administration.
313.425.3262 | mabdullah@sme.org

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 spectrum from sponsorship development to brand advertising and national consumer promotion. He has led marketing planning and execution of partnership and equity-based programs for top retailers in a variety of channels, including Walmart, Target and Home Depot. Roger has a proven track record in developing partnerships and understanding the relationship between manufacturers, brands and their customers. Roger is a native of Metro Detroit and is a proud graduate of Michigan State University with a bachelor’s degree in Advertising.
313.425.3171 | rhurst@sme.org

NICOLE ARNOLD
Sponsorship Activation Specialist

Nicole Arnold joined SME in 2018 as the event group’s Sponsorship Activation Specialist. Nicole’s role at SME is to enhance relationships with SME clients, fulfill sponsorships within the organization, and streamline the activities within SME Sponsorship, Media and Events divisions. Nicole is a published author and has a background working in marketing - previously serving as a Marketing Assistant at Prudential. Nicole graduated from Oakland University with a bachelor’s degree in Marketing.
313.425.3003 | narnold@sme.org