

# SMART MANUFACTURING EXPERIENCE

**explore**

**engage**

**embrace**

**evolve**

**JUNE 4-6, 2024**

DAVID L. LAWRENCE CONVENTION CENTER  
PITTSBURGH, PA

[SMARTMANUFACTURINGEXPERIENCE.COM](http://SMARTMANUFACTURINGEXPERIENCE.COM)

# THE TIME IS NOW FOR MANUFACTURERS TO EMBRACE SMART TECHNOLOGIES TO ENSURE THE FUTURE OF THEIR BUSINESS.

If manufacturers are not using smart manufacturing technologies to improve their operations, they should be. Chances are their competition has already gotten started. Large, medium and small manufacturers can all realize bottom-line benefits by embracing intelligent manufacturing. Whether manufacturers are early adopters, explorers or “just curious,” the Smart Manufacturing Experience advances their knowledge of smart manufacturing and influences their decisions going forward.

## Smart Manufacturing Is the Future of Manufacturing

**83%** of manufacturers say the COVID-19 pandemic has made adopting smart manufacturing technology and processes more of a priority.<sup>1</sup>

**58%** of manufacturers say the complexity of executing successful system integrations is their top challenge in the transition to smarter manufacturing.<sup>2</sup>

**50%** of factory work will be done remotely by 2024, impacting jobs and shift schedules.<sup>3</sup>

**45%** of manufacturing executives expect further increases in operational efficiency in 2022 from investments in the industrial internet of things (IIoT).<sup>4</sup>

**41%** of manufacturers are adjusting their investment strategies to increase their spend in cloud technology.<sup>1</sup>

Sources:

<sup>1</sup>“State of Smart Manufacturing Report,” Plex Systems, 2021.

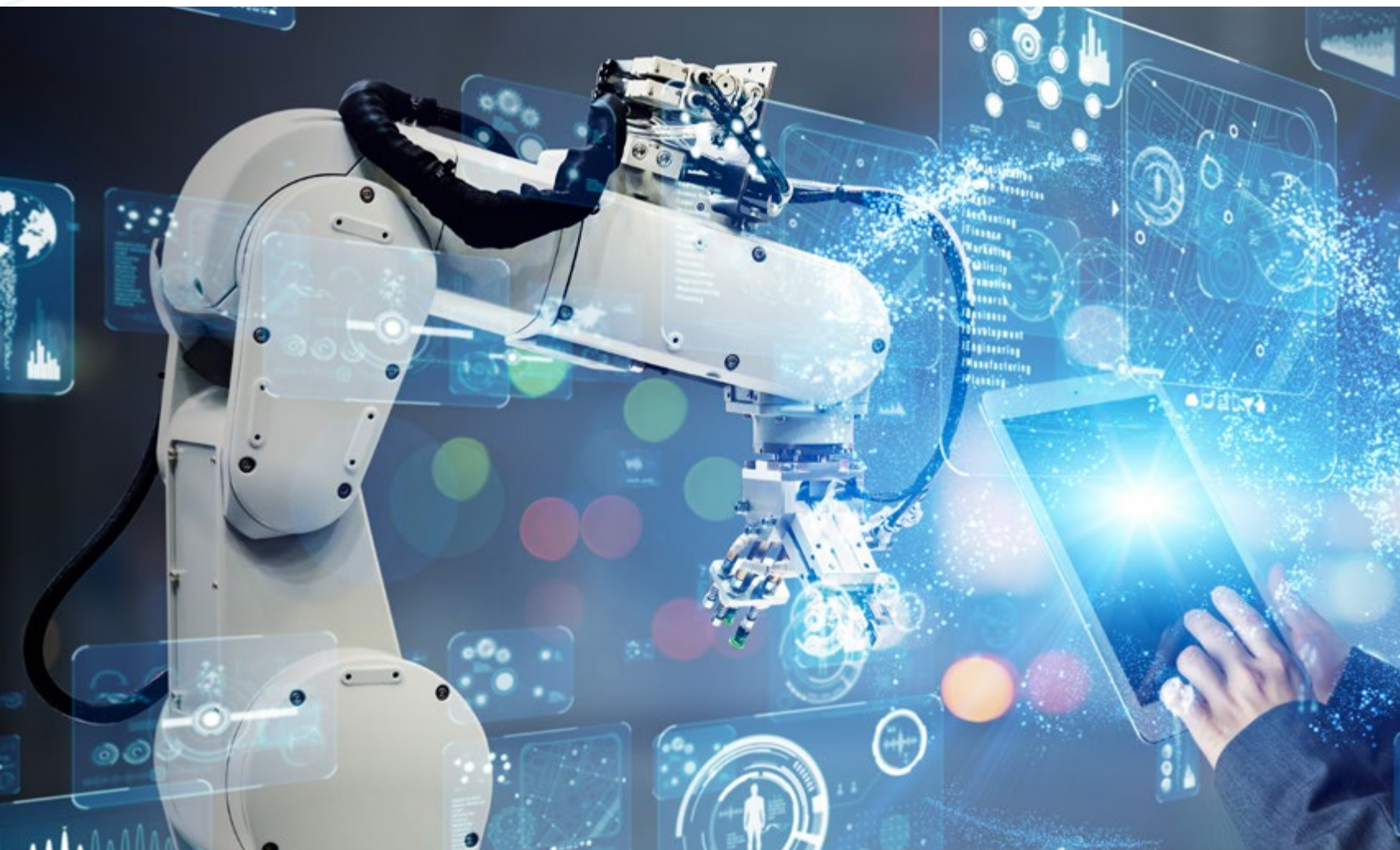
<sup>2</sup>“Accelerating the Adoption of Smarter Manufacturing Industry Survey Report,” LIFT, Siemens, Kearney, SME, 2021.

<sup>3</sup>“Factor Innovation Post-COVID-19: Five Best Practices for Manufacturing Operations Leaders,” Gartner, 2020.

<sup>4</sup>“2022 Manufacturing Industry Outlook,” Deloitte, 2021.

# The Smart Manufacturing Executive Council

The Smart Manufacturing Executive Council has been formed to engage business and technology executives, thought leaders and visionaries advocating for the transformation of the U.S. manufacturing ecosystem. The council's objective is to develop practical guidance and policy recommendations that will help this ecosystem across this digital divide.



# Smart Manufacturing Disciplines



## Additive Manufacturing

Manufacturers use this disruptive technology to design and produce finished parts.



## Artificial Intelligence / Machine Learning

Engineers use computer systems to reason over collected data and make inferences about the future.



## Augmented Reality / Virtual Reality / Mixed Reality

Superimposing a computer-generated image on a user's view of the real world for the purpose of maintenance, product design, training and simulation.



## Automation & Robotics

This technology enables accuracy and increased productivity in various manufacturing applications.



## Cybersecurity

The practice of protecting systems, networks and programs from digital attacks to maintain data integrity and privacy.



## Data Analytics

Manufacturers analyze raw data captured from their manufacturing equipment to draw conclusions and make more informed business decisions.



## Industrial IoT

Manufacturing facilities use the internet, with a focus on machine-to-machine communication, big data and machine learning, to increase efficiency and reliability in their operations.



## Workforce Transformation

Driving the cultural and technology changes that are necessary for manufacturing companies to take advantage of smart manufacturing initiatives.



# Produced by Manufacturing Industry Leaders

**SME** offers resources for manufacturers, promotes advanced manufacturing technologies and works to develop a skilled workforce. We connect the most prestigious, experienced and innovative professionals in the industry.

**AMT** – The Association For Manufacturing Technology represents and promotes U.S.-based manufacturing technology – those who design, build, sell and service the continuously evolving technology that lies at the heart of manufacturing.

**CESMII** – The Smart Manufacturing Institute is the U.S.'s national institute on smart manufacturing, driving cultural and technological transformation and secure industrial technologies as national imperatives.

**AMI** – Advanced Manufacturing International Inc. is a nonprofit organization focused on accelerating the digital transformation of small-to-medium-sized manufacturers with simple, secure and ultra-low-cost solutions.



# Pittsburgh: A Hub of High-Tech and Manufacturing Muscle

More than **50%** of the nation's buying power

is located within 500 miles of the city

The region is home to more than **12,000**

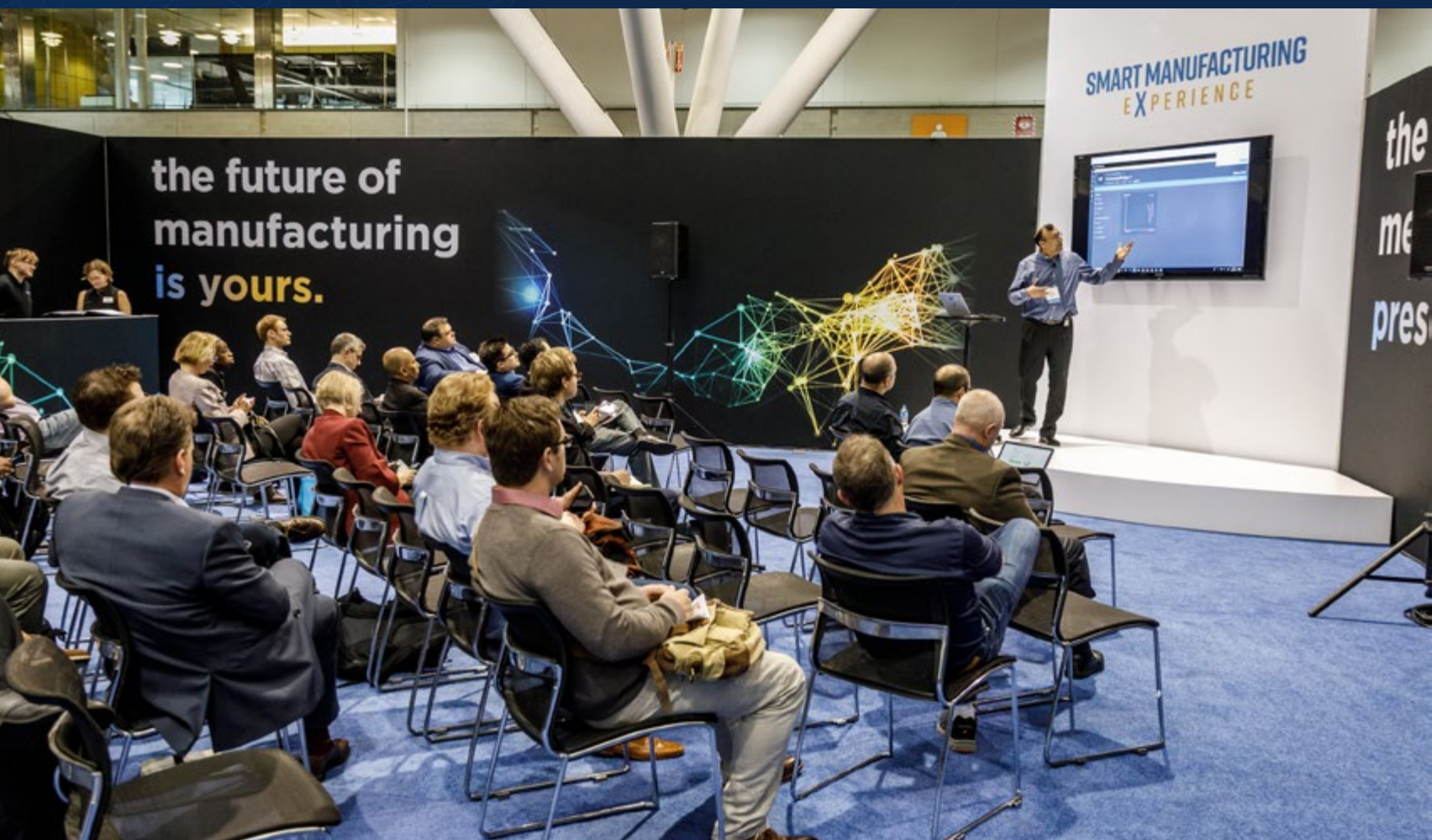
manufacturing companies and many diverse industries including robotics, additive manufacturing, healthcare, energy and information technology

Pittsburgh boasts a skilled manufacturing workforce of **95,000**

The city has become a

## cybersecurity hub

fueled by thought leaders from several area universities



# Smart Manufacturing Experience Features

The Smart Manufacturing Experience elevates attendees' understanding of smart technologies, encourages higher-level thinking, while accelerating the need to explore and implement Industry 4.0.

## Keynotes

Daily presentations, delivered by visionary leaders, that promote higher-level thinking and evoke change.

## Panel Discussions

Key manufacturing challenges and solutions discussed by manufacturing experts.

## Workshops

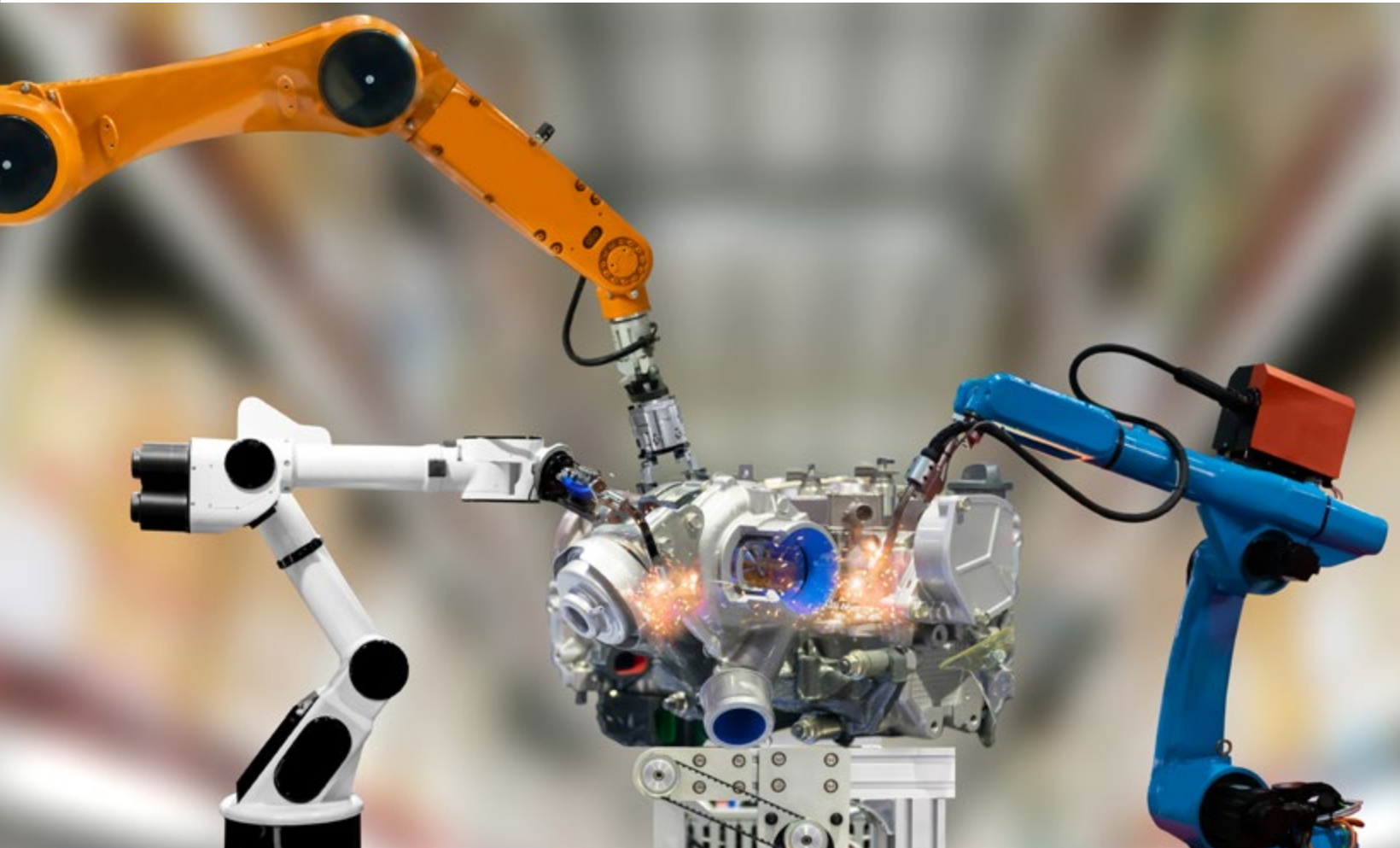
Half-day, deep-dive sessions into key smart manufacturing technologies to fast-track learning and accelerate adoption.

## Tours

Attendees go behind the scenes at industry-leading companies to see smart technologies in action and learn how it's improving the bottom line.

## Networking

Formal and informal opportunities for attendees and exhibitors to engage with like-minded professionals to share success stories and offer guidance.



## Engage with Manufacturing Decision Makers

**77%** of attendees influence equipment and technology purchase decisions in their companies. These forward-thinking manufacturing practitioners are ready for the Smart Industrial Revolution.

**75%** of the audience are at the engineering level or higher.

## Primary Industries of Smart Manufacturing Experience Attendees

- Aircraft/Aerospace
- Appliances
- Automotive
- Communications
- Consulting/Engineering
- Consumer Products
- Defense
- Education/Academic
- Electronics/Computers
- Energy
- Government/Military
- Industrial/Commercial Machinery
- Medical/Surgical/Dental
- Motorsports/Other Transportation
- Research & Development

## A Cross-Section of Past Attendee Companies

- Air Force Research Laboratory
- All-Clad Metalcrafters
- Amazon Web Services
- ASML
- Augmentir
- Bayer Corp.
- Borg Warner
- Bombardier
- BAE Systems Inc.
- Bell Textron Inc.
- Blackhawk Machine Products
- Bosch Rexroth Corp.
- Caterpillar Inc.
- Charlotte Pipe & Foundry Co.
- Corning Inc.
- Eaton Corp.
- Emerson Electric Co.
- Ericsson
- Flex Ltd.
- Ford Motor Co.
- GE Aerospace
- GE Digital
- General Motors
- GKN Aerospace
- Harley-Davidson Inc.
- Honeywell International
- IDEXX Laboratories Inc.
- Intel Corp.
- Jabil Inc.
- JTEKT North America Corp.
- Kimberly-Clark
- L3 Technologies
- Linimar
- Magna International Inc.
- Mercury Marine
- Microsoft Corp.
- Mitsubishi Heavy Industries America
- Moore Semiconductor
- NASA
- National Energy Technology Lab
- Naval Nuclear Laboratory
- Neff Automation
- Nexteer Automotive
- National Institute of Standards and Technology
- Northrop Grumman Corp.
- Northrop Grumman Space Systems
- Oak Ridge National Laboratory
- Pella Corp.
- PPG
- Pratt & Whitney
- Procter & Gamble Co.
- Raytheon Technologies
- Rain Bird
- Ricoh USA
- Saint Gobain
- Sandia National Laboratories
- Schlumberger
- Siemens
- SKF USA
- Smith & Nephew
- Stanley Black & Decker
- Steelcase Inc.
- Sturm, Ruger & Co.
- Tegra Medical
- The Barnes Global Advisors
- The Boeing Co.
- The Timken Co.
- Toyota/ACE Technologies
- Toyota Motor North America
- U.S. Steel
- Department of Homeland Security
- Office of Energy Efficiency and Renewable Energy
- Volkswagen Group
- Whirlpool Corp.
- W.W. Grainger



# + Choose the package that is right for your company:

To simplify the partner experience, we've developed inclusive turnkey packages based on your exhibit size and promotional needs. Choose a Partnership Opportunity That Fits Your Needs and Budget.

YOUR VISIBILITY	Platinum	Gold	Silver
Exhibit Space	400 sq ft	200 sq ft	100 sq ft
Hard Wall Display with Graphics	X	X	X
Unlimited Material Handling	X	X	X
Booth Package w/Electrical, Cleaning, Carpeting & Furnishings	X	X	X
Lead Retrieval Apps	3	2	1
Full Conference Passes (Transferable)	6	4	2
Tech Hub Presentation (Limited Availability)	X	X	X
Custom Podcast *	2	2	1
Smart Manufacturing Magazine Advertising *	3X – Full Page	2X – Full Page	1X – Full Page
Smart Manufacturing Experience Directory Ad *	2-Page Spread	Full Page	Half Page
Manufacturing Weekly E-Newsletter Ad *	6 Ads	3 Ads	2 Ads
Ad or Recognition in Event Attendee Print Brochure	Full Page	Logo Recognition	Recognition
Ad or Recognition in SME Events+ App	Half Page	Logo Recognition	Recognition
Enhanced SME Events+ App Visibility	X	X	X
Enhanced Online Visibility	X	X	X
Lead Generation (Guaranteed Targeted Leads Through SME Media) *	200	100	50
IMTS Smart Manufacturing Theater (30-minute speaking slot)	2	1	
Custom Webinar *	2	1	
Networking Event Sponsorship	X		
Custom Survey	X		
Exclusive Headline Sponsorship (Keynote or Networking Event)	X		
Roundtable	X		
Editorial Feature (Smart Manufacturing Magazine)	X		
SME Corporate Membership	X		
SMEEF Donation	X		

\* See the SME 2024 Media Planner for Details

# Top Speakers from Industry-Leading Companies

5G Technologies USA Ltd.

Adapdix

Advanced Robotics for Manufacturing

Amatrol Inc

America Makes

ArcelorMittal Global R&D, USA

Arconic Corp.

Ascent Aerospace

Augmentir

Augury

Authentise Inc.

Catalyst Connection

CESMII - The Smart Manufacturing Institute

C-Labs

Clemson University

Computer Aided Technology (CATI)

Consultant to Julius Education

CyManII

Datanomix

Delta Bravo Artificial Intelligence

ECM Performance Materials Corp.

Ectobox Inc.

Ericsson

FactoryEye by Magic Software

Falconry

Festo Didactic

Feyen Zylstra

Flexware Innovation Inc.

FormAlloy Technologies Inc.

Fusion/RoboJob USA

Global Resilience Federation

GrayMatter

Harpak-ULMA Packaging

Hexagon

IACMI-The Composites Institute

Innovation Works/AlphaLab Gear

Intellectual Assets Corp.

IoTco

JITbase

JMC Data Experts Inc.

Johnson & Johnson

Kognitiv Spark

Litmus

MachineMetrics

Mariner-USA

Markforged

Mechdyne Corp.

Micro Craft Inc.

Microsoft Corp.

Mingo

Momenta Ventures

MT Connect Institute

MxD

NASA

National Energy Technology Laboratory

National Tooling & Machining Association

NCDMM

Neff Automation

NxGen Group

Oak Ridge National Laboratory

OPC Foundation

Oracle Corp.

Pella Corp.

Digital Foundry at New Kensington

Penn State University

Penn United Technologies

Praemo

Promess Inc.

PTC

Purdue University Northwest

Raytheon Technologies

REMADE Institute

Rensselaer Polytechnic Institute

Robert Bosch LLC

Rockwell Automation/Plex Systems

Rolls-Royce Power Systems

Secure Cyber Defense

ShelfAware LLC

Simba Chain

Simwell

SME

SORBOTICS LLC

Symphony Industrial AI

TAKTL LLC

Tech Solve

Texas A&M University

The Barnes Global Advisors

ThinkIQ

Toward Zero

Truebridge Partners LLC

Tulip

Universal Robots

University of California, Los Angeles

University of Connecticut

VDMA Mechanical Engineering Industry Association

Verusen

West Virginia University

Wipro Enterprises USA

Zig Therapeutics

# SMART MANUFACTURING EXPERIENCE AT A GLANCE

Day 1	Day 2	Day 3
<b>Registration</b> 8:00 am – 3:00 pm	<b>Registration</b> 8:00 am – 4:00 pm	<b>Registration</b> 8:00 am – 2:00 pm
<b>Breakfast</b> 8:30 am – 10:00 am	<b>Breakfast</b> 8:30 am – 10:00 am	<b>Breakfast</b> 8:30 am – 10:00 am
<b>Keynote Presentation</b> 9:00 am – 10:00 am	<b>Keynote Presentation</b> 9:00 am – 10:00 am	<b>Keynote Presentation</b> 9:00 am – 10:00 am
<b>Exhibits Open</b> 10:00 am – 4:00 pm	<b>Exhibits Open</b> 10:00 am – 4:00 pm	<b>Exhibits Open</b> 10:00 am – 3:00 pm
<b>Featured Speaker Presentation</b> 2:15 pm – 4:05 pm	<b>Featured Speaker Presentation</b> 2:15 pm – 4:05 pm	
<b>Welcome Reception in the SMART ZONE</b> 4:00 pm – 5:30 pm	<b>Networking Reception in the SMART ZONE</b> 4:00 pm – 5:30 pm	



EXPERIENCE

# Be Part of the Experience!

To learn more about the Smart Manufacturing Experience and how we can help you grow your industry visibility and your business, contact:

[exposales@sme.org](mailto:exposales@sme.org)

800.733.3976

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