

+

Gold Package

\$25,000

SMART MANUFACTURING
EXPERIENCE

The Smart Manufacturing Experience Gold Package is reserved exclusively for 15 industry leading companies. The program is much more than a turnkey featured exhibit with exclusive sponsorship options. It is also a results-oriented annual program that has the flexibility to be executed as part of your overall marketing tactics within 2020. Overall, the quantifiable metrics produced from this program will exceed 1.5 million brand impressions through print, digital and social programs and obtain over 1,000 targeted leads (above and beyond your exhibit) that will be obtained with custom lead generation programs, co-produced content and thought leadership, all reaching your target audience.

The Gold Package includes

Event Space and Community Outreach:

- Dedicated Exhibit Space - 200 sq ft
- Hard wall display with graphics
- Exhibit Furnishings (show management selects)
- Carpeting (show management selects the color) & one-time vacuuming
- Electrical - (1) 120v 20 amp electrical outlet
- Unlimited material handling (unloading materials at event, delivery to exhibit space per target move-in and outbound loading), one-time spotting of equipment, crate removal, storage and return to exhibit space
- Lead retrieval credit up to \$400
- 4 Full Conference Passes (Transferable)
- SME Corporate Membership
- 25 Networking Function Tickets (\$75 value each)

Custom Speaking & Thought-Leadership:

- Exclusive Conference Track Sponsor or Featured Presentation within the Smart Zone Theater
- Knowledge Bar Discussion
- 2 Custom Podcasts with AdvancedManufacturing.org
- 1 Webinar

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The Gold Package includes *(continued)*

Advertising & Marketing Outreach:

- Guarantee of 1,000 targeted leads obtained above and beyond your exhibiting leads. Tactics will be built around your solutions, reaching your selected targeted audience with Custom Presentations, Webinars, Custom Lead-Gen Programs, etc.
- Custom Lead-Gen Marketing Program to your targeted audience from SME's Database
- 1.5 Million Brand Impressions
- 3 Full Page Color Ads in the *Smart Manufacturing Magazine*
- Full Page Smart Manufacturing Experience Directory Ad
- Custom eNewsletter Ad
- Retargeting Campaign of 10,000 impressions
- Social Media Campaign
- Logo Recognition in the Event Attendee Highlight Brochure
- Logo Recognition in the Event Attendee Detail Brochure
- Advanced Marketing Program: Enhance your online presence with more search categories and additional pre-event exposure on the floorplan, increasing your visibility. Your company will also be able to add additional information such as an enhanced profile, show specials, press releases and other features.
- Virtual Bag: Post a white paper or special offer specific to your business in our Virtual Event Bag. Attendees can access the Virtual Event Bag through the event website, event app and specific marketing emails.
- 100 Printed Guest Passes (\$100 value each)

Contact 800.733.3976 or email sponsorships@sme.org

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