

+

# Platinum Package

## \$50,000

SMART MANUFACTURING  
EXPERIENCE

The Smart Manufacturing Experience Platinum Package is exclusively for 6 industry leaders. This is not your typical event sponsorship, reaching far beyond the event with a results-oriented annual program that spans 12 months, leveraging the collective resources of SME & AMT. Quantifiable metrics will be provided to our exclusive partners in the form of targeted leads and data, obtained not only at the event but throughout the year with custom lead generation programs, co-produced content, thought-leadership, editorial support and categorically exclusive alignment reaching your selected target audience.

## The Platinum Package includes

### Event Space and Community Outreach:

- Dedicated Exhibit Space – 400 sq ft
- Custom display with graphics – two options to select from
- Exhibit Furnishings (show management selects)
- Carpeting (customer selects the color), padding, & one-time vacuuming
- 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
- Electrical credit up to \$2,000
- Lead retrieval credit up to \$400
- Dedicated Hospitality Room
- 6 Full Conference Passes (Transferable)
- SME Corporate Membership
- \$2,500 SME Education Foundation donation in your company name
- Invitation for your company to attend the SME International Awards Gala on Sunday, May 31, 2020 in Pittsburgh, PA
- Food or Beverage Station in your exhibit space for networking function

### Custom Speaking & Thought-Leadership:

- Exclusive Headline Sponsorship of a Keynote Presentation or a Networking Event
- Custom Presentation or Roundtable in Your Dedicated Hospitality Room
- Editorial Feature in the *Smart Manufacturing* Magazine or [AdvancedManufacturing.org](http://AdvancedManufacturing.org)
- Knowledge Bar Discussion
- 2 Custom Podcasts with [AdvancedManufacturing.org](http://AdvancedManufacturing.org)
- 2 Custom Webinars
- Custom Survey

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## The Platinum Package includes *(continued)*

### Advertising & Marketing Outreach:

- Guarantee of 2,000 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
- 2.5 Million Brand Impressions
- Choice of an Exclusive Branding Component (Mobile App, WiFi, Registration Visibility, etc.)
- 6 Full Page Color Ads in the *Smart Manufacturing Magazine*
- 2 Page Smart Manufacturing Experience Directory Ad
- Custom eNewsletter Ad
- Retargeting Campaign of 25,000 impressions
- Social Media Campaign
- Full Page Color Ad in the Event Attendee Highlight Brochure
- Half Page Color Ad in the Event Attendee Detail Brochure
- Event Website and Virtual Storefront Visibility
- 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 a company logo, 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.
- 200 Printed Guest Passes (\$100 value each)

Contact 800.733.3976 or email [sponsorships@sme.org](mailto:sponsorships@sme.org)

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**EXPERIENCE**