



Silver Package

\$8,000

SMART MANUFACTURING
EXPERIENCE

The Smart Manufacturing Experience Silver Package combines a truly turnkey exhibit space with the security of a fully guaranteed lead-generating marketing campaign, developed around your content. Along with your featured exhibit, your company will also have two-transferable conference passes to extend your reach beyond the show floor and into the paid conferences. The included marketing program will obtain more than 200 targeted leads and generate more than three-quarter of a million impressions for your brand with marketing tactics such as print, digital, social and editorial that can be deployed anytime within the year 2020. This opportunity is available for only 30 approved industry leaders.

The Silver Package includes

Event Space:

- Dedicated Exhibit Space – 100 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
- 2 Full Conference Passes (Transferable)
- 10 Networking Function Tickets (\$75 value each)

Custom Speaking & Thought-Leadership:

- Knowledge Bar Discussion
- 1 Podcast with AdvancedManufacturing.org

Advertising & Marketing Outreach:

- Guarantee of 200 targeted leads obtained above and beyond your exhibiting leads. Tactics will be built around your solutions, reaching your selected targeted audience.
- Custom Lead-Gen Marketing Program to your targeted audience from SME's Database
- 750,000 Brand Impressions
- 2 Half Page Color Ads in the *Smart Manufacturing Magazine*
- One Half Page Smart Manufacturing Experience Directory Ad
- Choice of a Retargeting Campaign of 10,000 impressions or Social Media Campaign
- Company Name Recognition in the Event Attendee Highlight Brochure
- Company Name 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.
- 50 Printed Guest Passes (\$100 value each)

Contact 800.733.3976 or email sponsorships@sme.org