The Importance of Optics

Peter Eelman, Vice President & CXO
OPTICS
OPTICS
OPTICS
OPTICS
SIX

NINE
• Perspectives
• IMTS Optics
• IMTS 2020 Optics
• Exhibitor Optics
• Visitor Optics
• Optics of Success
• How to Use The IMTS Exhibitor Workshop
OUTWARD PROJECTION

VIEWER PERCEPTION

MATCHING EXPECTATIONS
DOES YOUR PROJECTED MESSAGE:

= OR =

YOUR VIEWERS PERCEPTION?
Outward Projection
Viewer Perception
Matching Expectations
What do you WANT your viewers to think?

Methodologies
Confidence
Flexibility
What do you WANT your viewers to think?

Methodologies

Confidence

Flexibility
What do you WANT your viewers to think?

Methodologies

Confidence

Flexibility
What do you WANT your viewers to think?
Methodologies
Confidence
Flexibility
VIEWER PERCEPTIONS

PRECONCEPTIONS

EXPERIENCES

HEURISTICS/BIASES

RETENTION
PRECONCEPTIONS  EXPERIENCES  HEURISTICS/BIASES  RETENTION

VIEWER PERCEPTIONS

Exhibiting in a Digital World
IMTS SIZE & STRENGTH

IMTS2018

129,415 ATTENDEES
IMTS 2018

SIZE & STRENGTH

1,424,232 SQ. FT. EXHIBIT SPACE
IMTS 2018

SIZE & STRENGTH

2,563 EXHIBITING COMPANIES
EDITORIAL & SOCIAL MEDIA MENTIONS

Reached potentially 2 BILLION

400,540 Twitter impressions
#2 SPOT
ON THE 2018
TRADE SHOW NEWS
NETWORK’S (TSNN)
TOP TRADE
SHOWS LIST

IMTS2018
GROWTH INTO EMERGING TECHNOLOGIES
RESULTS

- 73% PURCHASED OR PLANNED TO PURCHASE
- 89% SUCCESSFULLY FOUND SOLUTIONS
- 91% FOUND NEW PRODUCTS TO USE
Expected attendance: 130,000

Committed: EXHIBITING COMPANIES: 95%
TOTALING 95% OF SQ. FT. OF FLOOR SPACE
<table>
<thead>
<tr>
<th>YEAR</th>
<th>REGISTRANTS</th>
<th>EXHIBITORS</th>
<th>SQ.FT.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>129,415</td>
<td>2,563</td>
<td>1,424,232</td>
</tr>
<tr>
<td>2016</td>
<td>115,612</td>
<td>2,407</td>
<td>1,370,256</td>
</tr>
<tr>
<td>2014</td>
<td>114,147</td>
<td>2,035</td>
<td>1,282,000</td>
</tr>
</tbody>
</table>
IMTS 2020

GROWTH & CHANGE

ADDITIVE MANUFACTURING PAVILION
40% MORE SQ. FT.

METAL CUTTING IS NOW METAL REMOVAL PAVILION
AND INCLUDES EDM

1 ETC IN NORTH

QUALITY ASSURANCE PAVILION
11% MORE SQ. FT.
Hybrid technologies that join concepts and capabilities.
Engage and grow a community that has a shared passion for manufacturing and transformational technologies that impact our lives.
GOALS

STRATEGIC, TACTICAL AND OPERATIONAL PLAN

DESIGNING A BOOTH IN HARMONY

DESIGNING A TEAM IN HARMONY

VISITORS PERSPECTIVE

NEXT
GOALS

STRATEGIC, TACTICAL AND OPERATIONAL PLAN

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VISITORS PERSPECTIVE

NEXT
## Visitor Profile

### Who Are They?

**Walking the Show Floor**

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Management</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Manufacturing/Production Management</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Manufacturing/Production Engineering</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Manufacturing/Production Other</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

![Exhibiting in a Digital World](image)
WHAT ARE THEIR GOALS?

72% TO SEE NEW PRODUCTS

70% TO VISIT EXHIBITORS

59% TO SEE THE VARIETIES OF OTHER MANUFACTURING
CONNECT

VISITOR

SOCIAL MEDIA

E-KIT

REACH THE RIGHT TARGETS

PRE-SHOW MARKETING

Your company invests a lot of time, energy, and money into IMTS. Don’t let an opportunity to get more qualified leads and generate more sales pass you by!
WHAT DOES IT LOOK LIKE?

NUMBERS
ATTITUDES
PERCEPTION
PRIDE
CONCLUSION
MUST SEE
IN THE THEATER

EXPERIENCED & NOVICE

IMTS Introduces Electric Packages

IMTS Network Panel

IMTS e-Kit: Tips & Tricks
EXPERIENCED

Changing Audience Dynamics

What is an Influencer?
MUST SEE IN THE THEATER

INDUSTRY

Digital Manufacturing. Implemented.

Economic Update

Project MFG: Next Generation Manufacturing Challenge
MUST SEE IN THE THEATER

NOVICE

MARKET
Marketing 101
Your IMTS Presence: Company Profile, Free Materials, In-booth events
IMTS Passport: The Key to Your Potential Customers
Lead Gathering / Management

EXECUTE
Understanding Custom Blocks
Operations 101: What Novice Exhibitors Need to Know
MUST SEE IN THE THEATER

EXPERIENCED & NOVICE

MARKET
IMTS Sponsorship Opportunities
IMTS Network – Let’s Tell Your Story

LEARN
Create Results-Driven Staffers: The Fastest 20-Minutes at the Workshop
The Smartforce Student Summit at IMTS: The Manufacturing Technology Classroom of the Future
IMTS Education Programs: How Exhibitors Can Participate

COMMUNICATE
Talk to the Editors
MUST SEE SOLUTIONS SPOT SESSIONS

EXPERIENCED

LEARN

Results Measurement: Traffic/Leads/Sales/Attendee Tracking

Chicago as a Venue: Restaurants, Events, Hotels
800-828-7469
info@IMTS.com
Look for Staff with IMTS lapel badges
GET CONNECTED

#IMTS2020

#IMTSSworkshop