

Presented By





Official Media Partner



WHO IS THE IMTS AUDIENCE?



MAKE YOUR COMPANY STAND OUT!

BEFORE	DURING	AFTER
 IMTS.com IMTS Technology E-Newsletter Noticias de IMTS Gardner IMTS Show Issues Custom Digital Package IMTS Passport IMTS+ 	 IMTS.com IMTS Directory IMTS ShowDaily Custom Digital Package IMTS Floor Graphics Hotel Key Card "Find An Exhibitor" Kiosk Noticias de IMTS IMTS Passport IMTS+ IMTS Star Club 	 IMTS.com IMTS Directory IMTS Passport IMTS+ Custom Digital Package

IMPORTANT: Past advertisers and sponsors — reserve your prior positions no later than February 15, 2024!

IMTS.COM IS HOME TO ALL
THE INFORMATION THAT
MANUFACTURING TECHNOLOGY
PROFESSIONALS USE TO
PLAN THEIR VISIT.

67%

Purchased from exhibitors added to their IMTS.com MyShow Planner 87%

Are sourcing from **NEW** vendors found through their IMTS.com MyShow Planner 1,297,00+

Visits to IMTS Exhibitor Showrooms from May-December, 2022



REACH YOUR AUDIENCE WHEN THEY PLAN WHICH OF THE OVER 2,400 BOOTHS THEY WILL VISIT.

A decision whether to purchase an expanded advertising package can make or break traffic to your IMTS.com Showroom, and to your booth at IMTS.

In 2022, Exhibitor Showrooms with expanded packages got

4-18 TIMES MORE VIEWS.

Brand Building and Lead Generation Bundles

Basic Bundles

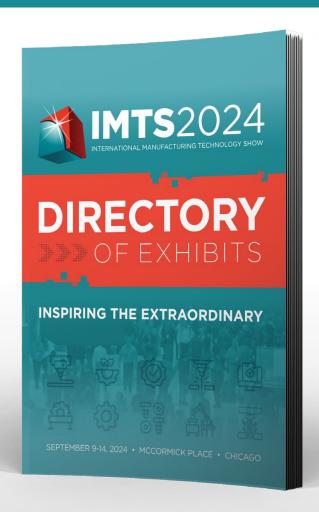
	BASIC BUNDLE	BRAND BUILD Maximize your pr	ING BUNDLES esence at IMTS		OSTER GENERATION ruality Leads Before	
IMTS.COM ADVERTISING PACKAGES	EXHIBITOR LISTING	SILVER	GOLD	PLATINUM	DIAMOND (LIMIT 20)	ELITE (LIMIT 10)
TOTAL INVESTMENT	COMPLIMENTARY TO EXHIBITORS	\$3,900	\$8,500	\$12,995	\$19,995	\$29,995
KIOSK	\$5,000	\$3,500	\$2,500	FREE	FREE	FREE
PASSPORT	See Page 14 for Pricing	See Page 14 for Pricing	See Page 14 for Pricing	See Page 14 for Pricing	See Page 14 for Pricing	FREE
IMTS PREVIEW DAYS	N/A	N/A	N/A	N/A	N/A	FREE
Supplier Showroom Features						
COMPANY INFORMATION						
Company Logo	*	+	•	•	•	•
Basic: Company Info - Name, Address, Phone, Website, One Email Contact, Product Category Listing	*	•	•	•	•	•
Basic Company Description (50 Word limit)	+					
Enhanced Company Description (400 Word limit, subject to editorial review)		+	+	+	+	*
LEADS						
Access to Opt-in Leads		+	•	•	•	*
SHOWROOM EXTRAS						
Digital Business Cards		1	2	3	4	5
Technology Gallery: Image and Text		4	4	8	10	
Technology Gallery: Videos			4	8	10	15
Collateral Featured (Downloadable or Linked)		2	4	8	10	15
Special Visitor Offers Featured			1	2	3	6
Booth Highlighted on Map			•	•	+	*
EXCLUSIVE BENEFITS						
IMTS Home Page Ad Rotation		•	•	•	•	*
IMTS Product Category Banner				1	3	6
Slotted Listing in IMTS Search Results				•	•	♦
Links from Your Showroom on MMSonline.com, ProductionMachining.com, MoldmakingTechnology.com and AdditiveManufacturing.media (Must be an MMS full page advertiser in August)				•	•	•
Logo Appears on Sponsor Ad in Modern Machine Shop July & August Issues					•	*
Enhanced IMTS Digital Promotion Package						*
IMTS Mobile App Banner						*
Product Spotlight on Main Directory Search						*
IMTS Passport						*
IMTS Preview Days						*

ERNATIONAL MANUFACTURING TECHNOLOGY SHOW | IMTS.COM/PROMC

IMTS 2024 DIRECTORY

100,000+
IMTS REGISTRANTS

- At registration
- At show entrances
- At Gardner Business Media's prominent booth location: North Building, Level 3, Booth 236600



IMTS Visitors look for specific technology solutions. The show directory is the perfect place to feature your brand for those who prefer printed information.

Reach Print Enthusiasts

The directory provides a printed resource long after the show.

• Establish Brand Positioning

Appear alongside industry leaders for credibility and market presence.

• Drive Booth Traffic

The directory engages buyers firsthand and creates buzz.

• Make a Lasting Impression

A carefully crafted ad will deliver impressions long after the event.

• Gain Unmatched Industry Coverage

The most comprehensive directory in the US manufacturing industry.

Don't miss this opportunity to maximize your brand exposure, connect with IMTS buyers, and position your brand as a leader in the manufacturing technology industry. Reserve your space today and stay at the forefront of qualified buyers' minds.



IMTS 2024 DIRECTORY ADVERTISING RATES AND SPECS

Advertising Rates	
2-Page Spread	\$10,000
One Page	\$7,600
Each Additional Page	\$3,000

Cover Charges (CMYK Color)	
Inside Front Cover	\$9,400
Inside Back Cover	\$8,200
Back Cover	\$10,600

Specifications		
2-Page Spread		
Bleed	14.5" W x 10.50" H	
Trim	14.00" W x 10.00" H	
Live	6.00" W x 9.00" H (each page)	
Full Page		
Bleed	7.5" W x 10.50" H	
Trim	7.00" W x 10.00" H	
Live	6.00" W x 9.00" H	

ADVERTISERS GET SPECIAL TREATMENT!

Advertisers will receive special treatment in the address section, allowing them to stand out from other exhibitors.





IMTS SHOWDAILY

AVAILABLE TO 100,000+ **IMTS REGISTRANTS**

- Hand-distribution at every registrant entry/exit point at McCormick Place
- Extended hours of onsite distribution
- Available on the **IMTS Shuttle Buses**

Put your brand in the spotlight with the IMTS 2024 ShowDaily. Exclusive IMTS Bus Route and McCormick Place distribution assures your ad is seen by key decision-makers and active buyers. Gardner Business Media editors curate insightful articles on key trends and cutting-edge technology showcased at IMTS.

Unparalleled Visibility

Amplify your brand's reach and establish strong presence with manufacturing professionals seeking the latest advancements.

Expert Editorial Insight

Curated articles from experts at Modern Machine Shop, Production Machining, MoldMaking Technology and Additive Manufacturing.

Drive Booth Traffic

Promote activities and giveaways in your booth, enticing visitors to experience your brand firsthand.

Showcase Innovation

The ShowDaily is a prime platform to showcase your latest innovations and position your brand as an industry leader.

Demonstrate Strength

Present your message alongside respected industry content and reinforce your brand's authority and credibility.





THE OFFICIAL SHOWDAILY

And the **ONLY** ShowDaily permitted in McCormick Place

IMTS 2024 SHOWDAILY ADVERTISING RATES AND SPECS

2024 Distribution Dates Monday Edition | SEP 9, 2024 Tuesday Edition | SEP 10, 2024 Wednesday Edition | SEP 11, 2024 Thursday Edition | SEP 12, 2024

Premium Ads (4-Color)	
Front Cover Banner	\$17,500
Inside Front Cover	\$15,800
Inside Back Cover	\$13,900
Back Cover	\$16,900

WARNING

Friday / Saturday Edition | SEP 13-14, 2024

Manufacturing Technology Today

A publication called Manufacturing Technology Today has called exhibitors claiming to be the Show Daily for IMTS. They promise distribution at the show, in the hotels and at the shuttle stops. Please note, this is NOT an IMTS-approved publication, and the company does not have permission to distribute at IMTS shuttle stops, nor have they received permission from IMTS to distribute their publication at hotels. They are misrepresenting their on-site show distribution.

THIS IS NOT THE OFFICIAL SHOWDAILY for IMTS 2024, and the publishing company, Source Group Publishing, is not an official IMTS Vendor Partner.

When making advertising decisions for IMTS, it's always better to be safe than sorry. Gardner Business Media is the publisher of the official ShowDaily, Directory and Sector Guides for IMTS 2024. These are the only publications distributed at the show.

Advertising Rates (4-Color)	
2-Page Spread Ad	\$22,400
Full Page Ad	\$12,900
Island Ad	\$10,000
Half Page Ad	\$7,700
Quarter Page Ad	\$5,900

Specifications			
2-Page Spread Ad			
Bleed	21.5" W x 14.25" H (546 mm x 362 mm)		
Trim	20.5" W x 13.75" H (520 mm x 349 mm)		
Full Pag	Full Page Ad		
Bleed	10.75" W x 14.25" H (273 mm x 362 mm)		
Trim	10.25" W x 13.75" H (260 mm x 349 mm)		
Live	9.5" W x 13" H (241mm x 330mm)		
Island Ad			
Trim	6.25" W x 9" H (159 mm x 229 mm)		
Trim Half Pag			
Half Pag	ge Ad		
Half Pag Horz Vert	ge Ad 9.5" W x 5.875" H (241 mm x 149 mm)		
Half Pag Horz Vert	ge Ad 9.5" W x 5.875" H (241 mm x 149 mm) 4.625" W x 12" H (117 mm x 304 mm)		

IMTS TECHNOLOGY PREVIEW eNEWS

100,000+
DISTRIBUTION

Featuring a high-level technology focused article from the editors of Modern Machine Shop, this is your opportunity to highlight new and exciting products you will have on display at the show, in advance of IMTS.

Use the IMTS Technology
Preview eNews to announce
products you'll have on display
at IMTS, drive traffic to your
booth and generate excitement
about your display.





TARGETED TO INDUSTRY PAST VISITORS AND SHOW PROSPECTS

- IMTS Primary File (including past show visitors)
- Opt-in email names from Gardner Business Media's database including:
 - > Additive Manufacturing
 - Composites World
 - > Modern Machine Shop
 - > MoldMaking Technology
 - > Production Machining
 - > Products Finishing

\$3,500 (Per Edition)

Limited Availability:

1 Advertiser Per Edition

Video / Technology Solutions Ad

\$15,900 (Includes 6 Editions)

Limited Availability:

16 Advertisers Per Edition





DATA-DRIVEN MANUFACTURING

Digital Manufacturing Game Changers

Associate Editor, Modern Machine Shop

Stay on top of the technologies poised to shake up your shop floor. Here's a sneak peek at some of the most disruptive digital manufacturing technologies on display at IMTS 2024 this fall.





Transformative Technologies Converge on Manufacturing

Sponsored Content

Additive manufacturing will be among the transformative technologies on display at MT360, an innovative manufacturing event. Learn More

Need Parts?



Need Parts?

Sponsored Content

Whether you need one or one million 3D-printed parts, we'll point you in the right direction. Find a supplier.

2024 Distribution Dates

June 28, 2024

July 12, 2024

July 26, 2024

August 9, 2024

August 23, 2024

September 6, 2024

Specifications

Leaderboard Ad

Dimensions	600 by 160 pixels @ 144 dpi
File Type	JPG/PNG 200K Max File Size

Video / Technology Solutions Ad

Image	300 by 250 pixels @ 144 dpi
File Type	JPG/PNG 150K Max File Size
Title	50 Characters Max
Body Copy	200 Characters Max
СТА	30 Characters Max

NOTICIAS DE IMTS

25,000+ DISTRIBUTION

To prospective Spanish speaking IMTS visitors before the show.



IMTS COVERED EN ESPAÑOL

The only Spanish language IMTS product designed to reach Spanish speaking prospects before and during the show. Featuring in-depth information on what is happening and what is not to be missed before and during IMTS, this product is your best way to reach the most valuable part of this growing market.

2024 Distribution Dates

Wednesday, July 10

Tuesday, August 6

Monday, September 9

Wednesday, September 11

Friday, September 13

Learn About Other LatAm Sponsorship Opportunities! Please See the IMTS Elevate Progams

Later in this Brochure

Leaderboard **\$2,000** Per Issue **Availability: 1** Advertiser Per Edition 600 by 160 pixels @ 144 dpi **Dimensions**

2 Video/Technology Solutions Ad

\$7,000 All Issues

JPG/PNG | 200K Max File Size

Availability. 10 Advertiser Per Edition		
Image	300 by 250 pixels @ 144 dpi	
File Type	JPG/PNG 150K Max File Size	
Title	50 Characters Max	
Body Copy	200 Characters Max	
СТА	30 Characters Max	

Availability: 16 Advortisor Dor Edition



File Type

"FIND AN EXHIBITOR" KIOSK SPONSORSHIP

70+
FIND AN EXHIBITOR
KIOSKS

In prime locations in and around IMTS buildings and on the show floor.

Rates

KIOSK SPONSORSHIP

\$5,000

SPECIAL DISCOUNT RATES

for IMTS.com participants

ELITE

DIAMOND

INCLUDED!

PLATINUM

SPECIAL DISCOUNTS

for sponsoring multiple kiosks

LOCATION SELECTION

Previous Find An Exhibitor Kiosk sponsors have priority location selection, after which, locations are assigned first come, first serve.



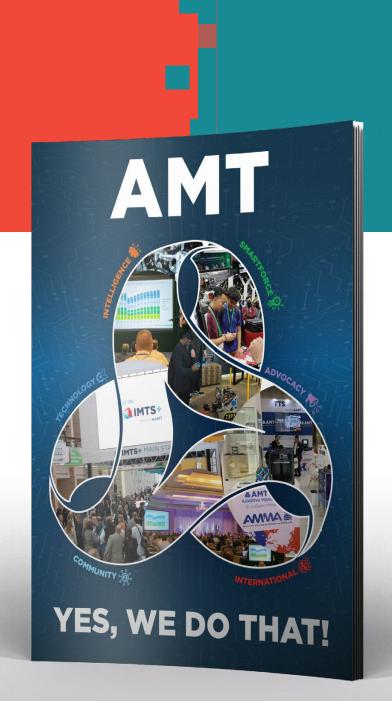
GET YOUR BRAND MESSAGE ACROSS ONSITE IN A BIG WAY.

The next best thing to having a billboard at the show, a *Find An Exhibitor* Kiosk powered by IMTS.com is the perfect onsite branding vehicle.

 Use of Find an Exhibitor Kiosks will be promoted to visitors in July & August issues of Modern Machine Shop

These are the only large-scale billboardtype Kiosks at IMTS! They showcase your brand and help drive traffic to your booth from highly visibility locations in McCormick Place.





DISCOVER THE POWER OF AMT MEMBERSHIP



LEARN MORE ABOUT AMT MEMBERSHIP

AMT & Gardner Business Media are engaged in a collaborative effort - **MT UNITED**. Your Gardner Business Media representative now is equipped to show you all the benefits AMT members receive during and beyond IMTS 2024.

EXCLUSIVE AMT MEMBER BENEFIT

An additional 5% Discount off all Official IMTS Media Products found in this brochure will be applied to your purchases.

For more details and a copy of the AMT Services Brochure, contact your representative listed on the last page of this brochure.

Become an AMT Member Today! Visit:

AMTONLINE.ORG/MEMBERSHIP

IMTS EXHIBITOR PASSPORT

TURN POWERFUL DATA INTO QUALIFIED LEADS. EXPLORE NEW AND EXPANDED MARKETS. REACH YOUR SALES DESTINATION.

Useable Data

Passport is powerful because it is more than a standard database. It is built on a targeted, qualified list of potential buyers.

Useful Tools

From a built-in email tool to a series of filters to hone in on your targeted markets, Passport is an all-in-one sales and marketing system.

Flexible Use Options

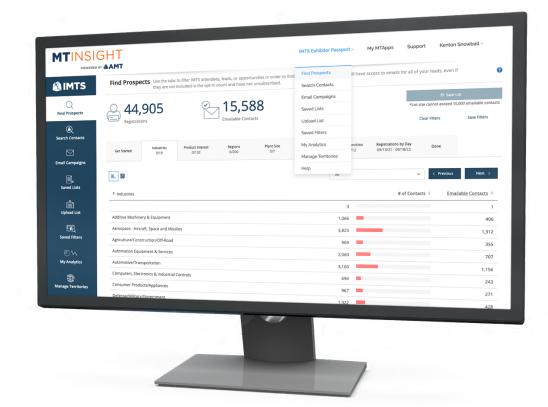
Users gain access to multiple years of IMTS show registrant data plus IMTS registrant data.

Users Get Results

This tool was developed for manufacturers by manufacturers. It delivers qualified leads using a simple interface.

Exclusive Access

IMTS Passport is the only way to access the IMTS Visitor list!



IMTS Exhibitor Pass	port Rate
Now - April 30, 2024	\$3,000
After May 1, 2024	
AMT Members	\$ 5 ,500
Non-AMT Members	^{\$} 7,500



MAKING THE EXTRAORDINARY POSSIBLE

JANUARY 30-31, 2024 | MCCORMICK PLACE, CHICAGO

Meet your fellow exhibitors and learn from experts at this FREE conference dedicated to helping you succeed at IMTS. Choose from a broad range of operations and marketing sessions, meet with IMTS Official Vendor Partners, and network with your peers.

JANUARY 30-31, 2024 | MARK YOUR CALENDAR NOW!

MTS+ COMMERCIALS

STAND OUT WITH DYNAMIC ADVERTISING ON IMTS+

IMTS+ is a dynamic opportunity to present your company with a video commercial to the IMTS audience on the internet, hotel TV dark channels and IMTS+ branded venues on-site throughout the halls of McCormick Place.

IMTS+ Commercial Packages Include:

- Two 30-Second Commercials (Closed captions suggested)
- IMTS Partner On-Site Signage
- IMTS+ Big Screen in:
- Grand Concourse
- Central Concourse
- Main Entrance off McCormick Square
- IMTS+ Set
- Prominent Banner with Logos

IMTS+ Commercial Package

\$12,000_{Net}



Limit: 12 Sponsorships

On-site

- Commercials will run on preprogrammed loop, which runs continuously during show hours on on-site plasma TVs located at hall entrances and in common areas
- Advertiser Branded Video End Cap plays during the credits of every segment on IMTS+
- IMTS Big Screens at the North, South, and West Halls; throughout the halls of McCormick Place

Online

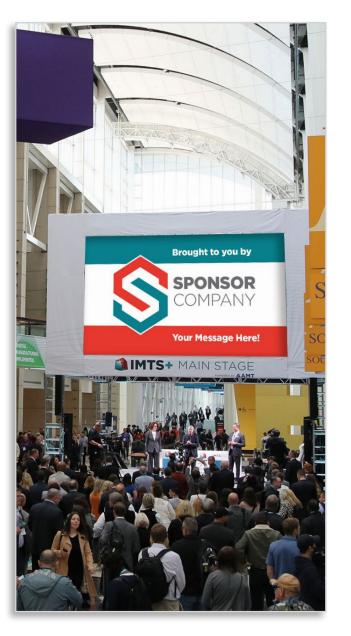
- Content airs daily on IMTS+ on IMTS.com
- Commercials will appear on IMTS+ loop
- Rotating ad banner link on the video archive section of IMTS+ on IMTS.com

In Print

- IMTS+ Advertisers Logo Block appears prominently in print ads featured in:
 - Directory of Exhibits
 - ShowDaily
 - August Modern Machine Shop

Bonus

- Commercials and logo air continuously:
- On preprogrammed hotel TV loop that broadcasts in key IMTS block hotels
- On hotel shuttle buses enabled with broadcast technology



MTS YEAR-ROUND SPONSORSHIPS

IMTS+ ORIGINAL SERIES SPONSORSHIP

Get exclusive sponsorship of one of the new IMTS+ Original Series on IMTS.com or YouTube.

Sponsor Promotions

Series Videos

- 30-second commercial each episode
- Logo in each episode
- Company intro in premiere episodes

IMTS.com

- Logo on IMTS+ home page
- Logo on IMTS+ Watch page
- Banner on series page
- Showroom link from all sponsor mentions

Multichannel Marketing

- Logo on print ads, videos and articles featured in:
 - AMT's MT Magazine
- NTMA's The Record
- Modern Machine Shop
- IMTS Insider

- AM Magazine

- AMT eNewsletters

Social Media

- Logo on IMTS YouTube Channels series promotions
- Logo on IMTS LinkedIn, Facebook and Twitter series promotions

Onsite at IMTS 24/7 Throughout the Event

- Logo on series signage throughout McCormick Place
- Sponsor commercial runs with each series episode on:
 - IMTS+ Main Stage
- Hotel Channels
- Building Monitors
- IMTS+
- Shuttle Busses
- IMTS.com











Smart(er) Shop Premieres July 25, 2024

IMTS+ Original Series Exclusive Sponsorship

\$35,000_{Net}



Per Series Sponsorship

IMTS+ THE WORLD ACCORDING TO...

Feature a company leader or engineer, interviewed and filmed by IMTS, to share their vision of our industry.



Pat McGibbon
Chief Knowledge Officer | AMT
The Economics of Growing a Manufacturing
Business Today



Nicole Wolter
CEO & President | HM Manufacturing
Ohio Entrepreneur Embodies the Spirit
of the Wright Bothers

Sponsor Promotions

Interview Collateral

- 6-8 Minute video
- Personalized Article
- Photo shoot

On IMTS.com (through December 31, 2024)

- Video, article and photo on a personalized interview page
- Photo on IMTS.com home page links to interview page
- Photo in IMTS+ Watch section links to interview page
- Article in IMTS+ Read section

Video and Article Promoted in:

- AMT's MT Magazine
- AMT eNewsletters

- IMTS Insider

- IMTS Social Media

Video Runs Onsite at IMTS 24/7 Monday-Saturday

- IMTS+ Main Stage
- Hotel Channels
- Building Monitors
- IMTS+
- Shuttle Busses
- IMTS.com

IMTS+ The World According to... Sponsorship

\$15,000_{Net}



Limit: 12 Sponsorships

IMTS+ COMPANY SPOTLIGHT...

Month-long increased visibility for your company and message.



Sponsor Promotions

On IMTS.com

- 30 Second Video, Company Message, Company Logo on IMTS.com Homepage Hero for One Week (content rotates on refresh)
- Month long video activity on IMTS+ Watch Page

Multichannel Marketing

- Video promoted in IMTS Insider and AMT Now e-Newletters
- Video promoted on all IMTS social channels



MTS+ ONSITE SPONSORSHIPS





IMTS+ MAIN STAGE

This is the main stage and jumbo monitor in the grand concourse of McCormick Place, featuring all-day live and recorded programming.

Sponsor Promotions

Logo rotates on permanent separate 90" monitor on the main stage and three additional locations.

IMTS+ Main Stage

\$25,000_{Net}

Per Sponsorship

Limit: 3 Sponsorships

IMTS+ CREATOR'S LOUNGE

IMTS+ Creator's Lounge showcases industry influencers interviewing industry creators in podcasts from the IMTS South Show Floor.

Sponsor Promotions

At the Lounge

 Sponsor logo with optional QR code linking to IMTS showroom, or sponsor video

In Collateral

- Sponsor logo or acknowledgement on IMTS+ Creator's Lounge promotional materials
- IMTS Planning Guide in registration mailing
- IMTS Preview Days
- IMTS Insider
- AMT e-Newsletters
- IMTS+ Creator's Lounge Page

On Influencer Channels

Sponsor acknowledgement by influencers



IMTS+ Creator's Lounge

\$25,000 Net



Limit: 4 Sponsors

IMTS+ HUBS

Debuting in 2024, these hub will showcase industry influencers delivering podcasts from the IMTS Show Floor. Four hubs, one in each building will demonstrate a specific technology.

North Building: Automation

• West Building: Additive Manufacturing

South Building: Metal Working

• East Building: Digital Manufacturing

Sponsor Promotions

At Each Hub

 Sponsor logo with optional QR code linking to IMTS showroom, or sponsor video

In Collateral

- Sponsor logo or acknowledgement on IMTS+ Hub promotional materials
 - IMTS Planning Guide in registration mailing
 - IMTS Preview Days
 - IMTS Insider
 - AMT e-Newsletters
 - IMTS+ Hub Page

On Influencer Channels

• Sponsor acknowledgement by influencers



IMTS+ Hubs

\$25,000 Net Per Sponsorship



Limit: 4 per Hub

SPECIALTY SPONSORSHIPS

NEW! IMTS STAR CLUB

Visitors who have attended IMTS four times prior automatically gain access to the IMTS Star Club. Increase your brand visibility on a special lanyard that stands out from the crowd. You can also include a special gift for this elite group.

- Target Premium Prospects
- Stand Out from the Competition
- Valuable Gifting Opportunity







Included:

- Welcome letter from sponsor in the registration mailing
- Lanyard mailed to Star Club members
- Sponsor logo on IMTS.com Star Club Page
- Sponsor logo on Star Club onsite signage
 - Taxi lines
 - Shuttle bus lines







NEW! IMTS FLOOR GRAPHICS

Elevate your brand visibility with every step! Generate buzz and drive traffic to your booth with these strategicallyplaced floor graphics displaying your logo and booth number on main walkways.

Unparalleled Exposure

Command visitor attention at every turn.

Entice Curiosity

Create a trail leading straight to your booth.

Cost-Effective

Maximum exposure and a strong ROI. Don't miss this opportunity to literally dominate the IMTS 2024 show floor.

Sponsor stickers will appear on the colored directional carpet that leads to the building where the sponsor's booth is located.

Branded Floor Graphics

\$25,000_{Net}



Limit: 4 Sponsors per building



HOTEL KEY CARDS

Unlock the Power of Your Brand with a key card sponsorship. An exclusive sponsorship is available for Hyatt McCormick Place, Marriott McCormick Place, and Hilton McCormick Place.

Frequent Impressions

Show your brand every time guests enter their room.

Premium Hotels

These hotels are some of the area's finest.

Targeted Distribution

Reach only IMTS guests - industry professionals, decision-makers, and leads.

Custom Design

Create your own or work with our team.

Memorable Souvenir

Visitors often keep their key cards as a memento.

Branded Floor Graphics

CUSTOM PRICING

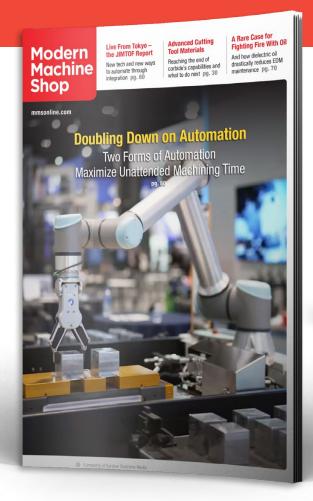
Please Contact Your IMTS Sales Rep

Closing Date: Feb 1, 2024

Artwork Deadline: May 1, 2024

MMS August 2024 Issue 82,000+

Pre-show mailings to metalworking professionals.



IMPORTANT INDUSTRY SHOW ISSUES

Produced by Gardner Business Media

IMTS SHOW ISSUES

Along with IMTS Official 2024 Show Products, exhibitors may use the following August 2024 show issues to receive the best promotion and the best discount on their IMTS 2024 advertising campaign:



15,800+ Pre-show mailings to Spanish-speaking metalworking professionals worldwide.



20,100+ Pre-show mailings to manufacturing professionals involved in mold making and tooling.



Pre-show mailings to professionals involved in high volume precision parts manufacturing.



Pre-show mailings to professionals involved in and learning about Additive Manufacturing.





CUSTOM DIGITAL MEDIA PACKAGES

Impact the entire show cycle with multi-channel marketing solutions designed to deliver your message directly to a targeted audience of engaged industry professionals.

BRAND PACKAGE

POST-SHOW BRAND AMPLIFICATION

Build brand and booth awareness by delivering high-impact physical and digital display advertising across multiple formats to qualified, active manufacturing professionals and IMTS registrants.

INCLUDES:

Audience Retargeting

Offsite retargeting display ads extend the reach of your brand to a unique network audience across the web.

Digital Display Advertisements Contextual digital advertisements displayed on selected CRM website

displayed on selected GBM websites to engaged content consumers.

Magazine Display Advertisements

High impact full-page display ad delivered to qualified industry decision makers in the selected GBM brand magazine.

AVAILABLE: SEP, OCT, NOV 2024

CONTENT PACKAGE

EXHIBITOR VIDEO MARKETING

Bring in-market awareness and visibility to your unique product technology solutions and build your content marketing library with an interactive, three-part video content marketing program.

INCLUDES:

• Press Release with Video

60 second video press release, published to a selected GBM website and shared via YouTube and social media.

Technology Solutions Video

Work directly with GBM's video production team, on site at the event, to film a solutions-focused video featuring your experts, products, and services.

Digital Marketing

A multi-component demand generation program, featuring your video content, designed to drive engaged and qualified visitors to your website.

AVAILABLE: AUG, SEP, OCT 2024

DEMAND PACKAGE

TRAFFIC DRIVER

Drive booth visits and website visits with a multi-component, multi-channel traffic driver program delivered to active manufacturing professionals and IMTS 2024 registrants.

INCLUDES:

On and Offsite Retargeting

High impact on and off site display advertising reaches your audience wherever they are.

Email

Deliver your pre- and post-show message directly to the inbox of Engaged IMTS audience. (2,500 names per month).

Social Media

Leverage a selected GBM brand to reach reach followers and engage a targeted audience on Facebook and LinkedIn.

AVAILABLE: AUG, SEP, OCT 2024

Choose Your Package

\$10,000

Per Month (Minimum 3-Month Commitment)

- Not eligible for IMTS or GBM discount.
- No additions or subtractions to the packages are available.

DISCOUNT STRUCTURE

RECEIVE DISCOUNTS WHEN YOU PLACE QUALIFYING ADVERTISEMENTS IN MULTIPLE SHOW PRODUCTS

A minimum investment of \$2,500 gross in a product is required to qualify toward the discount.



6
PRODUCTS

25%
DISCOUNT

20%
DISCOUNT

4
PRODUCTS

15%
DISCOUNT

10%
DISCOUNT

2
PRODUCTS

5%
DISCOUNT

Questions? For a quote on a custom IMTS package program, Contact Gardner Business Media Sales Representative or contact Advertising Manager:

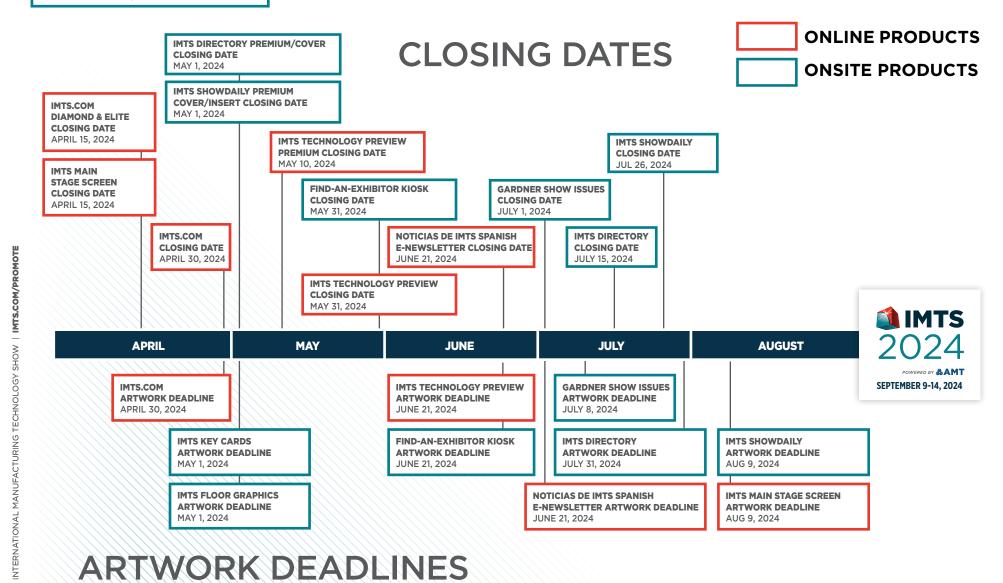
Bill Caldwell

billc@gardnerweb.com 800-950-8020 or 888-527-8826



IMPORTANT DEADLINES

IMTS FLOOR GRAPHICS | IMTS HOTEL KEY CARDS CLOSING DATE: FEB 1, 2024



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CONTACTS

National Sales Representatives

Anthony Pavlik

Regional Vice President apavlik@gardnerweb.com ph 917-838-8734

Joe Campise

Regional Vice President jcampise@gardnerweb.com ph 630-345-3466

John Campos

Regional Vice President jcampos@gardnerweb.com ph 630-345-3467

ILLINOIS / MIDWEST

Ben Barnes

Regional Sales Representatives

CALIFORNIA / WEST

Brian E. Wertheimer

Regional Manager brianw@gardnerweb.com ph 513-403-2956

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Program & Conference Sponsorships at IMTS 2024

Sponsor Onsite Events at IMTS and Elevate Your Brand with One of the Largest and Most Qualified Audiences in the Manufacturing Industry.

Presented By





Official Media Partner



ELEVATE SPONSORSHIPS



With the IMTS Elevate Program, you can reach the audience segments that best align with your company goals and initiatives. The three audiences are: Job Shops, Women, and Latin America. Choose to put your brand in front of one – or all!

SPONSORSHIP LEVELS AVAILABLE	EXECUTIVE	EXCELLENCE	CHAMPION
SPONSORSHIPS AVAILABLE	10 Sponsorships Available Per Day	5 Sponsorships Available Per Day	Only 3 Sponsorships Available for All of IMTS
INVESTMENT	\$4,500 per sponsorship	\$8,500 per sponsorship	\$15,000 per sponsorship
Before IMTS		'	
Logo (link to show room) on IMTS.com from conference page	*	♦	♦
Sponsor acknowledgement on IMTS Preview Days when program is discussed	*	♦	♦
Logo printed in IMTS Registration Brochure where program is discussed (56,000 distribution)			♦
Email push from sponsor to pre-registrants through IMTS Exhibitor Passport		1	2
Digital invitation customized from sponsor		10	20
Onsite During IMTS			
Company logo at entrance to conference room for all sponsors	*	♦	♦
Company logo on in-room signage at conference	*	*	*
Company logo branding in high visibility area above Grand Ballroom, S100			*
Complimentary conference registrations	2	4	4 Per Day
Verbal recognition during program		*	*
Digital signage recognition during program	*	*	♦
Sponsor branded literature insert in conference packet		♦	♦
Reserved table at conference to invite guests to join your table			*
Company representative speaking opportunity (3-5 minute welcome or keynote introduction)			*
Attendee list, provided sponsor has purchased IMTS Exhibitor Passport		*	♦
Reception: Signage with company logo (organized by level)	*	*	♦
Reception: Verbal recognition by company name during welcome			♦
Reception: Reserved area with company logo			♦
After IMTS			
Logo in visitor survey email	*	♦	*
Company recognition in event recap article	*	→	*

1





JOB SHOPS: THE LIFEBLOOD OF THE MANUFACTURING INDUSTRY

Powered by AMT, *Modern Machine Shop* and *Additive Manufacturing*, these three half-day conferences are exclusively designed to offer Job Shop stakeholders new and creative opportunities to learn, connect and transform today and tomorrow. Attendees range from job shops, contract shops and OEMs who are eager to learn how to impact every aspect of their business.

WHY SPONSOR IMTS ELEVATE JOB SHOPS?

In addition to IMTS pre-show, onsite and post-show brand awareness, sponsors get highvisibility placement on collateral, networking opportunities with a highly influential audience of job shop executives and access to leads through IMTS Exhibitor Passport.

200+

Estimated attendees across the Elevate Job Shops program #1

Job shops and contract manufacturers are the largest industrial sector at IMTS 21,000+

Almost a quarter of the IMTS audience are in machine shops or contract manufacturers

HOW IT WORKS

Choose to sponsor one conference of IMTS Elevate Job Shops at the Executive or Excellence level, or choose to sponsor all three conferences at the Champion level.

EXECUTIVE	EXCELLENCE	CHAMPION
10 Sponsorships	5 Sponsorships	3 Sponsorships available.
available for each	available for each	Each includes
conference	conference	ALL THREE conferences

IMTS ELEVATE JOB SHOPS PROGRAMS

- See schedule on page 10
- Refer to page 1 for full list of benefits and pricing
- Includes access to the Job Shops Reception on Tuesday, Sept 10

Make Your Shop a Top Shop | Monday, September 9

Attendees will hear from industry experts and current and past Top Shops award winners. Gain insight into what makes a Top Shop, and how your shop stacks up with the competition.

The Shop of Our Future | Tuesday, September 10

Manufacturing continues to transform at a rapid pace. From automation and robotics to digital technologies and workforce, attendees will join job shop peers to discover the changes and adaptations needed to prepare for the future.

3D Printing for Job Shops | Thursday, September 12

In this concentrated half-day seminar, attendees will learn how machining facilities are applying 3D printers for tooling and for runs of parts that do not make sense for traditional machining centers.

IMTSELEVATE

WOMEN MAKE MANUFACTURING MOVE



CELEBRATE THE INFLUENCE OF WOMEN IN MANUFACTURING

The Elevate: Women Make Manufacturing Move program is designed to recognize women's impact in the manufacturing industry through insightful speakers and networking events connecting accomplished women globally. Fostering genuine engagement, this program features an evening reception and a breakfast with keynote speaker.

WHY SPONSOR THIS IMTS ELEVATE PROGRAM?

Position your brand as an advocate for female leaders and innovators in our industry. Each year, more women than ever enter the manufacturing workforce, operating machinery, running job shops and leading companies.

In addition to IMTS pre-show, onsite and post-show brand awareness, sponsors get high-visibility placement on collateral, networking opportunities with an audience of highly influential women in manufacturing, as well as access to leads through IMTS Exhibitor Passport.

47% | 30%

47% of the American workforce is female, and 30% of them are working in manufacturing 9%

The number of female 2022 IMTS attendees

25%

One in four management positions in manufacturing are held by women

HOW IT WORKS

Select the Executive or Excellence level to sponsor the Women Make Manufacturing Move Breakfast and Keynote on Wednesday, September 11. Upgrade to the Champion level to also sponsor the Women's Reception on Monday, September 9.

EXECUTIVE	EXCELLENCE	CHAMPION
10 Sponsorships	5 Sponsorships	3 Sponsorships available.
available for the Women's	available for the Women's	Includes the Breakfast,
Breakfast and Keynote	Breakfast and Keynote	Keynote and Reception.

IMTS ELEVATE WOMEN MAKE MANUFACTURING MOVE EVENTS

- See conference schedule on page 10
- Refer to page 1 for full list of benefits and pricing

Women's Reception | Monday, September 9

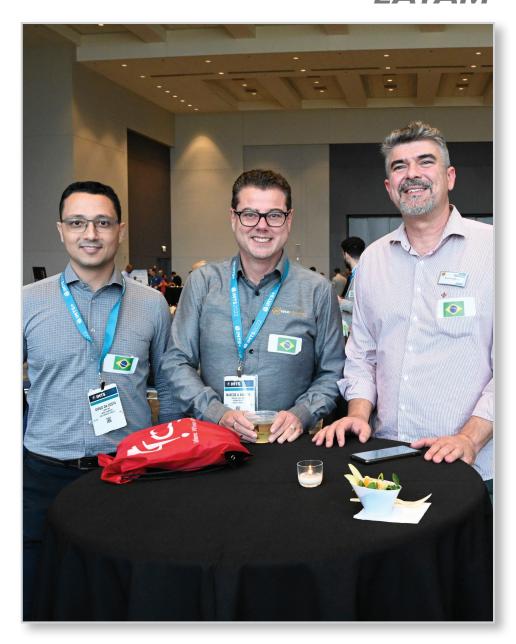
IMTS welcomes the women of manufacturing home to the industry's premier event with an evening of food, drinks, networking and celebration.

> SPECIAL OPPORTUNITY!	Your logo on signage at the Women's Reception!	\$3,000
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Women's Breakfast and Keynote | Wednesday, September 11

The women of IMTS gather over breakfast for a keynote presentation focused on the unique opportunities and challenges of this fast-growing segment of the manufacturing industry.

IMTSELEVATE LATAM



WELCOME MEMBERS OF ONE OF THE FASTEST-GROWING MANUFACTURING MARKETS

Launching at IMTS 2024, ELEVATE: LATAM is a half-day conference for the Spanish-speaking manufacturing technology community, focusing on transformative technologies, sustainable manufacturing, and regional trends in the high-growth markets of Mexico, Latin America, and Spain. Access to LATAM Night, an evening reception to give you a chance to network among the manufacturing communities, will be included with your registration.

WHY SPONSOR IMTS ELEVATE LATAM?

In addition to IMTS pre-show, onsite and post-show brand awareness, sponsors get highvisibility placement on collateral and networking opportunities with one of the fastest growing segments of manufacturing.

\$878B

Manufacturing contributes almost 20% to the total GDP of Latin America and the Caribbean 45%

Nearly half of all exports in the region come from manufacturing

2,900+

Almost 3,000 IMTS 2022 attendees were from Latin America

HOW IT WORKS

Select the Executive or Excellence level to sponsor the half-day conference on Tuesday, September 10. Upgrade to the Champion level to also sponsor the LATAM Night Reception later that evening.

EXECUTIVE	EXCELLENCE	CHAMPION
10 Sponsorships available for the conference	5 Sponsorships available for the conference	3 Sponsorships available. Each includes the conference and reception.

IMTS ELEVATE LATAM EVENTS

- See conference schedule on page 10
- Refer to page 1 for full list of benefits and pricing

LATAM Conference | Tuesday, September 10

Presented completely in Spanish, this conference will focus on transformative technologies, sustainable manufacturing, growth-accelerating trends and digitalization in the high-growth markets of the region.

LATAM Night at IMTS 2024 | Tuesday, September 10

IMTS reunites participants after a learning-packed day with food, drinks and networking opportunities with influential members of the manufacturing community throughout Latin America and the Caribbean. LATAM Night is brought to you by AMT — The Association for Manufacturing Technology, producers of IMTS and the AMT TechCenter in Monterrey, Mexico.

SPECIAL EVENT SPONSORSHIPS

One IMTS. Many Events. Sponsor Yours Today!

IMTS hosts some of the most important events in manufacturing, each catering to specific segments of the industry. With so many high-level company decision-makers and stakeholders gathered under one roof, sponsorship of these IMTS special events provide a rare opporntunity to spotlight your brand with a uniquely targeted and highly qualified audience.













THE PREMIER CONFERENCE FOR INDUSTRIAL CLEANING PROFESSIONALS

Since 2010, the Parts Cleaning Conference has educated hundreds of manufacturers in the latest and most important parts cleaning technologies, regulations and processes that affect shops of all shapes and sizes.

WHY SPONSOR THE PARTS CLEANING CONFERENCE?

Your Parts Cleaning Conference sponsorship magnifies your brand exposure, helps you build new connections and a stronger network and discover fresh business avenues. Position your company as a leading technology provider to industrial cleaning professionals and engage with individuals directly involved in decision making for their company.

75%

Three quarters of PCC registrants in 2022 were first time attendees

70%

Most PCC attendees in 2022 listed their job title as President, Director, Manager or Engineer 55 | 18 | 5

55 companies from 18 states and 5 nations were present in 2022

WHAT'S INCLUDED

- One sponsored ad on *Products Finishing's*, *Modern Machine Shop's* and *Production Machining's* social media channels
- Your logo on the Parts Cleaning Conference promotional and onsite materials
- One custom insert included in the Parts Cleaning Conference attendee folder*
- One custom webpage on PartsCleaningEvent.com
- Two complimentary attendee registration passes
- The final attendee contact list 2-weeks post event
- Inclusion in the full-page sponsor recognition ad in the Parts Cleaning Section in both *Products Finishing* and *Production Machining*

Parts Cleaning Conference Sponsorship

\$6,000 Sponsor Only

Available: 8

QUESTIONS?

Please contact Tarah Grogan for more information.

TGrogan@gardnerweb.com

* NOTE:

Deadline for attendee folder inserts:

August 12, 2024



THE LEADING EDGE OF AUTOMATION IN MANUFACTURING

Launched in 2023, TASC is an event focused on the necessity of manufacturing automation for CNC job shops. TASC offers participants a full program of expert technical content, networking and a curated tour of the automation sector at IMTS. TASC 2024 will provide key insights and practical guidance for allowing shops of all sizes to attain automation solutions.

With over 85,000 visitors, IMTS is the perfect opportunity to showcase your brand. As a sponsor, you'll have the chance to showcase your automation innovations and make new connections with that part of the IMTS audience working at the cutting edge of automation.

NEW FOR 2024!

The Automation Sector will draw serious buyers looking for solutions to increase shop productivity and reduce costs.

24%

About one quarter of IMTS 2022 attendees were company management

36%

Over a third of IMTS 2022 attendees were engineers 86%

Most attendees in 2022 came from shops actively transitioning to automation and lights-out operations

	Gold	Platinum
TASC Sponsorship	\$5,000	\$12,000
	5 Available	4 Available
30 min presentation		*
Company featured in the Automation Sector guided tour		*
One custom insert included in the TASC attendee folder*		*
Logo on on-site signage	*	*
Logo on event website	*	*
Logo on pre-show marketing promotions	*	*
Promotion on event social media channels	*	*
Attendee List provided the sponsor has purchased IMTS Exhibitor Passport	•	•
Inclusion in the full-page sponsor recognition ad in <i>Modern Machine Shop</i> magazine	•	•
2 Complimentary attendee registration passes	*	*

*Deadline for attendee folder insert is August 12, 2024

QUESTIONS?

Please contact Bryce Ellis for more information.

BEllis@gardnerweb.com



SUCCEEDING WITH POWDER BED FUSION

Laser powder bed fusion is the most widely used additive manufacturing method for metal part production, and electron beam melting is a closely related technology. This conference will offer a roadmap to success for metalworking facilities contemplating a move into these technologies. Speakers will cover materials, safety, part design, production workflow and differences between laser and electron beam metal powder bed fusion systems.

LEVERAGE THE REACH OF IMTS AND ADDITIVE MANUFACTURING MAGAZINE

IMTS educational platforms receive hundreds of thousands of monthly visits. In addition, sponsors are also promoted to Additive Manufacturing magazine's highly targeted audience through print, email, digital media and social media channels.

122,000+

Monthly visits to IMTS.com, IMTS+, and other IMTS digital media

20K+ | 35K+

Additive Manufacturing print and digital subscribers

54,700+

Additive Manufacturing average online visitors

WHAT'S INCLUDED

- One 30-minute presentation
- Your logo on AM Workshop onsite signage
- Your logo on AM Workshop digital signage where applicable
- Your logo on AM Workshop pre-show digital and print promotions
- Literature insert in AM Workshop folios, provided by sponsor*
- Two AM Workshop passes
- Attendee list for sponsors who purchase **IMTS Exhibitor Passport**

AM Workshop Powder Bed Fusion Sponsorship

\$6,500 Sponsor and Speaker

Available: 4

*Deadline for attendee folio insert is August 12, 2024

QUESTIONS?

Please contact Rick Brandt for more information.

RBrandt@gardnerweb.com

TOTAL MEDIA COVERAGE

Intereseted in other IMTS 2024 Sponsorships and Advertising Programs?

Scan below to discover more opportunities to elevate your brand:









IMTS ELEVATE AND GARDNER BUSINESS MEDIA CONFERENCE SCHEDULE

Monday September 9	Tuesday September 10	Wednesday September 11	Thursday September 12
	IMTS ELEVATE LATAM 8:30 am - 1:00 pm	IMTS ELEVATE WOMEN MAKE MANUFACTURING MOVE 7:30 - 9:00 am Breakfast	
	PARTS CLEANING CONFERENCE 9:00 am - 4:00 pm		
		THE AUTOMATED SHOP CONFERENCE 10:00 am - 3:00 pm	
IMTS ELEVATE JOB SHOPS 1:00 - 4:00 pm Make Your Shop a Top Shop	IMTS ELEVATE JOB SHOPS 1:00 - 4:00 pm The Shop of Our Future	AM WORKSHOP: POWDER BED FUSION 1:00 - 5:00 pm	IMTS ELEVATE JOB SHOPS 1:00 - 5:00 pm 3D Printing for Job Shops
	IMTS ELEVATE JOB SHOPS 4:00 - 5:30 pm Reception	THE AUTOMATED SHOP CONFERENCE 3:00 - 5:00 pm Automation Sector Tours	
	PARTS CLEANING CONFERENCE 4:00 - 5:30 pm Reception		
IMTS ELEVATE WOMEN MAKE MANUFACTURING MOVE 5:00 - 6:30 pm Reception	IMTS ELEVATE LATAM 5:00 - 7:30 pm LATAM Night		

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