



# 2023

## EXHIBITOR INFORMATION & SPONSORSHIP OPPORTUNITIES

250+ EXHIBITORS • 2,500+ ATTENDEES  
3 AREAS OF EXPERTISE • 8TH ANNUAL SHOW  
175,000 SQUARE FEET • 5,500 LEADS GENERATED

**Advanced  
Manufacturing  
Expo**



**AUGUST 9-10, 2023**

DeVos Place—Grand Rapids, MI

[ADVANCEDMANUFACTURINGEXPO.COM](http://ADVANCEDMANUFACTURINGEXPO.COM)

# GRAND RAPIDS

DEVOS PLACE

AUGUST 9, 2023 • 8:30 AM - 4 PM

AUGUST 10, 2023 • 8:30 AM - 4 PM



# ALL IN ONE PLACE

Leadership, Networking, Resources, Technology



## 3 SHOWS ALL IN ONE PLACE



### AUTOMATION HALL

Robots, cobots, laser markers, safety, motion, vision, machine builders, integrators, logistics, universities, MMTC and The Right Place and other state programs



### MECHANICAL HALL

Bearings, power transmissions, motors, linear motion, pneumatics, hydraulics, process pumps, hose fittings, chemicals, lubricants, safety, adhesives, and sealants.



### METALWORKING HALL

Cutting tools, coatings, coolants, work & tool holding, metalworking fluids, additive manufacturing, gauging, abrasives, and inventory management solutions

## 2022 SHOW

**19%** Increased  
Attendance

**35%** More lead  
generation scans.

Attendees traveling  
to walk the show  
from  
**20** States

We are moving to **Wednesday & Thursday!**

**New Technical Educations Classes:** 2023 will offer certifications, Professional Development Hours (PDH), training and more!

Box lunches **choices and delivered to your booth**

**FREE offsite** Hall Exhibitor Parties for more networking

**Logistics Program** for transporting demos from other regional shows to warehouse storage, to AME and back to warehouse storage for pick-up.

**Streamlined Exhibitor AND Attendee Registration** through updated software

### WHAT DO PEOPLE HAVE TO SAY?

“Not only are our customers walking the show, but other exhibitors are a great resource.”

“The Advanced Manufacturing Expo was a huge success that came as a complete surprise. Having done over 90 Rockwell Automation On The Move and many Automation Fair events, I was not sure what to expect... 100% total class, well planned and well executed event. ...”

“” INSERT “”



### EXHIBITOR PARTY 2023

The Advanced Manufacturing Expo will host three (3) separate parties. Automation, Mechanical, and Metalworking Halls will each host an off-site networking party. These parties will take place Tuesday August 8th, 2022, from 5 PM - 7PM. Exhibitors will not automatically receive party tickets. Upon registration you may choose which party you wish to attend and order the numbers of tickets needed. Each party ticket will come with two drink tickets. Event location and additional details will be available in the near future.



**Maintain a low total cost of exhibiting at the show**

As a business owners themselves, Organizers pay close attention tot eh total cost of doing trade shows—exhibitor fees, marketing materials, travel, hotel, meals, entertaining clients and more. The AME is in held in downtown Grand Rapids where most exhibitors needs are easily met at costs than tend to be much less than major metro area shows.

**Provide exceptional customer service to exhibitors**

The AME does the “little things” that make life easier for exhibitors. We host private networking events after setup is done, where exhibitors can eat, relax and socialize. The day of the show, we provide boxed lunches delivered to each booth. Plus we offer FREE lead generation software, professional booth management and complete digital registration/map software with exhibitor profile/order management.

**Offer visibility for exhibitors through mass media**

The AME partners with local print, radio and TV to promote the show, but also to promote the exhibitors. A partnership with MiBiz, a regional publication, allows exhibitors to promote their brands leading right up to show time. We also utilize LinkedIn, YouTube, Facebook and other digital platforms.

**Make it easy for attendees**

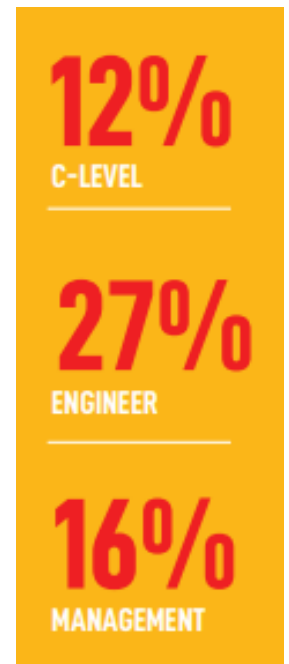
The AME is a FREE show to attend. We offer pre-registration as well as onsite registration day of the show. On top of attendee registration flexibility we also offer 2hr FREE parking for attendees.

**COMPANIES IN ATTENDANCE:**



**TITLES IN ATTENDANCE:**

- President, Owner
- Chief Executive Officer
- Chief Operating Officer
- Plant Manager
- Machine Engineer
- Purchaser
- Director of Technology
- Senior Manufacturing Engineer
- Vice President
- Director of Engineering
- Design Engineer
- Controls Engineer
- Automation Engineer
- General Manager
- Electrical Engineer
- Industrial Engineer
- Machine Design
- Engineer
- Process Engineer



**CONTACT US TODAY!**

[www.advancedmanufacturingexpo.com](http://www.advancedmanufacturingexpo.com)  
[info@advancedmanufacturingexpo.com](mailto:info@advancedmanufacturingexpo.com)

This packet is a guide/overview and not how one would register for the show. Please think of the “[EXHIBITORS](#)” section of the Advanced Manufacturing Expo website as your “Exhibitor Kit” for a details such as load-in, shipping, parking, party, and more. All [EXHIBITOR REGISTRAION](#) and ordering of booth extras (carpet, lunches, party tickets, etc.) takes place via our Mapping Software (MapDynamics). Please see the links below.

[Click here for Exhibitor Kit](#)

[Click here for Exhibitor Registration](#)

## PLATINUM: \$20,000

1 AVAILABLE

- 20x20 booth (includes skirting, up to eight (8) chairs, up to four (4) tables, one 20 amp 110 AC power, wastebasket)
- 10 exhibitor lunches per day
- Brochure/flyer in AME attendee bags
- 10 exhibitor party tickets to the Hall Party of your choice.
- Full page ad space in AME program
- Logo inclusion on all print advertising and signage
- Press release announcing Platinum Sponsor
- Mass e-mail announcing Platinum Sponsor
- Social media announcing Platinum Sponsor
- Mention in all advertising (TV, Radio, Connected TV)
- AME website home page leaderboard (728x90)
- AME website sponsorship page leaderboard (728x90)
- FREE Mobile lead generation software

## GOLD: \$10,000

3 AVAILABLE

- 20x20 booth ((includes skirting, up to eight (8) chairs, up to four (4) tables, one 20 amp 110 AC power, wastebasket)
- 6 exhibitor lunches per day
- Half-page program display ad in AME program
- Brochure/flyer in AME attendee bags
- Mass e-mail announcing Gold Sponsor
- Social media announcing Gold Sponsor
- AME website home page medium ad (400x400px)
- AME Gold Sponsorship acknowledgment on program
- FREE Mobile lead generation software

## SILVER: \$7,500

4 AVAILABLE

- 10x20 booth (includes skirting, four (4) chairs, two (2) tables, one 20amp 110 AC power, wastebasket)
- 4 exhibitor lunches
- 4 extra lunch vouchers, ideal for customers and clients
- Quarter-page program display ad space in the AME program
- Social media announcing Silver Sponsor
- AME website sponsorship page cube ad (300x250px)
- FREE Mobile lead generation software

## POWER UP: \$6,500

1 AVAILABLE

- 10x20 booth (includes skirting, four (4) chairs, two (2) tables, one 20amp 110 AC power, wastebasket)
- 4 exhibitor lunches per day
- Signage from ceiling identifying Power Up Station
- Brochure/flyer in AME Attendee bags
- Quarter-page program ad space in AME program
- Social media announcing Power Up Sponsor
- AME website sponsorship page cube ad (300x250px)
- FREE Mobile lead generation software

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[Click here for Exhibitor Kit](#)

[Click here for Exhibitor Registration](#)

## **PARKING: \$10,000**

1 AVAILABLE

- Every Attendee (in need, up to 2,000) will receive a parking voucher with your business card/offer attached)
- Brochure/flyer in AME Attendee bags
- Social media announcing Parking Sponsor
- 20x20 booth (includes skirting, up to 8 chairs, up to 4 tables, 110 AC power, free fork truck service, and shipping logistics)
- 8 exhibitor lunches
- Mass e-mail announcing Parking Sponsor
- Social media announcing Parking Sponsor
- AME website home page medium ad (400x400px)
- AME Parking Sponsorship acknowledgment on program
- FREE Mobile lead generation software

## **LOGO ON MAP: \$600**

8 AVAILABLE

- As a Showcased Exhibitor your logo will be prominently visible atop the AME’s interactive map.

## **FEATURED EXHIBITOR: \$300**

25 AVAILABLE

- As a Showcased Exhibitor your Exhibitor Profile will be highlighted on the Exhibitors Page.

## **LANYARD: \$4,500**

1 AVAILABLE

- Sponsor is to provide up to 4,000 lanyards. Lanyard selection must be approved by AME
- Brochure/flyer in every AME bag
- 10x10 booth
- 2 exhibitor lunches
- 2 tickets to exhibitor party of your choice

## **BADGE: \$3,000**

1 AVAILABLE

- As the Badge Sponsor you will be featured on the back of every attendee and exhibitors badge. Estimated dimensions would be 4”x1”. Ideal for call to action, discounts, couponing and more.

All booth pricing can be found via our mapping software (MapDynamics). Please follow the link below. Hover your cursor over the booth of interest and the rate will pop up. After you have selected your booth you will have the option to add elements to your order/reservation including; carpet, lunch tickets, party tickets, power, air, and more.

[Click here for Map/Exhibitor Registration](#)

## 10x10 BOOTH

INCLUDES:

- 1 covered and skirted 2'x8' (30" high) table
- 2 chairs
- 1 wastebasket
- FREE lead generation software

## 10x20 BOOTH

INCLUDES:

- 2 covered and skirted 2'x8' (30" high) tables
- 4 chairs
- 1 wastebasket
- FREE lead generation software

## 20x20 BOOTH

INCLUDES:

- 2 covered and skirted 2'x8' (30" high) tables
- 6 chairs
- 2 wastebaskets
- FREE lead generation software

## 20x30 BOOTH

INCLUDES:

- 3 covered and skirted 2'x8' (30" high) tables
- 6 chairs
- Additional tables and chairs are available upon request at no additional cost
- 2 wastebaskets
- FREE lead generation software

## DEMO VEHICLE BOOTH

INCLUDES:

- Space is specifically for a demo vehicle or small trailer.
- 15'x25' space. All elements must fit within.
- 1 covered and skirted 2'x8' (30" high) table
- 2 chairs
- 1 wastebasket
- FREE lead generation software

Please note, 30 days prior to the show organizers will reach out to Admin (the point of contact that registered your company as an exhibitor) of each Exhibitor to confirm the allotment of tables and chairs. Many will not need all of the tables and chairs that automatically come with standard booth reservations.

# PRE-SHOW ADVERTISING PACKAGES

AME has again partnered with MiBiz, Western Michigan’s leading business publication, to promote the Expo with high-visibility print and digital advertising — reaching 100,000+ readers — including high-value manufacturing executives and decision-makers.

We encourage you to amp up your pre-show exhibitor promotions with these affordable advertising packages offered below to drive traffic to your Expo booth—and your website.

To learn more about MiBiz, visit [mibiz.com/advertise](http://mibiz.com/advertise), or contact them directly at (616) 608-6170, [sales@mibiz.com](mailto:sales@mibiz.com).



**FILL OUT THE FORM BELOW AND SEND IT TO SALES@MIBIZ.COM  
DEADLINE: MAY 24, 2023**

Each package includes a print ad in MiBiz, and banner ads on MiBiz.com and the Manufacturing Spotlight e-newsletter:  
**All advertising MUST include AME logo and your booth number. Email [graphics@mibiz.com](mailto:graphics@mibiz.com) for AME brand guidance.**

## 1) SELECT PACKAGE

- \$1,599 Full Page Print + Digital**
  - One full-page, 4-color print ad in MiBiz
  - Two weeks run-of-site banner ad on MiBiz.com
  - Two days interstitial ad on MiBiz.com
  - One 300x250px banner ad in two Manufacturing Spotlight e-newsletters
  
- \$999 Half-Page Print + Digital**
  - One half-page, 4-color print ad in MiBiz
  - Two weeks run-of-site banner ad on MiBiz.com
  - One day interstitial ad on MiBiz.com
  - One 300x250px banner ad in Manufacturing Spotlight e-newsletter

## 2) SELECT PREFERRED PRINT EDITION:

- 6/5/2023 edition
- 6/19/2023 edition
- 7/17/2023 edition

*For office use only*

INTERSTITIAL DATE(S) \_\_\_\_\_

E-NEWS:  6/5/2023  6/18/2023  7/17/2023

BUSINESS \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PRE PAYMENT REQUIRED FOR ALL NEW ADVERTISERS**  
VISIT [MIBIZ.COM/PAY-INVOICE](http://MIBIZ.COM/PAY-INVOICE) AND ENTER "PREPAY" IN INVOICE FIELD.  
FOR QUESTIONS ABOUT PAYMENTS, CONTACT [ACCOUNTING@MIBIZ.COM](mailto:ACCOUNTING@MIBIZ.COM), OR CALL (616) 608-6170



## OFFICIAL PROGRAM ADVERTISING OPPORTUNITIES

We've created an entirely new publication to promote our valued exhibitors to Michigan manufacturers before, during and after the 2022 Advanced Manufacturing Expo.

This isn't your ordinary trade show program — it's also a full-fledged color publication filled with stories about Industry 4.0 that will be mailed to manufacturing executives, owners, engineers and operations personnel statewide.

It will be inserted into MiBiz's July 31 edition (10,000 circulation), plus we'll distribute a glossy magazine to all attendees of the Expo, and promote a digital version of the magazine via our media partners and social media channels.

It's a great opportunity to showcase your products and services to key decision makers throughout Michigan's manufacturing sector.

To learn more about MiBiz, visit [mibiz.com/advertise](http://mibiz.com/advertise), or contact them directly at (616) 608-6170, [sales@mibiz.com](mailto:sales@mibiz.com).



**FILL OUT THE FORM BELOW AND SEND IT TO SALES@MIBIZ.COM  
DEADLINE: JULY 19, 2023**

### CONTENT OPPORTUNITIES

- PRODUCT SPOTLIGHT:** Highlight your product or service with a 75-word blurb and a photo, plus your company contact information. **\$499 per product.**
- ENHANCED PROGRAM LISTING:** Upgrade the complimentary directory listing with a 150-word listing, your company logo and enhanced contact information. **\$199 per listing.**

### DISPLAY ADVERTISING

Your full-color ad will appear in the magazine/program with a total print run of **15,000 copies** and **digital distribution** via web, e-newsletter and social media platforms to reach an audience of **more than 35,000 manufacturing executives** and staff throughout the state.

- Full-Page: \$1,899**  
DIMENSIONS: 10.25 inches width by 12.25 inches height
- Half-Page: \$1,399**  
DIMENSIONS: 10.25 inches width by 6 inches height
- Quarter-Page: \$799**  
DIMENSIONS: 5 inches width by 6 inches height
- Eighth-Page: \$499**  
DIMENSIONS: 5 inches width by 2.875 inches height

BUSINESS \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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