



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



Leadership. Networking. Resources. Technology.

ALL IN ONE PLACE



WOW! The Advanced Manufacturing Expo (AME) is **8 YEARS OLD**, and expanding!

2022 will have more space with another 60,000 square feet, with more machines, and a new Packaging Hall. Our attendance in Grand Rapids increased by 40% more attendees in 2021 compared to the last show in 2019, despite the increase with Covid last summer, the new venue, and all the major construction.

Our goals are still the same:

- Inspiring **LEADERSHIP** to the entire manufacturing enterprise, top to bottom.
- Facilitate **NETWORKING** opportunities driving innovation and entrepreneurship.
- Providing **RESOURCES** of expert speakers, trade schools and universities, nonprofits, integrators, and machine builders to help deploy improvements.
- Introduce **TECHNOLOGY** that can disrupt markets that allow our manufacturers to compete globally at a lower price with better quality.

Speaking of technology... we have contracted Gravity Industries LTD based in Chichester, UK to exhibit and fly at our show with their 10,508 HP Jet Suit. Gravity will walk out of The DeVos Place, fire up the jets, and fly down the Grand River landing on the Gillett Bridge before flying back and forth down the river eventually returning to the show.

OUR STORY

AME Founder, Mark Ermatinger from Industrial Control – Zeeland MI, dreamed of this kind of event for many years and is amazed that AME is one of the fastest-growing shows in the Midwest. Ermatinger, an automation solutions provider, came up with the idea for a local automation expo after growing tired of traveling to Chicago for the big shows with a few local Michigan companies exhibiting. "I wanted a cost-effective place locally for local companies to network," said Ermatinger.

Although AME is still a young show, Mark says "It's a fraction of the

size of the big automation events like IMTS and Automate, but we're not worried about being big. We're focused on delivering an effective, cost-efficient experience for attendees and exhibitors all in one place locally!"

That means delivering an exceptionally high level of customer service to exhibitors while keeping the total cost of exhibiting extremely low. That also means playing to several unique strengths, especially the enormous number of manufacturing personnel that work and lives within a 90-mile radius of West Michigan. "It's a natural draw for attendees to come to Grand

Rapids versus Detroit, Chicago, or other big cities around the country," Ermatinger said. "We're close to home for a lot of engineers, maintenance, owners, and executives."

The AME event, held over a two-day period in mid-August, draws most of their attendees from around the state of Michigan, although 2021 bought attendees from many different states around the country.

AME is a hybrid show featuring three halls in the past with a new hall for 2022. These halls, along with nonprofits and schools, draw in mixed attendees and exhibitors.

- Automation Hall – Sponsored by Industrial Control (Zeeland MI)
- Metal Working Hall – Sponsored by Creston Industrial Sales (Grand Rapids)
- Mechanical Hall – Sponsored by Motion Industrial (Grand Rapids)
- Packaging Hall (New) – Sponsored by Total Packaging Solutions

MICHIGAN MEANS MANUFACTURING

Michigan's sizable manufacturing sector is no secret, particularly the automotive sector. In addition to the Big Three automakers — Michigan is home to 96 of the top 100 auto suppliers in North America and more than 2,200 facilities that conduct automotive research, design, engineering, and validation.

More than 117,000 engineers call "the Mitten" home and Michigan workers account for nearly 18.5 percent of all U.S. vehicle production. But the state's manufacturing companies such as Whirlpool, Kellogg, Request Foods, Stryker, Herman Miller, and Steelcase are headquartered in West Michigan.

Overall, an estimated 621,000 Michiganders — about 13 percent of the state's workforce are work-

ing in the manufacturing sector according to the Bureau of Labor and Statistics.

QUALITY, NOT QUANTITY

Even with the huge numbers of nearby potential attendees for the event, AME keeps focused on quality rather than quantity. The top job titles of attendees are manufacturing engineers, machinists, presidents/CEOs, production management, operations management, maintenance, and sales. "The quality of the attendees is significantly higher than the typical trade show," Ermatinger said."

Most attendees have done their homework and kicked the tires on the Internet, so they're at the show for serious fact-gathering. They're spending 10-15 quality minutes with exhibitors asking specific and pointed questions, instead of the typical three-minute demo."

Attendees are also looking for educational materials as opposed to marketing brochures, he said. When it comes to automation and advanced manufacturing, nearly 80 percent of executives turn to suppliers for education, according to a recent survey by business publication MiBiz and the non-profit Michigan Manufacturing Technology Center-West.

Like many of his peers these days, Ermatinger finds himself doing a lot more educating than selling. "We're at a unique point in the manufacturing era," he said. "Everyone is talking about Industry 4.0 and artificial intelligence and IIoT, and the small and middle-market manufacturers are desperate for education and trusted sources of information.

"That's what a smaller, regional expo like AME is all about: providing a setting where the exhibitors and attendees can get together and have an honest conversation."

For more information about the
Advanced Manufacturing Expo,
visit www.advancedmanufacturingexpo.com or
email info@advancedmanufacturingexpo.com.

The Advanced Manufacturing Expo provides a truly one of kind opportunity for **Leadership, Networking, Resources and Technology** within the manufacturing sector.

The AME has grown 20% or more every year since its inception in 2015. How do we continue to have such large scale growth? In large part by partnering with local leaders in manufacturing such as **Creston Industrial Sales, Motion Industries and Industrial Control**. Through these partnerships attendees and exhibitors alike will have full access to resources and knowledge needed to propel your business into the future of manufacturing.

We are the only independent expo of our kind to deliver **THREE** specific areas/halls of expertise: **Mechanical, Metalworking, and Automation.**



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.

KEEP AHEAD OF THE COMPETITION

Meet and Speak with Key Decision Makers: Many of the C-level executives you wish to meet will be in attendance along with Managers, Engineers, Purchasers and many other decision makers.

Network: There are several opportunities to connect and engage with your peers.

Highlight and Educate: 1,500-2,500 eager attendees will be delivered to you. This is a captive audience hungry for knowledge you possess!

WHO'S IN ATTENDANCE?

The **Advanced Manufacturing Expo** is a Michigan-based show that provides intimate yet global reach that is especially unique. Exhibitors and attendees not only meet leaders in the manufacturing world, but walk away with real valuable and actionable information.

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

12%
C-LEVEL

27%
ENGINEER

16%
MANAGEMENT

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. ..."



GRAND RAPIDS DEVOS PLACE

AUGUST 9, 2023 • 8 a.m.-4 p.m.
AUGUST 10, 2023 • 8 a.m.-2:30 p.m.

DeVos Place, downtown Grand Rapids
(parking will be included*)

EXPANDED 160,000 square feet

Metalworking and Mechanical Halls

Future Technologies area



SEE BOOTH OPTIONS ON PAGE 7 FOR ADDITIONAL INFORMATION



GRAND RAPIDS EXHIBITOR PARTY

DeVos Place Atrium private exhibitor party is included in your booth price and ideal for networking with other exhibitors the night before the show. Enjoy free beer & wine and heavy hors-d'oeuvre downtown Grand Rapids with ample parking across the street. For every 10x10 booth ordered you will receive two (2) tickets to the exhibitor party (ie. 20x20 = 8 tickets). Additional tickets for employees and guests are available upon registration.



PLATINUM: \$20,000

1 AVAILABLE

- 20x20 booth (includes skirting, up to 8 chairs, up to 4 tables, 110 AC power, free fork truck service, and shipping logistics)
- 10 exhibitor badges
- 10 exhibitor lunches
- 10 extra lunch vouchers, ideal for customers and clients
- Brochure/flyer in AME attendee bags
- Private exhibitor party in Grand Rapids
- 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

4 AVAILABLE

- 20x20 booth (includes skirting, up to 8 chairs, up to 4 tables, 110 AC power, free fork truck service, and shipping logistics)
- 8 exhibitor badges
- 8 exhibitor lunches
- 6 extra lunch vouchers, ideal for customers and clients
- 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, 2 chairs, 1 table, 110 AC power, free fork truck service, and shipping logistics)
- 4 exhibitor badges
- 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: \$6,000

1 AVAILABLE

- 10x20 booth (includes skirting, 4 chairs, 2 tables, 110 AC power, free fork truck service, and shipping logistics)
- 4 exhibitor badges
- 4 exhibitor lunches
- 4 extra lunch vouchers, ideal for customers and clients
- 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

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 badges
- 2 exhibitor lunches
- 2 tickets to exhibitor party
- Social media announcing Lanyard Sponsor

BADGE: \$4,000

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

PARKING: \$10,000

1 AVAILABLE

- Every Exhibitor and Attendee (in need, up to 2,000) will receive a parking voucher with your business card/offer attached)
- Brochure/flyer in AME Attendee bags
- 20x20 booth including all elements tied to this booth size
- Social media announcing Parking Sponsor

MAP SPONSOR: \$2,000

1 AVAILABLE

- Prominent logo placement and recognition as Map Sponsor in the printed and digital AME 2021 program
- Prominent logo placement and recognition as Map Sponsor on the AME website
- Showcased Logo listing

FEATURED EXHIBITOR: \$400

10 AVAILABLE

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

10x10 BOOTH

INCLUDES:

- 1 covered and skirted 2'x8' (30" high) table
- 2 chairs, 1 wastebasket
- 2 exhibitor lunch vouchers
- 2 exhibitor party tickets
- **FREE** lead generation software

10x20 BOOTH

INCLUDES:

- 2 covered and skirted 2'x8' (30" high) tables
- 4 chairs, 1 wastebasket
- 4 exhibitor lunch vouchers
- 4 exhibitor party tickets
- **FREE** lead generation software

20x20 BOOTH

INCLUDES:

- 3 covered and skirted 2'x8' (30" high) tables
- 6 chairs, 2 wastebaskets
- 8 exhibitor lunch vouchers
- 8 exhibitor party tickets
- **FREE** lead generation software

DEMO VEHICLE BOOTH

INCLUDES:

- 1 covered and skirted 2'x8' (30" high) table
- 2 chairs, 1 wastebasket
- 4 exhibitor lunch vouchers
- 4 exhibitor party tickets
- **FREE** lead generation software

BOOTH PRICING/ DISCOUNTS

- Base price for a single 10x10 booth range from \$1,195 - \$1,695 depending which show as well as booth location
- \$100 discount will be manually applied for every additional booth purchased (ex. purchase two (2) booths save \$200, four (4) booths save \$400)
- Bundle discounts are applicable with custom size booths (email info@advancedmanufacturingexpo.com for details)

INTERACTIVE FLOOR PLAN LINKS

- **ATTENDEE VIEW:** <https://homebase.map-dynamics.com/advmanufacturing2022/floorplan>
- **REGISTRATION MAP:** <https://shows.map-dynamics.com/advmanufacturing2023/?register>

OFFICIAL PROGRAM ADVERTISING OPPORTUNITIES

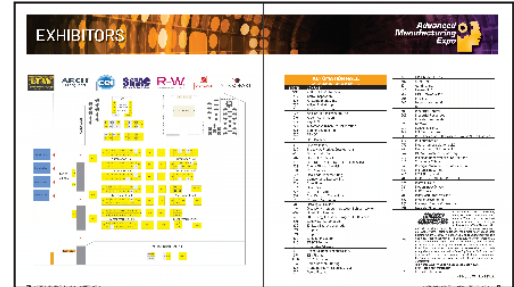
We've created an entirely new publication to promote our valued exhibitors to Michigan manufacturers before, during and after the 2023 Advanced Manufacturing Expo.

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 Crain's Grand Rapids Business July 24 edition (6,500 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 Crain's Grand Rapids Business, visit www.craingsgrandrapids.com.



**FILL OUT THE FORM BELOW AND SEND IT TO shelly.keel@crain.com.
DEADLINE: June 28, 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: 10.875x14.5" Trim Area/ 10.25 x 14" Live Area / Bleed 11.125" 14.75"
- Half-Page:** \$1,399
DIMENSIONS: 10.25 inches width by 7 inches height
- Quarter-Page:** \$799
DIMENSIONS: 6 inches width by 6 inches height
- Eighth-Page:** \$499
DIMENSIONS: 4 inches width by 4 inches height

BUSINESS _____ CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL _____

SIGNATURE _____

For questions about advertising, contact jill.may@crain.com.
*All ads must to CMYK; no pantone, spot colo or RGB.

Over the past few years, several of Mark Ermatinger's peers in the Association for High Technology Distribution (www.ahtd.org) have sought his advice on how to evolve from the run-of-the-mill open house to a regional expo like AME. He offers some advice based on lessons learned.

Make it easy for local attendees

AME offers free registration for qualified attendees, including onsite registration the day of expo. "We get hundreds of registrations the last few days leading up to the show. Schedules change and since we're close, people can stop into the show for a half day to network and talk to exhibitors."

Collaborate

While Ermatinger invites a small number of his own vendors to exhibit in the main hall, he also collaborates with other distributors that specialize in metalworking and mechanical parts to set up additional halls for their vendors. In 2019, he added another hall featuring process and instrumentation products.

Maintain a low total cost of exhibiting at the show

As a business owner, Ermatinger pays close attention to the total cost of doing trade shows — exhibitor fees, marketing materials, travel, hotel, meals, entertaining clients and more. Because AME is in easily accessible downtown Grand Rapids, the total costs tend to be considerably lower than Chicago or other major metro areas.

Provide exceptional customer service to exhibitors.

AME does the "little things" to make life easier for exhibitors, Ermatinger said. "We do a private reception after setup is done, so exhibitors can eat, relax and network. The day of the show, we provide a free boxed lunch for exhibitors. Plus we offer free lead generation software, professional booth management and an online booth selection map. We try to do the little things that they don't get at the big trade shows."

Offer visibility for exhibitors through media partnerships, social media

AME partners with local print, radio and TV to promote the show, but also to promote the exhibitors. A partnership with Crain's Grand Rapids Business, a regional business publication, allows exhibitors to promote their brands throughout the lead up to the show.

CONTACT US TODAY!

www.advancedmanufacturingexpo.com
info@advancedmanufacturingexpo.com

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