



# 2024

## EXHIBITOR INFORMATION & SPONSORSHIP OPPORTUNITIES

300+ EXHIBITORS • 4,200+ ATTENDEES  
3 AREAS OF EXPERTISE • 9TH ANNUAL SHOW  
175,000 SQUARE FEET • 9,700 LEADS GENERATED

**Advanced  
Manufacturing  
Expo**



AUGUST 7-8, 2024

DeVos Place—Grand Rapids, MI

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



# GRAND RAPIDS

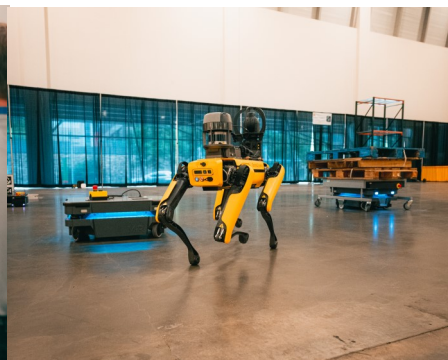
DEVOS PLACE

AUGUST 7, 2023 • 8:30 AM - 4 PM

AUGUST 8, 2023 • 8:30 AM - 3 PM

## ALL IN ONE PLACE

Leadership, Networking, Resources, Technology



## 3 SHOWS ALL IN ONE PLACE

**INDUSTRIAL CONTROL**   
AN MCE COMPANY

### AUTOMATION HALL

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

 **CRESTON**  
INDUSTRIAL SALES

### METALWORKING HALL

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

**industry 4.**   
Accelerator

### I4.0 TECH HALL

The i4.0 Accelerator keeps Michigan manufacturing globally competitive by providing matchmaking with the most disruptive, vetted i4.0 tech companies from around the globe.

## AME 2023

**24%**

Increase in Attendance.

**30%**

Increase in Lead  
Generation Scans.

**39**

Attendance from  
Different States

**8**

Different Countries in  
Attendance.

**New Technical Educations Classes:** 2024 will offer certifications, Professional Development Hours (PDH), training and more!

Box lunches **choices with delivery to your booth**

### **WHAT DO PEOPLE HAVE TO SAY?**

“The show is gaining traction. Good attendance. Good leads. Definitely worth it..”

“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. ...”

“I was impressed by the overall feel of the show and the crowd that was there. Next time, we will reserve a spot sooner, and get a better location.”

## **EXHIBITOR PARTY 2024**

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 business owners themselves, Organizers pay close attention to the total cost of doing trade shows—exhibitor fees, marketing materials, travel, hotel, meals, entertaining clients and more. The AME is held in downtown Grand Rapids where most exhibitors needs are easily met at costs that 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 Crains Business Grand Rapids, 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**

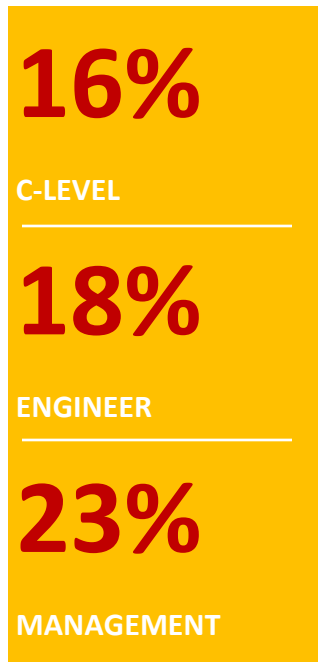
The AME is a FREE show to attend. We offer pre-registration as well as walk-in registration. On top of attendee registration flexibility we also offer 2hr FREE parking for attendees.

**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 such details as load-in, shipping, parking, party, and more. All [EXHIBITOR REGISTRATION](#) 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)
- Up to 8 exhibitor lunches per day
- Brochure/flyer in AME attendee bags
- Up to 8 exhibitor party tickets to the Hall Party of your choice.
- Full page ad space in AME program
- Logo inclusion on all generalized show 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)

## SILVER: \$7,500

4 - Available

- 10x20 booth (includes skirting, four (4) chairs, two (2) tables, one 20 amp 110 AC power, wastebasket)
- Up to 4 exhibitor lunches per day.
- Up to 4 Exhibitor Party Tickets to the Hall Party of your choice.
- Quarter-page program display ad space in the AME program
- AME Silver Sponsorship acknowledgment on program
- Social media announcing Silver Sponsor
- FREE Mobile lead generation software
- Your company will be highlighted as a Featured Exhibitor on the Exhibitors Page (if exhibiting, as this can be a stand alone sponsorship).
- Your company will also be featured on the Sponsors Page.

## POWER UP: \$6,000

1 - Available

- 10x20 booth (includes skirting, four (4) chairs, two (2) tables, one 20 amp 110 AC power, wastebasket)
- Up to 4 exhibitor lunches (2 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
- Exhibitor is responsible for providing a charging station.
- Your company will be highlighted as a Featured Exhibitor on the Exhibitors Page.
- Your company will also be featured on the Sponsors Page.
- AME will provide signage above your booth directing attendees to said charging station should they need a charge.

## GOLD: \$10,000

2 - AVAILABLE

- 20x20 booth (includes skirting, up to eight (8) chairs, up to four (4) tables, one 20 amp 110 AC power, wastebasket)
- Up to 6 exhibitor lunches per day
- Up to 6 Exhibitor Party Tickets to the Hall Party of your choice.
- 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 Gold Sponsorship acknowledgment on program
- FREE Mobile lead generation software

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[Click here for Exhibitor Kit](#)

[Click here for Exhibitor Registration](#)

## **PARKING: \$6,000**

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)
- Up to 6 exhibitor lunches
- Mass e-mail announcing Parking Sponsor
- Social media announcing Parking Sponsor
- AME Parking Sponsorship acknowledgment on program
- FREE Mobile lead generation software

## **LOGO ON MAP: \$750**

8 AVAILABLE

- Your company's logo will be placed long the top the digital AND printed Map/Floorplan within the AME program (not linked). The sooner you commit the longer your logo will be on the map for both attendees and exhibitors to see.

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

25 AVAILABLE

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

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

1 AVAILABLE

- All attendees and exhibitors will receive their show credentials attached to YOUR logoed lanyard!
- 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
- Social media announcing Lanyard Sponsor
- Mobile lead generation software
- Your company will be highlighted as a Featured Exhibitor on the Exhibitors Page (if exhibiting, as this can be a stand alone sponsorship).
- Your company will also be featured on the Sponsors Page.

## **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 email the Admins (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/or chairs that automatically come with standard booth reservations.

## OFFICIAL PROGRAM ADVERTISING OPPORTUNITIES

Promote your business to Michigan manufacturers before, during and after the 2024 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.

The publication also will be inserted into Crain's Grand Rapids Business July 22 edition (8,500 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



**COMPLETE FORM** and return to [jennifer.maksimowski@crain.com](mailto:jennifer.maksimowski@crain.com).  
**DEADLINE: June 21, 2024**

### 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 program with distribution in Crain's Grand Rapids Business and digital distribution via web, e-newsletter and social media platforms to reach an audience of more than 35,000 manufacturing executives and staff. (All ads must be CMYK – no Pantone, spot color or RGB.)

- 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 Jennifer Maksimowski at [jennifer.maksimowski@crain.com](mailto:jennifer.maksimowski@crain.com).



## PRE-SHOW ADVERTISING PACKAGES

AME has again partnered with Crain's Grand Rapids, Western Michigan's leading business publication, to promote the Expo with high-visibility print and digital advertising, 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 Crain's Grand Rapids Business, visit [www.craingsgrandrapids.com/advertise](http://www.craingsgrandrapids.com/advertise).



**COMPLETE FORM and return to [jennifer.maksimowski@crain.com](mailto:jennifer.maksimowski@crain.com).  
DEADLINE: June 1, 2024**

## AME EXCLUSIVE PACKAGES

- FULL-PAGE + DIGITAL (\$2,200)**
  - Full-page, 4-color print ad in Crain's Grand Rapids Business  
DIMENSIONS: 10.875x14.5" Trim Area/ 10.25 x 14" Live Area / Bleed 11.125" 14.75"
  - Run of Site ads on CrainsGrandRapids.com (30,000 impressions)
  
- HALF-PAGE PRINT + DIGITAL (\$1,500)**
  - Half-page, 4-color print ad in Crain's Grand Rapids Business  
DIMENSIONS: 10.25 inches width by 7 inches height
  - Run-of-site ads on CrainsGrandRapids.com (20,000 impressions)

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

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

For questions or more advertising options, contact Jennifer Maksimowski at [jennifer.maksimowski@crain.com](mailto:jennifer.maksimowski@crain.com).