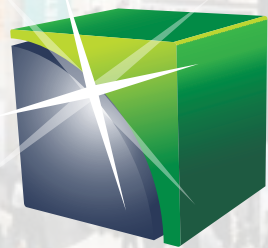


# GET NOTICED

AT



## IMTS2020

*DIGITAL MANUFACTURING. IMPLEMENTED.*

## TOTAL MEDIA COVERAGE

September 14-19, 2020 • McCormick Place • Chicago, Illinois

[I M T S . C O M / P R O M O T E](http://IMTS.COM/PROMOTE)

PRODUCED BY



OFFICIAL MEDIA PARTNER



**GARDNER**  
Business Media, Inc.

Q:

## HOW DO YOU GET NOTICED AT A SHOW THIS BIG?



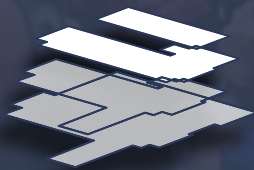
THE  
**LARGEST**  
MANUFACTURING EVENT  
IN THE AMERICAS



ONE OF THE  
**LARGEST**  
INDUSTRIAL TRADESHOWS  
IN THE WORLD



THERE ARE  
**OVER 117**  
COUNTRIES  
REPRESENTED



**1.3 MILLION+**  
SQUARE FEET OF  
EXHIBIT SPACE



**2,500+**  
EXHIBITORS



**129,000+**  
ATTENDEES



**15,000+**  
PRODUCTS  
ON DISPLAY



## ENGAGE MEDIA TO DRIVE BUYERS TO YOUR BOOTH

BEFORE	DURING	AFTER
<ul style="list-style-type: none"><li>• IMTS.com</li><li>• IMTS Technology eNewsletter</li><li>• Gardner IMTS Show Issues</li><li>• Noticias de IMTS</li></ul>	<ul style="list-style-type: none"><li>• IMTS.com</li><li>• IMTS<sub>TV</sub></li><li>• IMTS 2020 Directory</li><li>• IMTS Maps and Onsite Guide</li><li>• IMTS ShowDaily</li><li>• Noticias de IMTS</li></ul> <div><p>- PLUS -</p><ul style="list-style-type: none"><li>• Custom Sponsorships</li><li>• "Find an Exhibitor" Kiosks</li><li>• IMTS Charging Station</li></ul></div>	<ul style="list-style-type: none"><li>• IMTS.com</li><li>• IMTS<sub>TV</sub></li><li>• IMTS 2020 Directory</li></ul>

**IMPORTANT:** Past advertisers and sponsors have the right of first refusal for all products. Confirm your continued support no later than January 31, 2020 to renew your 2018 program.

# IMTS.COM

2018 IMTS.COM ATTENDEE  
USAGE STATISTICS

**1.3 Million+**  
SHOWROOM VISITS  
IN MAY-OCTOBER

**348,690+**  
COMPANIES ADDED  
TO AGENDAS IN  
MAY-OCTOBER

**78,900+**  
LEADS GENERATED  
FOR EXHIBITORS

**87%**  
Are sourcing from  
NEW vendors found  
through MyShow

**67%**  
Purchased from  
exhibitors added to  
their IMTS.com  
MyShow Agenda  
Planner

**IMTS.COM IS HOME TO  
ALL THE INFORMATION  
THAT ATTENDEES—AND  
PEOPLE CONSIDERING  
ATTENDING IMTS—USE  
TO PLAN THEIR VISIT.**

You need to reach them with your messaging at the point in time they are planning which of the 2,500+ booths they are going to visit. A decision to expand your IMTS showroom can make or break crucial buyers' decisions to visit your booth – exhibitors who purchased expanded packages on IMTS.com had 4-18 times MORE views on their showroom presence on the site than those with no advertising package!

**Use IMTS.com to explain your unique value proposition and help the viewer understand why he or she should visit your booth.**

Diamond Closing:  
**JAN 31, 2020**

Closing Date:  
**MAY 1, 2020**

Artwork Deadline:  
**MAY 1, 2020**

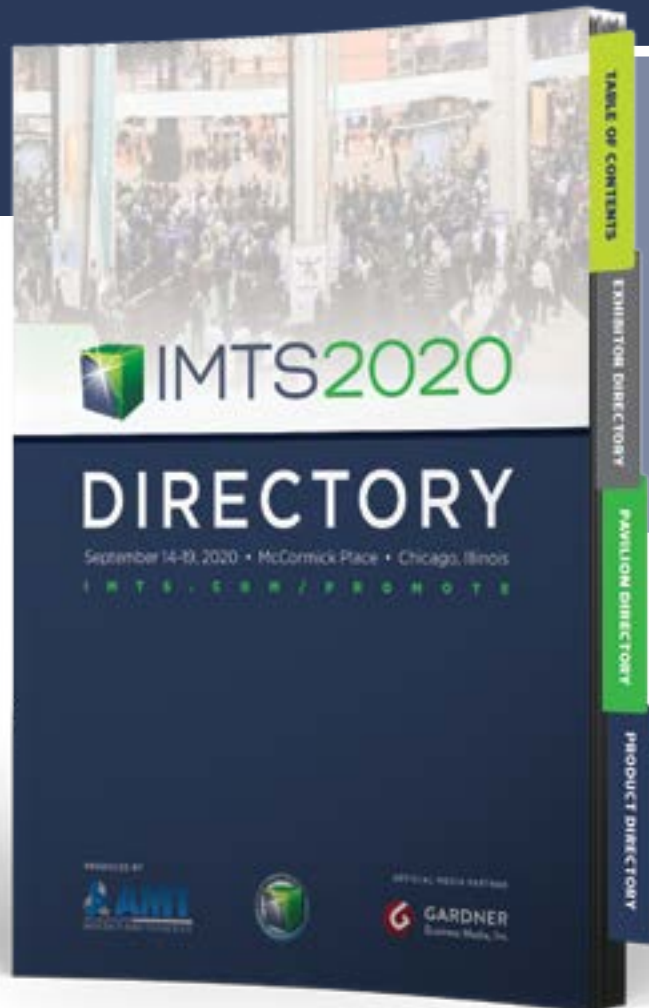
See Page 21 for  
**Discount Structure**



IMTS.COM ADVERTISING PACKAGES	SILVER	GOLD	PLATINUM	DIAMOND
<b>Showroom Display</b>				► <b>Limit 15</b>
Image and Text Product Panels (Online and Mobile)	<b>4 PANELS</b>	<b>4 PANELS</b>	<b>4 PANELS</b>	<b>4 PANELS</b>
Video Product Panels (Online and Mobile)		<b>4 PANELS</b>	<b>4 PANELS</b>	<b>4 PANELS</b>
<b>Additional Display and Features</b>				
Company name, address, phone, fax, URL, email and product category listings	◆	◆	◆	◆
Company Description with unlimited word count. Note: Subject to Editorial Review	◆	◆	◆	◆
Logo appears on company profile	◆	◆	◆	◆
<b>Access to opt-in leads and statistical data generated from your listing</b> Note: Feature exclusively available to IMTS.com advertisers	◆	◆	◆	◆
Upgraded Exhibitor treatment in search results, including product category, pavilion and keyword	◆	◆	◆	◆
Company featured on IMTS.com home page on a rotation	◆	◆	◆	◆
Slotted Listing in search results		◆	◆	◆
IMTS.com display ad placed in your showroom on MMSonline.com, ProductionMachining.com MoldmakingTechnology.com, if you place a full page print ad in the August issues of the related magazine(s).		◆	◆	◆
Booth Highlighted on Map		◆	◆	◆
Video included in the "Video Library" prominently displayed on IMTS.com		◆	◆	◆
Product Category Banner			<b>1 INCLUDED</b>	<b>2 INCLUDED</b>
Participant Logo on "Find an Exhibitor" Kiosk			◆	◆
Logo featured as IMTS.com "sponsor" in spread ad in Modern Machine Shop July and August Issues			◆	◆
Show Highlight – Panel featured on main directory search				◆
Mobile App Banner				◆
<b>See examples of each package online at:</b>	<a href="#">IMTS.com/ promote/Silver</a>	<a href="#">IMTS.com/ promote/Gold</a>	<a href="#">IMTS.com/ promote/Platinum</a>	<a href="#">IMTS.com/ promote/Diamond</a>
<b>IMTS.com Investment</b>	<b>\$2,995</b>	<b>\$7,995</b>	<b>\$11,995</b>	<b>\$14,995</b>
<b>"Find an Exhibitor" Kiosk Buy Up Discounts</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>FREE</b>	<b>FREE</b>



# IMTS 2020 DIRECTORY



## NEW SIZE NEW BENEFITS FOR ADVERTISERS

Use the IMTS Directory to establish your brand position in the market, drive traffic to your booth, promote in-booth activities and create a lasting impression of your products.

See examples at:  
[IMTS.com/promote/directory](https://www.imts.com/promote/directory)

## AVAILABLE TO **125,000+** IMTS REGISTRANTS

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

## THINK PRINT IS DEAD? NOT SO FAST.

At IMTS, The Directory is still picked up and used by a significant number of attendees at the show (and we track it!) Given the demographics of the IMTS Audience, does that surprise you? Don't miss buyers at the show with a preference for printed materials. Bonus Benefit: This is the most complete directory of the manufacturing technology industry suppliers printed in the U.S. Take advantage of the long shelf life by ensuring that your ad appears when a buyer reaches for it after the show looking for a new supplier.

Cover / Tabbed Closing:  
**JAN 31, 2020**

Closing Date:  
**JUL 10, 2020**

Artwork Deadline:  
**JUL 24, 2020**

See Page 21 for  
**Discount Structure**

## IMTS 2020 DIRECTORY ADVERTISING RATES AND SPECS

### STAND OUT

When you advertise in the Directory, your booth will now also have a subtle highlight on the page and include a 325-character description (subject to editorial approval) of your company. This exclusive benefit is only available to directory advertisers.



### SPECIAL OFFER

Expand your presence and increase your return on investment with deeply discounted multiple page advertising. After your first full page ad placement, all additional full page/4 color ads in the 2020 Directory will be available at the discounted rate of \$3,000 gross (additional multi-product discounts will not apply).

#### Advertising Rates

2-PAGE SPREAD	<b>\$10,000</b>
ONE PAGE	<b>\$7,125</b>
EACH ADDITIONAL PAGE	<b>\$3,000</b>

#### Cover Charges (CMYK Color)

INSIDE FRONT COVER	<b>\$8,795</b>
INSIDE BACK COVER	<b>\$7,695</b>
BACK COVER	<b>\$9,870</b>

#### Specifications NOTE: New Size!

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" W X 10.00" H
LIVE	6.00" W X 9.00" H

# IMTS HALL MAPS

AVAILABLE TO  
**125,000+**  
REGISTRANTS

- ▶ At registration
- ▶ At show entrances and exits

## IMTS IS MILES AND MILES OF AISLES

First timers at the show use the maps to understand the scope and layout of this massive event. Long timers? They use the maps as well to navigate the booths they are most interested in seeing. When you purchase an ad on the maps, you'll be highlighted on the floor, helping you stand out.

**Select which Map you want your messaging to be a part of:**

- ▶ South Building, Level 3
- ▶ North Building, Level 3
- ▶ West Building, Level 3
- ▶ East Building, Level 2
- ▶ East Building, Level 3

**Use the IMTS Maps to drive traffic to your booth, promote in booth activities and display your product offerings.**

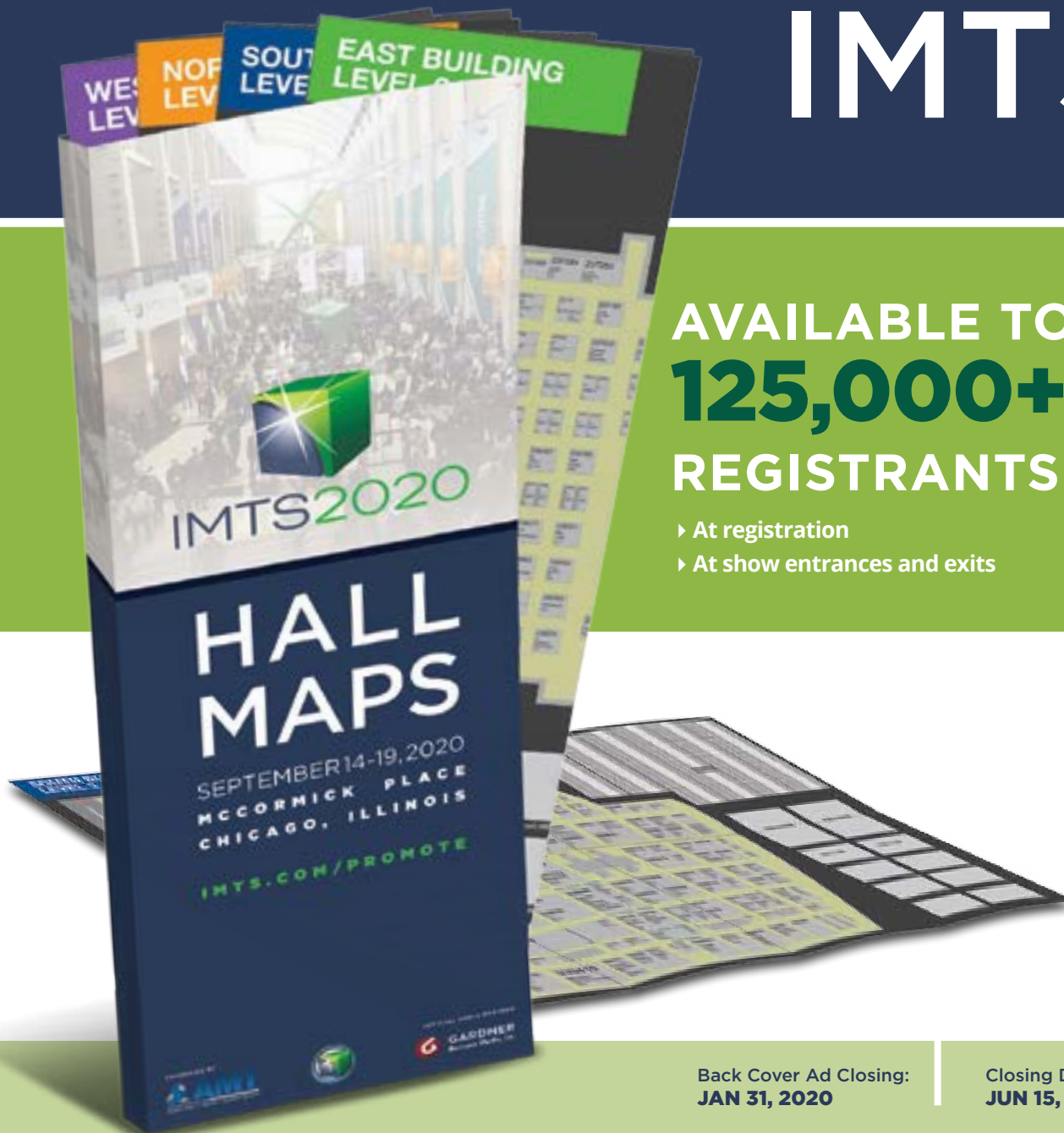
**See examples at:**  
[IMTS.com/promote/maps](https://www.imts.com/promote/maps)

Back Cover Ad Closing:  
**JAN 31, 2020**

Closing Date:  
**JUN 15, 2020**

Artwork Deadline:  
**JUN 29, 2020**

See Page 21 for  
**Discount Structure**





## OFFICIAL IMTS ONSITE GUIDE ADVERTISING RATES AND SPECS

### Back Cover Ad

**\$10,000**

#### ▶ Availability

1 Per Map

### Specifications

TRIM	3.6875" W X 8.5" H
BLEED	.25" ALL SIDES

### Business Card Ad

**\$3,000**

#### ▶ Availability

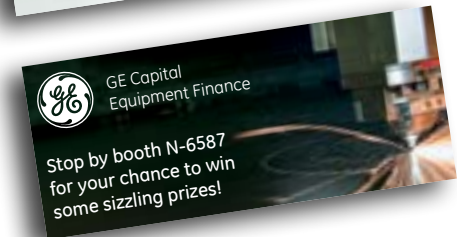
- 9 East Hall Map
- 10 North Hall Lower Level Map
- 8 North Hall Upper Level Map
- 17 South Hall Map
- 19 West Hall Map

### Specifications

SIZE	3.375" W X 1.5" H
------	-------------------



Back Cover Ad



Business Card Ads

# IMTS 2020 SHOWDAILY

AVAILABLE TO  
**125,000+**  
IMTS VISITORS

- ▶ Hand-distribution at every visitor entry/exit point at McCormick Place
- ▶ Extended hours of onsite distribution
- ▶ Each day 2,500 copies hand distributed at key IMTS Shuttle Stops

## EXPERT COVERAGE. MUST-READ CONTENT. EXCLUSIVE MCCORMICK PLACE DISTRIBUTION

Your advertising messaging in the IMTS ShowDaily ensures that your brand is seen by IMTS attendees. The ShowDaily is written by the respected editors of *Modern Machine Shop*, *Production Machining*, *MoldMaking Technology*, *Additive Manufacturing* and *Auto Beat* and features articles designed to help attendees sort out the most important trends that our industry showcases during IMTS. It is valuable content for buyers, and an ad will be seen in the context of that valuable content.

Use the IMTS ShowDaily to show the strength of your brand, drive traffic to your booth, promote in-booth activities and giveaways, and showcase your new and innovative product offerings

## THE OFFICIAL SHOWDAILY

The **ONLY** ShowDaily  
permitted in McCormick Place

See examples at:  
[IMTS.com/promote/showdaily](https://www.imts.com/promote/showdaily)

Premium Ads Closing:  
**JAN 31, 2020**

Closing Date:  
**JUL 24, 2020**

Artwork Deadline:  
**AUG 7, 2020**

See Page 21 for  
**Discount Structure**

## IMTS 2020 SHOWDAILY ADVERTISING RATES AND SPECS

### 2020 Distribution Dates

MONDAY EDITION | SEP 14, 2020

TUESDAY EDITION | SEP 15, 2020

WEDNESDAY EDITION | SEP 16, 2020

THURSDAY EDITION | SEP 17, 2020

FRIDAY / SATURDAY EDITION | SEP 18-19, 2020

### Premium Ads (4-Color)

FRONT COVER BANNER **\$16,200**

BACK COVER **\$15,650**

INSIDE FRONT COVER **\$14,620**

### 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 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)

#### HALF PAGE AD

HORZ 9.5" W X 5.875" H (241 MM X 149 MM)

VERT 4.625" W X 12" H (117 MM X 304 MM)

#### QUARTER PAGE AD

HORZ 9.5" W X 2.875" H (241 MM X 73 MM)

VERT 4.625" W X 5.875" H (117 MM X 149 MM)

#### EIGHTH PAGE AD

TRIM 2.1875" W X 5.875" H (55 MM X 149 MM)

## WARNING

**"Manufacturing Technology Today"**  
IS NOT THE OFFICIAL SHOW DAILY for IMTS 2020

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. **THIS IS NOT THE OFFICIAL SHOW DAILY for IMTS 2020, and is NOT an IMTS-approved publication.** The company is not sanctioned by AMT to distribute at IMTS shuttle stops, or to distribute their publication at hotels. They are misrepresenting their on-site show distribution, and Source Group Publishing is not an official IMTS vendor.

### Advertising Rates (4-Color)

2-PAGE SPREAD AD **\$20,750**

FULL PAGE AD **\$11,950**

ISLAND AD **\$9,300**

HALF PAGE AD **\$7,160**

QUARTER PAGE AD **\$5,460**

EIGHTH PAGE **\$4,480**

# IMTS ADVANCED MANUFACTURING TECHNOLOGY ENEWSLETTER

## 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 the show. The IMTS Technology E-Newsletter will reside on IMTS.com until March 1, 2021.

See examples at:  
[IMTS.com/promote/eNewsletter](https://imts.com/promote/eNewsletter)

### TARGETED TO INDUSTRY PAST ATTENDEES AND SHOW PROSPECTS

- IMTS Master List (including past show visitors)
- Hannover Fairs USA co-located shows
- Opt-in email names from Gardner Business Media, Inc. database including:

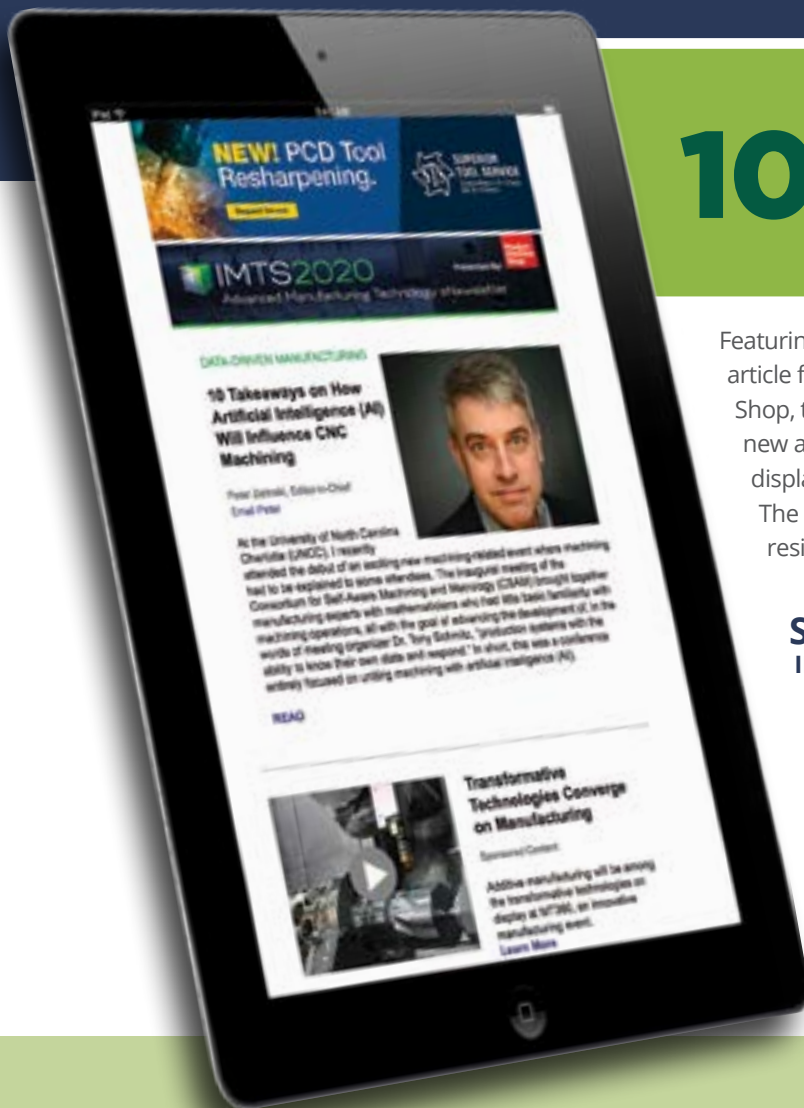
- ▶ Modern Machine Shop
- ▶ Production Machining
- ▶ MoldMaking Technology
- ▶ Auto Beat
- ▶ Additive Manufacturing
- ▶ Products Finishing
- ▶ AutoBeat Daily
- ▶ CompositesWorld

Use the Advanced Manufacturing Technology E-Newsletter to announce products you'll have on display at IMTS, drive traffic to your booth and generate excitement about your display

Closing Date:  
**MAY 29, 2020**

Artwork Deadline:  
**JUN 12, 2020**

See Page 21 for  
**Discount Structure**





## IMTS 2020 TECHNOLOGY NEWSLETTER RATES AND SPECS

**NEW! PCD Tool Resharpener.**

**SUPERIOR TOOL SERVICE**

Request Service

**IMTS2020**

Advanced Manufacturing Technology eNewsletter

Presented By: **Modern Machine Shop**

**DATA-DRIVEN MANUFACTURING**

**10 Takeaways on How Artificial Intelligence (AI) Will Influence CNC Machining**

Peter Zelinski, Editor-in-Chief  
Email Peter

At the University of North Carolina Charlotte (UNCC), I recently attended the debut of an exciting new machining-related event where machining had to be explained to some attendees. The inaugural meeting of the Consortium for Self-Aware Machining and Metrology (CSAM) brought together manufacturing experts with mathematicians who had little basic familiarity with machining operations, all with the goal of advancing the development of, in the words of meeting organizer Dr. Tony Schmitz, "production systems with the ability to know their own state and respond." In short, this was a conference entirely focused on uniting machining with artificial intelligence (AI).

[READ](#)

**Transformative Technologies Converge on Manufacturing**

Sponsored Content

Additive manufacturing will be among the transformative technologies on display at IMTS2020, an innovative manufacturing event.

[Learn More](#)

### 2020 Distribution Dates

JULY 1, 2020

JULY 15, 2020

JULY 29, 2020

AUGUST 5, 2020

AUGUST 19, 2020

SEPTEMBER 2, 2020

### Specifications

#### 1 LEADERBOARD AD

DIMENSIONS	600 BY 160 PIXELS @ 144 DPI
FILE TYPE	JPG/PNG   200K MAX FILE SIZE

#### 2 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
CTA	30 CHARACTERS MAX

#### 1 Leaderboard Ad

**\$3,500**  
(Per Edition)

**Limited Availability**  
1 ADVERTISER PER EDITION

#### 2 Video / Technology Solutions Ad

**\$15,000**  
(Includes 6 Editions)

**Limited Availability**  
16 ADVERTISERS PER EDITION

**Note: Package only. No individual eNewsletter purchases**



# IMTS<sub>TV</sub>

## MAXIMUM EXPOSURE

Positioned in all main concourses, online, in hotel blocks, and on shuttle buses.

**IMAGINE EXCITING VIDEO ABOUT YOUR BOOTH APPEARING ALL OVER MCCORMICK PLACE, IN HOTELS AND ON SHUTTLE BUSES ATTENDEES RIDE TO GET TO THE SHOW.**

As a sponsor of IMTS<sub>TV</sub> you will have a dynamic opportunity to present a video commercial to the IMTS audience on the internet, hotel TV dark channels and IMTS<sub>TV</sub> branded venues on-site throughout the halls of McCormick Place. IMTS<sub>TV</sub> is a great way to put your existing video presentations to new use or create new ones that can be multi-purposed before, during and after the show in a cost-effective way.

**Use IMTS<sub>TV</sub> to tell your story as only you can – dynamically, visually and in an exciting compelling medium!**



Closing Date:  
**APR 17, 2020**

Artwork Deadline:  
**AUG 14, 2020**

See Page 21 for  
**Discount Structure**

## IMTS<sub>TV</sub> 2020 ADVERTISING PACKAGES

### ON-SITE



- ▶ Commercials will run on a 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 of IMTS<sub>TV</sub>
- ▶ IMTS Big Screens at the North, South, and West Halls; throughout the halls of McCormick Place

### IN PRINT



- ▶ IMTS<sub>TV</sub> Advertiser Branded Logo Block included in IMTS<sub>TV</sub> print ads featured in the Directory of Exhibits, ShowDaily and August Modern Machine Shop

### ONLINE



- ▶ Content airs daily on IMTS<sub>TV</sub> on IMTS.com
- ▶ IMTS<sub>TV</sub> Advertiser Branded Logo Block linking to commercial will appear on IMTS<sub>TV</sub> landing page on IMTS.com from date of order until March 2021
- ▶ Commercials will appear on IMTS<sub>TV</sub> loop
- ▶ Rotating ad banner link on the video archive section of IMTS<sub>TV</sub> on IMTS.com

### 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

### IMTS<sub>TV</sub> Sponsor Package

# \$15,000



### Limited Availability

**12 IMTS EXHIBITOR SPONSORS.**  
**FIRST COME, FIRST SERVE**

(Right of first refusal for prior participants)

### Packages Include:

- **Two 30-Second Commercials**  
(Closed captions suggested)
- **IMTS Partner On-Site Signage:**
  - IMTS<sub>TV</sub> Big Screens in:
    - Grand Concourse
    - Central Concourse
    - Main Entrance off McCormick Square
- IMTS<sub>TV</sub> Set
- Prominent Banner with Logos
- Social Media Central - three prominent locations

**See examples at:**  
**[IMTS.com/promote/TV](https://www.imts.com/promote/TV)**

# "FIND AN EXHIBITOR" KIOSK SPONSORSHIP



## MORE THAN 70 FIND AN EXHIBITOR KIOSKS

Positioned in prime locations in and around IMTS buildings and on the show floor

### GET YOUR BRAND MESSAGE ACROSS IN A BIG WAY AT THE SHOW.

The next best thing to having a billboard at the show, a "Find an Exhibitor" Kiosk powered by IMTS.com is the perfect on-site branding vehicle.

- ▶ "Find an Exhibitor" Kiosk usage and functionality will be promoted to attendees in July & August issues of *Modern Machine Shop*
- ▶ "Find an Exhibitor" Kiosk homepage will display sponsorship acknowledgement, logo and booth number; logo will link to booth on floor plan

Use IMTS's only large-scale billboard-type Kiosks to showcase your booth and maximize brand messaging in key, highly visible locations in McCormick Place.

See examples and specs at:  
[www.IMTS.com/promote/Kiosk](http://www.IMTS.com/promote/Kiosk)

#### Single Kiosk Rate

## \$5,000

#### Special Package Rates

DIAMOND	FREE
PLATINUM	FREE
GOLD	\$2,500
SILVER	\$3,500



#### Limited Availability

"FIND AN EXHIBITOR" KIOSK  
LOCATIONS ARE ASSIGNED ON  
A FIRST COME, FIRST SERVE BASIS

(Priority assignments available to past  
"Find an Exhibitor" Kiosk sponsors)

#### Discounts

Discounts also available for companies wishing to sponsor multiple "Find an Exhibitor" Kiosks.

Closing Date:  
MAY 29, 2020

Artwork Deadline:  
JUN 12, 2020

See Page 21 for  
Discount Structure





# IMTS CHARGING STATIONS

## EVER NOTICE THAT THE CHARGE ON YOUR PHONE RUNS OUT TOO SOON AT IMTS?

Visitors to the show experience the same thing, and this is where you and your brand can be their hero. IMTS is offering limited sponsorship opportunities for this practical and much needed kiosk! Let attendees' battery drain pain offer you an opportunity to recharge your connection to them!

- ▶ 19" Monitor display will display sponsor video ad
- ▶ Sponsor logo will be incorporated into charging station Kiosks

Per Charging Station

**\$7,500**

### ▶ **Limited Availability**

**25 CHARGING STATIONS  
ASSIGNED ON A FIRST COME  
FIRST SERVE BASIS.**

(Priority assignments available to past  
Charging Station sponsors)

**Price is net. Bundled discount  
is not available for this product.**

**See examples and specs at:**  
[IMTS.com/promote/chargingstation](https://www.imts.com/promote/chargingstation)

Closing Date:  
**JUL 24, 2020**

Artwork Deadline:  
**AUG 7, 2020**

# IMTS COVERED EN ESPAÑOL



## 30,000+ DISTRIBUTION

To prospective Spanish speaking  
IMTS Attendees before the show.

### NOTICIAS DE IMTS

The only Spanish language IMTS product designed to reach Spanish speaking attendee 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.

#### 2020 Distribution Dates

TUESDAY AUGUST 25
TUESDAY SEPTEMBER 1
TUESDAY SEPTEMBER 8
MONDAY SEPTEMBER 14
TUESDAY SEPTEMBER 15
WEDNESDAY SEPTEMBER 16
THURSDAY SEPTEMBER 17
FRIDAY SEPTEMBER 18

#### 1 Leaderboard

## \$2,000 Per Issue

▶ **Limited Availability**  
1 ADVERTISER PER EDITION

DIMENSIONS	600 BY 160 PIXELS @ 144 DPI
FILE TYPE	JPG/PNG   200K MAX FILE SIZE

#### 2 Video/Technology Solutions Ad

## \$7,200 All Issues

▶ **Limited Availability**  
16 ADVERTISERS 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
CTA	30 CHARACTERS MAX

Closing Date:  
**AUG 4, 2020**

Artwork Deadline:  
**AUG 7, 2020**

See Page 21 for  
**Discount Structure**



# HIGH IMPACT SPONSORSHIPS

## HIGH IMPACT MESSAGING DURING IMTS DRAWS ATTENDEES ATTENTION TO YOUR BOOTH

What better way to bring attention—and traffic—to your booth than putting your brand messaging on the cups, napkins and tabletops at McCormick Place through this exclusive sponsorship? Additional opportunities available to bolster your brand include custom Key Cards handed to individuals who booked their room through the IMTS housing block when they register and Sponsorship opportunity at the most used bar and pizza grill on show site at the McCormick Place Hyatt.

Use these unique products to show the market you are a dominant player, push visitors to your booth, and maximize brand messaging in the most visible places in the McCormick Place Complex.

**EXCLUSIVE BUNDLED SPONSORSHIP PRICING**  
Call John Campos for Details **630-345-3467**

### Distribution Schedule

DATE	KEY CARDS	NAPKINS & CUPS	TABLETOP LAMINATES
SEP 13, 2020	●		Overnight Install at Hyatt
SEP 14, 2020	●	●	●
SEP 15, 2020	●	●	●
SEP 16, 2020	●	●	●
SEP 17, 2020	●	●	●
SEP 18, 2020	●	●	●
SEP 19, 2020		●	●

### Key Card Sponsorship

- 1 12 Main Hotels and 15,000+ Keys

### McCormick Place Sponsorship

- 2 752 Tables
- 3 74,000 Cups
- 4 120,000 Beverage Napkins

### Hyatt Sponsorship

- 2 35 Tables
- 4 20,000 Beverage Napkins

Closing Date:  
**APR 6, 2020**

Artwork Deadline:  
**JUL 1, 2020**



# IMPORTANT INDUSTRY SHOW ISSUES

Produced by Gardner Business Media

August, 2020 Issue

**85,900+**

Pre-show mailings to metalworking professionals.

## IMTS SHOW ISSUES

Along with IMTS Official 2020 Show Products, exhibitors may use our August, 2020 show issues to receive the best promotion and the best discount on their IMTS 2020 advertising campaign.

**See examples:**  
[IMTS.com/promote/showissues](https://www.imts.com/promote/showissues)

Closing Date:  
**JUN 29, 2020**

Artwork Deadline:  
**JUL 6, 2020**

See Page 21 for  
**Discount Structure**





August, 2020 Issue

**18,200+**

Pre-show mailings to manufacturing professionals involved in mold making and tooling.

August, 2020 Issue

**18,400+**

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

August, 2020 Issue

**34,000+**

Pre-show mailings to professionals involved in automotive design and manufacturing.

August, 2020 Issue

**20,000+**

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



## PLUS!

All of these publications will also be distributed at IMTS at Gardner Business Media's prominent booth location:  
**North Building, Level 3, Booth 236600**

# DISCOUNT STRUCTURE

## RECEIVE DISCOUNTS WHEN YOU PLACE QUALIFYING ADS 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

**5**

PRODUCTS

**20%**

DISCOUNT

**4**

PRODUCTS

**15%**

DISCOUNT

**3**

PRODUCTS

**10%**

DISCOUNT

**2**

PRODUCTS

**5%**

DISCOUNT

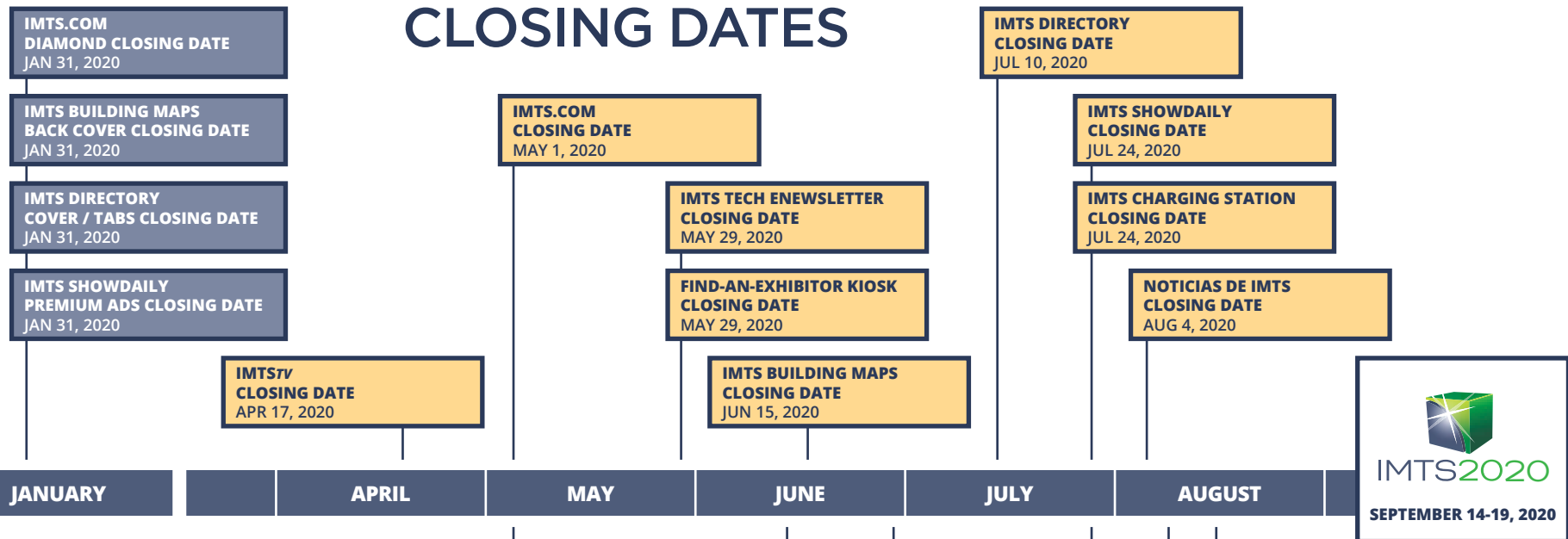
**Questions?** For a quote on a custom IMTS package program, contact your Gardner Business Media Sales Representative or contact Advertising Manager Bill Caldwell:

[billc@gardnerweb.com](mailto:billc@gardnerweb.com) | 800-950-8020 or 888-527-8826

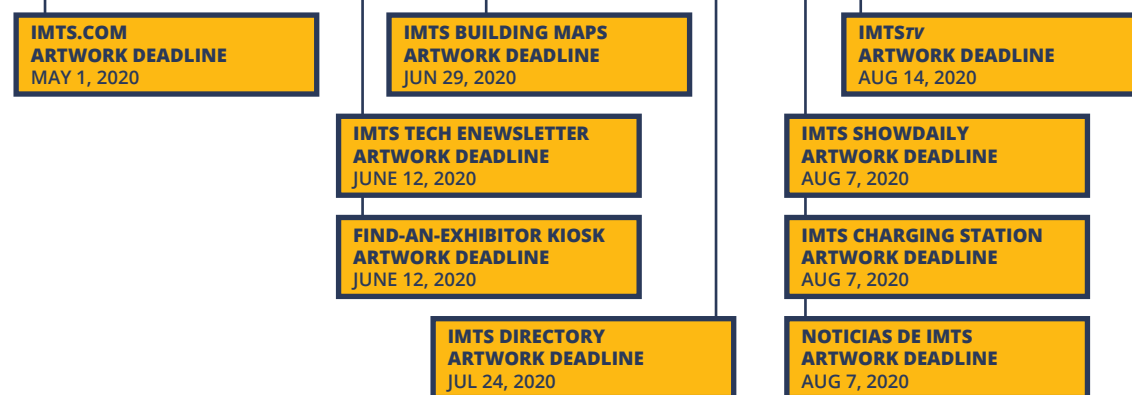


# IMPORTANT DATES

## CLOSING DATES



## ARTWORK DEADLINES



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**SEPTEMBER 14-19, 2020**  
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