



BE **NOTICED**

*with Total Media Coverage
at America's Premier Manufacturing Event*

Presented By



Official Media Partner



WHO IS THE IMTS AUDIENCE?

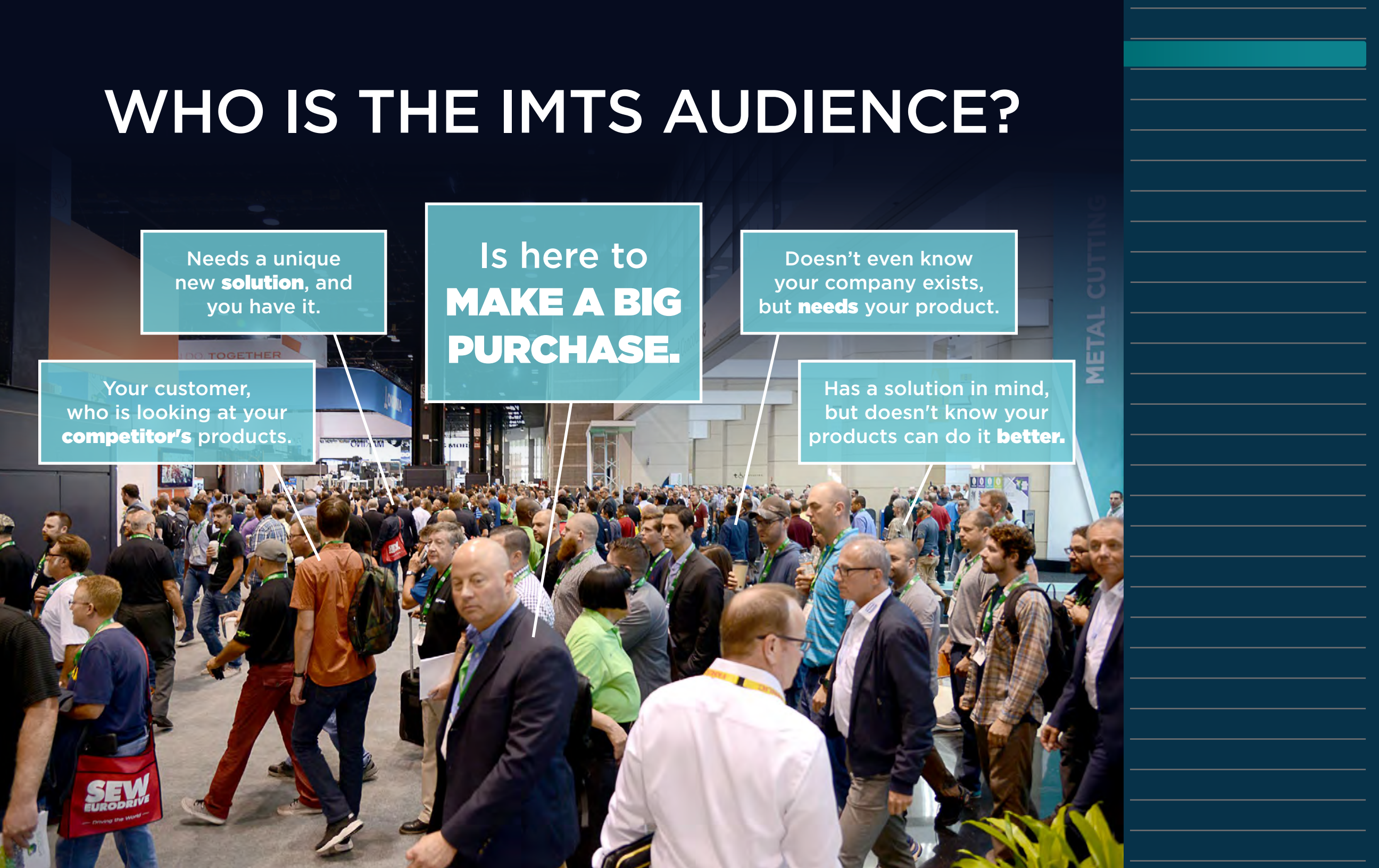
Needs a unique new **solution**, and you have it.

Is here to **MAKE A BIG PURCHASE.**

Doesn't even know your company exists, but **needs** your product.

Your customer, who is looking at your **competitor's** products.

Has a solution in mind, but doesn't know your products can do it **better.**



METAL CUTTING

SEW
EURODRIVE
— Driving the World —

MAKE YOUR COMPANY STAND OUT!

BEFORE	DURING	AFTER
<ul style="list-style-type: none">• IMTS.com• IMTS Technology E-Newsletter• Noticias de IMTS• Gardner IMTS Show Issues• Custom Digital Package• IMTS Passport• IMTS+	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

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



Purchased from exhibitors added to their IMTS.com MyShow Planner



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

Diamond & Elite Closing Date:
April 15, 2024

Closing Date:
April 30, 2024

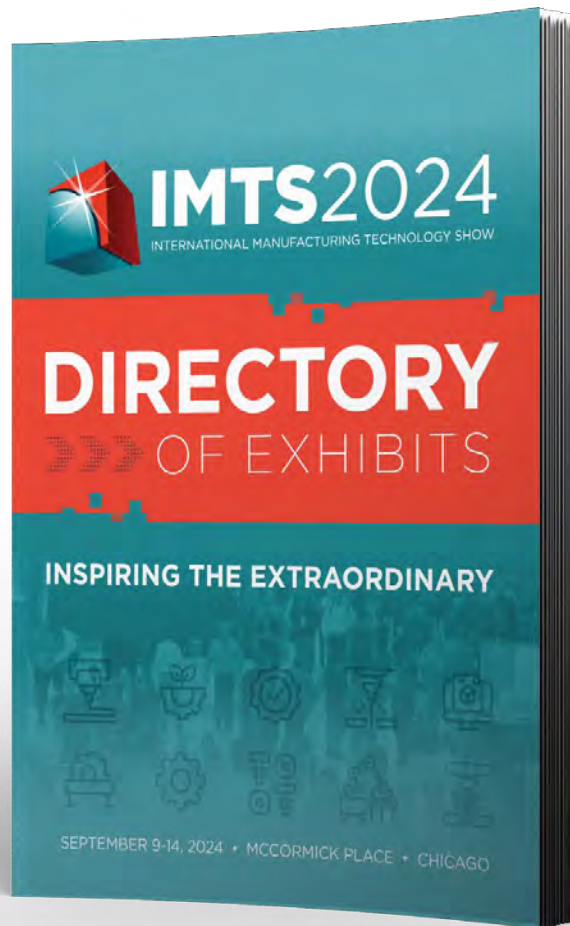
Artwork Deadline:
April 30, 2024

IMTS.COM ADVERTISING PACKAGES	BASIC BUNDLE	BRAND BUILDING BUNDLES Maximize your presence at IMTS		LEAD-BOOSTER GENERATION BUNDLES Generate High Quality Leads Before and During IMTS		
	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	15
Technology Gallery: Videos			4			
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						◆

IMTS 2024 DIRECTORY

AVAILABLE TO
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.



**Eligible for
Discount!**

See Page 25

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.

EROWA Technology, Inc.—339066 AMT

2535 S Clearbrook Dr.
Arlington Heights IL 60005
847-290-0295
info@erowa.com
erowa.com

Erwin Junker Machinery, Inc.—29639 AMT



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.



Eligible for Discount!

See Page 25

THE OFFICIAL SHOWDAILY

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

Premium Cover / Insert Closing Date:
May 1, 2024

Closing Date:
July 26, 2024

Artwork Deadline:
August 9, 2024

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

Friday / Saturday Edition | SEP 13-14, 2024

Premium Ads (4-Color)

Front Cover Banner \$17,500

Inside Front Cover \$15,800

Inside Back Cover \$13,900

Back Cover \$16,900

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 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)

WARNING

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

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.



Eligible for Discount!

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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

2024 IMTS TECHNOLOGY PREVIEW RATES AND SPECS

1

Leaderboard Ad

\$3,500
(Per Edition)

Limited Availability:
1 Advertiser Per Edition

2

Video / Technology Solutions Ad

\$15,900
(Includes 6 Editions)

Limited Availability:
16 Advertisers Per Edition

1



DATA-DRIVEN MANUFACTURING

Digital Manufacturing Game Changers

Eli Plaskett
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.



2



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](#)

2



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

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

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 Programs Later in this Brochure

1

Leaderboard

\$2,000 Per Issue

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

\$7,000 All Issues

Availability: **16** 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
CTA	30 Characters Max

"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

PLATINUM

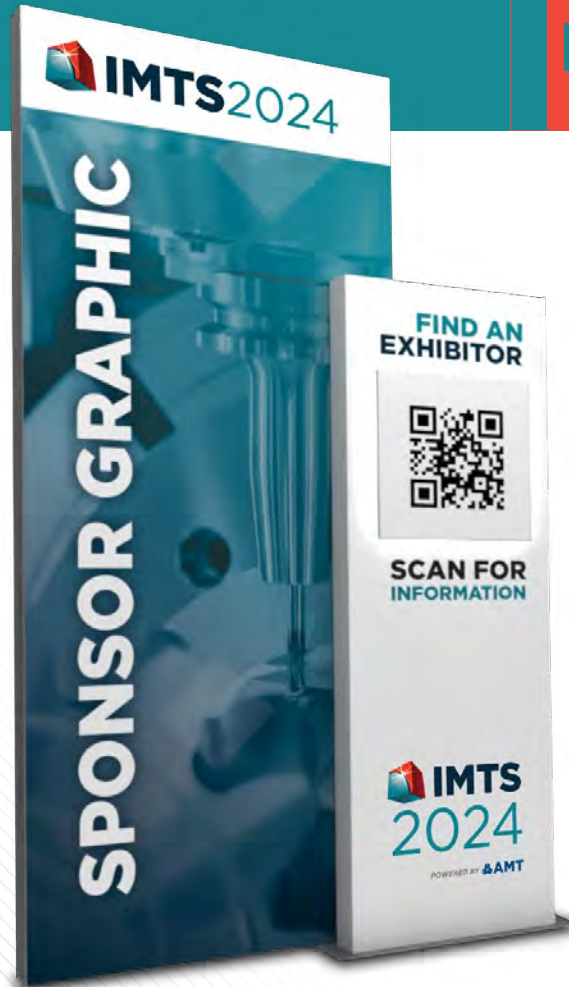
INCLUDED!

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 on-site 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 billboard-type Kiosks at IMTS! They showcase your brand and help drive traffic to your booth from highly visibility locations in McCormick Place.



Eligible for
Discount!

See Page 25

See examples and specs at:
www.IMTS.com/promote/Kiosk

Closing Date:
May 31, 2024

Artwork Deadline:
June 21, 2024



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](https://www.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

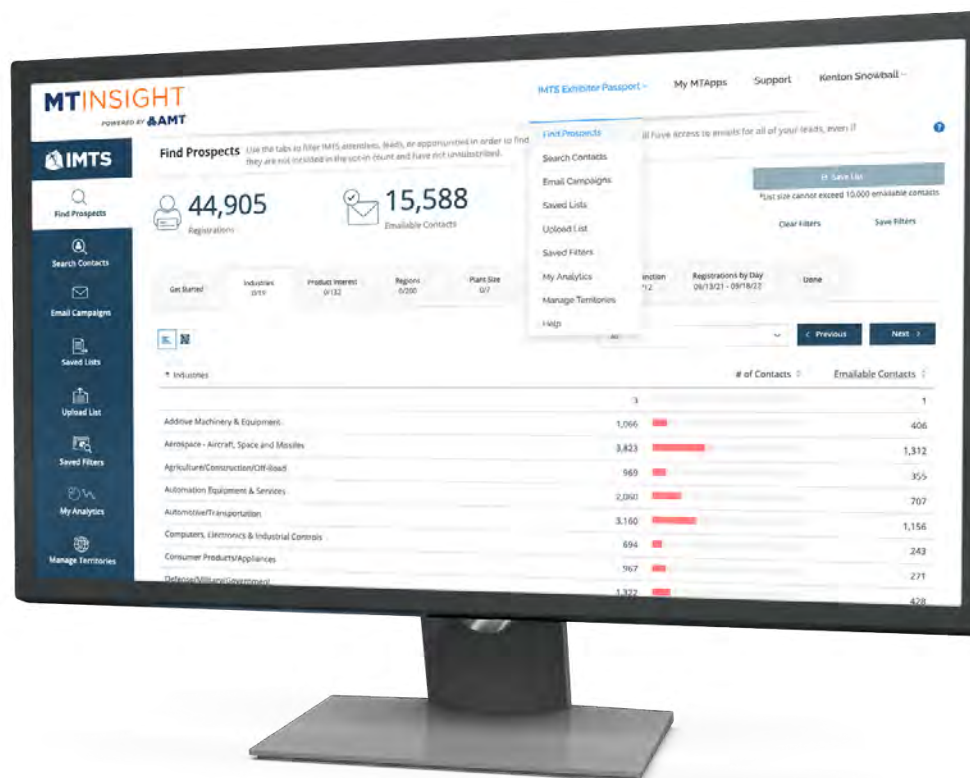
Users gain access to multiple years of IMTS show registrant data plus IMTS registrant data.

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 Passport 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!

IMTS+ 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



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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





IMTS+ 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



Road Trippin with Steve S3
Premieres May 23, 2024



Future View
Premieres June 27, 2024



Smart(er) Shop
Premieres July 25, 2024

IMTS+ Original Series Exclusive Sponsorship

\$35,000 Net
Per Series Sponsorship



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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

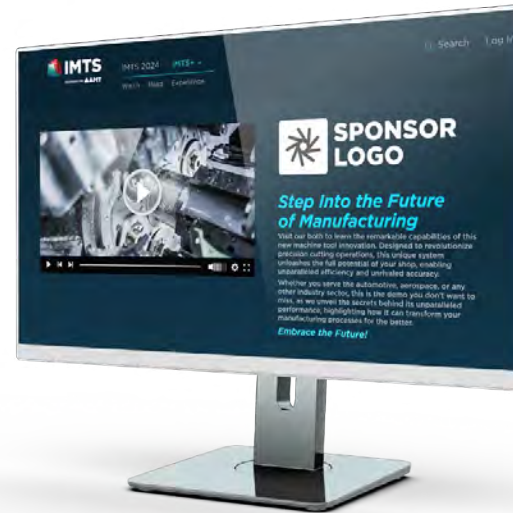


See Page 25

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

IMTS+ Company Spotlight Sponsorship

\$6,000 Net



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Limit: 50 Sponsorships



IMTS+ 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
Per Sponsorship



Eligible for
Discount!

See Page 25

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



Eligible for
Discount!

See Page 25

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

4,719 STAR CLUB MEMBERS

713 PRESIDENTS

233 OWNERS

170 C-SUITE

IMTS Star Club Exclusive Sponsorship

\$25,000 Net

EXCLUSIVE



Eligible for Discount!

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IMTS StarClub

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
 - Reserved food tables





NEW! IMTS FLOOR GRAPHICS

Elevate your brand visibility with every step! Generate buzz and drive traffic to your booth with these strategically-placed 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

✓ Eligible for Discount!

See Page 25

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.



20,200+

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



22,500+

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

INTERNATIONAL MANUFACTURING TECHNOLOGY SHOW | [IMTS.COM/PROMOTE](https://www.imts.com/promote)

Eligible for Discount!
See Page 25

See an example of the official IMTS show issues at : www.imts.com/promote

Closing Date:
July 1, 2024

Artwork Deadline:
July 8, 2024



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 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
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 Gardner Business Media Sales Representative or contact Advertising Manager:

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

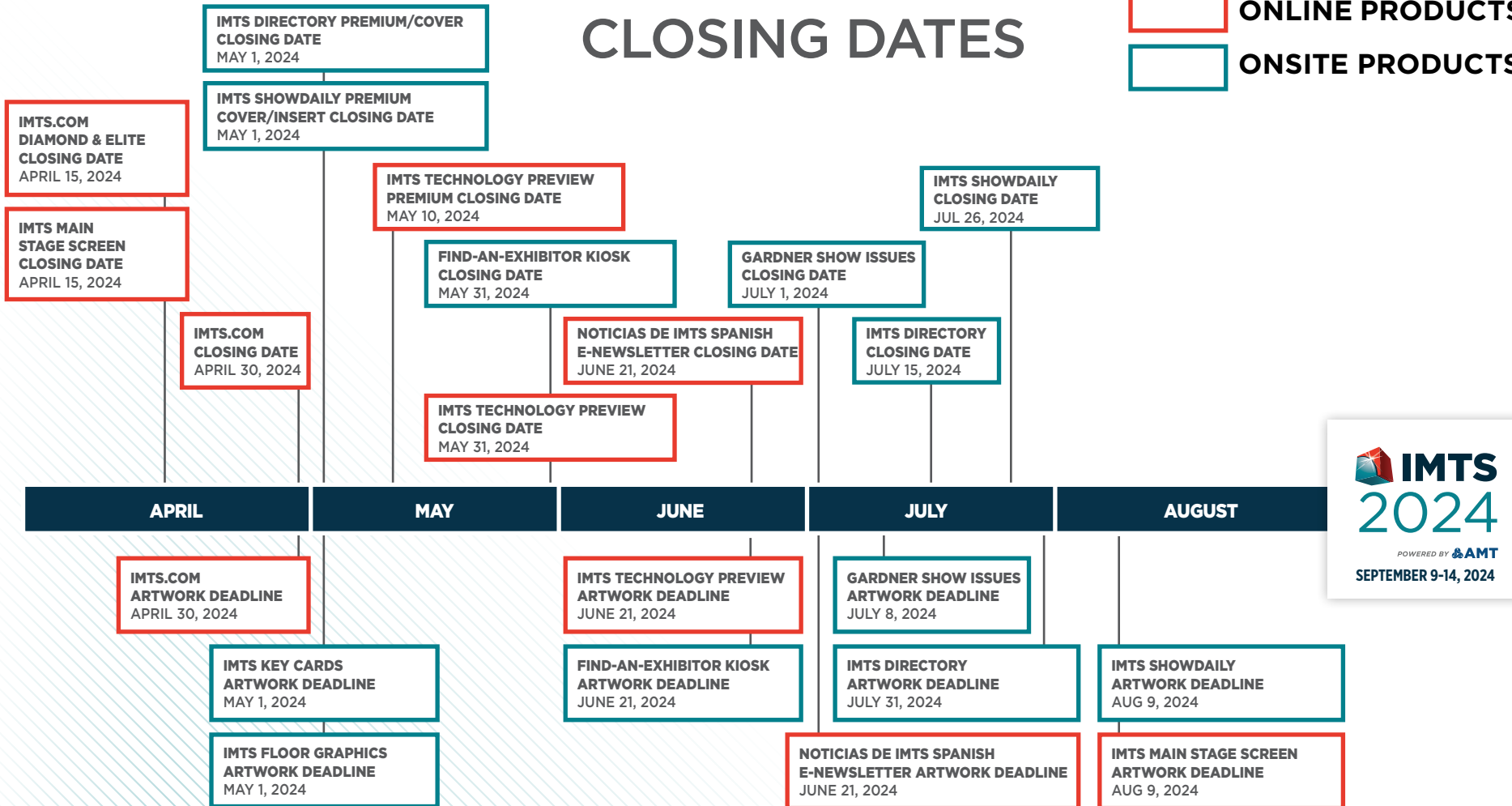


IMPORTANT DEADLINES

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

CLOSING DATES

ONLINE PRODUCTS
 ONSITE PRODUCTS



ARTWORK DEADLINES

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SEPTEMBER 9-14, 2024
McCormick Place • Chicago



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