

PMTS
2021

CLEVELAND, OHIO

AUGUST 10-12, 2021

HUNTINGTON CONVENTION CENTER

Exhibitor MARKETING KIT

Marketing tools to maximize your PMTS investment

PRESENTED BY:



CO-PRESENTED BY:

PRODUCTION
Machining

Modern
Machine
Shop

PF **PRODUCTS**
FINISHING



Exhibitor Marketing Kit

Thank you for exhibiting at PMTS 2021! To help you make the most of your investment, we've put together this marketing toolkit. In it you'll find everything you need to let your customers and prospects know that you're exhibiting at PMTS.

Any time you have questions or need additional materials, please contact us at: pmtsmarketing@gardnerweb.com



FREE PASS Business Cards

These business card sized passes let your customers know how important they are to you! These cards are a free pass to the exhibit hall, even if they don't pre-register which is a \$20 value. They are perfect to use in direct mail pieces, and ideal for your sales representatives to leave behind with customers. 25 cards are enclosed.

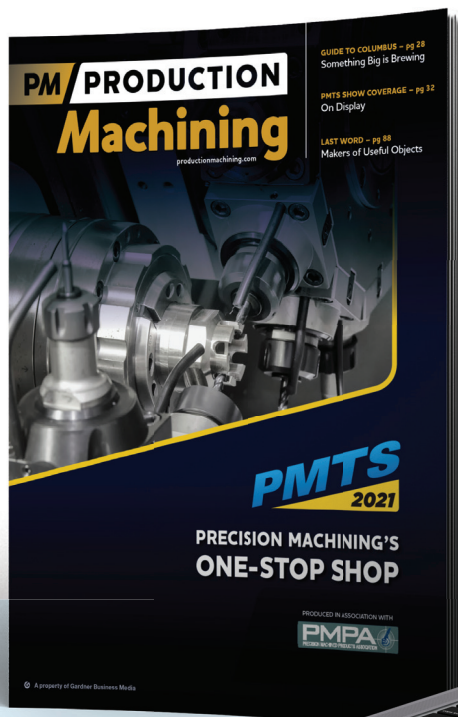
PMTS.com

Upload your own relevant press, product and company releases to your online PMTS exhibitor listing. Information is available on the online floor plan, exhibitor directory and your exhibitor showroom. Visit your exhibitor dashboard for more information.

If you lost your login info, please contact Michelle Crider, MCrider@gardnerweb.com

To request more Free Pass Business Cards, please contact pmtsmarketing@gardnerweb.com

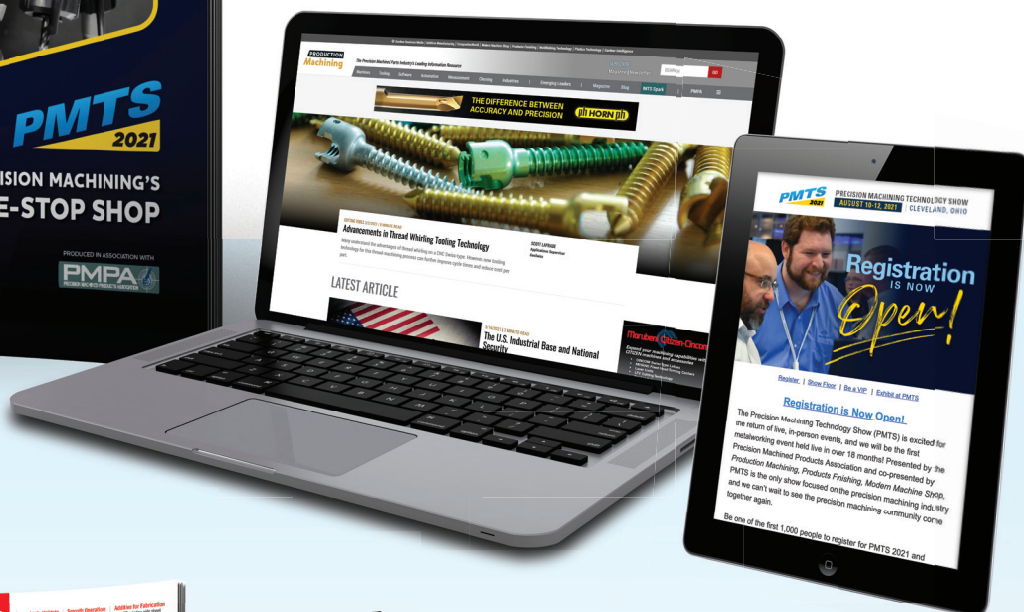
Press Releases and Content Marketing Opportunities



Production Machining PMTS Show Issue and productionmachining.com

Submit your product release for coverage in the *Production Machining* Show issue of PMTS. Product releases appearing in the magazine will also appear online at productionmachining.com

Visit your exhibitor dashboard for more information.



Gardner Business Media

Modern Machine Shop will feature product releases for PMTS. Cleaning related releases will also appear in *Products Finishing* magazine and on PFonline.com

PRE-SHOW eNewsletter

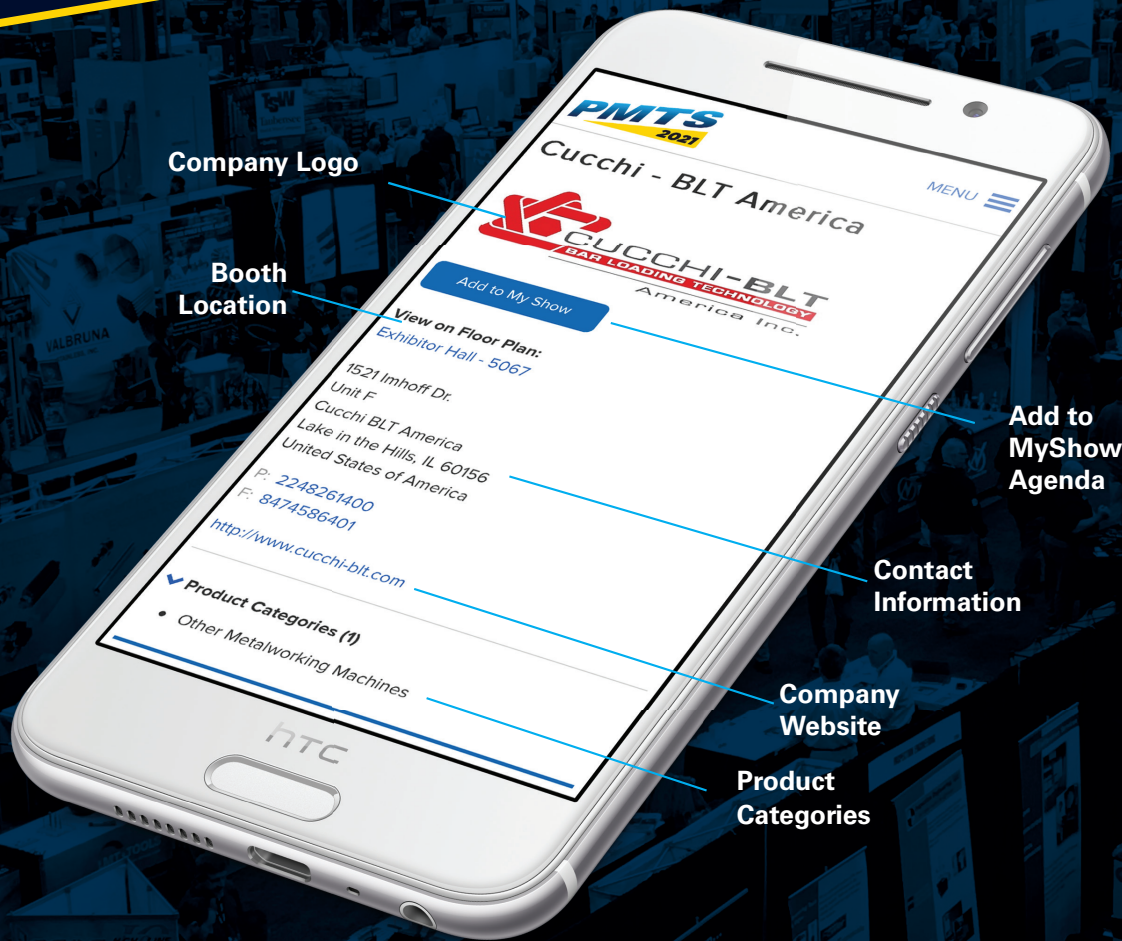
Content submitted to Gardner Business Media and hosted on PMTS.com is considered for inclusion the PMTS e-newsletter distributed six times before the show to prospective and pre-registered attendees.

Send your news releases to:

Angela Osborne
Managing Editor, *Production Machining*
aosborne@productionmachining.com

DEADLINE: MAY 1, 2021

PMTS.com MyShow Floorplan



Get in front of attendees

PMTS visitors use the MyShow Planner to create agendas that list the companies they want to see. Visitors can choose to share their information with the exhibitors they select – generating leads for you!

Get on their list!

Expanded showrooms reach out to site visitors. The content in these showrooms is extremely valuable for getting on the short list of attendees' must-see companies.

Stay accessible

Exhibitors' sales messages can be in front of PMTS buyer and prospects months before and after the show, generating high quality sales leads.

BASIC LISTING (a \$1,000 value)

Included in Your Exhibit

- Company name, address, phone number, URL and email link
- Social media links
- Company logo
- Company description
- Display of product categories
- 1 piece of collateral (Press release, white paper, brochure, case study)
- 1 product on display

ENHANCED LISTING (a \$500 UPGRADE)

Available for a la carte purchase AND comes with every sponsorship

BASIC listing features, plus:

- Access to leads obtained from My Show Planners
- 5 Multimedia displays (video or image)
- Corner peel on floor plan
- Priority placement in searches
- 3 Virtual Business Cards

Update Your
Product Categories
by June 15th for
inclusion in the
PMTS Directory



CONTACT

Michelle Crider

1-800-955-8862

mcrider@gardnerweb.com

Web Banners, Buttons and Logos

LOGOS

Multiple logos are available for download and offer an opportunity to brand your support and participation in PMTS. Use these in your print advertisements, direct mail pieces, email signatures, and online.



BANNERS

Use these banners on your website and in your e-mail marketing efforts to invite your customers and prospects to register for PMTS for free as your guest. These banners can link to PMTS.com; your PMTS.com showroom or direct to PMTS registration.



BUTTONS

These email buttons are designed to be used on websites, e-mail marketing messages and added to your personal e-mail signature. These buttons can link to PMTS.com; your PMTS.com showroom or direct to PMTS registration.



SOCIAL MEDIA

PMTS is present on LinkedIn, Twitter and Facebook! Make sure you follow and like us. We use these resources to welcome new exhibitors, deliver special announcements and promote all the things going on at the show.

When talking about PMTS use
#PMTS2021



LinkedIn Page
Precision Machining
Technology Show
(PMTS)



Twitter
@PMTS2021

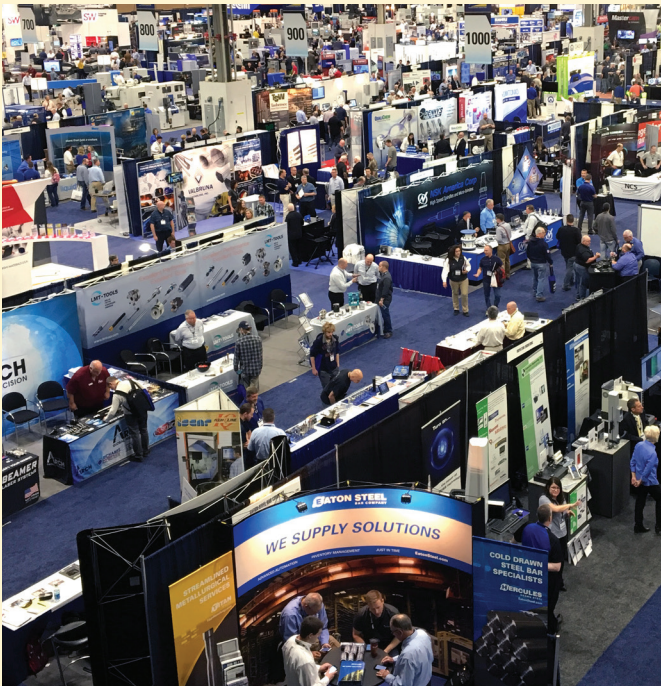


Facebook
PMTS 2021

Download these and other digital assets at: PMTS.com

PMTS VIP Sponsorship

E X C L U S I V E



\$10,000 | Availability: **1**

The first 1,000 PMTS pre-registered attendees become part of an exclusive VIP Club that gives the registrant a special VIP t-shirt, two drink tickets to the PMTS Happy Hour and access to shorter VIP lines at registration. The PMTS VIP Sponsor receives exclusive PMTS promotions, including:

- Company logo on pre-show promotion
- Company logo on PMTS VIP t-shirt
- Two signs at PMTS on-site registration
- Standard sponsor placements

KEY CARDS



\$7,500
Availability: **1**

- Logo on keycards at all primary PMTS hotels
- Standard sponsor placements

LANYARDS



\$5,000
SOLD OUT

- Logo on lanyards distributed at registration
- Lanyards available for distribution at your booth
- Standard sponsor placements

PROMOTIONAL PACKAGE



\$4,000
Availability: **20**

- E-newsletter banner (16,000+ distribution, six times before the Show)
- Enhanced listing on the PMTS online floor plan (see description below)
- Full-page Ad in the DOE (26,000 distribution to PMTS attendees and sent with the July issue of Production Machining)
- Standard sponsor placements

For more information on sponsorships please contact:
Joe Campise | jcampise@gardnerweb.com

PMTS
2021



WELLNESS PACKAGE



\$5,000

Availability: **3**

- Branding on 3 hand sanitizing stations located in the highest traffic areas
- Branded personal hand sanitizers for each attendee
- Standard sponsor placements



PENS



\$4,000

Availability: **1**

- Logo on pens distributed at registration and in conference rooms
- Pens available for distribution at your booth
- Standard sponsor placements



FREE EXHIBIT HALL WIFI



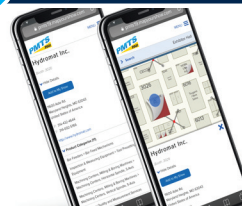
\$3,000

Availability: **5**

- Logo on WiFi registration splash page
- 2 – Wireless Sponsor signs
- Standard sponsor placements



ENHANCED LISTING ON PMTS.COM



\$1,000 Value

**INCLUDED WITH
YOUR BOOTH
INVESTMENT**

- Basic Listing (company name, address, phone, URL and email link)
- Company logo and description
- Display of product categories and press releases

AVAILABLE UPGRADE | \$500

- Ability to add up to 5 videos
- Priority placement in attendee searches



HAPPY HOUR



\$2,500

Availability: **15**

- PMTS Happy Hour Tuesday & Wednesday 4:00-5:00 pm
- Logo on map distributed to attendees shows sponsors
- 150 drink tickets available for distribution at your booth
- PMTS Happy Hour Sponsor sign in your booth
- Standard sponsor placements



CUSTOM SPONSORSHIPS



Let's Talk!

Want to sponsor something you don't see here?
Please contact Joe Campise to discuss custom sponsorships at jcampise@gardnerweb.com

**Contact Your Sales Representative Today
to Reserve Your PMTS Sponsorship!**



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Contacts

EVENT MANAGER

Allison Kline Miller
allison@gardnerweb.com

SPONSORSHIP CONTACT

Joe Campise
jcampise@gardnerweb.com

EXHIBITOR INFORMATION

Michelle Crider
mcrider@gardnerweb.com

PRESS CONTACT

Angela Osborne
aosborne@productionmachining.com

REQUEST PRINT MATERIALS

PMTSmktg@gardnerweb.com



Download
Exhibitor Tools
at: **PMTS.com**