

southtec[®]

OCTOBER 22-24, 2019

GREENVILLE CONVENTION CENTER / GREENVILLE, SOUTH CAROLINA

***EXHIBITOR
PROSPECTUS***

GROUND-BREAKING SOLUTIONS FOR INTELLIGENT MANUFACTURING

southteconline.com/prospectus

sme
MEDIA

Manufacturing
ENGINEERING
SMART
manufacturing

sme

AMT
www.amt.com

SHOWCASE YOUR TECHNOLOGY SOLUTIONS

Show thousands of Southeast manufacturers how your advanced technologies and equipment can help them improve quality, cut costs and boost productivity.

The Southeast manufacturing industry continues to grow, fueled by a collaborative economy, a combination of new technologies, a highly skilled workforce and R&D investments. SOUTHTEC supports this thriving manufacturing market by providing the ideal forum for OEMs, tier suppliers and contract manufacturers to investigate and acquire new technologies that can help them diversify and grow.

Connect with key decision-makers and purchase influencers, collaborate with new business partners and expand your customer base at SOUTHTEC 2019.



SOUTHTEC is the best show we participated in last fall and we had more business from this show than the three other shows we exhibited at in the same month. The most important benefits we got from exhibiting at SOUTHTEC are the connections, the relationships, [and] the networking opportunities that we have.”

*– Melissa Ragsdale
President, 3D Division
Novatech, Inc.*

ATTENDEE PROFILE BY JOB FUNCTION



NEW PROSPECTS

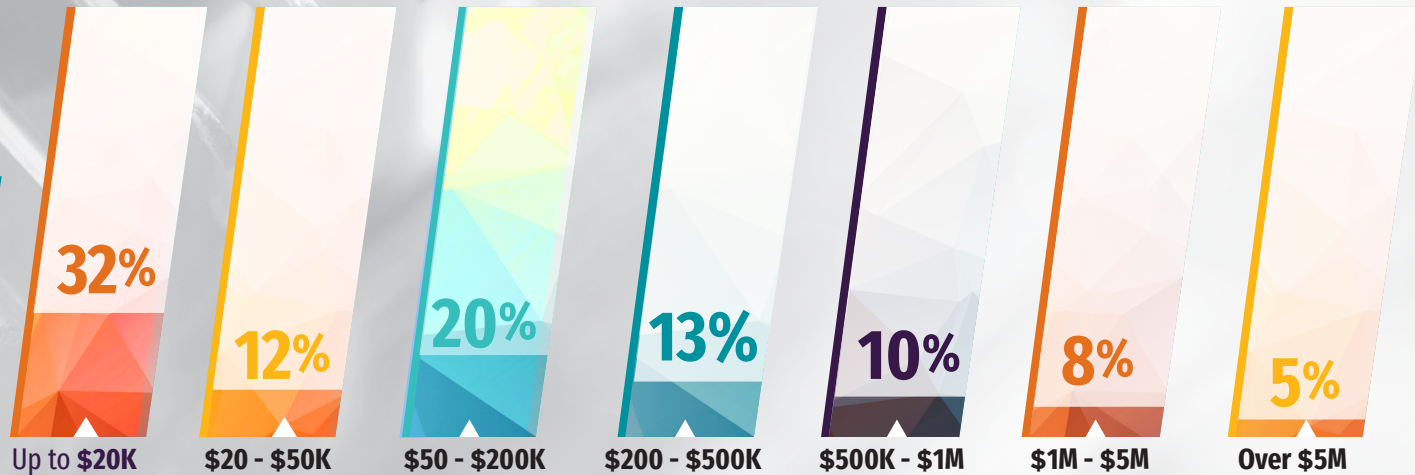
41% of SOUTHTEC attendees are business owners, executives, managers, engineers

or purchasing agents. These are the decision-makers and purchase influencers that are crucial to your sales success.

Source for all statistics unless otherwise stated: SOUTHTEC 2017 Registration and Survey Data

ATTRACTS BUYERS LOOKING TO INVEST IN TECHNOLOGY

BUDGET



36%

of the SOUTHTEC audience has equipment budgets that exceed \$200,000. SOUTHTEC delivers qualified buyers with funded projects.

75%

of attendees influence equipment purchase decisions in their companies.

WIDEN YOUR MANUFACTURING CONNECTIONS

ENGAGE WITH REPRESENTATIVES FROM THESE COMPANIES AND MANY MORE

More than

90%

of SOUTHTEC attendees come from the Southeast and Mid-Atlantic states.

AKEBUNO
AMAMCO Tool
American Ceramic Technology
Amsted Rail
ASI Southeast Inc
Baldor Electric
Bellwright Manufacturing
BMW
Boeing
BorgWarner
Bosch Rexroth
Caterpillar
Champion Aerospace
Comatrol
Continental Automotive
Daimler
Daystar Machining Technologies
Denso
Eaton
Electrolux

Elixir Extrusions
GE Electric/Aviation/Power
Greenfield Industries
GKN
Hays Fluid Controls
Honda Aircraft
Honeywell Aerospace
Hytech Machining
Ingersoll Rand
ITT
Joe Gibbs Racing
Koyo Bearings
Levi Industrial Group
Meritor
Michelin
Morgan Advanced Materials
MSI-Viking Gage
Parker Hannifin
Pioneer Motor Bearing

PTL Equipment
RBC AeroStructures
Richard Childress Racing
Roush Yates Engines
Schaeffler Group USA
SEW-EURODRIVE
Sharp Machining & Tooling LLC
Sharpe Manufacturing Inc
Siemens
Specialty Bar Products
Stanley Black & Decker
Stovall Machine Products Inc
T&S Brass and Bronze Works
Technetics Group
Textron Specialized Vehicles
The Timken Company
Turbine Technologies Inc
Turnamics
Valley Machine
ZF Transmissions

REACH NEW INDUSTRIES TO EXPAND YOUR CUSTOMER BASE

SOUTHTEC draws its audience from several Southeast industries. Meet face-to-face with decision-makers to discuss their challenges and your solutions.

- Aircraft/Aerospace
- Automotive
- Consulting/Engineering
- Defense/Government/Military
- Education/Academic
- Electronics/Computers/Communications
- Fabricated Metal/Stampings
- Industrial & Commercial Machinery
- Medical/Surgical
- Motorsports
- Other Manufacturing
- Other Transportation
- Petroleum/Renewable Energy
- Plastic Products
- Research & Development
- Services (Financial and Other)

A DEDICATED SPACE FOR ADDITIVE MANUFACTURING

Check out the new Additive Manufacturing (AM) Pavilion at SOUTHTEC 2019, located on the show floor. This dedicated space on the show floor allows industry-leading AM suppliers the opportunity to meet face-to-face with Southeast manufacturers to discuss their design and production challenges and demonstrate how AM can benefit their operations.

am additive
manufacturing
PAVILION

SOUTHTEC ATTENDEES EVALUATE AND ACQUIRE THESE ADVANCED MANUFACTURING TECHNOLOGIES

3D Imaging	20%	Digital Transformation.....	5%	Machining Centers.....	33%	Sensors.....	10%
3D Printing	37%	Drilling & Tapping.....	18%	Material Handling.....	18%	Simulation.....	15%
Advanced Materials.....	16%	EDM.....	15%	Measurement, Inspection & Testing.....	24%	Software, Machine Control	15%
Assembly & Joining.....	16%	Electronics Manufacturing	8%	Metals	19%	Software, ERP/MRP & Supply Chain Management	4%
Automated Manufacturing & Assembly.....	30%	Environmental Equipment & Protection.....	4%	Metrology Equipment	13%	Software, Simulation, Process Modeling	13%
Boring.....	15%	Deburring & Edge Finishing.....	19%	Micro Manufacturing.....	6%	Tooling.....	37%
Casting.....	9%	Forming & Fabricating	16%	Milling.....	34%	Turning.....	29%
Ceramics.....	8%	Fastening.....	10%	Moldmaking.....	10%	Waterjet Cutting.....	16%
Cleaning & Pretreatment, Equipment.....	8%	Finishing & Coating.....	14%	Nano Technology	5%	Welding.....	18%
CNC Controls & Accessories.....	36%	Flexible Manufacturing Systems.....	11%	Plant, Energy & Environmental Efficiency.....	5%	Workholding	21%
Composites Manufacturing.....	10%	Grinding.....	22%	Plant Engineering & Maintenance	11%	Workplace Safety & Ergonomics.....	13%
Contract Manufacturing Services	9%	Honing.....	8%	Plasma Cutting & Welding.....	10%		
Controls, CAD/CAM Software.....	25%	Industrial Internet of Things (IIoT).....	8%	Plastic Molding & Manufacturing	9%		
Coolants & Lubricants	17%	Laser and Laser Systems.....	20%	Robotics	25%		
Cutting Tools & Accessories	32%	Lean Manufacturing.....	19%	Screw Machining.....	10%		
Cybersecurity	3%	Machine Vision	14%	Sawing & Cut-Off Machines.....	13%		



A MANUFACTURING MECCA

SOUTH CAROLINA MANUFACTURING IS ON THE RISE

5,000 MANUFACTURING BUSINESSES employing 239,500 people¹

85% of all EXPORTERS in South Carolina are SMALL BUSINESSES²

106,800 NEW MANUFACTURING JOBS were added from 2011 to 2018¹

41 MANUFACTURERS announced expansions in 2017¹

**Advanced Manufacturing, Advanced Materials, Aerospace, Automotive, Life Sciences*

Sources: South Carolina Department of Commerce, 2017¹; National Association of Manufacturers²

SOUTHTEC REFLECTS SOUTHEAST MANUFACTURING

The Southeast region has a total manufacturing output of more than

\$434
Billion

Source: National Association of Manufacturers, 2018

Since 2013, SOUTHTEC attendance has grown

20%

Source: SOUTHTEC growth from 2013 to 2017



IN A DIGITAL WORLD, EVENTS PLAY A MAJOR ROLE IN THE MARKETING MIX

80% of marketers believe live events are critical to their company's success

63% of event marketers plan on investing more in live events in the future, both in budget and number of events

87% of C-suite executives believe in the power of live events and plan on investing in them more in the future

Source: Event Marketing 2018 Benchmarks and Trends Survey

TRADE SHOWS SAVE TIME AND GENERATE NEW BUSINESS

85% of decision-makers say attending trade shows saves their company time and money by bringing vendors together under one roof

Source: Must-know Trade Show Facts, January, 2017



MARKETING SUPPORT TO HELP YOU SUCCEED

Drive attendance to your booth and maximize your results with valuable services and pre-show promotion opportunities.

EXHIBITOR REFERRAL SUITE A custom marketing package to promote SOUTHTEC participation, including a custom landing page, email template, banners and leads

GUEST PASSES Provide free registration to your best customers and prospects via printed or electronic, customized invitations (both versions are trackable)

ONLINE PROFILE Help buyers find you and be added to their must-see list

MARKETING KIT AND EXHIBITOR MANUAL Receive key tools and tactics that help ensure a successful show

BANNER ADS Post SOUTHTEC on your website offering free registration for your customers and prospects

SOCIAL MEDIA Connect with SOUTHTEC followers on Facebook and Twitter before, during and after the show

NEW PRODUCT ANNOUNCEMENTS Provide us with your new product information so we can feature it on the event website

SPONSORSHIP OPPORTUNITIES

Increase your pre-event and on-site visibility, credibility and brand awareness among key prospects and attendees with a customized event sponsorship opportunity.

MANY EVENT FEATURES ARE AVAILABLE FOR SPONSORSHIP:

- Keynotes
- Networking Events
- Retargeting
- Custom Speaking Events
- Digital Banners & Emails
- Signage
- Virtual Event Bag
- Mobile App
- and much more

MAKE IT HAPPEN

Contact our Sponsorship Team

313.425.3166 / sponsorships@sme.org

COMPREHENSIVE MARKETING DELIVERS A QUALIFIED AUDIENCE

DIGITAL AND PRINT CAMPAIGNS TARGET KEY DECISION-MAKERS AND COMPANIES WITH:

- Thousands of direct mail pieces sent to major OEMs, supply chains and decision-makers
- Content-specific email campaigns to thousands of attendee prospects
- Print advertising in national and regional industry-related trade and business publications
- Targeted local advertising before and during the show
- Banner advertising on manufacturing-related websites
- Comprehensive event website with detailed attendee information and online registration
- Mobile event app allows you to engage with attendees before, during and after the event
- Remarketing campaigns to drive traffic to the SOUTHTEC website and generate registrations
- Social media advertising and pre-event promotions on Twitter and Facebook
- Search engine marketing campaign to raise awareness of SOUTHTEC and lead attendee prospects to the event website

YOUR INVESTMENT YIELDS GREAT RETURNS

MEET MANUFACTURERS READY TO INVEST IN NEW TECHNOLOGY

MEET NEW PROSPECTS

61% of the SOUTHTEC audience were first-time attendees

GET BIG FACE-TIME WITH SMALL SHOPS

50% of SOUTHTEC attendees represented small contract manufacturers (less than 50 employees)



We see SOUTHTEC as an opportunity to get in front of an audience that's excited and looking for new technology. SOUTHTEC has proven to be a good investment for us."

*Michael Garner
VP of Sales, Haas*

EXHIBIT SPACE RATES

SPACE SIZE IN SQ. FT.

SPACE RATE

Up to **200** sq. ft.

\$31.00

Rate for all booths up to and including 200 square feet includes: carpet, one 6' draped table, two chairs, one wastebasket and one standard booth ID sign.

SPACE SIZE IN SQ. FT.

SPACE RATE

201 - 799 sq. ft.

\$29.00

800 sq. ft. and over

\$26.00

Rates for booths 201 square feet and larger include: unlimited material handling which includes freight from dock to booth and return plus one-time spotting of equipment. Off-target shipments may incur additional charges.

Booths 201 square feet and larger **DO NOT** include: carpet, table, chairs, wastebasket, and ID sign.



RESERVE YOUR EXHIBIT SPACE **TODAY**

CONTACT YOUR SME ACCOUNT REPRESENTATIVE:

- L

Will Serenko

SME Account Representative
800.733.3976, ext. 3026
313.425.3026
wserenko@sme.org

M - Z

Karyn Burbank

SME Account Representative
800.733.3976, ext. 3139
313.425.3139
kburbank@sme.org

Visit southteconline.com

to view the floor plan, exhibitor list
and complete exhibit information

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THRIVING MANUFACTURING MARKET

QUALIFIED BUYERS

EXCELLENT RETURN ON INVESTMENT

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1000 Town Center
Suite 1910
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