

Sustainable Manufacturing Expo

February 4-5, 2025

Anaheim Convention Center
North Hall

→ Exhibitor Prospectus



Sustainable Manufacturing Expo

866-267-7339

SustainableManufacturingExpo.com

registration.ime@informa.com



Sustainable Manufacturing Expo

The state of manufacturing is rapidly evolving. Facing unprecedented pressures from government and environmental regulations, investors, and consumers to build sustainable processes, manufacturers need new technology and expertise to thrive. At Sustainable Manufacturing Expo, the industry will gather to discover, connect and learn from experts who are creating the solutions that reduce waste, manage energy and improve efficiencies in manufacturing.



Take your place as a leader in sustainable manufacturing and reserve a booth today!

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SM Expo: Accelerate Innovation In Sustainable Manufacturing

Sustainable Manufacturing Expo is the only exhibition and conference in the US focused on connecting manufacturers with cutting-edge solutions and expertise to meet pressing regulatory, customer, and financial demands around sustainable manufacturing. Strategically located in Anaheim, California, **SM Expo** will bring together a dynamic community of thousands of industry pioneers driving the evolution of sustainable manufacturing over two days.



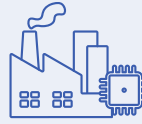
Why Exhibit

\$1.1T



Global sustainable manufacturing market projection by 2023, growing at a **CAGR of 9.3%** (Mordor Intelligence)

63%



of manufacturers plan to invest in **smart factory initiatives** like IOT, AI/ML over the next 2 years to improve sustainability (Capgemini)

86%



of manufacturing executives believe that **smart factory solutions** will be the primary drivers of competitiveness in the next five years. (Deloitte)



Generate leads to fill your sales pipeline by showcasing your sustainability solutions to customers and prospects in industries spanning from aerospace to electronics to food and beverage and more.



Demonstrate your organization's expertise to manufacturers under intense pressure to adopt sustainable processes now by presenting your advancements in eco-friendly materials, smart manufacturing technology, and energy optimization alongside industry leaders.



Collaborate with decision makers! C-suite execs, operations, production and plant management, supply-chain professionals, design engineers and more will make up the engaged audience at the Expo.



Innovate by championing the technological advancements in the industry which are driving operational efficiency, waste reduction, and bottom-line enhancement.



We Know How To Deliver The Right Audience

You can have confidence that **SM Expo** will deliver the quality and quantity of buyers you want. Informa Markets – Engineering, producer of **SM Expo**, has decades of experience building events that offer the best customer ROI. To drive the right audience to **SM Expo**, the team will use a blend of tried and tested tactics including:



Email Campaign to database of over 80,000 prospects



Content Creation/ Pre-Show Webinars



Advertising and Media Partnerships



Press Releases/Public Relations Campaign



Supporting Association Partnerships



Social Media Campaigns



Digital Multichannel Advertising



Attendee Targets: Titles and Industries

Job Functions:

-  Automation
-  Design Engineers
-  Executive
-  Operations
-  Owners
-  Packaging Designers/
Engineers
-  Plant Maintenance
-  Plant Production
-  Production
-  Project Management
-  R&D
-  Sustainability

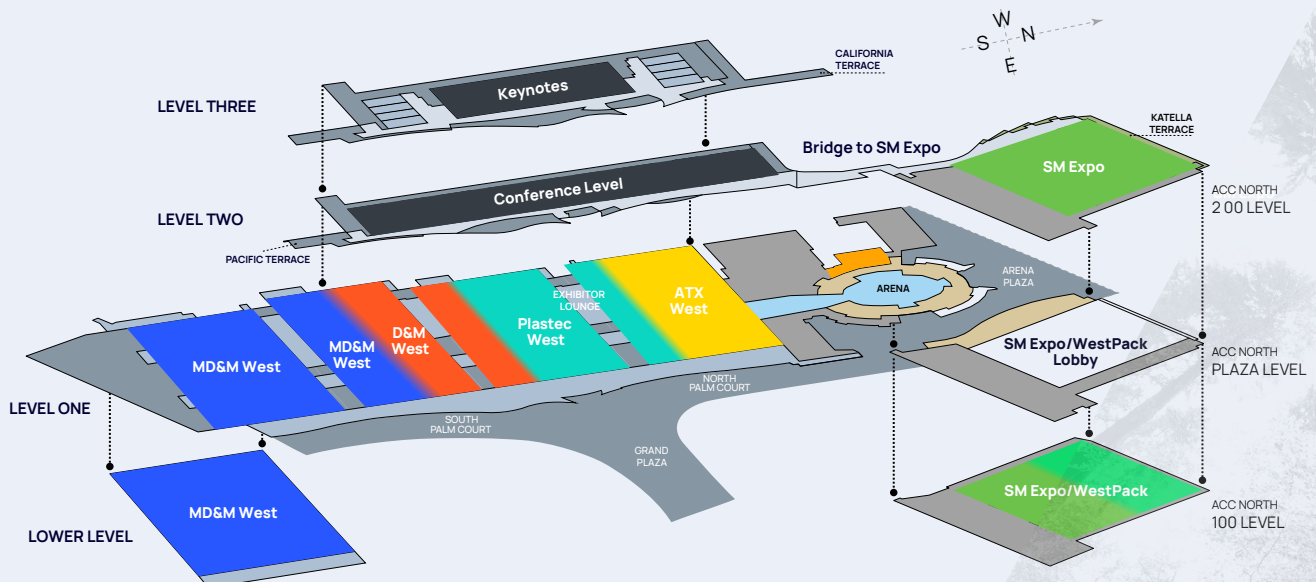
Industries:

-  Automotive
-  Aerospace
-  Consumer Electronics
-  Defense/Military
-  Electronics
-  Energy
-  Food & Beverage
-  Industrial Machinery
-  Medical Device Manufacturing
-  Oil & Gas

Co-Locations Create A Complete Manufacturing Hub

SM Expo will co-locate with the leading annual advanced manufacturing event, IME/MD&M West, which draws an audience of more than 15,000 executives and engineers and 2,000 exhibiting companies. Attendees looking for lifecycle packaging solutions will find them in WestPack, which is now part of **SM Expo**. Together these three events create a complete one-stop-shop for manufacturers increasingly needing to maximize their time and budgets.

Here is the overview map of the Anaheim campus, with the shows included



Show Features



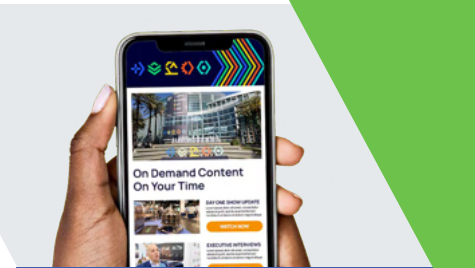
EDUCATION

- » With **five stages** located throughout the expo floor, attendees can hear from industry thought leaders, watch demonstrations, ask questions, and get answers from subject matter experts.
- » **4 keynotes:** Learn from industry leaders as they discuss the latest topics and technologies.
- » **Product Demos**



NETWORKING

- » While what you know is crucial to expanding your business, who you know is just as valuable.
- » Welcome reception co-hosted with IME West
- » Closing Night Party
- » Executive Summit



DIGITAL EXTRAS

- » Plan your day through our app with the personalized agenda builder
- » Research attendees and buyers
- » Book virtual and onsite meetings
- » Receive digital leads
- » Matchmaking with solution providers

Sample Topics By Stage:

SUSTAINABILITY STADIUM

- » Keynotes
- » Energy Management
- » Circular Economy
- » Compliance/Regulatory/Reporting
- » Cloud Technology

LAUNCHPAD

- » Green Hydrogen
- » Carbon Capture
- » Start-Up Pitches

SMART FACTORY HUB

- » Robotics
- » Automation
- » 20-min Product Pitches
- » Sensors
- » AI

DESIGN LAB

- » Digital Twin
- » Rapid Prototyping
- » 20-min Product Pitches
- » Materials
- » Product Design
- » CAD/CAM

PACK PLACE

- » Packaging
- » Sustainable Packaging Design
- » 20-min Product Pitches



Booth Information

Packages to elevate your brand – as an exhibitor, you can choose from several packages to suit your business’s presentation needs

TITANIUM

3 available

- » 600 square feet in prime location
- » Keynote presentation + leads
- » Priority housing block
- » Concierge service
- » Closing party sponsor
- » Sponsored article posted to one relevant IME Media brand’s website
- » Guaranteed 10 meetings
- » Lead Retrieval
- » Branding on website/onsite signage

PLATINUM

10 available

- » 600 square feet in prime location
- » Main stage presentation (45 min) or Coffee Talk (45 minutes) + leads
- » Priority housing block
- » Concierge service
- » Guaranteed 5 meetings
- » Lead Retrieval
- » Branding on website/onsite signage

GOLD

25 available

- » 400 square feet
- » Speaking opportunity (part of a panel) + leads
- » Concierge service
- » Lead Retrieval
- » Smart Bundle
- » Booth Crawl
- » Website recognition

SILVER

35 available

- » 200 square feet
- » Product Pitch/Tech Demo (20 min tech talk) + leads
- » Furniture Package
- » Lead Retrieval
- » Smart Bundle
- » Website recognition

BASIC

- » Raw exhibit space—
100 square feet minimum

[CLICK TO RESERVE
YOUR SPACE](#)



Included Marketing features with your booth:



Customer
invite
program



Digital listing
and portal



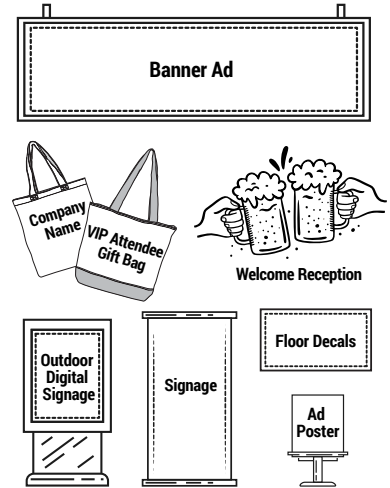
Exhibitor
tool kit

Exhibitor Marketing And Promotions

Pre-show and onsite promotions help increase brand recognition and booth traffic by approximately 25%!

Maximize your company's event exposure by selecting from a variety of pre-show and onsite opportunities designed to showcase your products and services. SM Expo offers sponsorship opportunities to meet every objective and budget.

Take your marketing to the next level with our curated pre and post-event promotions



Increase Brand Visibility



Position your company as a thought leader



Increase Lead Generation



Increase Return on Investment

PRE-EVENT OPPORTUNITIES

- » Featured exhibitor package with enhanced online listing
- » Product Category Sponsorship
- » Show Highlight Sponsorship
- » Advertising in attendee Marketing Outreach

ONSITE EVENT OPPORTUNITIES

- » Networking Food & Beverage Breaks
- » Registration Badge Sponsorship
- » Onsite signage: Column wraps, floor decals, mega signs and more
- » Aisle Sign Sponsorship
- » Additional opportunities, including custom options, are available



Interested in speaking opportunities? **Contact us** today to learn more about the various exhibitor packages that include thought leadership.

Lead Retrieval

Maximize your ROI by using **SM Expo's** Lead Retrieval services. You can easily scan and capture attendee contact information, manage your teams' leads, and integrate it into your existing CRM system.



Reserve Your Space at Sustainable Manufacturing Expo 2025

Reserve your booth today and position your business in front of thousands of qualified attendees. Follow these three easy steps and start your journey to make your biggest impact for your business in 2025!

STEP 1

Review the [2025 Floor Plan](#)

STEP 2

Decide your booth size and top three show floor locations

STEP 3

Call 866-267-7339 or click below to connect with our sales team about securing your booth

CLICK TO RESERVE
YOUR SPACE



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