

Exhibition & Sponsorship Guide



Jun 14-16, 2022

Charlotte, NC

Charlotte
Convention Center

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Maximize your company's digital and live event exposure by selecting from a variety of pre-show, on-site and post-show opportunities designed to showcase your products and services and drive engagement with attendees.

Upgrade your Exhibitor Profile

Smart Bundles
Featured Exhibitor
Featured Exhibitor+

Pre-Event Exposure:

Validar Digital Platform Lead Reporting
Logo on Event Homepage
Homepage Banner Ad
Digital Branding Bundle
Send an Email
Social Media Posts
Online Registration Sponsor
Qualifi Select

Onsite Opportunities:

Onsite Lead Retrieval App
Welcome Reception Sponsorship
Digital Daily Advertising
Charging Station
Onsite Signage

- Ad Posters
- Mega Signs
- Tri-Mega Sign
- Backlit Rotating Tower
- LED Light Panels
- Floor Decals

Bag Sponsorship
Show Badge Sponsorship
Meeting Rooms

Mobile Advertising:

Mobile Alert Push Notification

Thought Leadership:

Show Floor Education Theater
Content Sponsorship/Speaking Program
Tech Theater

Post-Event Exposure:

Digital Post-Event Content Sponsorship
Digital Post-Event Thought Leadership

Quadruple Benefits to Upgrading your Exhibitor Listing



Onsite Lead Retrieval

Turn-key access to three onsite lead retrieval license activations.



Digital Platform Lead Reporting

Validar Login and Password for access to attendee engagement with your digital profile on the platform. Excel reports integrate with standard CRM software for lead nurturing and follow up.



Full 3 Months of Access to Attendees

Upgraded listings receive access to all registered attendees for 3 full months while the event platform is open. Search for and connect with attendees online to set up digital and/or live meetings at the event.



Priority Placement on Online Search Results

Your listing receives priority placement on all online searches that match your product category and keywords.

SMART BUNDLES – DIGITAL AND LIVE EVENT LEAD RETRIEVAL with UPGRADED PROFILE STATUS



Designed to increase your exposure for maximum attendee engagement!

1

SMART BUNDLE 1 | \$1,390

- ✓ Live Event Lead Retrieval App
- ✓ Validar Digital Platform Lead Reporting
- ✓ **2 Months** Full Access to Digital Inbound/Outbound Meetings and Attendee Connections
- ✓ Website Floorplan Branding
- ✓ Featured Exhibitor Profile Upgrade
 - ✓ Header Video on Profile
 - ✓ **FEATURED EXHIBITOR** Priority Placement for Profile Listing on Event Site
 - ✓ Company Description
 - ✓ 10 Product Listings
 - ✓ 10 Report & White Paper Listings
 - ✓ Unlimited Staff Profiles

47% Savings off A La Carte Pricing

2

SMART BUNDLE 2 | \$2,500

- ✓ Live Event Lead Retrieval App
- ✓ Validar Digital Platform Lead Reporting
- ✓ **2 Months** Full Access to Digital Inbound/Outbound Meetings and Attendee Connections
- ✓ Website Floorplan Branding
- ✓ Featured Exhibitor+ Profile Upgrade:
 - ✓ Header Video on Profile
 - ✓ **FEATURED EXHIBITOR PLUS** Priority Placement for Profile Listing on Event Site
 - ✓ Company Description
 - ✓ 15 Product Listings
 - ✓ 15 Report & White Paper Listings
 - ✓ Unlimited Staff Profiles
 - ✓ Ad within Exhibitor Profile with hyperlink

49% Savings off A La Carte Pricing

3

SMART BUNDLE 3 | \$3,890

- ✓ Live Event Lead Retrieval App
- ✓ Validar Digital Platform Lead Reporting
- ✓ **2 Months** Full Access to Digital Inbound/Outbound Meetings and Attendee Connections
- ✓ Website Floorplan Branding
- ✓ Logo on Smart Event Platform Homepage
- ✓ Digital Swag Bag with Audience Email Capture
- ✓ Featured Exhibitor+ Profile Upgrade:
 - ✓ Header Video on Profile
 - ✓ **FEATURED EXHIBITOR PLATINUM** Priority Placement for Profile Listing on Event Site
 - ✓ Company Description
 - ✓ 15 Product Listings
 - ✓ 15 Report & White Paper Listings
 - ✓ Unlimited Staff Profiles
 - ✓ Ad within Exhibitor Profile with hyperlink

55% Savings off A La Carte Pricing

EXHIBITOR PROFILE UPGRADES

Increase your exposure for maximum attendee engagement

FEATURED EXHIBITOR | \$825

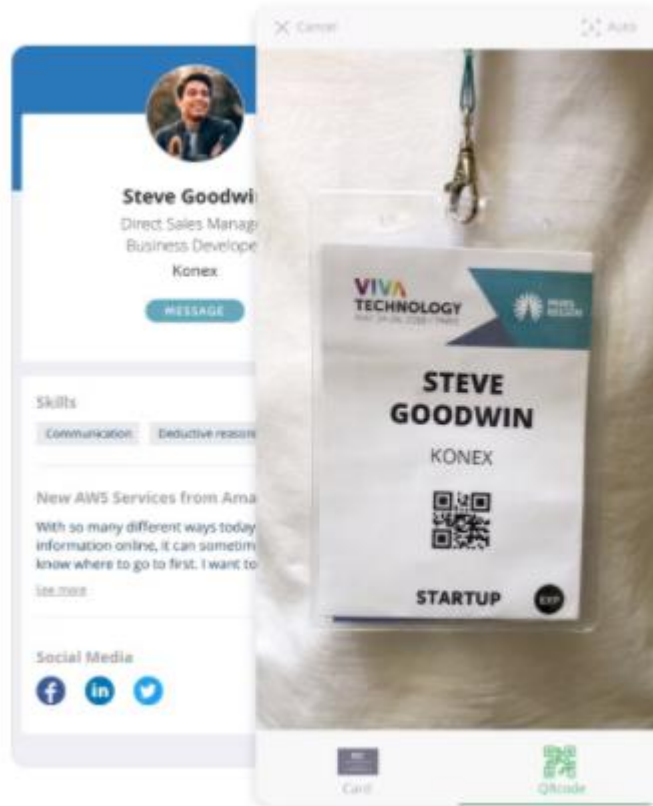
- ✓ **2 Months** Full Access to Inbound/Outbound Meetings and Attendee Connections
- ✓ Header Video on Profile
- ✓ Featured Priority Placement for Profile Listing on Event Site
- ✓ Company Description
- ✓ 10 Product Listings
- ✓ 10 Report & White Paper Listings
- ✓ Unlimited Staff Profiles

FEATURED EXHIBITOR+ | \$1,350

- ✓ **2 Months** Full Access to Digital Inbound/Outbound Meetings and Attendee Connections
- ✓ Header Video on Profile
- ✓ Featured Plus Priority Placement for Profile Listing on Event Site
- ✓ Company Description
- ✓ 15 Product Listings
- ✓ 15 Report & White Paper Listings
- ✓ Unlimited Staff Profiles
- ✓ Ad within Exhibitor Profile with hyperlink

ONSITE LEAD RETRIEVAL

\$550



Purchase your onsite lead retrieval app as part of a Smart Bundle or a la carte.

Unlimited licenses for your booth staff ensure that you are empowered to capture all booth leads at the show.

The lead capture app, which is integrated into the event digital platform, allows your team to score leads, add notes and upload to your CRM post event.

Ensure that your team has the tools to deliver a successful event and effectively measure ROI.

VALIDAR: ACCESS TO DIGITAL PLATFORM LEADS

\$795



VALIDAR LEAD
REPORTING:
Username
and Password

During: Capture attendee data you didn't think was possible

No matter your event intent, Validar's onsite technology will capture what content your attendees are consuming, its impact, and drive more face to face meetings should it resonate. With Validar, your team can see in real-time sessions attended, sponsors visited, product demos, and feedback.

Lead Reporting for all exhibitor profile digital traffic beyond meetings and connections

Call us today at **877-683-5251** or [email us](#) to secure your sponsorship!



LOGO ON HOMEPAGE

\$750

Your logo on the home page

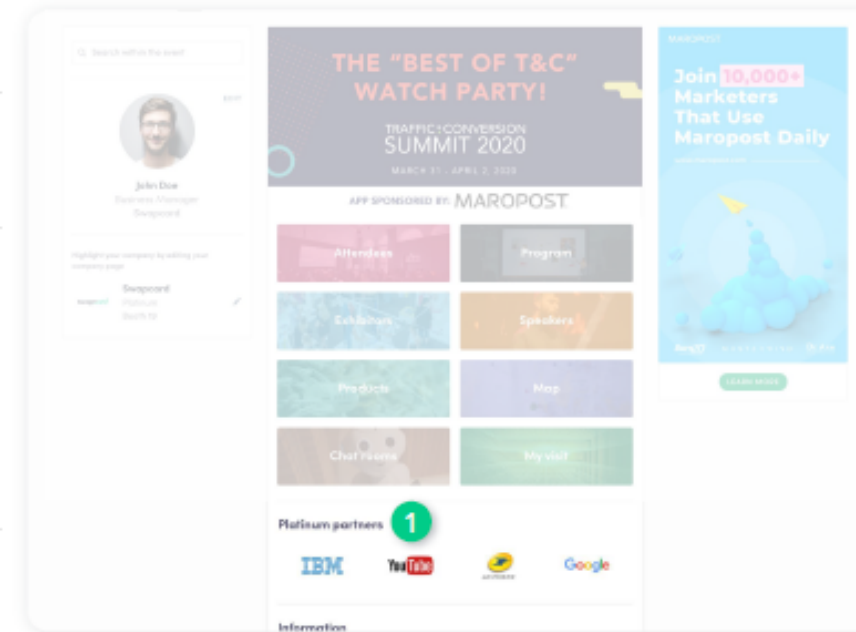
Availability 15-20 companies max (to avoid impacting the user experience)

Visibility Display your company logo on the event home page, below the banner ad.

In practice Attendees see your logo. When they click on your ad, they are redirected to your company page in the platform. On average, the company that purchases this sponsoring option is 2 times more likely to be bookmarked by attendees and receive an average of 1.2 times more meeting requests than other companies.

Statistics Post-event, we provide you with the number of attendees who clicked on your promo ad and the nominative data.

Format Width: 400x200 px
Size: no more than 1MB



1 Logos

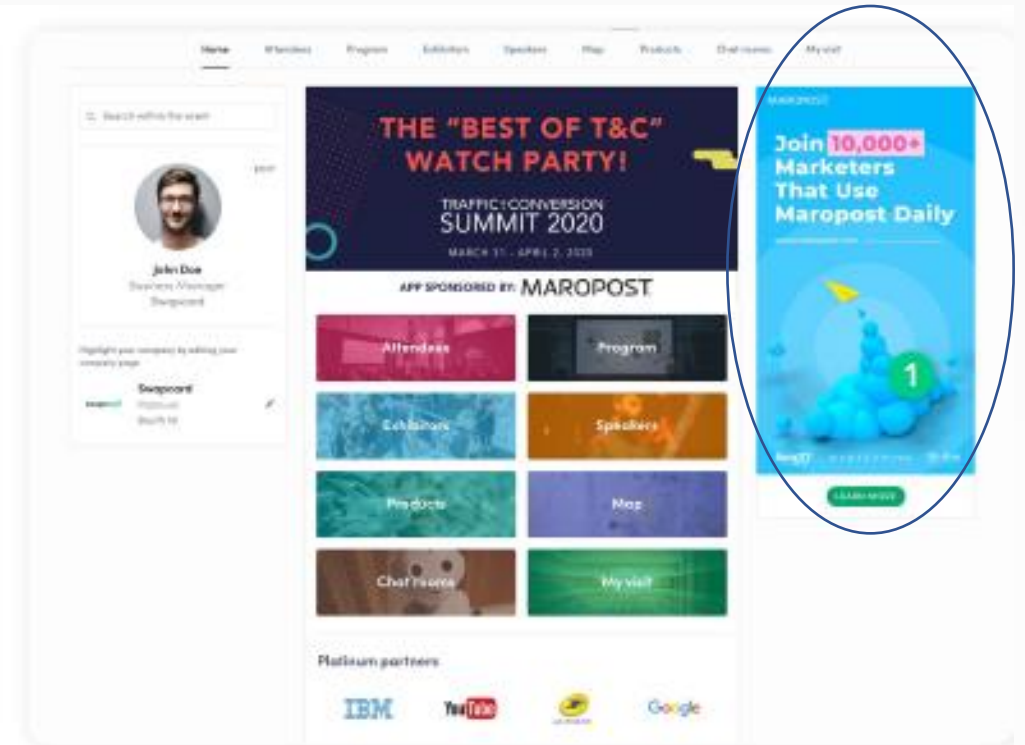
HOMEPAGE BANNER AD

\$900

Promo ad – for the Web Application:

Attendees see your ad. When they click on your ad, they are redirected to your company page in the platform.

On average, companies that purchase this sponsoring option are 4 times more likely to be bookmarked by attendees and receive twice as many meeting requests than other companies.



DIGITAL BRANDING BUNDLE

\$2650

Digital Branding Bundle:

- Your logo on the digital event homepage
- Vertical banner ad with hyperlink on digital event homepage
- Mobile App Splash Page Ad

SEND AN EMAIL - \$2500

Target potential and confirmed attendees prior to the event with an exclusive e-blast. You supply the email content (copy, image and company logo) and we'll do the rest. We'll create and deploy your dedicated event branded email to our unique audience.

SHOW BRAND	Number of Campaigns Available	Number of Audience Records/Campaign
MD&M South	4	2500
Powder Bulk Solids South	2	2500
D&M South	8	2500
ATX South	8	2500
Plastec South	2	2500
SouthPack	2	2500



SOCIAL MEDIA POSTS

Sending in the weeks leading to the in-person show, our event will include exhibitor image and content in our social media posts to our Linked In groups.

\$495 for one post

\$995 for three posts



Online Registration and Registration E-mail Confirmation Sponsorship – EXCLUSIVE

Put your brand in front of EVERY attendee who registers for your event – branding continues with your brand and website link included in every registration confirmation e-mail

THE BATTERY SHOW
NORTH AMERICA 2019

September 10-12, 2019
Suburban Collection Showplace
Novi, MI

Sponsored by
GTAI GERMANY TRADE & INVEST
BUSINESS EXPANSION?
Meet us #436

Help us customize your event experience by providing some additional info

Fields marked with * are required to continue.

Email Address:
deliverables@ubm.com

* Create Password (Your password must be at least 8 characters and include a number or a special character.)

* Confirm Password

THE BATTERY SHOW
NORTH AMERICA 2019

September 10-12, 2019
Suburban Collection Showplace
Novi, MI

Sponsored by
GTAI GERMANY TRADE & INVEST
BUSINESS EXPANSION?
Meet us #436

Welcome to Registration

North America's largest advanced battery technology event, The Battery Show brings together leaders across the battery supply chain to learn how emerging battery technology is changing how we power the world.

At The Battery Show, you will:

- Meet suppliers who are supporting advancements like next-gen batteries.
- Network with peers who are putting new technology to work.
- Learn about up-to-the-minute innovations like xEV battery design, computed tomography, and battery analytics technologies.

Whether you're looking to catch up on the latest developments or source a solution, be a part of the power transformation at The Battery Show.

Register or Login

Enter your email address to create a new registration or log into your existing profile.

Enter email

NEXT

Price: \$6,000

Qualifi Select – 1st Party Data Internet Marketing

\$3,600



Target pre-selected audiences based on real show attendee data

Reach audiences via 100,000 display ad impressions per month

ONLINE FLOOR PLAN SPONSOR

\$4,995

The online event floor plan is a go-to destination for attendees as they plan their time at the show.

Sponsorship of the online floor plan is an exclusive opportunity that delivers marquee branding linked to your online exhibitor profile. Drive traffic to your products and services information and significantly increase your visibility.



DIGITAL DAILY ADS

Digital Daily Ads - \$850 Each

Take advantage of messaging attendees on show days!
Share your direct message, logo, booth number, and link to your company website in an attendee email scheduled on each day of the event.

***3 ads available per day | per show brand: MD&M, PBS, ATX, D&M, Pack and Plastec**

Content must be received ten (10) business days prior to deployment.
Content subject to approval by Informa

CHARGING STATION

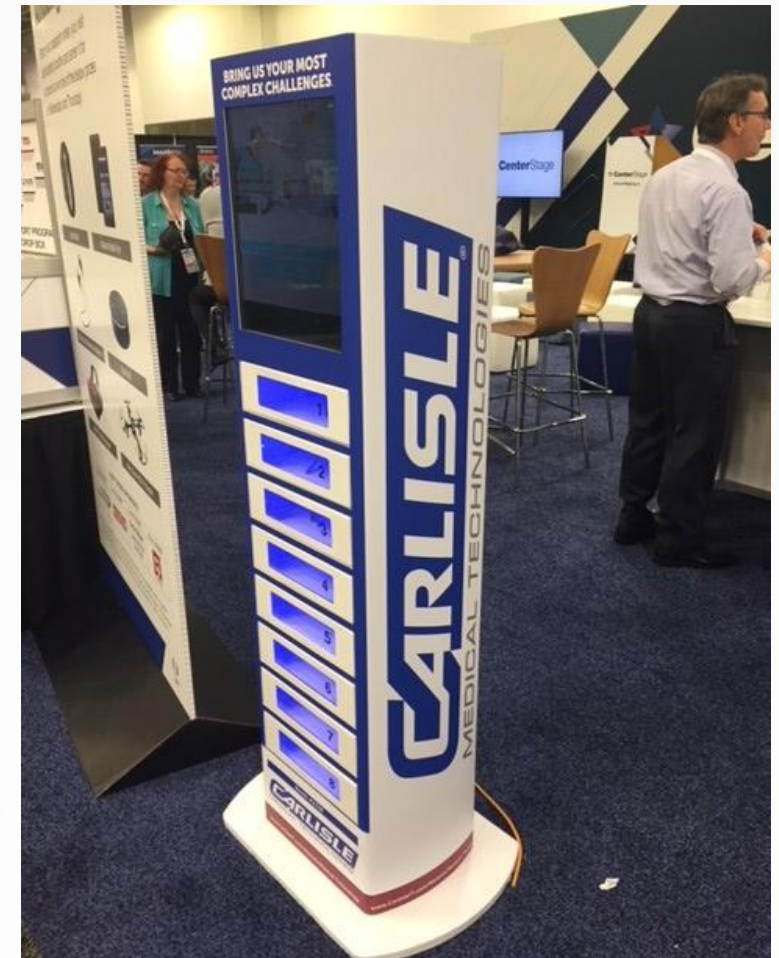
\$3995

Help attendees stay connected throughout the show with a Charging Station sponsorship.

Wrap your branding around the station and play up to 5 hours of continuous educational content on the embedded video screen throughout the duration of the event.*

Charging Stations are placed in high-traffic zones within the expo hall for maximum visibility!

*Content to be pre-approved by Informa Markets



WELCOME RECEPTION SPONSORSHIP Hosted at the NASCAR HALL of FAME



On Tuesday, June 14, 2022, IME South kicks off with a Welcome Reception like no other. Showcase your brand as an industry leader at NASCAR Hall of Fame and enjoy engaging activations, delicious local fare, specialty cocktails, music, racing and fun!

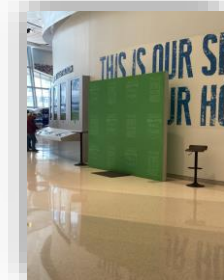
Start Your Engines Sponsor: \$2500

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Image included across five digital screens at entrance to the Welcome Reception
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event



Photo Booth Sponsor: \$5000

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Photo Booth Green Screen
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Provide Image for Green Screen
- Logo or company name on Photos
- Table for giveaways and props



Glory Road Sponsor: \$4000

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Sign at Ramp & Sponsor branding on Digital Screen Above
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event



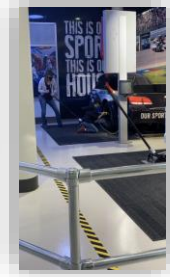
Racing Simulator Sponsor: \$3500

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Racing Simulator
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Option to provide trophy to the winner at the end of the night



Pit Crew Challenge: \$3500

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- 22x28" Thank you Sponsor sign at Pit Crew Challenge
- Small table for giveaways and scanner to scan badges
- All Welcome Reception scans provided post-event
- Trophy for Winner to give away at booth the following day



Liquid Fuel Bar Sponsor: \$4000

- Logo included on IME South Website
- Logo included with event promotions (attendee emails)
- Sponsor branding at 4 – 6 bars
- Logo and booth number included on eco-friendly cocktail napkins
- All Welcome Reception scans provided post-event



PROMOTIONAL SIGNAGE

AD POSTERS

Take your on-site branding up a notch through strategically placed print advertising. Posters are placed in high traffic areas such as registration and key locations leading into the show.

Quantity:

Two (2) 22'x28 double sided posters

Up to two (2) images permitted

Price: \$2,125



PROMOTIONAL SIGNAGE



Mega Signs | \$3,200

Strategically placed in high traffic areas, mega signs are above eye level and afford maximum exposure for your brand.



Choose from these locations:

- Registration Area
- Lobby
- Expo Hall

Mega Sign Specs:

8' x 3' Dimension | Double Sided | Four Color



Tri-Mega Signs | \$4,125

Reach the eyes of attendees at every angle with this three-sided signage. You can't miss these prominent displays standing tall in strategically placed areas leading into the show.

Tri-Mega Sign Specs:

8' x 3' Dimension | Up to (3) different images | Four Color



PROMOTIONAL SIGNAGE



Floor Decals

\$3,450 (1) | \$5,300 (2)

Take over the expo floor – literally!

Feature your company name, booth number, and compelling messaging, and guide buyers straight to your booth.



Floor Decal Specs:
(2) 10'x4' decals | Four Color



Backlit Rotating Tower

\$3,200 (1) | \$10,295 (4)

Drive attention to your company at 360 degrees!

The backlit rotating tower allows you the option to use all four panels of marketing real estate or to purchase signage by panel.



PROMOTIONAL SIGNAGE

LED Digital Display Signs | \$1,995

LED displays bring innovation and versatility to your event!

Features include 5 GB of built-in storage supporting nearly all video and static image formats. Excellent image quality with high refresh rate, real-time device control, and no PC required.



SHOW BAG

\$4000



See the expo floor full of attendees with your branding!

Sponsor provided bag will be distributed at the in-person expo as the floor opens to up to 3000 attendees!

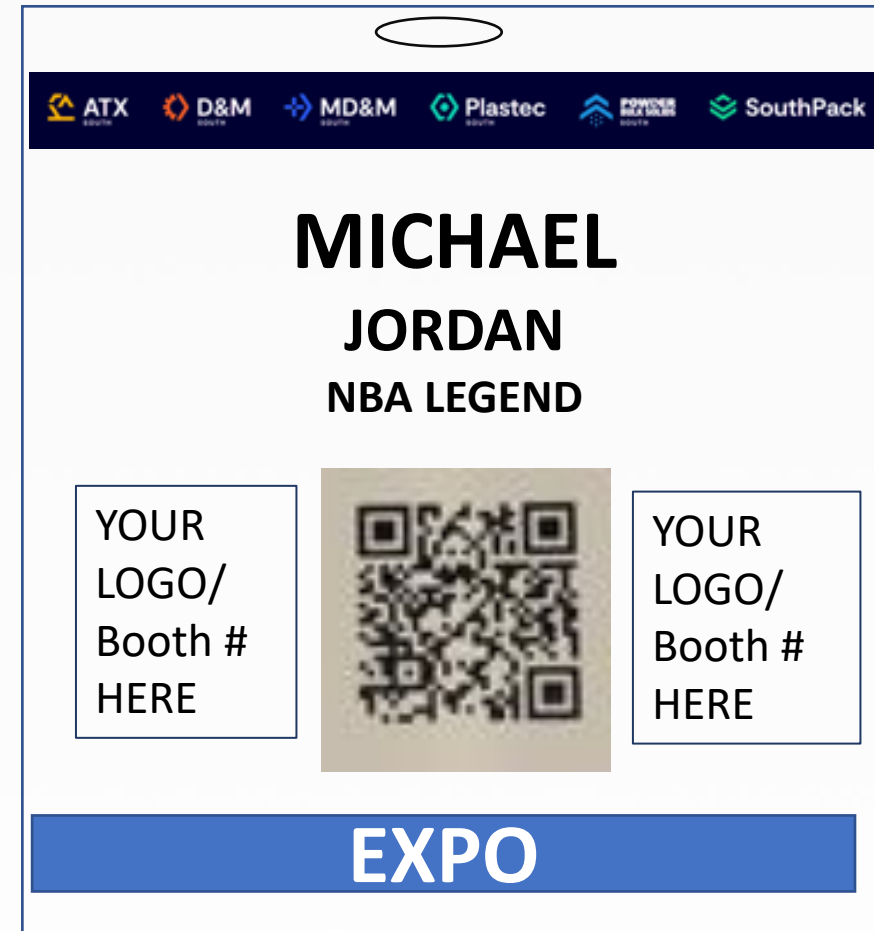
*Sponsor responsible for production and shipment of bags



SHOW BADGE SPONSORSHIP

Put your brand and Booth Location on every attendee and exhibitor onsite with our exclusive Badge Sponsorship.

Price: \$8000



MOBILE ALERT PUSH NOTIFICATION

\$850



Stay top of mind with attendees. Send your company message directly to the hands of event app users with Mobile Alert Push Notification.

Share up-to-the-minute information on booth giveaways, product launches, company news, or other relevant announcements.*



THEATRE CONTENT SPONSORSHIP

Theater sponsorship: \$3500/day/theater

Sponsor a day's content in our Advanced Manufacturing Theater or Medtech Central theater, presenting educational sessions on the expo floor.

Sponsor receives branding on theater's meterboard sign, as well as on the event's website, and all leads from the day's theater presentations.*

Sponsor also provided with seat drop ahead of first session for the day.**

*This does not include any keynote presentations made in the theater.

**Sponsor provides materials to be distributed.

TECH THEATER

The Tech Theater provides our exhibiting partners with a platform for demonstrating thought leadership and technical expertise in their field.

Average audience size = 25-40 attendees.

Package includes:

- 45-minute speaking slot, plus 5-minute prep and 10-minute Q&A.

- Professionally recorded and edited video of presentation*

- Presentations promoted in show guides, onsite signage and on event website and mobile app

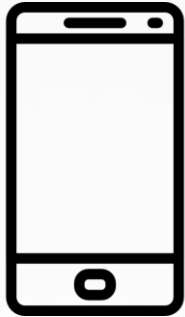
- Training and/or sales literature placed on attendee seats

- Contact information of session attendees provided post event

Presentations scheduled on a first come, first served basis.

Price: \$2,600 for non-video production, \$5,000 with video and inclusion on Smart Event Platform post show.

Contact Us



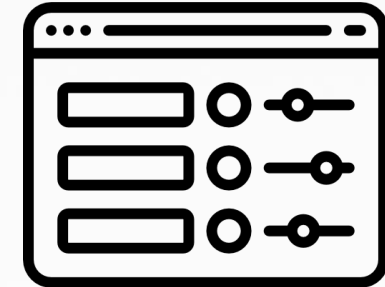
Call

877-683-5251



Email

sponsorships.advmfg@informa.com



Website

IMEngineeringSouth.com