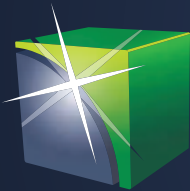




BE NOTICED

TOTAL MEDIA COVERAGE



IMTS2018

September 10-15, 2018 • McCormick Place • Chicago, IL

PRODUCED BY



IMTS2018



OFFICIAL MEDIA PARTNER



GARDNER
Business Media, Inc.



How do you
get noticed at a show

THIS BIG?



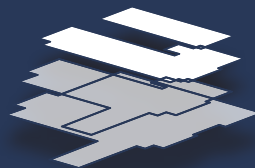
LARGEST
MANUFACTURING
EVENT IN THE
AMERICAS



ONE OF THE
LARGEST
INDUSTRIAL TRADESHOWS
IN THE WORLD



OVER 117
COUNTRIES
REPRESENTED



1.3 MILLION+
SQARE FEET OF
EXHIBIT SPACE



2,400+
EXHIBITORS



115,000+
REGISTRANTS



15,000+
PRODUCTS
ON DISPLAY



Engage media that drive
buyers to your booth

BEFORE

- IMTS.com
- IMTS Technology eNewsletter
- Gardner IMTS Show Issues

Visitors to IMTS need to plan in advance to maximize their time at the show. In the months leading up to the show it is critical to get your message in front of the prime audience and drive them to your booth. The products in this piece help you to maximize your reach in advance of the show.

DURING

- IMTS.com
- IMTSTV
- IMTS 2018 Directory
- IMTS Onsite Guide
- IMTS MyShow Kiosks
- IMTS ShowDaily
- IMTS Charging Station

Products like the Directory, ShowDaily and MyShow Kiosks are great places to brand your company and feature products you will have on display at the show within the buildings of McCormick Place.

AFTER

- IMTS.com
- IMTSTV
- IMTS 2018 Directory

Utilizing products like ad packages on IMTS.com and IMTSTV extends your message beyond the six days of IMTS.

KEY DUE DATES

IMTS ONLINE PRODUCTS

IMTS.com Website

DIAMOND PACKAGE CLOSING DATE: APR 13, 2018	CLOSING DATE: APR 27, 2018	MATERIALS DATE: APR 27, 2018
--	----------------------------	------------------------------

IMTS Technology eNewsletter

CLOSING DATE: JUN 1, 2018	MATERIALS DATE: JUN 15, 2018
---------------------------	------------------------------

IMTSTV

CLOSING DATE: APR 13, 2018	MATERIALS DATE: AUGUST 10, 2018
----------------------------	---------------------------------

IMTS ON-SITE PRODUCTS

IMTS Onsite Guide

4-PANEL SUPER STRETCH AD CLOSING DATE: APR 13, 2018	CLOSING DATE: MAY 1, 2018	MATERIALS DATE: MAY 16, 2018
---	---------------------------	------------------------------

IMTS MyShow Kiosk

CLOSING DATE: JUN 1, 2018	MATERIALS DATE: JUN 15, 2018
---------------------------	------------------------------

IMTS Directory

COVERS / TABBED INSERT AD CLOSING DATE: MAY 4, 2018	CLOSING DATE: JUL 13, 2018	MATERIALS DATE: JUL 27, 2018
---	----------------------------	------------------------------

IMTS ShowDaily

COVER ADS CLOSING DATE: MAY 4, 2018	CLOSING DATE: JUL 27, 2018	MATERIALS DATE: AUG 10, 2018
-------------------------------------	----------------------------	------------------------------

IMTS Charging Stations

CLOSING DATE: AUG 17, 2018	MATERIALS DATE: AUG 17, 2018
----------------------------	------------------------------

DIAMOND CLOSING DATE: APR 13, 2018

CLOSING DATE: APR 27, 2018

MATERIALS DATE: APR 27, 2018

SEE PAGE 20 FOR IMTS DISCOUNT STRUCTURE

IMTS.com

Active buyers plan their visit with IMTS.com

329,900+
AGENDA ADDITIONS

169,600+
LEADS GENERATED

▶ 84%

Are sourcing from **NEW** vendors found through MyShow

▶ 66%

Purchased from exhibitors added to their IMTS.com MyShow Agenda Planner

IMTS.com



IMTS show researchers and buyers use IMTS.com to plan all aspects of their visit to the show.

What is an Agenda?

IMTS visitors use the MyShow Planner to create agendas, listing the companies they want to see. Visitors can choose to share their information with the exhibitors they select - generating leads for the advertiser!

What is the opportunity for exhibitors?

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

Exhibitors' sales messages can be in front of IMTS buyer/prospects for up to 15 months around the event generating high quality sales leads.



	SILVER	GOLD	PLATINUM	DIAMOND
Showroom Display				Limit 15
Image and Text Product Panels (Online and Mobile)	4 PANELS	4 PANELS	4 PANELS	4 PANELS
Video Product Panels (Online and Mobile)		4 PANELS	4 PANELS	4 PANELS
Additional Display and Features				
Company name, address, phone, fax, URL, email and product category listings	◆	◆	◆	◆
Company Description with unlimited word count <i>(Note: subject to editorial review)</i>	◆	◆	◆	◆
Logo appears on company profile	◆	◆	◆	◆
Access to opt-in leads and statistical data generated from your listing* <i>(Available to IMTS.com Advertisers ONLY)</i>	◆	◆	◆	◆
Upgraded Exhibitor treatment in search results, including product category, pavilion and keyword	◆	◆	◆	◆
Company featured on IMTS.com home page on a rotation	◆	◆	◆	◆
Slotted Listing in search results		◆	◆	◆
IMTS.com display ad placed in your showroom on MMSonline.com, ProductionMachining.com or MoldmakingTechnology.com, if you place a full page print ad in the August issues of the related magazine(s)		◆	◆	◆
Booth Highlighted on Map		◆	◆	◆
A video included in the "Video Library" prominently displayed on IMTS.com		◆	◆	◆
Product Category Banner			1 INCLUDED	2 INCLUDED
Participant logo on MyShow Kiosk printouts and welcome screens			◆	◆
Logo featured as IMTS.com "sponsor" in spread ad in Modern Machine Shop July and August issues			◆	◆
Show Highlight - Panel featured on main directory search				◆
Mobile App Banner				◆
See examples of each package online at:	IMTS.com/ promote/Silver	IMTS.com/ promote/Gold	IMTS.com/ promote/Platinum	IMTS.com/ promote/Diamond
IMTS.com Investment	\$2,995	\$7,995	\$11,995	\$14,995
MyShow Kiosk Buy Up Discount	\$3,500	\$2,500	FREE	FREE

MyShow Kiosk Sponsorships

Extend your brand beyond your booth

Get your brand message across in a big way at the show. The next best thing to having a billboard at the show, a MyShow Kiosk powered by IMTS.com is the perfect on-site branding vehicle.

- ▶ Large visible areas available for customized advertisements
- ▶ MyShow Kiosk usage and functionality will be promoted to attendees in July & August issues of Modern Machine Shop
- ▶ Special discounts for IMTS.com advertisers
- ▶ MyShow Kiosk homepage will display sponsorship acknowledgement

Special Pricing

Available for companies wishing to sponsor multiple MyShow Kiosks. Contact Gardner Business Media for more details.

Location*

MyShow Kiosk locations are assigned on a first come, first serve basis. Priority assignments available to past MyShow Kiosk sponsors.

More than 70 MYSHOW KIOSKS

positioned in prime locations in and around IMTS buildings and on the show floor.

Single Kiosk Sponsorship

\$5,000

Discounted Price for IMTS.com Participants

DIAMOND
FREE

PLATINUM
FREE

GOLD
\$2,500

SILVER
\$3,500

Specifications

To view an example of the MyShow Kiosk as well as specifications can be found online at www.IMTS.com/promote/Kiosk

* Locations subject to change

Charging Station Kiosks

Boost your brand with this unique sponsorship

Single Charging Station Sponsorship

\$7,500*



Ever notice that the charge on your phone runs out too soon at IMTS? Visitors to the show experience the same thing, and this is where you and your brand can be their hero. IMTS is offering limited sponsorship opportunities for this practical and much needed kiosk! Let attendee's battery drain pain offer you an opportunity to recharge your connection to them!

- ▶ 19" Monitor display will display sponsor video ad
- ▶ Sponsor logo will be incorporated into charging station Kiosks

Stand Out locations

15 Key locations in the show halls and common areas.

Special Pricing

Available for companies wishing to sponsor multiple Charging Station Kiosks. Contact Gardner Business Media for more details.

Location**

Charging Station Kiosks are assigned on a first come, first serve basis. Priority assignments available to past Charging Station sponsors.

Specifications

To view an example of the Charging Station Kiosks as well as specifications and locations, visit IMTS.com/chargingstation.

* Price is Net. Bundled discount is not available for this product.

** Locations subject to change.

IMTS Advanced Manufacturing Technology eNewsletter

The tool that buyers use to find technology solutions before IMTS

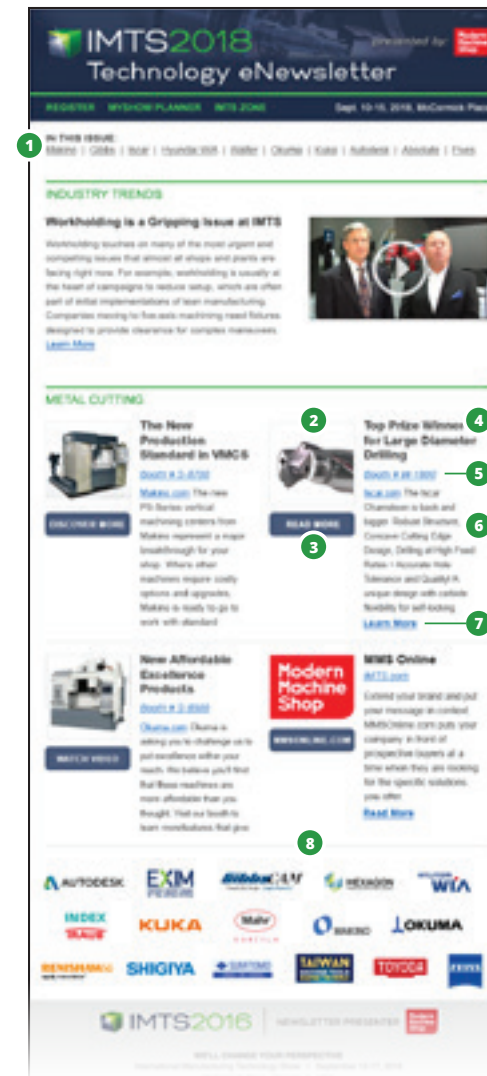
Revised in 2016 and featuring a high level technology focused article from the editors of Modern Machine Shop, this is your opportunity to highlight new and exciting products you will have on display at the show. The IMTS Technology eNewsletter will reside on IMTS.com until March 8, 2019.



100,000+ DISTRIBUTION

- IMTS Master List (including past show visitors)
- Hannover Fairs USA co-located shows
- Opt-in email names from Gardner Business Media, Inc. database including:
 - ▶ Modern Machine Shop
 - ▶ Production Machining
 - ▶ MoldMaking Technology
 - ▶ Automotive Design & Production
 - ▶ AutoBeat Daily
 - ▶ CompositesWorld
 - ▶ Additive Manufacturing
 - ▶ Products Finishing

View an example:
IMTS.com/promote/eNewsletter



Ad Model

1 Featured In this Issue

Clickable link in the header of every email listing your company name. Links to your product ad in the body of the eNewsletter.

2-7 Product Ad

Product picture or video with LEARN MORE link, text title/company name link to company website link/product release with up to two links in body copy (process technology and or company name.) **IMPORTANT:** Please provide a minimum of (3) and preferably (6) product ads for the total (6) edition eNewsletter.

2 **LINK Product picture or video**
Acceptable photos should be at least 4 x 5 inches at a resolution of 300 DPI, and saved in .jpg or .gif format.

3 **LINK READ MORE**

4 **LINK Title**

5 **LINK Booth Number**

6 **LINK Product release**
Company name or product technology in body copy (300 words or less).

7 **LINK LEARN MORE**

8 LINK Featured Suppliers

A bumper at the bottom of the email with a linkable logo for every company listed in the email. Either in alpha order or again order in email.

Key to Links

LINK: Links to product release on MMS Online - IMTS Zone.

LINK: Links to company booth location on IMTS.com Floor Plan.

LINK: Links to company's IMTS.com showroom.

BONUS: MMS Online Specifications

9-10 **MMSOnline.com IMTS Zone Branding: Includes Hybrid Banner Package on IMTS.com**

9 **Rich Media Ad**
Choose 1:Flash Ad or Video Ad (A single ad rotates on page refresh).

10 **Hybrid Ad**
Choose 1:Live Text hybrid or Branded hybrid (Ad position rotates on page).

eNewsletter Sponsor Package

\$15,000

Limited Availability
16 SPONSORSHIPS AVAILABLE

Ad Model Features 1-10, included in all (6) editions (value: \$2,500 per eNewsletter + web banners online from month of purchase through December 2018).

Note: Package only, no individual newsletter purchases.

2018 Distribution Dates

• Edition 1: JUN 20

• Edition 2: JUL 5

• Edition 3: JUL 18

• Edition 4: AUG 1

• Edition 5: AUG 15

• Edition 6: AUG 29

CLOSING DATE:
APR 13, 2018

MATERIALS DATE:
AUG 10, 2018

SEE PAGE 20 FOR IMTS
DISCOUNT STRUCTURE



Stand out with dynamic video messaging on IMTS_{TV}

IMTS_{TV} 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_{TV} branded venues on-site throughout the halls of McCormick Place.

IMTS_{TV} is a great way to put your existing video presentations to new use, or create new ones that can be multi-purposed before, during and after the show in a cost-effective way.



This Unparalleled Branding Opportunity Includes:

IMTS_{TV} Sponsor Package

\$12,000

Limited Availability

12 IMTS EXHIBITOR SPONSORS. RIGHT OF FIRST REFUSAL FOR PRIOR PARTICIPANTS

Packages Include

- ▶ **Two 30-Second Commercials**
(Closed captions suggested)
- ▶ **IMTS Partner On-Site Signage:**
 - IMTS_{TV} Big Screen in:
 - Grand Concourse
 - Central Concourse
 - Main Entrance off McCormick Square
 - IMTS_{TV} Set
 - Prominent Banner with Logos
 - Social Media Central - three prominent locations

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 of IMTS_{TV}
- IMTS Big Screens at the North, South, and West Halls; throughout the halls of McCormick Place

ONLINE



- Content airs daily on IMTS_{TV} on IMTS.com
- IMTS_{TV} Advertiser Branded Logo Block linking to commercial will appear on IMTS_{TV} landing page on IMTS.com from date of order until March 2019
- Commercials will appear on IMTS_{TV} loop
- Rotating ad banner link on the video archive section of IMTS_{TV} on IMTS.com

IN PRINT



- IMTS_{TV} Advertiser Branded Logo Block included in IMTS_{TV} print ads featured in the Directory of Exhibits, ShowDaily and 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

View examples: IMTS.com/promote/TV

4-PANEL SUPER STRETCH AD
CLOSING DATE: APR 13, 2018

CLOSING DATE:
MAY 1, 2018

MATERIALS DATE:
MAY 16, 2018

SEE PAGE 20 FOR IMTS
DISCOUNT STRUCTURE

Onsite Guide

Visitors use onsite maps to pinpoint must-see exhibitors

ALL NEW Format for 2018



AVAILABLE TO
100,000+
REGISTRANTS

at registration and distribution centers at the entrance to each building.

The all new Onsite Guide is prime placement to put your brand in front of attendees every time they look for directions at IMTS 2018. The new format provides impressive advertising and unique opportunities. And with the booth numbering change this year, the Onsite Guide will be an absolute must.

Onsite Guide Include:

- ▶ **General Information**
- ▶ **Show Hours and Information**
 - Schedule of Events
 - Special Features
 - Pavilion Guide
- ▶ **Fold out Facility Overview Map**
- ▶ **Fold out Hall Maps with list of exhibitors**
 - South Building, Level 3
 - North Building, Level 3
 - West Building, Level 3
 - East Building, Level 2
 - East Building, Level 3

View examples: IMTS.com/promote/Guides

ALL NEW OPPORTUNITY

4-PANEL SUPER STRETCH!

\$17,500



▶ **Availability**
5

BONUS! A Business Card Ad on the map side is included!

Specifications

Trim: 31.5625" w x 9.625" h
Live: 30.3125" w x 8.375" h
Bleed: .25"



Full Page Ad

\$8,000

▶ **Availability**

15 Placed throughout guide

Specifications

Trim: 8.125" w x 10.625" h
Live: 6.875" w x 9.375" h
Bleeds: Top, Bottom, Left: .25" / Right: .875"



Business Card Ad

\$3,000

▶ **Availability**

West Building, Level 3: 15
North Building, Level 3: 9
South Building, Level 3: 12
East Building, Level 2: 14
East Building, Level 3: 21

Specifications

3" w x 1.5" h

IMTS 2018 Directory



Premier tool visitors use to research technology purchases

The IMTS Directory is a carefully constructed tool designed to help buyers navigate the show. This comprehensive directory of manufacturing technology is essential at the show and is an outstanding resource year round.

Showcase your company and products in a preferred publication that drives traffic to booths and serves as a go-to desk reference long after the show closes.

View examples:
IMTS.com/promote/Directory

AVAILABLE TO
100,000+
IMTS REGISTRANTS

- ▶ At registration
- ▶ At show entrances
- ▶ At Gardner Business Media's new booth location: North Building, Level 3, Booth 236600



Advertising Rates (4-Color)

2-Page Spread	\$11,135
1-Page	\$7,125
Each Additional Page	\$5,125

Cover Charges (4-Color)

Inside Front Cover	\$8,795
Inside Back Cover	\$7,695
Back Cover	\$9,870

Specifications

- ▶ **2-Page Bleed Spread Ad**
10.875" W x 8.125" H (Bleed)
10.625" W x 7.625" H (Trim)
- ▶ **1-Page Bleed Ad**
5.8125" W x 8.125" H (Bleed)
5.3125" W x 7.625" H (Trim)
4.50" W x 7" H (Live)

The Official IMTS 2018 ShowDaily

The **only** ShowDaily product permitted in McCormick Place

AVAILABLE TO **100,000+** IMTS VISITORS

Expert Coverage. Must Read Content. Exclusive McCormick Place Distribution

Redesigned to grab the attention of attendees and allow us to share additional content, we changed the look and feel of the *ShowDaily* in 2016. The *ShowDaily* remains the perfect venue for announcing new products, special promotions or inviting visitors to stop by your booth. The *ShowDaily* is written by the respected editors of *Modern Machine Shop*, *Production Machining*, *MoldMaking Technology* and *Automotive Design & Production*.

Effective Distribution

Available to 100,000+ IMTS Visitors

- Hand-distribution at every visitor entry/exit point at McCormick Place
 - Extended hours of onsite distribution
- Each day 2,500 copies hand distributed at key IMTS Shuttle Stops



Distribution Schedule

Issue	Edition	Distribution
1	Monday	September 10, 2018
2	Tuesday	September 11, 2018
3	Wednesday	September 12, 2018
4	Thursday	September 13, 2018
5	Friday / Saturday	September 14-15, 2018

Advertising Rates (4-Color)

Two-Page Spread	\$20,150	Quarter-Page Ad	\$5,300
Full Page Ad	\$11,600	Sixth-Page Ad	\$5,000
Island Ad	\$8,850	Eighth-Page Ad	\$4,350
Half-Page Ad	\$6,950	Bulletin Board Ad (per issue)	\$400

Premium Ads (4-Color)

Front Cover Banner	\$15,750
Back Cover	\$15,200
Inside Front Cover	\$14,200

Specifications

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
(241 mm x 330 mm)

Island Ad
6.5" W x 9" H
(165 mm x 229 mm)

Half-Page Ad
Horiz: 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
Vert: 4.625" W x 5.875" H
(117 mm x 149 mm)

Horiz: 9.5" W x 2.875" H
(241 mm x 73 mm)

Sixth-Page Ad
4.625" W x 3.875" H
(117 mm x 98 mm)

Eighth-Page Ad
2.1875" W x 5.875" H
(55 mm x 149 mm)

Bulletin Board Ad
2.1875" W x 2" H
(55 mm x 51 mm)

View examples: IMTS.com/promote/ShowDaily

CLOSING DATE:
JUN 29, 2018

MATERIALS DATE:
JUL 6, 2018

SEE PAGE 20 FOR IMTS
DISCOUNT STRUCTURE

Gardner IMTS 2018 August Show Issues

Media used by buyers to specify vendors before the show



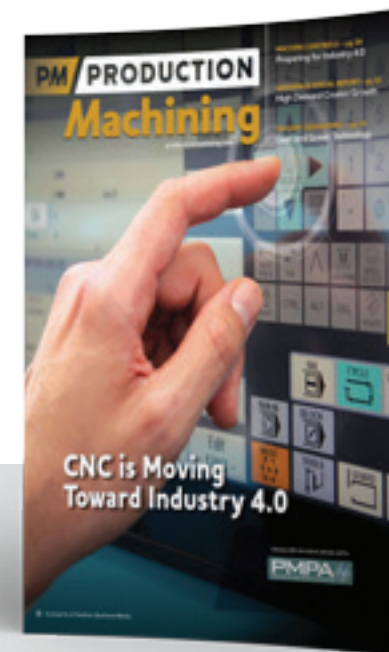
97,000+

Pre-show mailings to metalworking professionals.



20,000+

Pre-show mailings to manufacturing professionals involved in mold making and tooling.



20,000+

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



37,000+

Pre-show mailings to manufacturing professionals involved in automotive design and manufacturing.



20,000+

Pre-show mailings to manufacturing professionals involved in and learning about additive manufacturing.

TOTAL COVERAGE

Along with IMTS Official 2018 Show Products, exhibitors may use these show issues to receive the best promotion and the best discount on their IMTS 2018 advertising campaign.

NEW GARDNER BOOTH LOCATION!

All these publications will also be distributed at IMTS by Gardner Business Media at our new booth location: **North Building, Level 3, Booth 23660.**



IMTS Discount Structure

Cost-effective media designed to maximize your IMTS sales



Calculate Your Discount

Receive discounts when you place qualifying ads in multiple show products

A minimum investment of \$2,500 gross in a product is required to qualify toward the discount.

Show Products	Discount Received
6 Show Products	25% Discount
5 Show Products	20% Discount
4 Show Products	15% Discount
3 Show Products	10% Discount
2 Show Products	5% Discount

Questions?

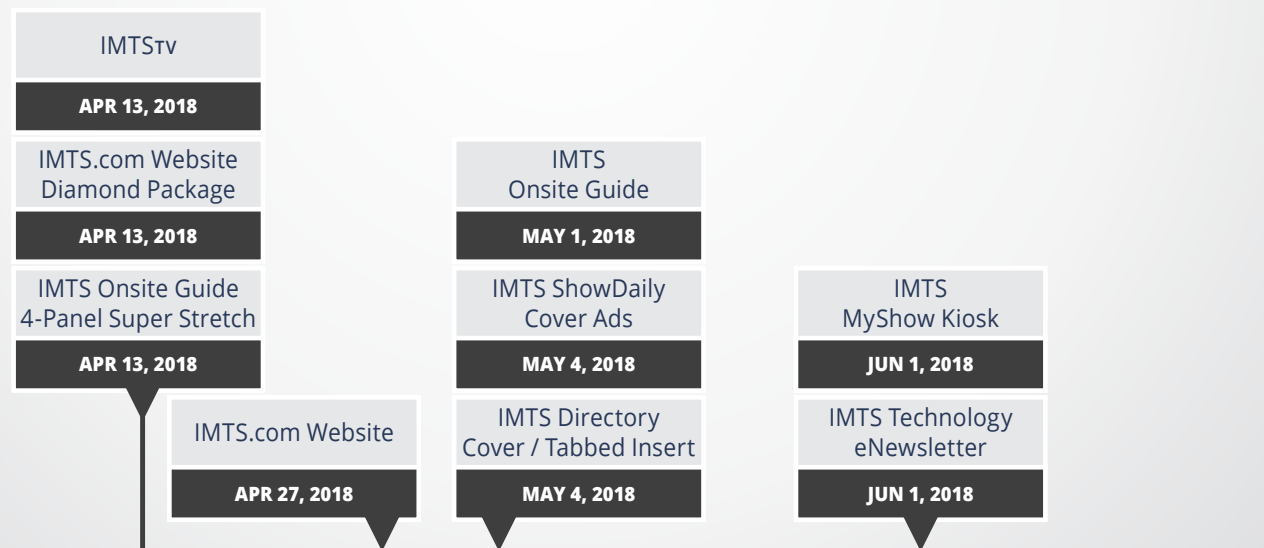
For a quote on a custom IMTS package program, contact your Gardner Business Media Sales Representative or Advertising Manager Bill Caldwell by email at

billc@gardnerweb.com | 888-527-8826

Important IMTS Planning Dates

Savvy IMTS exhibitors prepare and plan

These plans pay off in terms of the quality of prospects and customer booth visits, as well as keeping costs in line. These pages detail key dates and events to keep in mind as you go into the busy IMTS 2018 show year!



CLOSING DATES



APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
-------	-----	------	------	--------	-----------



MATERIALS DUE DATES

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International Manufacturing Technology Show
September 10-15, 2018 • McCormick Place • Chicago

IMTS.COM/PROMOTE

Offerings subject to change at the discretion of the publisher.