

# amerimold 2020

Where Mold Manufacturing Connects

## EXHIBITOR PROSPECTUS



NOVI, MI | JUNE 10-11, 2020

AMERIMOLDEXPO.COM

PRESENTED BY:

**MoldMaking**  
TECHNOLOGY.

**PT** Plastics  
Technology

**AUTO**  
**BEAT**

**Modern**  
Machine  
Shop

**AM** ADDITIVE  
MANUFACTURING





# AMERIMOLD 2019

## TOTAL REGISTRANTS:

# 2,545

### Where Mold Manufacturing Connects

After a strong showing in 2019, Amerimold 2020 is poised to be one of the biggest and most successful in the show's 21 year history. Amerimold will continue to focus on providing exhibitors and attendees the unique opportunity to connect with each other at every point of the moldmaking lifecycle - from design to first shot. The Amerimold team is hyper focused on providing exhibitors with more opportunities than ever to improve your company's supply chain, customer base, and workforce.

Amerimold 2020 will return to the Suburban Collection Showplace in Novi, MI. Home to several previous successful Amerimolds, and just minutes from the thriving automotive and manufacturing industry of Detroit, Novi is the perfect place to host another successful Amerimold. Amerimold 2020 will take place simultaneously as the North American International Auto Show, giving Amerimold exhibitors guaranteed access to a focused and motivated automotive-minded crowd.

### JOB FUNCTION

**17% Owner/President/CEO**

**26% Managers (Total)**

- 6% General Manager
- 6% Engineering Manager
- 6% Toolroom Manager
- 5% Account Manager
- 3% Product Manager

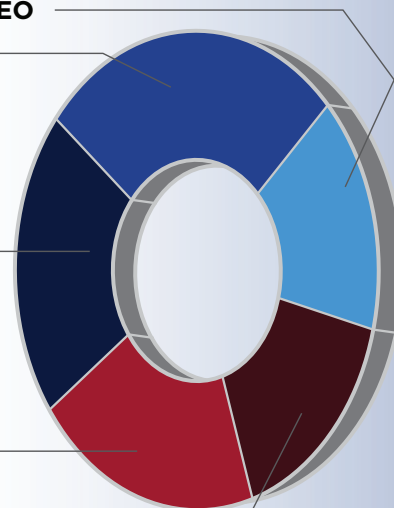
**22% Engineers**

- 7% Tooling Engineer
- 6% Manufacturing Engineer
- 5% Design Engineer
- 2% Product Engineer
- 2% Applications Engineer

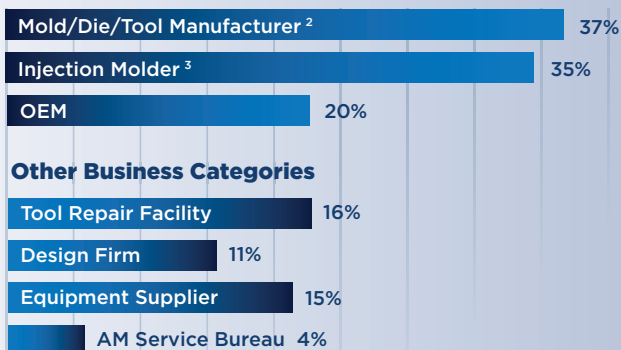
**18% Others**

- 8% Other
- 3% Machinist
- 3% Purchasing
- 3% R&D
- 1% Quality

**17% Sales and Marketing**



### BUSINESS TYPES:<sup>1</sup>

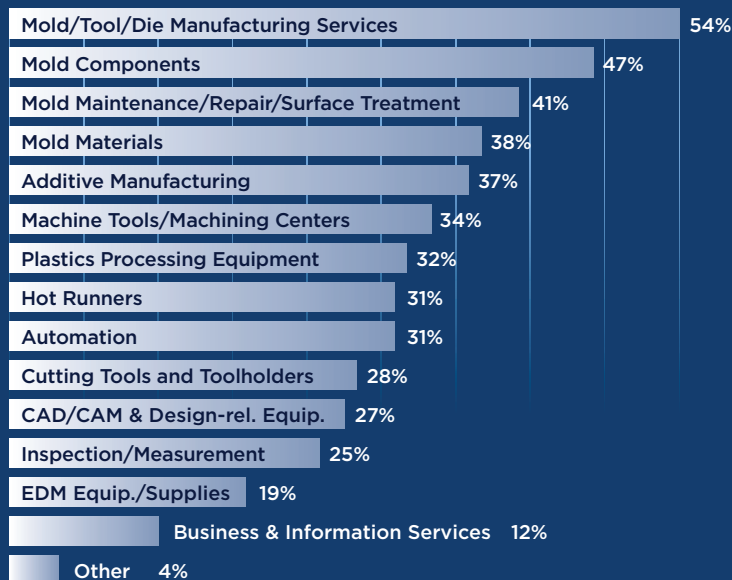


<sup>1</sup> Registrants could select multiple business types

<sup>2</sup> Total Tool & Moldmaking includes OEMs and injection molders with in-house tool making

<sup>3</sup> Total Injection Molding includes OEMs with in-house injection molding

### PRODUCTS EVALUATED:<sup>1</sup>



**“It’s the only event that each year brings together mold designers, mold builders, molders and mold buyers all in one room for the U.S. market.”**

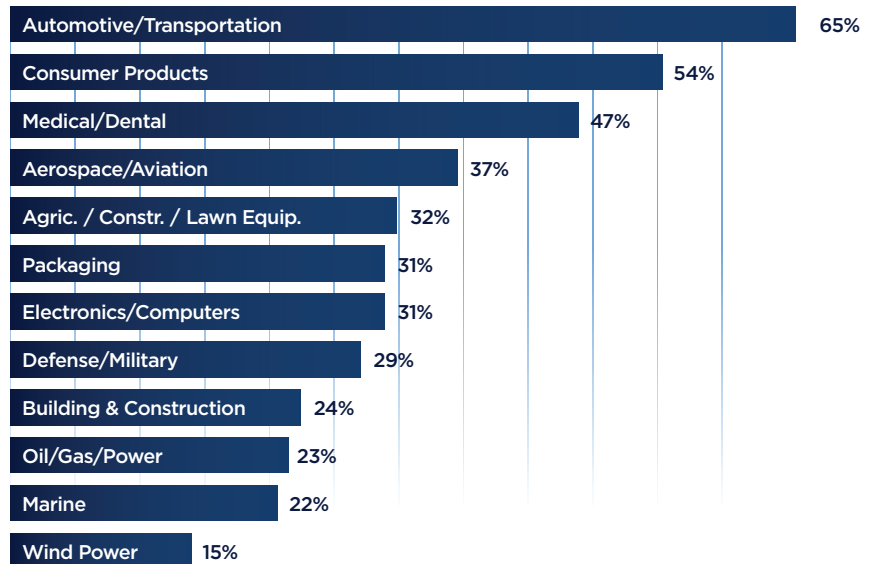
– Glenn Starkey, Progressive Components

## TOP ATTENDING COMPANIES

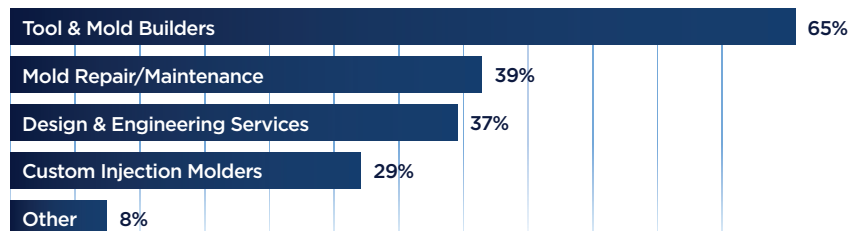
(Based on Number of Attendees)

3D Graphite And Machining  
Alliance Specialties And Laser Sales  
Craftsman Tool & Mold  
Crest Mold Technology Inc.  
DME/Milacron  
Engis Corporation  
Ford Motor Company  
Gemstone  
Haimer USA  
Honda  
HP 3D Printing  
International Mold Steel  
Jingdiao North America Inc.  
Kenmold North America LLC  
Makino  
Nanoplas Inc.  
Omega Tool Inc.  
Otter Products  
Panduit Corp.  
PCS Company  
Progressive Components  
S&C Electric Company  
Scholle IPN  
Slide Product  
Toyota Motor Manufacturing Company

## END MARKETS SERVED:<sup>1</sup>



## SERVICES EVALUATED:<sup>1</sup>



## EXHIBITING AT AMERIMOLD

### COST:

\$28 per square foot before April 11th, 2020

\$31 per square foot after April 11th, 2020

### Cost Includes:

- Post-show attendee list
- Pipe, drape, identification sign
- Company listing in Amerimold print and online Directory
- Complimentary marketing materials
- Cocktail networking reception tickets
- Access to the mold manufacturing industry’s most influential buying audience!

**Reserve your space today!**

**Limited booth space is available.**  
Please visit [amerimoldexpo.com](http://amerimoldexpo.com)  
[sales@amerimoldexpo.com](mailto:sales@amerimoldexpo.com)

# SPONSORSHIPS

Selling to Mold Manufacturing



## ALL AMERIMOLD SPONSORSHIPS INCLUDE:

Thank you ads in official Amerimold Show Directory and *MoldMaking Technology* Show Issue

Logo placement on show entrance unit

Thank you signage at registration and on show floor

Expanded online listing

## NETWORKING RECEPTION & LEADTIME

### LEADER SPONSOR *(exclusive)*

**Cost: \$12,000**

Sponsor this high-profile networking party complete with heavy appetizers, an open bar and entertainment. This event is open to all Amerimold exhibitors and Exhibit Hall Plus attendees. Benefits include promotion of sponsorship in appropriate show marketing materials in print and digital, custom signage and logo imprints on cocktail napkins.

### AMERIMOLD TECH TALKS SPONSOR

**Cost: \$10,000**

*(exclusive)*

The Amerimold Tech Talks Sponsor will receive listings on all promotional efforts, logo on conference notepads, custom signage, listing in the show directory and a list of attendees who visit the Tech Talk Theater.

### LANYARD SPONSOR *(exclusive)*

**Cost: \$5,000**

Lanyards imprinted with your company logo offer high visibility for your brand! Each Amerimold attendee will receive a lanyard at registration. Additional lanyards will be available for distribution from your booth.

### AMERIMOLD PARKING SPONSOR

**Cost: \$2,500**

This sponsorship offers the opportunity to connect with attendees in a meaningful way before they even enter the Amerimold exhibit hall. The sponsorship includes:

300 attendee parking tickets (split between Wednesday and Thursday)

Free parking recipients will receive a card acknowledging it is compliments of the sponsor with sponsor's booth number.

Email blast before the show to registered attendees promoting the availability of free parking each day is compliments of the sponsor with booth number.

## ATTENDEE BAG SPONSOR(S)

**Cost: \$5,000 / \$7,500 for exclusive rights**

Sponsor's company logos will appear on one side of the Amerimold attendee bag. Each attendee will receive a bag upon entering the show, making this an invaluable branding opportunity. Bag sponsors will also have the opportunity to insert one piece of sales collateral into the bag. Additional bags will be available for distribution from your booth.

## AMERIMOLD HAPPY HOUR

**Cost: \$2,500**

On Wednesday from 2:00-5:00 pm, we will host the Amerimold Happy Hour. Attendees will receive 2 drink tickets to redeem at the bar. The sponsorship includes:

100 customized drink tickets to pass out to customers and prospects

A map will be printed and distributed to attendees to reflect exhibitors' booths so attendees know where they can go to get drink tickets—this is a traffic driver to your booth BEFORE attendees visit the Happy Hour!

Your logo on an electronic invitation to the Amerimold database to attend the Happy Hour

Your logo on site signage about the happy hour

A sign in your booth promoting your sponsorship of the Amerimold Happy Hour

## PROMOTIONAL PACKAGE SPONSORS

**Cost: \$2,500**

The Amerimold Promotional Package delivers exposure before, during and after the show at a very reasonable cost. And look what you'll receive!

Full Page Directory of Exhibits Ad – The Amerimold Directory of Exhibits is distributed onsite and emailed after the show to more than 50,000 subscribers of *MoldMaking Technology*, *Plastics Technology* and *Modern Machine Shop*.

Enewsletter Banner – The enewsletter will be distributed 6 times before the show opens to past attendees of Amerimold, opt-in email subscribers and current registered attendees.

Floor Plan or Product Category Banner – You will receive a banner advertisement on the Amerimoldexpo.com interactive floor plan or product category of your choice.

**Custom sponsorships available upon request.**

**CONTACT:** Allison Kline Miller, Show Manager • 513-527-8800 / 800-950-8020 • Sales@amerimoldexpo.com