



Reach your manufacturing technology customers and prospects to share products, processes and technology in a way that is accessible anywhere, anytime.

OFFICIAL MEDIA PARTNER

 **GARDNER**
Business Media, Inc.

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In the Manufacturing Technology Industry,
we don't stop.
When we encounter problems
with a job, a part, a machine,



WE INNOVATE.

Same goes for 2020

WE ARE INNOVATING



This unique event brings together Buyers and Sellers of Manufacturing Technology anywhere, anytime.



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MySpark Planner

Top Shop Sourcing

Lunch & Learn

Coffee Chat / Happy Hour

Visitors

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Product Demos / Spark Showrooms

Participant Profiles

Chat / Meeting

Participants



Education

Conferences

Self Study

Podcasts

Knowledge Centers

Experience

Industry Support

Comprehensive Marketing Products

Emerging Technology Center

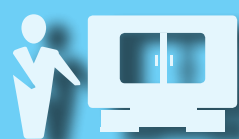
Student Experiences

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IMTS Spark is Enormous So Get Noticed!



HUNDREDS
OF EDUCATIONAL
OPPORTUNITIES



1,700+
ONLINE
PARTICIPANTS



500,000+
COMBINED GLOBAL
AUDIENCE



15,000+
PRODUCTS
SHOWCASED

Enhance your presence, engage proven media, and
drive buyers to you.



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IMTS Spark Supplier Showroom

The IMTS Spark Showroom is home to all the information prospects need to engage your brand and inform their purchase decisions.

A decision to enhance your IMTS Spark Showroom can make or break your prospect's decision to spend time in your showroom, generate leads, contact you, or engage in a live conversation.

Not only can you improve the information in your showroom, but also drive traffic to it with an extended IMTS Spark advertising bundle. Participants from previous IMTS events had 4-18 times MORE views!

Use your IMTS Spark Showroom to explain your unique value proposition and help visitors understand why they should consider you.

Choose
your focus.
Maximize
your results.

Upgrading your IMTS Spark Showroom is easy with bundles that meet your marketing objectives.

Investing in IMTS Spark can make or break sales in so many ways. Select the bundle that works for your business and maximize your IMTS Spark opportunity.

Use IMTS Spark Bundles to maximize and simplify your marketing investment.

	PARTICIPATION BUNDLE	BRAND BUILDING BUNDLES			LEAD GENERATION BUNDLES		
	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	SUPER Limit 30	MEGA Limit 20
Supplier Showroom Features							
Company Logo	◆	◆	◆	◆	◆	◆	◆
Basic Company Info: Name, Address, Phone, Website, One Email Contact, Product Category Listing	◆	◆	◆	◆	◆	◆	◆
Basic Company description (50 Word limit)	◆						
Extended company description (400 Word limit, subject to editorial review)		◆	◆	◆	◆	◆	◆
Digital business cards (includes chat functionality)		1	2	3	4	5	6
Access to opt-in leads		◆	◆	◆	◆	◆	◆
Technology Gallery: image and text	1	4	4	8	10	15	20
Technology Gallery: videos			4				
Downloadable or linked collateral		2	4	8	10	15	20
Special offers for visitors to IMTS Spark Supplier Showroom		1	1	2	3	4	5
15 Minute Live Demo					2	6	12
Exclusive 5 minute recorded demo on IMTS Network during the week of Sep 14-18, 2020							1

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1	Company Logo	9	Special Offers Incentives available only to visitors of your IMTS Spark Supplier Showroom
2	Basic Company Info Company Name, Address, Phone Number, and Website	10	Technology Gallery Image/Text or Video depending on bundle (Silver Bundle and above)
3	Basic Company Description (50 Word limit. Subject to editorial review)	11	15 Minute Live Demo Live presentation with group chat viewed in your IMTS Spark Supplier Showroom and promoted in the Spark schedule (Diamond Bundle and above)
4	Extended Company Info (400 Word limit. Subject to editorial review)	12	Exclusive 5 Minute Recorded Demo on IMTS Network Pre-recorded video shown on IMTS Network one day during the week of Sep 14-18. Shown that morning and rebroadcast 5 more times that day. (Mega Bundle only)
5	Digital Business Cards Includes chat functionality when salesperson is online and visitor has logged in		
6	Access to Opt-In Leads		
7	Technology Gallery Image and Text (Bronze Bundle)		
8	Downloadable Collateral Brochures, white papers, catalogs, case studies, etc.		



Push Advertising

Getting your message in front of prospects where they go for industry and event information drives them to your IMTS Spark Showroom and company website.



Print and Online Magazine Advertising

IMTS Spark Technology Solutions eNews

IMTS Spark Advertising

	PARTICIPATION BUNDLE	BRAND BUILDING BUNDLES			LEAD GENERATION BUNDLES		
	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	SUPER Limit 30	MEGA Limit 20
Push Advertising							
Slotted Listing in IMTS Spark search results				◆	◆	◆	◆
IMTS Spark Product Category Banner				1	2	5	10
IMTS Spark Home Page Ad Rotation		◆	◆	◆	◆	◆	◆
Links from your Showroom on MMSonline.com, ProductionMachining.com, MoldmakingTechnology.com and AdditiveManufacturing.media			◆	◆	◆	◆	◆
Logo on sponsor ad in September, November and January Modern Machine Shop					◆	◆	◆
Product Spotlight on main directory search							◆
IMTS Spark Direct Traffic and Retargeting Program							◆
IMTS Spark Passport							◆

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Key Industry Publications

Leverage the market-leading reach of Gardner Business Media to drive traffic!

Advertising your IMTS Spark Supplier Showroom in *Modern Machine Shop*, *Production Machining*, *MoldMaking Technology*, *Additive Manufacturing*, and *AutoBeat* puts your IMTS Spark Supplier Showroom in front of a massive audience of metalworking professionals.

And the reach doesn't stop with print. All of these brands offer online showrooms, allowing you to drive traffic to your IMTS Spark Supplier Showroom with just a click!

Use Gardner Business Media brands to drive traffic, build brand impression, and educate visitors on your offering at IMTS Spark.

85,900+

Pre-show mailings to metalworking professionals.

18,200+

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

18,400+

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

34,000+

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

20,000+

Pre-show mailings to professionals involved in and learning about Additive Manufacturing.

25,000+

Pre-show mailings to manufacturing professionals involved in all aspects of surface finishing and parts cleaning.



Schedule Now!

Bill Caldwell
BillC@gardnerweb.com
Direct: 513-527-8826
Toll Free: 888-527-8826

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IMTS Spark Technology Solutions eNews

The Official eNewsletter of IMTS Spark.

Featuring high-level technology focused articles from the editors of *Modern Machine Shop*, this is your opportunity to highlight new and exciting products you have on display in your IMTS Spark Supplier Showroom

Use IMTS Spark Technology Solutions eNews advertising to educate visitors on your products, and drive traffic to your IMTS Spark Showroom.

Distribution: **100,000+** Per Issue

1

NEW! PCD Tool Resharpener.

Request Service

STS

SUPERIOR TOOL SERVICE

Custom Made in 10-12 Days. Not 10-12 weeks.

IMTS spark

Technology Solutions eNews

Presented by Modern Machine Shop

DATA-DRIVEN MANUFACTURING

10 Takeaways on How Artificial Intelligence (AI) Will Influence CNC Machining

Peter Zelinski, Editor-in-Chief
Email Peter

At the University of North Carolina Charlotte (UNCC), I recently attended the debut of an exciting new machining-related event where machining had to be explained to some attendees. The inaugural meeting of the Consortium for Self-Aware Machining and Metrology (CSAM) brought together manufacturing experts with mathematicians who had little basic familiarity with machining operations, all with the goal of advancing the development of, in the words of meeting organizer Dr. Tony Schmitz, "production systems with the ability to know their own state and respond." In short, this was a conference entirely focused on uniting machining with artificial intelligence (AI).

READ

2

Transformative Technologies Converge on Manufacturing

Sponsored Content

Additive manufacturing will be among the transformative technologies on display at MT360, an innovative manufacturing event.

Learn More

1 Leaderboard Ad

\$3,500
(Per Edition)

▶ Limited Availability
1 ADVERTISER PER EDITION

2 Video / Technology Solutions Ad

\$15,000
(Includes 7 Editions)

▶ Limited Availability
16 ADVERTISERS PER EDITION

Note: Package only. No individual eNewsletter purchases

Distribution

August 18, 2020	December 1, 2020
September 1, 2020	December 15, 2020
September 15, 2020	January 5, 2021
October 6, 2020	January 19, 2021
October 20, 2020	February 2, 2021
November 3, 2020	February 16, 2021
November 17, 2020	March 2, 2021

Specifications

1 LEADERBOARD AD

DIMENSIONS	600 BY 160 PIXELS @ 144 DPI
FILE TYPE	JPG/PNG 200K MAX FILE SIZE

2 VIDEO / TECHNOLOGY SOLUTIONS AD

IMAGE	300 BY 250 PIXELS @ 144 DPI
FILE TYPE	JPG/PNG 150K MAX FILE SIZE
TITLE	50 CHARACTERS MAX
BODY COPY	200 CHARACTERS MAX
CTA	30 CHARACTERS MAX

IMTS Spark | [IMTS.COM/PROMOTE](https://www.imts.com/promote)

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Turn powerful data into qualified leads.
Explore new and expanded markets.
Reach your sales destination.

IMTS Spark Exhibitor Passport delivers:

• **Useable Data**

Passport is powerful because it is more than a standard database.
It is built on a targeted, qualified list of potential buyers.

• **Useful Tools**

From a built-in email tool to a series of filters to hone in on your targeted markets, Passport is an all-in-one sales and marketing system.

• **Flexible Use Options**

Users gain access to multiple years of IMTS show registrant data plus IMTS Spark registrant data.

• **Users Get Results**

This tool was developed for manufacturers by manufacturers.
It delivers qualified leads using a simple interface.

This tool



To Reach Your
Customers and
Prospects Today,
Contact:

Aslan Moini
AMoini@AMTonline.org
Direct: 703.827.5290

IMTS Spark Exhibitor Passport

\$5,000

Bundle Inclusion

B

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PLEASE NOTE

IMTS Spark Exhibitor Passport is not included
in the discount structure shown on page 19.

Live September 14-18, 2020



Maximum Exposure

Drive awareness of your brand with an IMTS Network Sponsor Package.

ONLINE



- ▶ Content airs daily September 14-18, 2020 on IMTS.com
- ▶ IMTS Network Advertiser Branded Logo Block linking to commercial will appear on IMTS Network landing page on IMTS.com from date of order until March 2021
- ▶ Commercials will appear on IMTS Network loop every hour, each day of the event
- ▶ Rotating ad banner link on the video archive section of IMTS Network on IMTS.com
- ▶ Content Pushed through ENewsletter Channels

IN PRINT



- ▶ IMTS Network Advertiser Branded Logo Block included in print ads featured in the IMTS Spark SourceBook, Spark Technology Review Tabloid and September Modern Machine Shop

IMTS Network Sponsorship Package

\$15,000

▶ Limited Availability
12 ADVERTISERS / FIRST COME, FIRST SERVED
(Right of first refusal for prior IMTSrv participants)

Packages Include:

- Two 30-Second Commercials
(Closed captions suggested)

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Proven Print Advertising

Drive traffic to your IMTS Spark Showroom and company website with these time-tested physical materials trusted by IMTS visitors for decades.



Reach the Power of the Manufacturing Technology Industry with a Targeted Buying Audience

Products that will be mailed

The IMTS Spark print products will be sent to the top plants and shops in North America. The Spark Team will focus mailing lists on the following:

- Pre-registrations for the IMTS MySpark Planner will receive the IMTS Spark SourceBook
- *Modern Machine Shop* Top Shops Selects
- Plants with over 500 employees including OEMs that have indicated high capital spending intentions in the past
- Selects from IMTS 2018 Registrations based on spending demographics

Products that will be emailed

The IMTS Spark email list is robust and broad. For extra exposure, a digital publication will be created for every print product. Where possible, the digital pubs will include links into supplier showrooms. The list will contain:

- MySpark Planner Registrants
- IMTS Insider List
- Past IMTS Attendee Lists
- Gardner Business Media active opt In email names from *Modern Machine Shop*, *AutoBeat*, *Production Machining*, *MoldMaking Technology*, and *Additive Manufacturing*

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IMTS Spark SourceBook

A printed reference that IMTS Spark visitors will use to learn about IMTS Spark and find suppliers.

Don't miss buyers with a preference for printed materials! And remember, this is the most complete SourceBook of suppliers in the manufacturing technology industry printed in the U.S. Take advantage of its long shelf life and ensure your ad appears when buyers seeking new suppliers reach for it.

Use the IMTS Spark SourceBook to establish your brand position in the market, drive traffic to both your company website and your IMTS Spark Showroom, promote live IMTS activities and create a lasting impression of your products.

Distribution: **100,000+** Digital | **20,000** Print

Stand Out!

When you advertise in the IMTS Spark SourceBook, your IMTS Spark Supplier Showroom will be highlighted on the page and include a 325-character description (subject to editorial approval) of your company. This exclusive benefit is only available to IMTS Spark SourceBook advertisers.

NA LTD.—236667	Accud (China) Co., Ltd.—134163 Suzhou 215129 Peoples Rep. of China 86 512 6263 1289 sales@accud.com accud.com	jworkman@acieta.com acieta.com
AMT	Accurate Die Design Software, Inc./ Logopress3 See Logopress3/Accurate Die Design Software, Inc.	Acme Manufacturing Company—237253 Auburn Hills MI 48326 248-393-4208 young@acmemfg.com acmemfg.com See our ad on page 76
com	Accurex Measurement, Inc.—135941 Swarthmore PA 19081 610-544-1006 info@accurexmeasure.com accurexmeasure.com	Company description would go here with a defined word count. Company description would go here with a defined word count. Company description would go here with a defined word count.
AMT		ACM Technologies—121347 Forest Hill MD 21050 410-420-8001

Advertising Rates

2-Page Spread	\$10,000
One Page	\$7,125
Each Additional Page	\$3,000

Cover Charges (CMYK Color)

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

Specifications

2-Page Spread	
Bleed	14.5" W x 10.50" H
Trim	14.00" W x 10.00" H
Live	6.00" W x 9.00" H (each page)
Full Page	
Bleed	7.5" W x 10.50" H
Trim	7" W x 10.00" H
Live	6.00" W x 9.00" H

Key Dates

Closing Date	July 31, 2020
Artwork Due	August 7, 2020



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IMTS Spark Technology Review

Expert Coverage. Must-Read Content. Exclusive Distribution.

Your advertising messaging in the IMTS Spark Technology Review ensures that your brand is seen by IMTS Spark visitors. It is written by the respected editors of *Modern Machine Shop*, *Production Machining*, *MoldMaking Technology*, *Additive Manufacturing* and *AutoBeat* and features articles designed to help visitors sort out the most important trends that our industry showcases. Buyers value this content, and ads will be seen in context with it.

Use the IMTS Spark Technology Review to show the strength of your brand, drive traffic to your IMTS Spark Showroom and company website, promote live event activities and special offers, and showcase your new products and innovations.

Distribution: **100,000+** Digital | **10,000**

Unique, Market-Targeted Recipients per Print Edition

Closing Date: July 31, 2020	
Issue	Artwork Due
September, 2020	August 7, 2020
October, 2020	September 4, 2020
November, 2020	October 2, 2020
December, 2020	November 6, 2020
January, 2021	December 4, 2020
February, 2021	January 8, 2021

PRICE INCLUDES ALL EDITIONS

Premium Ads (4-Color)

Front Cover Banner	\$16,200
Back Cover	\$15,650
Inside Front Cover	\$14,620

Advertising Rates (4-Color)

2-Page Spread Ad	\$20,750
Full Page Ad	\$11,950
Island Ad	\$9,300
Half Page Ad	\$7,160
Quarter Page Ad	\$5,460
Eighth Page Ad	\$4,480

Targeted Editorial Content

Editorial calendar focuses each issue on specific key markets.

Specifications

2-Page Spread Ad	
Bleed	21.5" W x 14.25" H (546 mm x 362 mm)
Trim	20.5" W x 13.75" H (520 mm x 349 mm)
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 (241mm x 330mm)
Island Ad	
Trim	6.25" W x 9" H (159 mm x 229 mm)
Half Page Ad	
Horz	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 Ad	
Horz	9.5" W x 2.875" H (241 mm x 73 mm)
Vert	4.625" W x 5.875" H (117 mm x 149 mm)
Eighth Page Ad	
Trim	2.1875" W x 5.875" H (55 mm x 149 mm)

TIME CRITICAL!

Please submit PR items ASAP to:
SparkPR@gardnerweb.com

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IMTS Spark Postcard Packs

Reach your prospective customers where they connect with the metalworking industry every month.

Use your postcard to drive traffic to your IMTS Spark Showroom and company website, build your brand, and put your message in front of 20,000 metalworking professionals when you join this special collection of postcards mailed direct in September and November.

Use the IMTS Spark Postcard Packs to leverage the reach of Gardner Business Media and drive traffic to your IMTS Spark Showroom and company website.

Total Distribution:
20,000

Rates

\$5,000 (Gross per mailing)

Limited Availability

▶ 25 ADVERTISERS PER MAILING

Distribution

20,000 Recipients per Month

September, 2020

November, 2020

Specifications

Prints Front and Back Sides

Trim 6"w x 4.25"h

Bleed 6.25"w x 4.5"h

Live 5.75"w x 4"h

Key Dates

SEPTEMBER

Closing Date July 31, 2020

Artwork Due August 4, 2020

NOVEMBER

Closing Date October 1, 2020

Artwork Due October 7, 2020



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	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	SUPER Limit 30	MEGA Limit 20
Supplier Showroom Features							
Company Logo	◆	◆	◆	◆	◆	◆	◆
Basic Company Info: Name, Address, Phone, Website, One Email Contact, Product Category Listing	◆	◆	◆	◆	◆	◆	◆
Basic Company description (50 Word limit)	◆						
Extended company description (400 Word limit, subject to editorial review)		◆	◆	◆	◆	◆	◆
Digital business cards (includes chat functionality)		1	2	3	4	5	6
Access to opt-in leads		◆	◆	◆	◆	◆	◆
Technology Gallery: image and text	1	4	4	8	10	15	20
Technology Gallery: videos			4				
Downloadable or linked collateral		2	4	8	10	15	20
Special offers for visitors to IMTS Spark Supplier Showroom		1	1	2	3	4	5
15 Minute Live Demo					2	6	12
Exclusive 5 minute recorded demo on IMTS Network during the week of Sep 14-18, 2020							1
Push Advertising							
Slotted Listing in IMTS Spark search results				◆	◆	◆	◆
IMTS Spark Product Category Banner				1	2	5	10
IMTS Spark Home Page Ad Rotation		◆	◆	◆	◆	◆	◆
Links from your Showroom on MMSonline.com, ProductionMachining.com, MoldmakingTechnology.com and AdditiveManufacturing.media (MMS full page advertisers in September or October)			◆	◆	◆	◆	◆
Logo on sponsor ad in September, November and January <i>Modern Machine Shop</i>					◆	◆	◆
Product Spotlight on main directory search							◆
IMTS Spark Direct Traffic and Retargeting Program							◆
IMTS Spark Passport							◆
Print Advertising							
Logo on dividers in the IMTS Spark SourceBook							◆
Logo on Welcome Page of IMTS Spark SourceBook							◆
Logo on sponsors ad in IMTS Spark Technology Review				◆	◆	◆	◆

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What Do You Need to Accomplish with IMTS Spark?

PARTICIPATION BUNDLE	BRAND BUILDING BUNDLES			LEAD GENERATION BUNDLES		
<p>I just want to be part of the event.</p> <p>Update your listing information when asked and you'll be included!</p> <p>Look for an email in July. Complete the online listing information request and you'll be all set. If you want to change or add to your information you can do so at any time.</p>	<p>I need to build brand recognition.</p> <p>Raise your company's stature in the eyes of 2020's most active buying audience</p> <p>At these levels, you can elevate your company within the IMTS Spark Supplier Showroom. Prepare your materials, show visitors what makes your company unique and why they should do business with you. You'll have the opportunity with this level of showroom to present your brand to the Spark audience in a way that will differentiate you from the 1700 other participating companies.</p>			<p>I need three things: Sales, Sales, Sales.</p> <p>Confirm your industry leadership position with a bundle that's laser-focused on lead generation</p> <p>Retain your leadership position in the market with a high level package on IMTS Spark. Your company and products will be digitally showcased in a way unlike any other opportunity available in 2020. You have the marketing savvy to understand how to leverage your participation in the IMTS Spark into other opportunities and digital events you may be having outside of Spark. Work with the Spark audience to generate leads – and sales – your company needs in 2020 and beyond.</p>		
BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	SUPER • Limit 30	MEGA • Limit 20
COMPLIMENTARY FOR ALL IMTS SPARK PARTICIPANTS	\$3,995 Total Investment	\$8,995 Total Investment	\$12,995 Total Investment	\$24,995 Total Investment	\$49,995 Total Investment	\$74,995 Total Investment

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Discount Structure



Receive discounts when you place qualifying ads in multiple event products.

A minimum investment of \$3,000 gross in a product is required to qualify toward the discount.

6
PRODUCTS
25%
DISCOUNT

5
PRODUCTS
20%
DISCOUNT

4
PRODUCTS
15%
DISCOUNT

3
PRODUCTS
10%
DISCOUNT

2
PRODUCTS
5%
DISCOUNT



For a quote on a custom IMTS package program, contact your Gardner Business Media Sales Representative or contact:

Bill Caldwell
BillC@gardnerweb.com
Direct: 513-527-8826
Toll Free: 888-527-8826

IMTS Spark 2020

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We Are Innovating

Visitors | Participants
Education | Experience

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IMTS Spark Bundles

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Accomplish?

Discount Structure

Contacts

IMTS spark

Contacts

National Offices/Sales Representatives:



John Campos
Regional Vice President
jcampos@gardnerweb.com
PH 630-345-3467

CINCINNATI HQ / CENTRAL

PH 513-527-8800
FX 513-527-8801

OHIO/EAST COAST

Bryce Ellis
Publisher, *Modern Machine Shop*
bellis@gardnerweb.com
PH 513-527-8970

Brian Crider
Regional Manager
bcridr@gardnerweb.com
PH 513-527-8899

DETROIT / MIDWEST

Joe Campise
Publisher, *Production Machining*
jcampise@gardnerweb.com
PH 630-345-3466

CHICAGO/MIDWEST

John Campos
Regional Vice President
jcampos@gardnerweb.com
PH 630-345-3467

Joe Campise
Publisher, *Production Machining*
jcampise@gardnerweb.com
PH 630-345-3466

LOS ANGELES/WEST COAST

Rick Brandt
Publisher, *Additive Manufacturing*
rbrandt@gardnerweb.com
PH 513-766-5864

PITTSBURGH / EAST COAST

Anthony Pavlik
Regional Vice President
apavlik@gardnerweb.com
PH 917-838-8734

INSIDE SALES ASSOCIATE

Brian E. Wertheimer
District Manager (Western US)
brianw@gardnerweb.com
PH 513-403-2956

Maalik Bomar
Account Manager (Eastern US)
mbomar@gardnerweb.com
PH 513-527-8857

MARKETPLACE/ CLASSIFIED ADS

Chris Brock
cbrock@gardnerweb.com
PH 440-639-2311

International Offices/Sales Representatives:

CHINA

Lucy Xiao
Vogel (Beijing – China)
lucy@vogel.com.cn
PH 86-10-63326090

MEXICO

Claude Mas
Gardner Business Media
cmass@gardnerweb.com
PH 856-366-0325

SPAIN/PORTUGAL

Conchi Aranguren
Neben (Spain)
conchi@nebenconsulting.es
PH +34-600-424223

ITALY

Nicola Orlando
orlando@com3orlando.it
PH +29-02-4156-056
FX +29-02-4830-1981

EUROPE

Simone Mas
European Manager
Gardner Business Media, Inc.
smas@gardnerweb.com
PH +1 856-580-1414

TAIWAN

May Hsiao
J&M Media (Taiwan)
may@jandm.com.tw
PH 866-4 2296-5959

JAPAN/KOREA

Bryce Ellis
Gardner Business Media
bellis@gardnerweb.com
PH 513-527-8970



PRESIDENT
Douglas K Woods
dwoods@AMTonline.org

VICE PRESIDENT & CXO
Peter Eelman
peelman@AMTonline.org

**VICE PRESIDENT
BUSINESS DEVELOPMENT**
Travis Egan
tegan@AMTonline.org

**DIRECTOR
SPONSORSHIP**
Bill Herman
bherman@AMTonline.org



CHIEF EXECUTIVE OFFICER, MYS
Don Kline
dkline@gardnerweb.com



PRESIDENT
Richard Kline Jr.
rkline2@gardnerweb.com

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