

smartMTX
Smart Manufacturing Technology Exposition

presented by:



**Manufacturing
& Export
Enhancement
Cluster**

2024 SPONSORSHIP PACKAGES

**May 15 & 16, 2024
Westerner Park
Red Deer, AB**

**sales@smartmtx.ca
www.smartmtx.ca
403-356-4935**



THE FUTURE OF CANADIAN MANUFACTURING IS HERE!

The Smart Manufacturing Technology Expo (SmartMTX) is Western Canada's premier manufacturing trade show and conference. The SmartMTX drives demand for adoption of Smart Manufacturing technologies and best practices through education and by connecting manufacturers with solution providers. The SmartMTX also aims to grow a collaborative manufacturing ecosystem across Western Canada by bringing together a variety of resources available to manufacturers to support business growth and innovation.

The 2024 SmartMTX will focus on three themes identified by manufacturers in Western Canada as their top priorities for 2024 and beyond and showcase how Smart Technology plays a key role in each.

1. **Overcoming the Labour Shortage:** The 2024 SmartMTX will include a variety of initiatives to support manufacturing businesses in identifying solutions to alleviate pressures felt from the shortage of workers including automation and high productivity processes. The show will also provide opportunities for manufacturers to connect with and inspire the future workforce.
2. **Diversifying Manufacturing:** Manufacturers have identified diversifying their manufacturing into sectors other than oil and gas, such as aerospace and new energy, as a top priority. The 2024 SmartMTX will include a number of initiatives to help manufacturers identify diversification opportunities and connect with the value chain.
3. **Sustainability in Manufacturing:** Sustainability is becoming more and more important as consumers weigh their impact on the environment and new emissions regulations come into place. Sustainability is also starting to play a key role for the future generation of workers in evaluating careers and employers.

Exhibitors are encouraged to highlight how their solutions showcased at the 2024 SmartMTX will help manufacturers achieve their top priorities for 2024.



Nearly 40,000 ft²
Exhibition Space



Two Presentation
Stages



Present a
Tech Talk



Participate on a
Discussion Panel

presented by:  **MEE**
Cluster

The Manufacturing and Export Enhancement Cluster supports Western Canadian manufacturers in the adoption of solutions that help them better compete globally.

Visit MEECLUSTER.CA to learn more.

sales@smartmtx.ca • www.smartmtx.ca • 403-356-4935

SECURE YOUR SPONSORSHIP TO:

- Elevate your brand
- Showcase your solution
- Drive demand for adoption of Smart Technologies and high productivity processes in Western Canada
- Support the local manufacturing ecosystem

✓ **ELEVATE Your Brand and Get Noticed**

Stand out from the crowd and connect with 200 plus manufacturers from across Alberta and Western Canada with added exposure granted by sponsorship.

✓ **DRIVE Demand**

Research has shown that Western Canadian manufacturers are ready to adopt solutions and processes that enhance their manufacturing but lack information on which solutions will help them overcome their specific challenges, how the solutions will address their challenges, and who to engage with.

✓ **GET Recognized as a Leader**

Your sponsorship supports development of a manufacturing ecosystem across Western Canada that promotes adoption of solutions that enhance Canadian manufacturing and makes Canada more competitive.



2023 EXPO KEY STATS

500+ participants including attendees & exhibitors

100+ participating manufacturers

180+ participating organizations

73% of attendees represented industry

63% of attendees were decision makers

89% of attendees identified a new solution or solution provider

SmartMTX is the next step in growing your client base in Western Canada!

The target audience for the SmartMTX are manufacturers from across Western Canada who are looking to enhance their knowledge of Smart Manufacturing solutions, connect with Smart Manufacturing solution providers, and adopt solutions that will help them become more productive, overcome manufacturing challenges, and support growth.

2024 SmartMTX SPONSORSHIP LEVELS



	PLATINUM \$8,500	GOLD \$5,500	SILVER \$3,500	BRONZE \$2,000
20' x 20' booth package	✓	✓		
20' x 10' booth package			✓	
10' x 10' booth package				✓
Recognition on digital display	✓			
Speaking opportunity on Main Stage	✓			
Half-page ad in Expo Program	✓			
Quarter-page ad in Expo Program		✓	Option 1*	
All Access Expo Passes (Transferable)	6	4	2	2
Premium Buffet Lunch Vouchers (Transferable)	12	8	4	4
Sponsor highlight on pre-event attendee e-blast	✓			
Named Sponsor for Main Stage or Evening Reception	✓			
Named Sponsor for Tech Talk Salon or Conference Stage		✓		
Named Sponsor for Coffee Station (3 available)			Option 2*	
Social Media Video Interview	✓			
Social Media Written Interview		✓		
One-year paid membership in MEE Cluster as Solution Partner	✓	✓	✓	**
Social Media Recognition	✓	✓	✓	✓
Opportunity to provide Door Prize	✓	✓	✓	
Floor Graphics	2	1		
Overhead Banner	✓	✓	✓	
Logo included in all materials recognizing sponsors	✓	✓	✓	✓

*Silver Level sponsors please specify preference for Option 1 or 2. Coffee station branding is available on first come - first served basis (3 available).

**For more information on the benefits to being a Solution Partner with the MEE Cluster, please visit <https://www.meecluster.ca/become-a-member/#benefits>. Bronze sponsors can upgrade for an additional \$500.

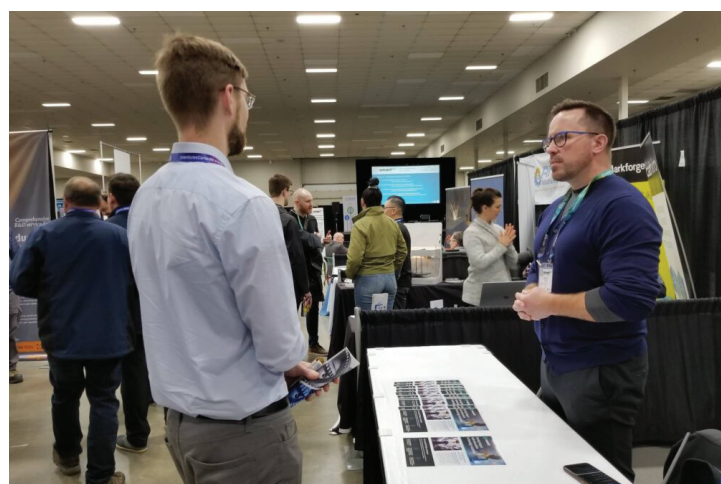


PLATINUM SPONSORSHIP

PLATINUM - \$8,500

- 20' x 20' Exhibition Booth Space (400 ft²) - includes Standard Booth Package
- Branding Options
 - Main Stage **PLATINUM EXCLUSIVE**
 - Evening Networking Reception **SOLD**
- 6 x All Access Expo Passes (Transferable)
- 12 x Transferable Premium Buffet Lunch Vouchers
Treat your client to a premium buffet lunch
- Speaking opportunity on Main Stage **PLATINUM EXCLUSIVE**
2-Minute sponsor message
- 2 x Floor Graphics
Directing traffic towards your exhibition booth
- Sponsor Highlight **PLATINUM EXCLUSIVE**
On pre-event attendee e-blast

- 1-Year Membership in MEE Cluster as Solution Partner
Visit www.meecluster.ca/become-a-member/ for info
- Opportunity to provide door prize
- Social Media Recognition **PLATINUM EXCLUSIVE**
Including a video interview on Day 1
- Overhead Banner
Placed above your booth
- Logo included in ALL materials recognizing our sponsors
- Recognition on Digital Display **PLATINUM EXCLUSIVE**
Placed in a prominent location
- Half-page Ad in Event Program Guide **PLATINUM EXCLUSIVE**





ADDITIONAL SPONSORSHIP LEVELS

GOLD – \$5,500

- 20' x 20' Exhibition Booth Space (400 ft²) – includes Standard Booth Package
- Branding Options
 - Conference Stage
 - Tech Talk Presentation Stage
- Social Media Recognition
A written interview posted prior to the event
- 4 x All Access Expo Passes (Transferable)
- 8 x Transferable Premium Buffet Lunch Vouchers
Treat your client to a premium buffet lunch
- 1-Year Membership in MEE Cluster as Solution Partner
Visit www.meecluster.ca/become-a-member/ for info
- Opportunity to provide door prize
- Quarter-Page Ad in Event Program Guide
- 1 x Floor Graphic
Directing traffic towards your exhibition booth
- Overhead Banner
Placed above your booth
- Logo included in ALL materials recognizing our sponsors

GOLD EXCLUSIVE

GOLD EXCLUSIVE

SILVER – \$3,500

- 20' x 10' Exhibition Booth Space (300 ft²) – includes Standard Booth Package
- Option 1: Branding Options
 - Coffee Station
 - 3 Available (First come-first served)
- Option 2: Quarter-Page Ad in Event Program Guide
- 2 x All Access Expo Passes (Transferable)
- 4 x Transferable Premium Buffet Lunch Vouchers
Treat your client to a premium buffet lunch
- 1-Year Membership in MEE Cluster as Solution Partner
Visit www.meecluster.ca/become-a-member/ for info
- Opportunity to provide door prize
- Overhead Banner
Placed above your booth
- Social media recognition
- Logo included in ALL materials recognizing our sponsors

SILVER EXCLUSIVE

BRONZE – \$2,000

- 10' x 10' Exhibition Booth Space (100 ft²) – includes Standard Booth Package
- 2 x All Access Expo Passes (Transferable)
- 4 x Transferable Premium Buffet Lunch Vouchers
Treat your client to a premium buffet lunch
- Social media recognition
- Logo included in ALL materials recognizing our sponsors
- Upgrade for \$500 for 1-Year Membership in MEE Cluster as Solution Partner
Visit www.meecluster.ca/become-a-member/ for info



OTHER SPONSORSHIP OPPORTUNITIES

EVENT APP SPONSORSHIP – \$3,000

- Logo on splash screen and throughout app screens

MOBILE CHARGING STATION – \$3,000

- Branded mobile charging station placed in a prominent location

BRANDED LANYARDS – \$2,500

- Your logo displayed in full colour on high-quality lanyards worn by all Expo attendees
- Sponsorship amount does not include the cost of the lanyards

RESTROOM / MAIN ENTRANCE DECALS – \$600

- 4 x Decals placed in prominent location near Main Entrance and Restrooms
- Approx size (24" x 24")

STUDENT POSTER AREA SPONSOR – \$2,500

- Get recognized as the sponsor of:
 - Student poster area
 - Prize for the best poster
 - Present prizes on Main Stage to winners

REGULAR PRICES FOR EXHIBITOR BOOTH PACKAGES START AT:

- 10' x 10' (200 ft²) – **\$1,250**
- 10' x 20' (300 ft²) – **\$2,500**
- 20' x 20' (400 ft²) – **\$5,000**
- Custom Size – **\$6,000 +**