

Exhibitions & Communications Update

Peter Eelman

Vice President – Exhibitions &
Communications

International Manufacturing Technology Show



inspiration

WHAT WILL IT SPARK IN YOU?

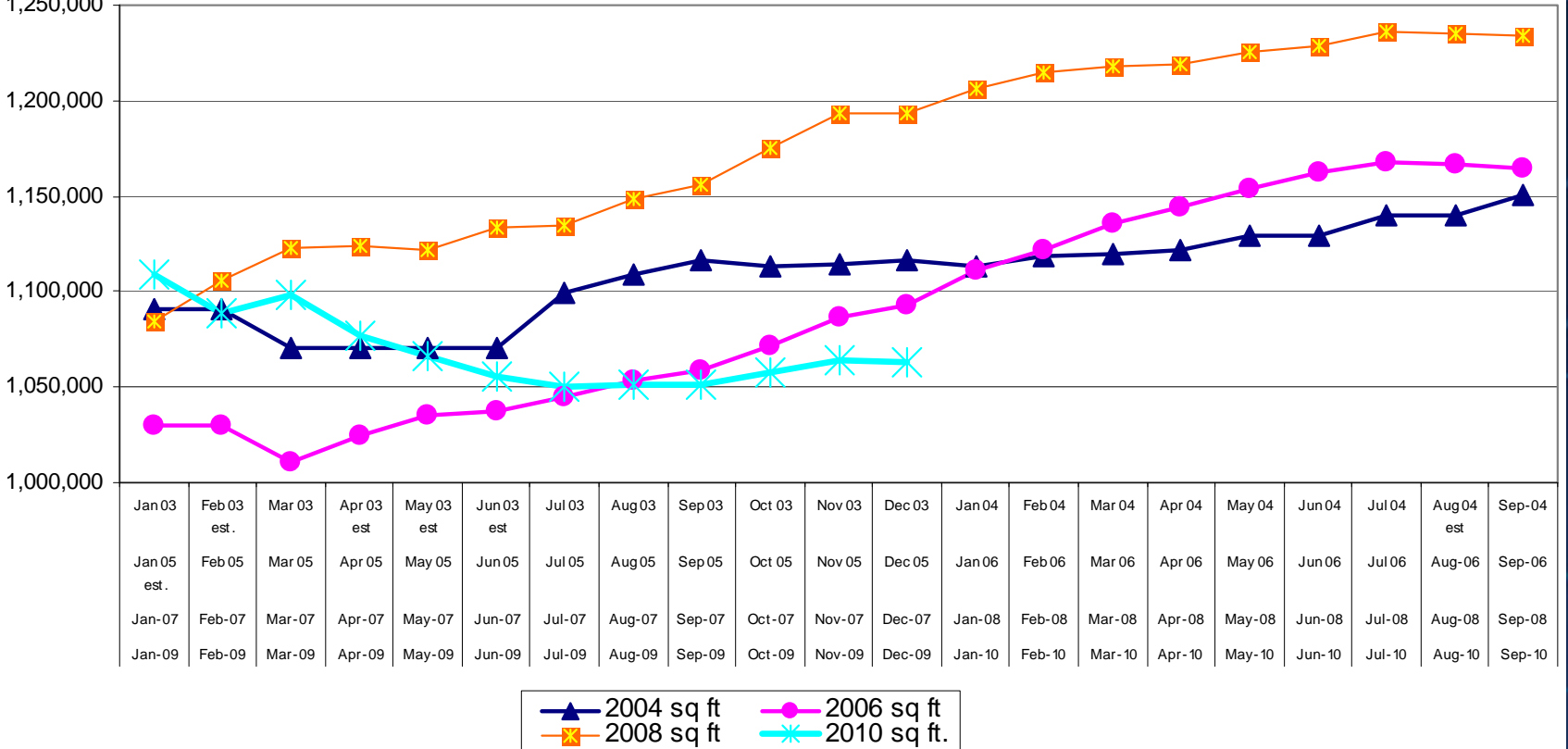
www.IMTS.com

Sales Update

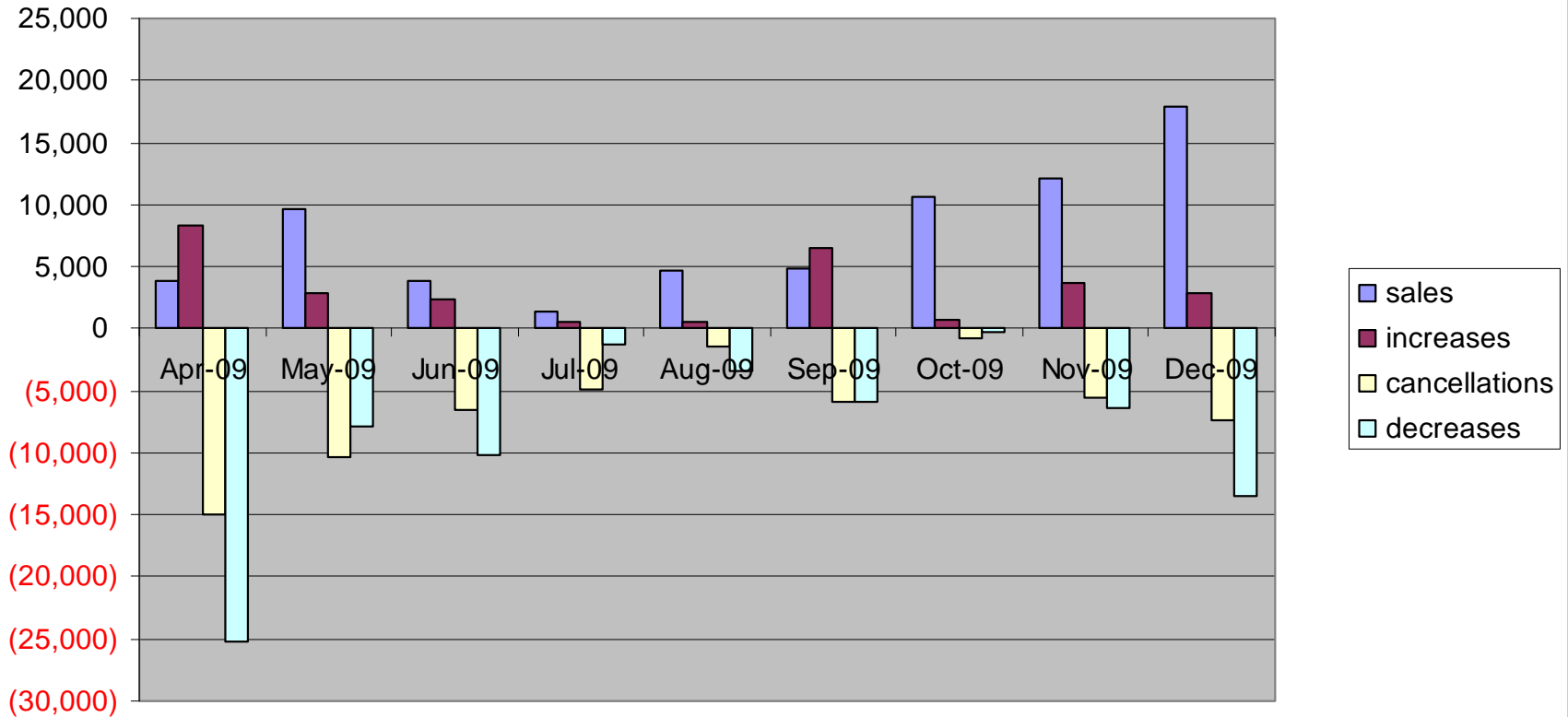
	Exhibitors	Sq. Ft.
Members	272	515,165
Non-Members	<u>668</u>	<u>529,805</u>
TOTAL	940	1,044,970

IMTS Floor Space Assignments 2004 thur 2010

Sq. Feet
1,250,000



IMTS 2010 - Monthly Sales



IMTS 2010 Marketing Program Objectives

- Inspiration Theme
- Demonstrate IMTS Value
- Focus on Technology & Innovation
- Target Automotive, Aerospace, Alternative Energy and Medical Device Mfg Industries
- Position IMTS as Major Rally Point of Industry Recovery

Attendance Building

- 2010 IMTS Balloon Calendar
- IMTS Insider Newsletter
- IMTS.com
 - Usage continues at high level
 - Improve interactive capacity
 - Encourage use of planning tools
- Increased Use of Social Media
- International Sell Sheets
- Increased Use of ThomasNet, GlobalSpec etc. Sites
- Enhanced Media Schedule (winners/losers)
- Effective Space Trade Program
- Encourage Exhibitor PR Use

Calendar

SEPTEMBER 13 - 18, 2010 · CHICAGO

IMTS 2010

WHAT WILL IT SPARK IN YOU?



Anton Hirsch, Founder
Cobra Metal Works
Elgin, Illinois

inspiration

Don't just tighten your budget.
Tighten your thinking. And your team.

www.IMTS.com

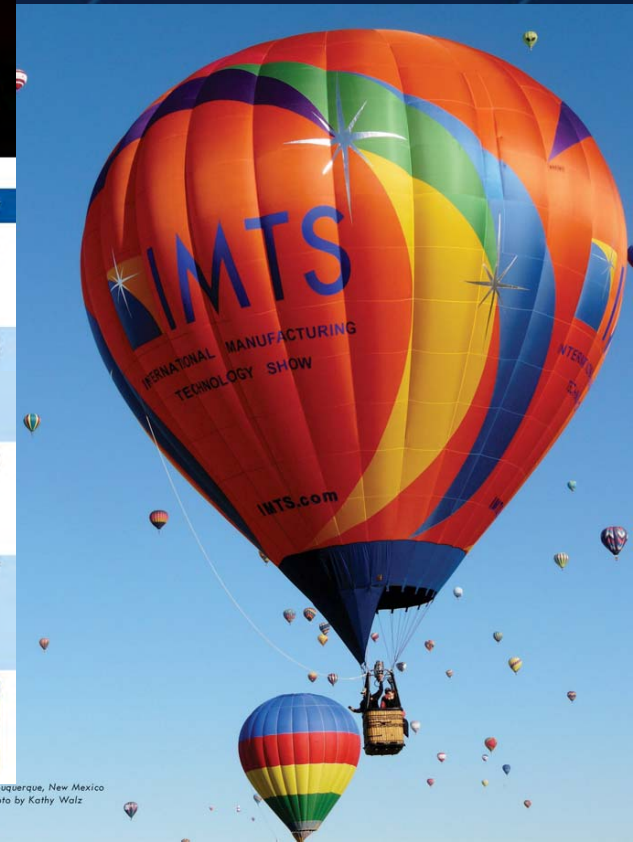
February


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
Valentine's Day 21	Presidents' Day 22		Ash Wednesday 24	25	26	27
28						

January: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

March: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

www.IMTS.com





Anton Hirsch has kept one hand on the wheel in manufacturing, leading one and now two shops. Keeping up with technology just brings up all the things you can do with the things that you have. It's not about the things that you have, it's about the things that you can do with them. He's got his hand on the wheel, and he's got his hand on the things that you can do with them. He's got his hand on the wheel, and he's got his hand on the things that you can do with them.

inspiration

SEPT 13-18 CHICAGO

IMTS2010
CONNECTING GLOBAL TECHNOLOGY

WHAT WILL IT SPARK IN YOU?

SEE AND COMPARE A WORLD OF MACHINES, TECHNOLOGIES AND TOOLS, SIDE BY SIDE, ONLY AT IMTS. REGISTER AT IMTS.com

Anton Hirsch, Founder
Cobra Metal Works Corp.
Elgin, Illinois




It's not about the things that you have, it's about the things that you can do with them. He's got his hand on the wheel, and he's got his hand on the things that you can do with them.

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mySIO
Mfg. Inc.
www.mysio.com

develops our thinking, we can see and compare production, improvement technology from all the things that you have. Purchases from the IMTS show have helped high production, making cutting capabilities that eliminate error, real-time, partless, instead of inventory, orders, shipments and new ways to expedite on-floor questions and customer communications. Times or how, you need an edge. Seamless accountability, you sets to what it



Mike Stapp's President
Stapp Machine Tooling, Inc.
Milwaukee

Our customer base is a three-legged stool. If one leg is down, the others have to think why we focus on diversification. And look to IMTS for productivity, improved savings and new technology that will open us to future markets. We've eyes back to IMTS and what a platform to show us equipment that would produce them. Right has been the key to our success—and always will be.

inspiration

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With much of our business tied to one industry, a changing economy tested our ingenuity. We shifted gears to match the sales pace and looked for ways to diversify. Inspired by recent trips to IMTS, we reinvented our loading/unloading procedures and added an equipment cooling system. We're getting million-dollar performance out of our modest investment. Hard times didn't just tighten our budget. It tightened our thinking. And our team.

inspiration

SEPT 13-18 CHICAGO



WHAT WILL IT SPARK IN YOU?

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CHAMP A/W

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IMTS Insider

- Launched 10/15/2009
- Everything IMTS and a little bit more!
- Sent once a month
- Goal: Keep IMTS in their minds all year

[Forward](#) | [Unsubscribe](#) | [View in browser](#)

October 15, 2009



Welcome to IMTS Insider!

You are reading the first edition of a new, one-stop experience for everything IMTS and a little bit more. Whether you are an exhibitor, visitor, student, or just curious, the IMTS Insider will bring you a wide variety of news, features and essential information that we promise will be interesting, concise and well worth a quick read.

We'll cover everything from hot, innovative technologies to tips for getting the most from your IMTS experience to maybe even a few Chicago restaurant reviews. By the time we are all together in Chicago next September 13-18 (or August 31-September 24 for the heartiest of exhibitors!), we hope IMTS Insider will have become a part of your routine. And we'll be looking for your feedback. Whether it's by e-mail, blogging or tweets, let us know what you think.

So wherever you are, let's get started...it's Showtime!

Peter Eelman

Vice President - Exhibitions & Communications
IMTS Ringmaster

Business

Manufacturing Technology Consumption Down in 2009

SEPTEMBER 13-18
IMTS2010
McCormick Place, Chicago IL



What's in this issue...

- [Welcome](#)
- [Business](#)
- [Technology](#)
- [Exhibitor Style](#)
- [Attractions](#)
- [Go Guide Chicago](#)



[Read Our Blog](#)

Contact Us:

International Manufacturing
Technology Show
7901 Westpark Drive
McLean, VA 22102-4206

Phone:

tel: 800-828-7469
fax: 703-827-5250

Online:

Social Media Goals

- Increase awareness of IMTS
- Create & maintain community for industry
- Create customers & industry advocates
- Provide lasting and expanded branding for IMTS



Follow Us on Twitter

- IMTS 2010
- Started for IMTS 2008
- 197 Followers


twitter


Home Profile Find People Settings Help Sign out


What are you doing? 140


Latest: For those of you who are exhibitors, be sure to watch the webinar on Monday on Cool Online Tools: ... <http://bit.ly/3pjf1Z> 2 minutes ago update


Home


 **JeffHurt** 7 Things Mom Bloggers Want To Say To PR People by @rohithbargava <http://ow.ly/zQSZ>
1 minute ago from HootSuite


 **BaltimoreMD** Some War of 1812 tidbits: The Defense of Ft. McHenry (Star-Spangled Banner) was originally set to an old British drinking song.
2 minutes ago from TweetDeck


 **IMTS2010** For those of you who are exhibitors, be sure to watch the webinar on Monday on Cool Online Tools: ... <http://bit.ly/3pjf1Z>
2 minutes ago from Facebook

 **ESPRITbyDPTech** ESPRIT at Work: Learn from the comfort of your desk! ESPRIT CAM maker DP Technology Presents New Webinar Series: <http://tinyurl.com/y9p5xqz>
4 minutes ago from Web

 **EchelonExhibits** Happy #followfriday! Thanks to new followers: @AmyNQS @mweeksdotcom @FiberopticLight @FaotechExpo @LeeAnne_Orange @tradeshowsfeed @Skacey
6 minutes ago from TweetDeck

 **BaltimoreMD** RT @jtkelley3: Pet pictures w/ Santa at the Locust Point Dog Park. Sunday 11/8. 10am-1pm. \$10. Councilman Ed Reisinger will be Santa!
11 minutes ago from TweetDeck

 **chicago_events** RT @SwissotelChicag: #FREE VIK #Event tomorrow at Swissotel #Chicago - <http://tiny.cc/vikevent>
13 minutes ago from Tweet-U-Later

 **msnbc_msn** Crowds roar, bells ring as NYC fetes Yankees: Crowds roared and church bells pealed in lower Manhattan on Frida.. <http://bit.ly/ONXj8>

IMTS2010
120 Weeks

144 following 196 followers 3 listed

Trends

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manufacturing

Lists

@theexpogroup/tradeshows

New list View all

Trending Topics

Orlando

Follow Friday

Jason Rodriguez

Fort Hood

#Stoptheviolence

D119ux

Droid

Google Wave

Yankees

New Moon

Following

Follow Us on Facebook

- International Manufacturing Technology Show
- Become a FAN
- Consistent posting for 2010 show
- Utilize sidebar for targeted ads for IMTS branding

facebook Home Profile Friends Inbox Imts Show Settings Logout Search

International Manufacturing Technology Show

Wall Info Photos Boxes +

What's on your mind?

Attach: Share

International Manufacturing Technology Show Just Fans Settings

International Manufacturing Technology Show For those of you who are exhibitors, be sure to watch the webinar on Monday on Cool Online Tools: <http://www.imts.com/exhibitor/webinar.html>

WATCH PAST WEBINARS
Source: www.imts.com
The staff of IMTS is hosting a series of webinars to help you understand all the new services at IMTS 2008. See below for the list.

2 seconds ago · Comment · Like · Share

International Manufacturing Technology Show Various images from around the floor at IMTS 2008

2008 -- Around the Show Floor
10 new photos
November 1 at 11:52am · Comment · Like · Share

International Manufacturing Technology Show The IMTS Insider appeared for the first time last month. November's issue is just around the corner. Check out the latest on everything from IMTS 2010 to Chicago Hotels and the manufacturing industry. You like bits and pieces or the whole thing? Subscribe to get it delivered directly to you. <http://www.imts.com/visitor/newsletter/insider/current.html>

IMTS 2010 Show Dates: SEPTEMBER 13-18

IMTS INSIDER, IMTS - International Manufacturing Technology Show
Source: www.imts.com
Sign up for IMTS Insider, your behind-the-scenes look at IMTS and the manufacturing technology industry. You will also be notified

Create an Ad
Give a Gift

The "Clemson Tigers Helmet" gift is available now in the Gift Shop.
More Ads

Information

Founded: 1927

Insights See All

0 Post Quality
0 Interactions This Week

Insights are visible to page admins only.

Fans See All

6 of 31 fans

TOY
ITEKT
Toyota Machinery

Brian Pho
Muneeb M

Jeff Jacobson
Diyana Hrzic
Jake Smith

“Convince them in 60 seconds”

Marketing competition on YouTube –

One-minute video stating why visitors should come to your booth

This will be played on IMTS.com prior to the show and attendees will vote on the top three – these top three will continually rotate on IMTS.com throughout the show. More details to be developed.

E-Kit on IMTS.com

E-Kit | Apply for Space | FAQ | Hotel | Newsletters | Exhibitor Education | Workshop | Exhibitor List

CONNECTING GLOBAL TECHNOLOGY

Search: My Show Planner | Blog | IMTS Home | Send to Friend | Contact


E-Kit Homepage

MESSAGE CENTER (3)

E-Kit Home | Update Company Profile | Booth Payment | Rules & Regs | Logout

AMT - The Association For Manufacturing Technology

PROMOTE YOUR BOOTH



Let your customers know where you are! Use interactive banners, static banners or buttons to let visitors to your website know your booth location at IMTS. > [VIEW ALL OPTIONS](#)

MESSAGE CENTER

Welcome to IMTS 2010. We appreciate your participation and look forward to making IMTS 2010 your most successful marketing opportunity ever.

MESSAGES FROM THE SHOW OFFICE SINCE YOU LAST LOGGED IN:

- [Exhibitor's Workshop "IMTS Matters" Presented in 6 Cities](#)
- [Make Your Hotel Reservations Early!](#)
- [Update Your Company Information](#)

[View all Messages](#) from the Show Office

NEW TOPICS IN THE EXHIBITOR FORUM:

- There are no new topics in the exhibitor forum.

[Go to the Exhibitor Forum](#)

GET IMPORTANT EMAILS

Be sure to add the following email addresses to your email contacts so you always get important news and the latest updates delivered to your inbox:

- info@imts.com
- reg@imts.com

COMPANY PROFILE

Your Company Profile was approved by bonnie on 03/20/2009.


HAVE A QUESTION?

Show Management, AMT
info@imts.com
 Phone: 800-828-SHOW (7469)
 703-827-5283

General Services, GES
imtservice@ges.com
 Phone: 866-260-7765
 773-284-3960

Registration
IMTS-exhibitor@xpressreg.net
 Phone: 508-743-8535

EXHIBITOR EDUCATION



0:01 / 58:57

Webinars

January 7, 2010	Pre-Show Promotions
January 28, 2010	McCormick Place Marshalling Yard – Changes for the Better
February 10, 2010	New U.S. Customs and Border Regulations
February 16, 2010	McCormick Place Marshalling Yard – Freight Carrier Information
February 18, 2010	PR – Working with the Media
March 11, 2010	Three More Ways to Communicate with Your Audience
March 23, 2010	What IMTS.com Can Do for You
April 1, 2010	Face to Face: The Human Interaction at IMTS
April 22, 2010	Getting the Right Visitor to Stop at Your Booth
May 13, 2010	Nail Down Your ROO: Using IMTS 2010 Strategically
June 3, 2010	Lead Follow-up – Do It Right!
July 29, 2010	The Final Countdown: Last Minute Details

IMTS 2010 Exhibitor's Workshop

CHICAGO · FEBRUARY 24

LOS ANGELES · FEBRUARY 26

DETROIT · MARCH 1

COLUMBUS · MARCH 2

PROVIDENCE · MARCH 4

CHARLOTTE · MARCH 5

We're Coming to a City Near You
IMTS 2010 EXHIBITOR'S WORKSHOP

Exhibitor's Workshop Sessions

- IMTS: Branding Matters
- Getting Your Name Out: Marketing Matters
- Booth Feng Shui: Design Matters
- Booth Design With Dollars in Mind: Money Matters
- Stories From IMTS Exhibitors: Experience Matters
- Message From AMT: Manufacturing Matters
- Moving Everything In & Out: Efficiency Matters
- Keys to Unlocking Booth Behavior: Staffing Matters
- What's New in Lead Retrieval and Registration: Follow-Up Matters
- All Roads Lead to Chicago: IMTS Matters



- Partnership with SME
- Themes
 - Knowledge Based Manufacturing
 - Knowledge Based People
 - Knowledge Based Business
 - Knowledge Based Technology

IMTS 2010
Industry & Technology Conferences
September 14-17, 2010

Industry Inspiration Day

September 13, 2010

Noon – 3:00 p.m.

Winning – Motivation – Being Inspired – New Investment –
Re-Inventing Yourself – Self Improvement – Change Ways
– Plan for Success – What is Different

Schedule

12:00 – 12:15

Welcome

Douglas Woods, AMT President

12:15 – 12:45

Lunch

12:45 – 2:15

Speakers – State of Industry

- Automotive
- Aerospace
- Alternative Energy
- Medical Mfg

2:15 – 3:00

Panel Q & A

Topic Tracks

Materials Engineering

- Physical Properties
- What's New ?
- Future (R&D)

Machining Technology & Trends

- General Cutting
(turning, milling, etc.)
- Grinding
- Tooling / Workholding

Alternative Manufacturing Processes

- Waterjet
- Laser
- EDM
- Welding
- Fastening/Joining

Metrology

- Measuring
- Testing
- Inspection
- 3-D Inspection
- Standards

Plant Operations

- Lean Mfg
- CAD/CAM
- Training/Workforce
- Government
- Energy Efficiency
- MTConnect

Rapid Prototyping

New Registration/Lead Management Partner


Convention Data Services (CDS)



Lead Retrieval Initiative

X•Press eBlast Templates


- Flexible HTML email templates to create professional marketing correspondence
- Ability to change color, content and logo
- 3-4 templates to choose from (marketing, newsletter, announcement)


Registration
Lead Retrieval

[»Click here to go to our website](#)

Header Here


Content here... main message, slogan or most important, single sentence text message in this space in larger font.



Sub-title Here

Page Content goes here... Provide content to CDS that will fit into this space next to the picture. You can include copy that promotes a product(s), your business or is designed to build the relationship with the prospect/lead through an ongoing conversation. Keep copy short and to the point. Make sure to include a call to action with a link that allows the recipient to take the next step.

We do not support spam or unsolicited email sending, **Order today.**



Second Sub-title Here

Page Content goes here... Provide content to CDS that will fit into this space next to the picture. You can include copy that promotes a product(s), your business or is designed to build the relationship with the prospect/lead through an ongoing conversation. Keep copy short and to the point. Make sure to include a call to action with a link that allows the recipient to take the next step.

We do not support spam or unsolicited email sending.

•••

Convention Data Services • 800.548.9299

Data Management

Salesforce.com

- Guidance to Transfer Your Show Leads for Follow-up

Salesforce.com Field	Import Field	Salesforce.com Field	Import Field
Full Name	1 - Immediate Contact Required (col 35)	Company	Company (col 6)
First Name	First Name (col 4)	Rating	-- none selected --
Last Name	Last Name (col 5)	Website	Store Website: (col 16)
Salutation	-- none selected --	Annual Revenue	Annual Sales: (col 21)
Title	-- none selected --	Industry	-- none selected --
Email	-- none selected --	No. of Employees	-- none selected --
Status	-- none selected --	Email Opt Out	-- none selected --
Description	-- none selected --	Do Not Call	-- none selected --
Fax Opt Out	-- none selected --		

Address Information

Salesforce.com Field	Import Field	Salesforce.com Field	Import Field
Address Line 1	Street (col 7)	Phone	Phone (col 13)
Line 2	Street2 (col 8)	Fax	Fax (col 14)
Line 3	-- none selected --	Mobile Phone	-- none selected --
City	City (col 9)		
State/Province	State (col 10)		
Postal Code	Zip (col 11)		
Country	Country (col 12)		

Lead Custom Fields

Salesforce.com Field	Import Field	Salesforce.com Field	Import Field
CorrelationID	-- none selected --	Correlation Data	-- none selected --
Web Source	-- none selected --		

Chicago Update

- Exodus of Shows
- Electrical Labor Revisions
- Revamping of MPEA
- Funding of McCormick Place
- Change in Marshalling Yard Procedure

McCormick Place Marshalling

- Partnership between IMTS, GES, and McCormick Place
- Based on sub-committee suggestions

Actions:

- Clearing out back lot for the run of the show
- Opening an outbound gate on the North end of the lot
- Creating a gate on the Northwest corner of Lot B and routing traffic away from Moe Drive

New IMTS 2010 Homepage

INTERNATIONAL MANUFACTURING TECHNOLOGY SHOW

IMTS2010
CONNECTING GLOBAL TECHNOLOGY

Visitors International Media Conference Exhibitors

Find an Exhibitor | Floor Plans | Why Attend | Show Info | Industry News |

Search:

My Show Planner Blog IMTS Home Send to Friend Contact

CONNECTING GLOBAL TECHNOLOGY

SEPTEMBER 13-18, 2010
MCCORMICK PLACE, CHICAGO

IMTS INSIDER
Join the mailing list for the IMTS Insider and stay up-to-date.

SIGN ME UP

IMTS Ticker: Protesters climb power station chimney

Countdown to IMTS: 11 Months 29 Days

IMTS Welcomes You...

You'll find that the International Manufacturing Technology Show (IMTS) is the place to see the latest in manufacturing technology, network with business colleagues, and find solutions to your current and future needs.

Webinars

IMTS 2010 Update — One Year Out!
Wednesday, September 23, 2009 at 11:00 am EDT

The time is now to start your planning for IMTS 2010. Come hear the timely marketing and operational tips we have for you. [Register now](#)

[Listen to Recordings](#) of the Webinar Series: Increase Your Social Media IQ

Latest Press Release

[IMTS Announces 2010 Marketing Plans](#) - Exhibit Space Sales Holding Steady

AMT President Urges Congress to Assist Small Manufacturers

[Watch the video](#)

SEARCH PRODUCTS MY SHOW PLANNER FACILITY OVERVIEW

TAKE CONTROL
PLAN YOUR SHOW


IMTS 2010 Show Dates





ADD TO OUTLOOK CALENDAR

JOIN OUR MAILING LIST

Interactive Floor Plan Entry Screen

Welcome to
International Manufacturing Technology Show 2010



SEARCH EXHIBITORS **SEARCH PRODUCTS** **MY SHOW PLANNER** **FACILITY OVERVIEW**

Select from the options above to start mapping and planning your show experience at International Manufacturing Technology Show 2010

This interactive floor plan is designed to help show management, exhibitors & attendees. Use this application before, during and after to help maximize your show experience. You can map your trip through the show floor, preview much anticipated new products about to enter the industry and save it all under your profile using the My Show Agenda Planner.

Search The Show My Show Planner Session Catalog Facility Overview Log In / Sign Up

Rotating Floor Plan Banner Sponsorships contain direct links to exhibitor showroom

Now Viewing: North Hall / NPE2009 - The International Plastics Showcase

DAK Americas Booth S21056

Davis-Standard North Hall Extrusion & Converting Systems Booth #71006

New Mobile Capability

- Partnership with Core-apps
 - Seamless integration of content and statistics
 - Ability to update show content once and deliver it to both vendors
 - Advertising opportunities can be offered in one package



Promotion Partners

- NAM
- NTMA
- SME
- Hannover Messe
- NIMS
- AMTDA

inspiration

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www.IMTS.com