EXHIBITOR PROSPECTUS

MAY 14-16, 2019
EASTERN STATES EXPOSITION | WEST SPRINGFIELD, MA
easteconline.com/prospectus
EASTEC Helped Us Build Brand Awareness

“We have exhibited at EASTEC for several years. We wanted to reach local people within the region and build brand awareness. Our booth has been very busy well into the afternoon and we have met Project Managers, CEOs and Owners, so EASTEC has been a great investment for our company.”

Manuel Merkt, Executive VP Operations
Hermle Machine Company

76% of trade-show attendees rate face-to-face meetings as extremely important in choosing new products and making lasting connections.1

Face time beats screen time in the decision-making process
Face-to-face interaction remains a very vital way for manufacturers to research equipment, gain trust in their vendors and make the decision to buy. After all, the Internet can’t take the place of seeing equipment up close and in action and talking to you, the technology experts.

EASTEC is proud to have served the needs of the Northeast manufacturing community since the 1980s.
Our goal is to always deliver a quality audience and a return on your investment that is second to none!

EASTEC 2019
Your best opportunity to connect with Northeast buyers

EASTEC is your opportunity to showcase products in front of the Northeast manufacturing market. Build relationships, demonstrate capabilities and accelerate sales of your manufacturing technologies. It’s the most productive three days you’ll have in 2019. Reserve your exhibit space now!

Exhibit at EASTEC to:
Meet a broad cross-section of New England manufacturers
Demonstrate how your technologies can increase productivity
Meet decision makers who are ready to evaluate and purchase equipment, software and services

92% of trade-show attendees indicate they are looking for new products.1

Find new business opportunities and partners at the Northeast’s #1 manufacturing event

ATTENDEES BY TOP JOB FUNCTIONS

35% of EASTEC attendees are business owners, executives, managers or purchasing representatives — the people that can approve technology purchases.

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner/Company Executive</td>
<td>15%</td>
</tr>
<tr>
<td>Manufacturing Management/Corporate</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing Engineering</td>
<td>14%</td>
</tr>
<tr>
<td>Manufacturing Engineering Management</td>
<td>13%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing Production Department</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing Production Management</td>
<td>9%</td>
</tr>
<tr>
<td>Purchasing</td>
<td>3%</td>
</tr>
<tr>
<td>Control Engineering/Automation</td>
<td>2%</td>
</tr>
<tr>
<td>Educator/Instructor</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source for all statistics unless otherwise stated: EASTEC 2017 Registration and Survey Data

ATTENDEES BY INDUSTRY

EASTEC serves diverse Northeast industries, including:

- Aircraft/Aerospace
- Industrial/Commercial Machinery
- Medical/Surgical
- Pharmaceutical/Biotech
- Fabricated Metal/Stamping
- Automotive/Other
- Transportation
- Consulting/Engineering
- Defense/Government/Military
- Plastic Products
- Services (Financial and Other)
- Education/Academic/Electronics/Computers
- Research & Development
- Communications
- Oil & Gas/Petroleum
- Other Manufacturing

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EASTEC delivers purchase influencers with budgeted projects.

COMPANY SIZE
EASTEC connects you with large OEMs, mid-size companies and hard-to-reach contract manufacturers.

Number of Employees
- 2,500 & over: 3%
- 1,000 - 2,499: 7%
- 500 - 999: 7%
- 250 - 499: 17%
- 100 - 249: 17%
- 20 - 49: 15%
- Fewer than 20: 17%
- 15%

BUDGETS
EASTEC attendees what to discuss budgeted projects — 25% of the audience have equipment budgets that exceed $300,000.

- Up to $20,000: 33%
- $20,001 - $50,000: 15%
- $50,001 - $100,000: 11%
- $100,001 - $500,000: 9%
- $500,001 - $1,000,000: 6%
- Over $1,000,000: 4%

Quality face-to-face connections help build your sales pipeline.

Leading Northeast OEMs and tier suppliers send representatives to EASTEC to research technologies and choose suppliers.

ATTENDANCE BY REGION
EASTEC puts you in front of key decision-makers from the Northeast and the Midwest.

- New York: 38%
- New Jersey: 11%
- Pennsylvania: 7%
- Maryland: 7%
- Massachusetts: 7%
- Connecticut: 6%
- Delaware: 2%
- Ohio: 1%
- West Virginia: 1%
- Indiana: 1%
- Connecticut: 7%
- Kentucky: 2%
- North Carolina: 2%
- Florida: 2%
- Maine: 1%
- Virginia: 1%

of EASTEC attendees were first-time visitors to the event, these are new companies and prospects that can become your next customers.

EASTEC is the place to meet highly qualified prospects — 77% of attendees influence equipment purchase decisions in their companies.

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EASTEC is the place to meet highly qualified prospects — 77% of attendees influence equipment purchase decisions in their companies.
Call now to reserve yours. That's why the companies below have already booked their EASTEC 2019 exhibit space.

There's no better investment in your business than spending three days at EASTEC meeting potential buyers.

Join these manufacturing suppliers who know the value of participating in EASTEC

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New England manufacturers need advanced technologies to design and produce innovative products

**TECHNOLOGIES EVALUATED AT EASTEC (multiple responses)**

- 3D Imaging/Scanning: 19%
- 3D Printing: 37%
- Advanced Materials: 16%
- Assembly & Joints: 16%
- Autonomous Manufacturing & Assembly: 25%
- Boring: 12%
- Casting: 8%
- Ceramics: 8%
- Cleaning & Pretreatment: 12%
- CNC Controls & Accessories: 6%
- Composite Manufacturing: 9%
- Computer-Aided Manufacturing Services: 10%
- Controls, CAD/CAM Software: 25%
- Coatings & Lubricants: 18%
- Cutting Tools & Accessories: 33%
- Cybersecurity: 3%
- Deburring & Edge Finishing: 20%
- Design & Simulation: 13%
- Digital Transformation: 3%
- Drilling & Tapping Machines: 15%

- EDM: 18%
- Electronics Manufacturing: 8%
- Energy & Environmental Efficiency: 5%
- Environmental Equipment & Protection: 4%
- Fastening: 11%
- Finishing & Coatings: 15%
- Flexible Manufacturing Systems: 12%
- Forming & Fabricating: 15%
- Grinding Machines: 23%
- Handling: 11%
- Industrial Internet of Things (IIoT): 5%
- Laser & Laser Systems: 18%
- Lean Manufacturing: 21%
- Machine Vision: 12%
- Machining Centers: 32%
- Material Handling: 15%
- Measurement Inspection & Test: 28%
- Metrology: 13%
- Metrology Equipment: 14%
- Micromachining: 9%
- Milling: 32%
- Moldmaking: 11%
- Nano Technology: 7%
- Plant Engineering & Maintenance: 8%
- Plasma Cutting: 8%
- Plastics Molding & Manufacturing: 12%
- Quality & Testing: 17%
- Robotics: 22%
- Saws & Cool Off Machines: 12%
- Screw Machining: 11%
- Sensors: 9%
- Software: Machine Control: 14%
- Software/Simulator: 11%
- TOOLING: 35%
- Waterjet Cutting: 16%
- Welding: 16%
- Workholding Systems & Devices: 21%
- Workplaces Safety & Ergonomics: 12%

**Building 1 & 2 – Mallary Complex**
- Precision Manufacturing Equipment & Systems

**Building 3 – Young**
- Automation, Quality & Process Improvement
- Plant, Energy & Environmental Efficiency

**Building 5 – Better Living Center**
- Design, Engineering & Additive Manufacturing/3D Printing
- Tooling, Workholding & Machining Accessories

An event designed to maximize your market exposure

EASTEC’s strategic technology groupings position your company for maximum exposure to interested and qualified prospects.

EASTEC is your best Northeast opportunity to:

- Showcase your products to East Coast companies looking to research and purchase manufacturing solutions
- Make connections, build business relationships and grow your sales pipeline
- Launch a new product, expand sales and build your brand

Eastern States Exposition
1305 Memorial Ave.
West Springfield, MA

Eastern States Exposition
1305 Memorial Ave.
West Springfield, MA
exposales@sme.org | 800.733.3976 | easteconline.com/prospectus
Maximize your EASTEC results – put our complimentary marketing services to work for you

Your EASTEC investment includes a number of value-added marketing programs designed to help you drive traffic to your exhibit.

Choose the EASTEC pricing plan that fits your needs and budget

In an effort to provide our customers with options based on individual exhibit needs, SME offers a two-tiered pricing structure. Pick the plan that works the best for your organization. Save up to $5 per square foot depending on the plan you choose.

Maximize your EASTEC visibility with sponsorship opportunities.

Increase your pre-event and on-site visibility and brand awareness with a customized event sponsorship.

For more information, visit sme.org/sponsorship, email sponsorships@sme.org or call 800.733.3976.

EASTEC Delivers Face-to-Face Contact With Our Target Market

“We decided to invest in a larger booth in 2017 to expand our coverage in the Northeast. We are a young, innovative company and are not well known in the industry, so we wanted to reach a broader audience. We connected with Presidents, Vice Presidents and Manufacturing Engineers who are the key people we wanted to target. At EASTEC, 90% of the people we met did not know of our company and we didn’t know them, so it was very worthwhile for us.”

Terry Hopkins, President
Blast & Wash Systems

The above marketing opportunities (including deadlines) are detailed in your EASTEC 2019 online Exhibitor Marketing Kit, available January 2019.

Exhibit Referral Suite customized for you
• Landing page
• Email templates & deployment
• Banners
• Lead capture
• Custom, trackable guest passes (print and digital)

Exhibitor Marketing Kit
• Banner ads
• Online profile
• Event directory listing
• New product listing

Space Size in Sq. Ft. | Space Rate | Space Rate with Package
0-200 | N/A | $36.00*
201-799 | $29.00 | $34.00+
800-2,499 | $25.00 | $30.00+
2,500 and over | $21.00 | $26.00+

* Decorator Package is included for all booths up to 200 sq. ft. (package includes carpet, one 6’ draped table, two chairs, one wastebasket and one standard booth ID sign).

+ Space Rate with Package includes unlimited material handling. Material handling includes freight from dock to booth and return plus one-time spotting of equipment. Off-target shipments may incur additional charges.

Reserve your space today.
Email: exposales@sme.org | Web: easteconline.com | Fax: 313.425.3407

Companies A – C
Will Sonoko
800.733.3976
wsenoko@sme.org

Companies D – J
Chris Long
800.733.3976
cli@sm.org

Companies K – Q
Mike Maltevich
800.733.3976
mmaltevich@sme.org

Companies R – Z
Karyn Burbank
800.733.3976
kburbank@sme.org

EXHIBIT SPACE RESERVATIONS

Reserve your space today.
Email: exposales@sme.org | Web: easteconline.com | Fax: 313.425.3407
ACT NOW!

EASTEC IS 70% SOLD

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