



May 17 - 19, 2022
Huntington Place
DETROIT + DIGITAL

THE NEXT LEVEL

SPONSORSHIP OPPORTUNITIES

Align your brand with North America's largest
and most influential Additive Manufacturing event.

rapid3devent.com



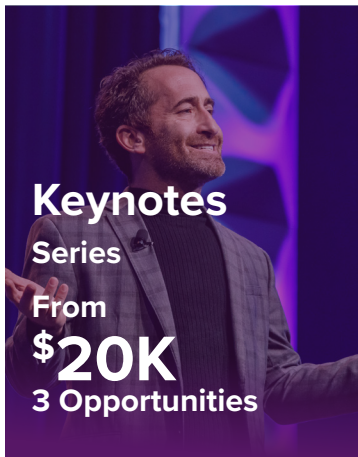
SIGNATURE

SPONSORSHIP OPPORTUNITIES

■ SIGNATURE SERIES

Align your organization's brand with the RAPID + TCT 2022 Keynote and/or Thought Leadership Panel(s), demonstrating your commitment to advancing additive manufacturing at strategic levels. Leverage thousands of impressions as your company is recognized as a designated sponsor in our pre-event, on-site and post-event marketing communications, with notable sponsor branding and exposure.

WELCOME KEYNOTE SERIES FROM \$20K | 3 OPPORTUNITIES



BENEFITS:

- Pre-event marketing to thousands of past attendees and prospects highlighting the Keynote Presentations and showcasing keynote sponsors
- Opportunity to provide up to 10-minute welcome message to audience on Main Stage as part of premier keynote series
- Reserved seating for up to 8 guests
- Meet and greet opportunities with Strategic Partners and speakers, subject to the approval of the speaker
- Company logo on Main Stage screen
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- RAPID + TCT Digital Experience as your sponsored session is livestreamed in real time and then available on demand post-event
- Recognition in post-event outreach to attendees and delegates of RAPID + TCT

THOUGHT LEADERSHIP PANELS FROM \$5,000 | 3 OPPORTUNITIES



BENEFITS:

- Pre-event marketing to alumni and attendee prospects of RAPID + TCT regarding the Thought Leadership Panel Series
- Opportunity to introduce the Thought Leadership Panel on Main Stage
- Reserved seating for up to 8 guests
- Company logo on Main Stage screen
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- RAPID + TCT Digital Experience as your sponsored session is livestreamed in real time and then available on demand post-event
- Recognition in post-event outreach to attendees and delegates of RAPID + TCT

SIGNATURE

SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSORSHIP \$10K | 7 OPPORTUNITIES

Align your organization's brand with the RAPID + TCT 2022 Conference as you demonstrate your commitment to advancing the Evaluation, Adoption and Optimization of Additive Manufacturing.

Leverage thousands of impressions as your company is recognized as a designated sponsor in our pre-event, on site and post-event marketing communications with notable sponsor branding and exposure, including:

BENEFITS:

- Pre-event outreach to alumni and attendee prospects of RAPID + TCT that highlight the Conference Program
- Opportunity to introduce each day's session lineup in your Sponsored Track
- Up to 10 Full Conference Passes with exclusive status
- Opportunity to provide swag to dedicated conference track delegates
- Company logo on conference session screens
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event
- RAPID + TCT Digital Experience as your sponsored session is available on-demand post-show
- Post-event outreach to attendees and delegates of RAPID + TCT



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■ BRAND IDENTITY & AWARENESS

LANYARDS & SIGNAGE AT REGISTRATION from \$15K | Exclusive Sponsor

- Your company branding on the lanyards of all attendees and conference delegates who will be at RAPID + TCT
- Your dynamic visual content and messaging on (digital) signage in the Registration area
- Recognition as a designated sponsor in our pre-event, on-site and post-event marketing

ATTENDEE BAGS FROM \$15K | Exclusive Sponsor

- Your company branding on attendee and delegate bags
- Your dynamic visual content and messaging on new smart (digital) signage in the Registration area
- Recognition as a designated sponsor in our pre-event, on-site and post-event marketing

MOBILE APP \$25K | Exclusive Sponsor

- Pre-event marketing to alumni and attendee prospects of RAPID + TCT
- Company logo on on-site sponsor signage, mobile app, and other digital communications during the week of the event

ALUMNI LOUNGE (from \$20K)

- Event-branded signage recognizing sponsor in lounge
- Sponsored charging stations and coffee service
- Opportunity to provide a branded gift to guests
- Opportunity to provide sponsor host an information area within the lounge
- Access for up to three sponsor guests and designees

BONUS UPGRADE for all Signature Sponsors!

Enhanced Digital Profile

As a continued expression of SME's appreciation to our RAPID + TCT Signature Sponsors for 2022, we are including an additional \$6,000 of enhanced digital exposure.

- Upgrade for enhanced digital profile (\$3,000 value)
- "Sponsored by" recognition in the agenda and session sections (\$1,500 value)
- Logo inclusion and direct link to your listing in session (\$1,500 value)

CLASSIC

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TECH HUB (\$2,500 per session)

Ready. Set. Let's talk tech! The RAPID + TCT Tech Hub offers exhibiting companies a chance to pitch their latest solutions to RAPID + TCT attendees right on the show floor. You'll have about 20 minutes to share your idea and answer questions. And remember, invite them back to your booth to see and learn more. Tech Hub sponsors will receive the scanned leads those that attended the presentation.

SMART SIGNS – DIGITAL BRANDING (\$4,000)

This Smart Sign – Digital Branding opportunity includes up to two unique digital ads to be placed on signs that are approximately 6' x 2'. Your custom content will be included along with key event updates and will be displayed on the digital signs placed throughout the exhibit floor.

RECEPTION – BLOCK PARTY (\$5,000)

- Logo inclusion on event signage, webpage and digital promotions identifying the Block Party Sponsors and booth locations
- Exposure in key areas on the show floor (Registration, Food, SME ZONE) with "Block Sponsors" and booth locations
- Logo inclusion in Activity Feed post w/Image on Mobile app

FOOD (\$10K) - Exclusive Sponsor

Lunch Café (on the show floor)

Branded entrance and tabletop signage

Company logo will be included within event-sponsored promotions

BEVERAGE STATIONS (\$7,500) - Exclusive Sponsor

Coffee Stations

Branded key signage at all coffee stations in the main stage area

Company logo will be included within event-sponsored promotions

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ENHANCED DIGITAL PROFILE (\$3,000)

Benefit from an enhanced RAPID + TCT Digital Experience and Event App listing to increase engagement with digital RAPID + TCT audiences, promote your products and solutions, and demonstrate thought leadership while driving traffic to your on-site exhibit. Your enhanced content will live in this digital platform before, during, and after the event, extending your company's exposure.

INCLUSIONS	DESCRIPTION
Large Digital Profile Size	Access more ability to brand your digital profile with a large cover photo and gain higher visibility in the digital experience.
Add Resources to Your Listing	Add images, flyers, and PDFs, to your listings so app users can view/download.
Add Links, Images and Custom Messaging to Your Listing Description	Your digital listing description can be customized to include hyperlinks, images, etc.
Add a Call to Action Button to Your Listing	Add a button to your listing that can link to your website, email, or product landing page.
Add a Book a Meeting/Contact Us Button to Your Listing	Receive inbound inquiries from the digital experience audience that your team can respond to.
Add Social Media Links	Include your social media links in your listing.
Featured Video	Highlight your company with a featured video that is native on your digital listing.
Additional Video Links	Add more videos to your digital booth through web links.
Gamification Inclusion	Drive traffic to your exhibit by participating the on-site 'Fan Challenge'. Attendees will receive a unique code by visiting your booth that they can submit to win prizes.
Push Notification	Send one custom push notification to a targeted audience segment. You can choose two audience segments to send your notification to.
Livestream or Simu-live Session	Set up a video conference or product demonstration for the event hours using your preferred software. Send the link to your meeting and the time it will take place. Don't have the ability to livestream? You can also submit a simu-live session that will be set to go live at a specific day and time. *May require a hard-line purchase. Not included with this agreement.
Chat Feature	Ability to engage with attendees at your booth within the digital experience.
Enhanced Digital Profile Callouts	Added tag for your digital profile that indicates enhanced status.
Agenda Callout (if livestreaming)	Enhanced digital profile livestream will be added to overall event agenda for attendees to view and add to their personalized agenda.
Social Media Post	You will receive one pre-show social media post from the RAPID + TCT social channels.

BONUS

FOR ALL RAPID + TCT SPONSORS



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BONUS INCLUSIONS

All RAPID + TCT Sponsors Will Also Receive:

- Sponsor recognition including name/logo in all RAPID + TCT marketing, media, PR, social media, webpages and direct mail where feasible
- Logo on official Sponsors webpage
- Logo on official Sponsors section in the RAPID + TCT Digital Experience & Mobile App
- Logo on official Sponsor on-site signage
- Logo on official Sponsors page in the printed RAPID + TCT Show Guide

Are you looking for something beyond our package offerings?

Please feel free to contact us for a consultative call.

Contact a member of the RAPID + TCT team: rapid3devent@sme.org