



September 13-15, 2021  
McCormick Place, Chicago, IL

**2021**

**POST-SHOW  
AUDIENCE REPORT**



# RAPID + TCT 2021: NORTH AMERICA'S LARGEST AND MOST INFLUENTIAL ADDITIVE MANUFACTURING EVENT!

## IN-PERSON AUDIENCE

TOTAL EVENT ATTENDANCE\* **5,788**

TOTAL CONFERENCE AND EXHIBITS-ONLY ATTENDANCE **3,106**

COUNTRIES REPRESENTED **37**

TOTAL EXHIBITING COMPANIES **267**

NEW PRODUCTS ON DISPLAY **258**

## VIRTUAL AUDIENCE

RAPID + TCT LIVE! DIGITAL EXPERIENCE ACTIVE USERS **3,200+**

LIVESTREAM VIEWS AND REPLAYS **2,600+**

VIRTUAL-ONLY ATTENDEES **522**

+ On-demand audience continues to grow.

\*Includes Exhibit Staff, Media and Students.

## NEW ATTENDEES

More than **1,000** attendees were new to RAPID + TCT 2021

## NEW USERS

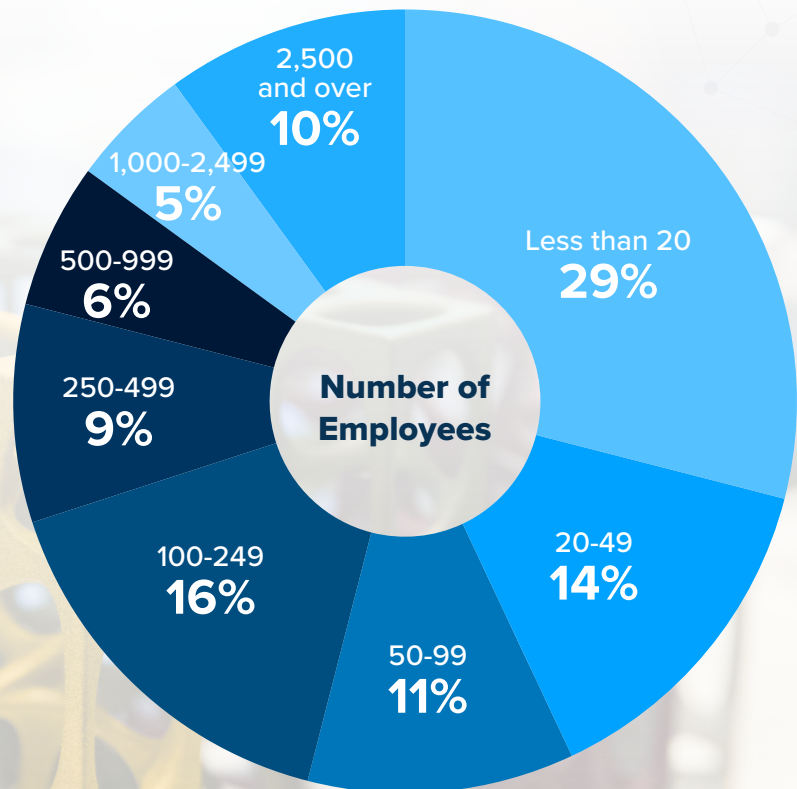
**35%** of the RAPID + TCT 2021 audience are new to adopting additive manufacturing technologies.

## JOB FUNCTIONS

<b>20%</b>	Owner/Company Management/Corporate Executive
<b>19%</b>	Sales and Marketing
<b>15%</b>	Product Design and Development
<b>13%</b>	Other Job Function
<b>12%</b>	Design Engineer
<b>11%</b>	Manufacturing Engineering/Production
<b>10%</b>	Manufacturing Management

## COMPANY SIZE

RAPID + TCT connects you with companies of all sizes. As additive manufacturing matures and becomes more affordable, small and mid-size organizations are an important market looking to invest in the technology.



# ATTENDEES' PRIMARY TYPE OF BUSINESS

Industries of all types are looking to invest in 3D technologies. At RAPID + TCT, you'll find a diversification of industries unlike any other event. Top industries represented at RAPID + TCT 2021 included:

## Automotive

Aircraft/Aerospace  
Consulting/Engineering  
Consumer Products

## Defense

Energy  
Electronics/Computers  
Government/Military

## Industrial and Commercial

Machinery  
Medical/Surgical/Dental  
Research & Development

# TOP ATTENDING COMPANIES

These industry-leading companies and many more sent representatives to RAPID + TCT to research and purchase additive manufacturing solutions.

Airbus Americas Inc.

Amsted Rail

Ashley Furniture

Aspen Dental

Baker Hughes

Baxter

Bell Helicopter

Blue Origin

Boeing

BorgWarner

Bosch Rexroth Corp.

Bruker

Canon U.S.A. Inc.

Club Car LLC

Cobra Motorcycle

Collins Aerospace

Corelink Surgical

Crown Equipment Corp.

Deloitte Consulting LLP

Delta Faucet Co.

Dental Arts Laboratory Inc.

Department of Veterans Affairs

Derby Dental Laboratory

Disney

DOD

Eaton

Enerpac

Estée Lauder

Extol Inc.

Ford Motor Co.

Full Swing Golf

Gauthier Biomedical

GE

GE Aviation

GE Healthcare

GE Oil & Gas

General Motors

Glidewell Dental Laboratories

Google Inc.

Harvard University

Hawk Ridge Systems

Hollister Inc.

Honeywell Aerospace

Hyundai Design North America

Jabil

John Deere

Jostens Inc.

JW Speaker

Key Care Drugs

KLS Martin

Kohler Co.

Life Spine

Lockheed Martin

Mayo Clinic

Medical Murray

Milwaukee Tool

Naval Nuclear Laboratories

Naval Undersea Warfare Center

Nike

Nissan North America

Northrop Grumman

Oshkosh Corp.

Owens Corning

Penn State University

Philips Healthcare

Phillips Corp.

PING

Purdue University

Raytheon

Rolls-Royce

Smile Direct Club

SpaceX

Steelcase Inc.

Stryker

Sub Zero Group

Swift Health Systems – InBrace

Tesla

Tiffany & Co.

Toyota

Trek Bicycle

Tyson Foods

U.S. Air Force

U.S. Army

U.S. Coast Guard

U.S. Marine Corps

U.S. FDA

U.S. Navy

Whirlpool

Wilson Sporting Goods

Zimmer Biomet

## ATTENDANCE FROM NORTH AMERICA AND AROUND THE WORLD

At RAPID + TCT, you won't just find a regional audience. Attendees came from **49 states and 37 countries.**

### U.S. AUDIENCE PARTICIPATION

<b>Midwest</b>	<b>47%</b>	<b>West North Central</b>	<b>7%</b>
<b>South Atlantic</b>	<b>15%</b>	<b>Mountain</b>	<b>5%</b>
<b>Mid Atlantic/New England</b>	<b>12%</b>	<b>West South Central</b>	<b>2%</b>
<b>Pacific</b>	<b>10%</b>		



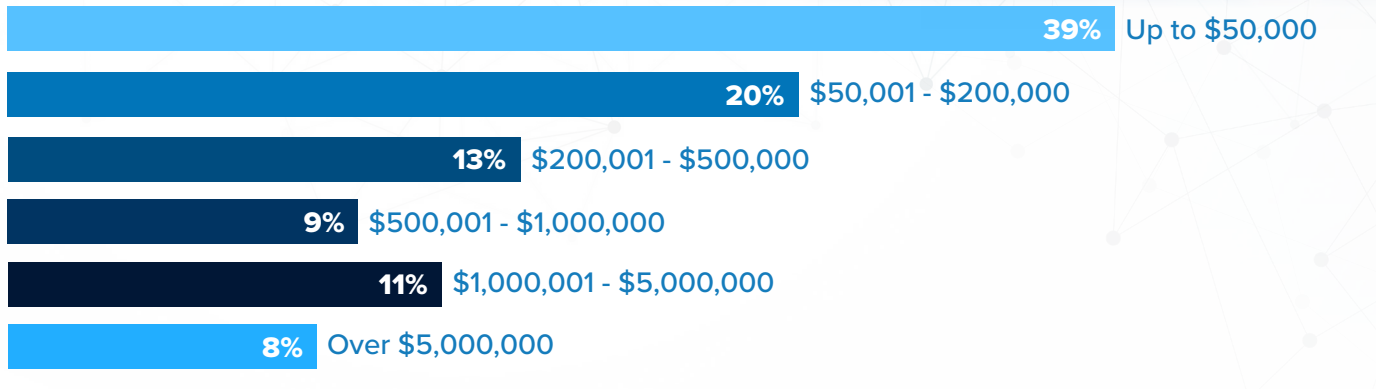
# PURCHASING POWER

**81%** of RAPID + TCT attendees influence equipment purchase decisions in their companies.

**41%** of RAPID + TCT attendees had equipment budgets that exceeded \$200,000.



# BUDGET



# TOP TECHNOLOGIES EVALUATED

RAPID + TCT attendees indicated they came to the show to evaluate the following technologies, among others (multiple responses):

Additive Manufacturing	45%	Metals	11%
3D Printing	44%	Product Design & Engineering	11%
Advanced Materials	20%	Post-Processing	10%
3D Imaging/Scanning	17%	3D Printed Electronics	9%
Design for Additive Manufacturing (DFAM)	15%	Composites	9%
CAD/CAM	13%	Lasers	9%
Plastics/Polymers	12%	Rapid Tooling	9%
Automation	11%	Metal Deposition	8%
Fused Deposition Modeling (FDM)	11%	Hybrid Additive Manufacturing Machines	2%
Laser Sintering	11%		



## **RAPID + TCT 2022**

**May 17-19**

TCF Center, Detroit, MI

**THE  
NEXT  
LEVEL**

Contact [800.733.3976](tel:800.733.3976) or  
email [rapid3devent@sme.org](mailto:rapid3devent@sme.org)  
to reserve your space today.

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# THE NEXT LEVEL



> MAY. 2022. DETROIT.

