

October 24-26, 2017 | TD Convention Center | Greenville, South Carolina



Vibrant manufacturing. Dynamic solutions.

Drive Technology Sales  
at **SOUTH-TEC 2017**

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## SOUTH-TEC DELIVERS

Southeast manufacturing is vibrant and growing. The largest OEMs to the smallest contract manufacturers need the latest dynamic solutions to keep pace with customer demands and maintain their competitive edge. SOUTH-TEC provides the ideal venue for showcasing your advanced technologies and equipment to thousands of Southeast manufacturers.

- Reach major U.S. industry sectors including aerospace, automotive, defense, energy, medical and more
- Connect with qualified buyers ready to evaluate the latest manufacturing technologies
- Engage with key decision makers looking for a full complement of manufacturing technologies and services
- Demonstrate your company's leadership in the Southeast market
- Network with pacesetters and peers to find your next customer or business partner

## Connect With Current Customers and New Prospects

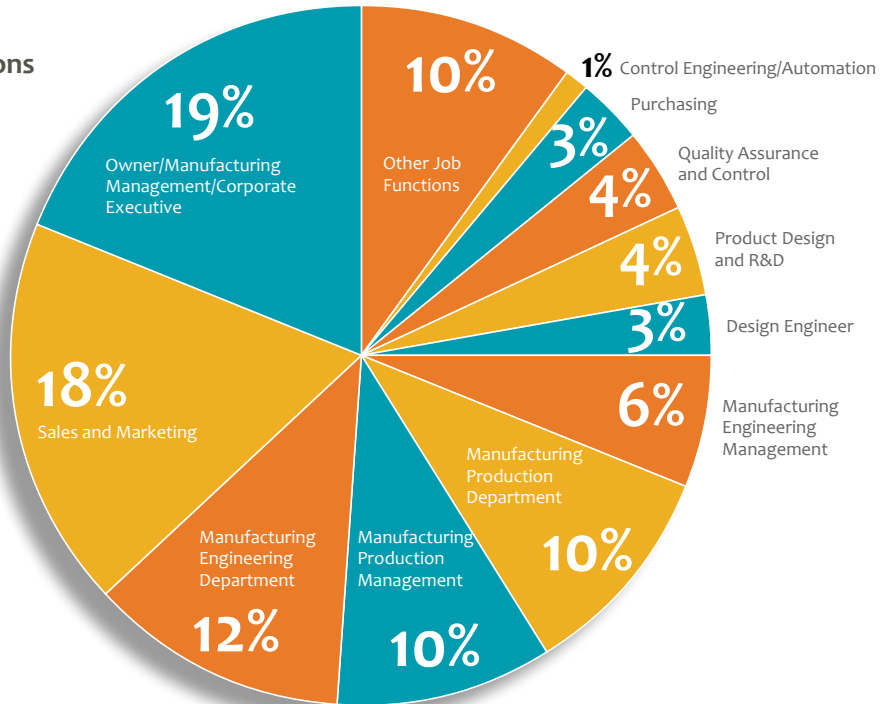
“Customers have come forward with real applications saying ‘I have a problem I think FANUC can help me solve.’ Being big advocates of US manufacturing, we can play a role in keeping US manufacturers competitive. We love it when a customer comes up and says ‘I’ve got a challenge , I want FANUC’s help’ — We’re all in for that.”

*Dick Motley*

*FANUC America Southeast*

# THE PEOPLE

## Job Functions



Source for all statistics unless otherwise stated: SOUTH-TEC 2015 Registration and Survey Data.

# THE INDUSTRIES

SOUTH-TEC's audience reflects the vibrant Southeast economy. Meet qualified buyers from these industries and many more.

Aircraft/Aerospace

Automotive/Motorsports

Consulting/Engineering

Defense

Education/Academic

Electronics/Computers

Fabricated Metal/  
Stampings

Furniture

Government/Military

Heavy Vehicles

Industrial & Commercial  
Machinery

Medical/Surgical/  
Pharmaceutical

Motorsports

Oil & Gas

Petroleum/Renewable  
Energy

Plastic Products

Research &  
Development

Services  
(Financial and Other)

Transportation

Utilities



## Connect With the Decision Makers

SOUTH-TEC attendees include company owners, corporate executives, management and purchasing agents. **75% of attendees have direct influence on the purchase of the products and services in their companies.**

SOUTH-TEC connects you with the people who can accelerate the sales cycle and make the decision!

## THE COMPANIES

More than 93% of SOUTH-TEC attendees come from the Southeast and Mid-Atlantic states. They represent these companies and many more.

A.Berger  
A.O. Smith  
ABB  
Aerotek  
Akebono Brake Corp  
BAE Systems Inc  
Baldor Electric  
BorgWarner  
Bosal Industries  
Bosch Rexroth  
Boston Gear  
Caterpillar  
Club Car  
Continental Automotive  
Cummins  
Curtiss Wright  
Daimler Trucks North America  
Delta Air Lines  
Doosan Infracore  
Dresser Rand  
Duke Energy  
DuPont  
Duracell  
Eaton  
Electrolux  
E-Z-GO Textron  
Federal Mogul  
GE Aviation

GE Gas Turbines  
GE Wind & Power  
General Dynamics  
General Electric  
GKN Driveline  
Goodyear Tire & Rubber  
Hayward Industries  
Hendrick Motorsports  
Honda Aircraft  
Honda Power Equipment  
Ingersoll Rand  
Jacobsen  
Joe Gibbs Racing  
Kaydon Bearings  
Komet  
Koyo Bearings  
Lockheed Martin  
Lord Corp  
MAHLE  
MANN+HUMMEL  
Mercedes  
Meritor  
Michelin  
MOOG  
Northrop Grumman  
Owens Corning  
Parker Hannifin  
Penske Racing  
PPG Industries

Praxair  
Prevost  
RBC AeroStructures  
Richard Childress Racing  
Robert Bosch  
Roush Yates Engines  
Ruger & Co  
Schaeffler Group NA  
Siemens  
SKF  
SMW Autoblok  
Snap-on Tools  
St. Jude Medical  
Stanley Black & Decker  
StarHagen Aerospace  
Stewart Haas Racing  
Stueken  
Textron Specialized Vehicles  
Timken  
Triad Racing Technologies  
Volvo Truck  
Webb-Stiles  
Westinghouse Electric  
Wexco Corp  
Winkler Knives  
Yamaha  
Zenith Fuel Systems LLC  
ZF Transmissions

# THE TECHNOLOGIES

## SOUTH-TEC Attendees Evaluate and Buy These Technologies

3D Printing/Additive Manufacturing  
 3D Scanning  
 Advanced Materials  
 Assembly & Joining  
 Automated Manufacturing & Assembly  
 Boring  
 Casting  
 Ceramics  
 Cleaning & Pretreatment Equipment  
 CNC Controls & Accessories  
 Composites Manufacturing  
 Contract Manufacturing Services  
 Controls, CAD/CAM Software  
 Coolants & Lubricants

Cutting Tools & Accessories  
 Cybersecurity  
 Deburring & Edge Finishing  
 Design & Simulation  
 Digital Transformation  
 Drilling & Tapping Machines  
 EDM  
 Electronics Manufacturing  
 Energy & Environmental Efficiency  
 Environmental Equipment & Protection  
 ERP/MRP/CIM Software  
 Fastening  
 Finishing & Coatings  
 Flexible Manufacturing Systems  
 Forming & Fabricating

Grinding  
 Honing  
 IIoT (Industrial Internet of Things)  
 Lasers & Laser Systems  
 Lean Manufacturing  
 Machine Vision  
 Machining Centers  
 Material Handling  
 Measurement, Inspection & Testing  
 Metals  
 Metrology Equipment  
 Micromanufacturing  
 Milling  
 Moldmaking  
 Nanotechnology  
 Plant Engineering & Maintenance

Plasma Cutting  
 Plastics Molding & Manufacturing  
 Quality  
 Robotics  
 Sawing & Cut Off Machines  
 Screw Machining  
 Sensors  
 Software, Machine Control  
 Software/Simulation  
 Tooling  
 Waterjet Cutting  
 Welding  
 Workholding Systems & Devices  
 Workplace Safety & Ergonomics

### Connect With New Customers!

**61%** of the SOUTH-TEC audience are first time attendees.

### Get Face-Time With Small Shops!

**52%** of SOUTH-TEC attendees represent small contract manufacturers (less than 50 employees).

### Meet Buyers With Funded Projects!

**32%** of SOUTH-TEC attendees have equipment budgets that exceed \$200,000.

# Close Sales in a Multi-Billion Dollar Market

Showcase your products to OEM manufacturers and their supply chain across the entire Southeast region with a total manufacturing output of over \$358 billion. Gain visibility, sales and market share!

*Source: National Association of Manufacturers*

## South Carolina Manufacturing Facts

- South Carolina manufacturing has grown more than 40% between 2010 and 2014<sup>1</sup>
- The state has added roughly 5,000 manufacturing workers over the last 14-15 months<sup>1</sup>
- The impact of aerospace on the South Carolina economy has grown to \$19 billion<sup>2</sup>
- More than 30 aerospace companies have announced a new location of expansion in the state since 2011<sup>2</sup>

<sup>1</sup> South Carolina Public Radio, August 2016

<sup>2</sup> South Carolina Council on Competitiveness, August 2016



## SOUTH-TEC Offers a Central Southeast Location

Most Southeast cities are within a two-hour flight or six-hour drive of Greenville, allowing you to meet manufacturing decision-makers from several states.

Atlanta, GA  
Charleston, SC  
Charlotte, NC  
Chattanooga, TN  
Greensboro, NC  
Birmingham, AL  
Raleigh, NC

Roanoke, VA  
Knoxville, TN  
Montgomery, AL  
Jacksonville, FL  
Lexington, KY  
Huntsville, AL  
Norfolk, VA

## SOUTH-TEC Reflects Southeast Growth

- SOUTH-TEC attendance was up 18% over the previous show cycle

*Source: SOUTH-TEC growth from 2013 to 2015.*



**SOUTH-TEC** was recently recognized as one of the Top 250 Trade Shows in the US by Trade Show News Network.

## Exclusive Audience

**46%** of tradeshow attendees visit only one event during a calendar year. In the Southeast, that event is SOUTH-TEC!

Source: Exhibit Surveys Tradeshow Benchmark, 2015

## It Pays to Exhibit

**\$198**

Average cost to identify a potential customer through an exhibition

**\$450**

Cost to identify a prospect by means other than an exhibition

**\$2,244**

Average cost to close a sale with an exhibition lead

**\$3,153**

Average cost to close a sale without an exhibition lead

Source: The Cost-Effectiveness  
of Exhibition Participation

## New Prospects

**64%** of event attendees are new inquires to the exhibits they visit.  
Cultivate new leads at every SOUTH-TEC event.

Source: Exhibit Surveys Tradeshow Benchmark, 2015

## Meet a Quality Audience

“If you want to learn what’s new in the industry, if you want to find out what might be on the cutting edge, if you want to meet new people or even network, SOUTH-TEC is a great place to be.”

*Keith Wilson  
Morris South*



# Targeted Promotion Delivers a Quality Audience

SOUTH-TEC conducts an extensive trackable promotion campaign, delivering a highly-qualified audience ready to investigate and purchase new equipment and services.

- **Direct mail pieces** to major OEMs and supply chains throughout the Southeast and nationwide manufacturing community
- A series of **content-specific email communications** to attendee prospects
- **Print and banner advertising** in national and regional industry-related trade and business publications
- **Banner ad** retargeted packages – attendees and look-alike audiences are remarketed throughout the internet
- Targeted **print, digital and radio advertising** before the show
- **Banner advertising** on manufacturing-related Websites
- **Comprehensive event website** with detailed attendee information and on-line registration
- **Mobile event App** to allow you to engage with attendees before, during and after the event
- **Social media advertising** and pre-event promotions on Twitter®, Facebook® and LinkedIn®
- **Search engine marketing campaign** to drive traffic to the SOUTH-TEC website and increase registrations
- **Exhibitor Passport** allows you to connect with SOUTH-TEC attendees who fit your customer targets

# Complimentary Marketing to Help You Succeed

Your SOUTH-TEC exhibit investment includes valuable on-site services and pre-show promotion opportunities, designed to save you money and maximize your SOUTH-TEC results.

- **Custom, Trackable Guest Passes** — both print and digital versions to provide your customers and prospects with free Exhibits registration.
- **X•Press Exhibitor Emails** — Send complimentary email communications to your key customers and prospects to invite them to see you at the show.
- **Online Profile** — Help buyers find you and be added to their “must see” list. Your online listing includes company description, contact information, new product profiles, and product categories.
- **Online Marketing Kit and Exhibitor Manual** — Key tools and tactics providing the information you need for a successful show.
- **Custom Landing Pages** to promote your participation in HOUSTEX including a unique, trackable registration link.
- **Banner Ads** — Post SOUTH-TEC on your Website with free registration for your customers and prospects.
- **Social Media** — Connect with SOUTH-TEC followers on Facebook® and Twitter®. Make your presence known prior to the show.
- **New Product Indicator** – Grab the attention of your next customer with a new product indicator in front of your booth.
- **Attendee Postal List** — Drive attendees to your exhibit by sending a brochure or postcard to the SOUTH-TEC pre-registered attendee list.\*
- **Experienced Show Management** — We are committed to excellence in customer service!

\* One-time use of pre-registered attendee list free to booths 201 sq. ft. or larger

## Flexible Space Rate Pricing

To provide our customers with options based on individual exhibit needs, SOUTH-TEC offers a two-tiered pricing structure. Pick the plan that works best for your organization. Save up to \$2.00 per square foot, depending on the plan you choose.

Space Size in Sq. Ft.	Space Rate	Space Rate with Package
Up to 200 sq. ft.	N/A	\$29.00 <sup>1</sup>
201-799 sq. ft.	\$25.00	\$27.00 <sup>2</sup>
800 sq. ft. and over	\$22.00	\$24.00 <sup>2</sup>

<sup>1</sup> Decorator Package is included for all booths up to 200 sq. feet (package includes carpet, one 6' draped table, two chairs, one wastebasket and one standard booth ID sign).

<sup>2</sup> Space Rate with Package includes unlimited Material Handling and one-time use of pre-registered attendee mailing list. Material Handling includes freight from dock to booth and return, plus one-time spotting of equipment. Off-target shipments may incur additional charges.

# Sponsorship Opportunities

Increase your pre-event and on-site visibility, credibility, and brand awareness among key prospects and attendees with a customized event sponsorship opportunity. Tell us your needs and your vision and we can make it happen!

Visit [sme.org/sponsorship](http://sme.org/sponsorship) or contact our Sponsorship Team at 313.425.3166 or [sponsorships@sme.org](mailto:sponsorships@sme.org).

## Reserve Your Exhibit Space Today

To reserve your exhibit space or for additional details on exhibiting at SOUTH-TEC 2017, contact your SME account representative:

SME  
One SME Drive, P.O. Box 930  
Dearborn, Michigan 48121-0930

[exposales@sme.org](mailto:exposales@sme.org)  
P: 800.733.3976  
F: 313.425.3407

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Vibrant manufacturing. Dynamic Solutions.

- Strong Manufacturing Market
- Diverse Industries
- Abundant Sales Opportunities

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One SME Drive  
Dearborn, MI 48128

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