

EXHIBITOR PROSPECTUS



**WISCONSIN
MANUFACTURING &
TECHNOLOGY SHOW**

OCTOBER 3 — 5, 2023

EXPOSITION CENTER • WI STATE FAIR PARK



**FIND NEW CUSTOMERS
LOOKING FOR SOLUTIONS**

RESERVE YOUR EXHIBIT SPACE TODAY

262-367-5500

WIMTS.COM



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EXPOSITION CENTER • WI STATE FAIR PARK

TUESDAY, OCTOBER 3: 9AM – 4PM
WEDNESDAY, OCTOBER 4: 9AM – 4PM
THURSDAY, OCTOBER 5: 9AM – 3PM

WIMTS.COM

Why WIMTS?

As technology continues to advance, businesses of all sizes need to keep up and even think ahead of the curve to stand out among competition. That's why we're gathering state-of-the-art manufacturing innovations for attendees to learn from. We're proud to advance the way businesses not only operate on the manufacturing floor, but also in the office and in our communities. In-person events are back! Will you join us....your competition is.

Who should exhibit at WIMTS 2023:

There's only so much prospective customers can learn from a website. The most productive and efficient way to engage a customer is to demonstrate your product and capabilities in person and give customers a direct line to product experts and sales teams.

A successful manufacturing business takes more than just equipment and engineers. That's why we've expanded our show offerings to include exhibitors that cater to the needs of every part of the manufacturing business. Office solutions, maintenance equipment, proper disposal services, and more, are important pieces of a manufacturing operation.

Why should you exhibit:

To get leads, sales, and promote your brand and reputation. We cater to CEO's, Job Shop Owners, Manufacturing Executives, along with the Machinists and Fabricators using your equipment and services every day.

You can:

- Build a new customer base.
- Gain stronger market position.
- Expand into new markets and industries.
- Secure your accounts well into 2024.
- Get the edge on your competitors.

Need more reasons to exhibit? You can also:

- Maximize your marketing dollars – something you can't do online.
- Reach serious decision-makers from diverse companies.
- Shorten the process and close the deal.
- Solidify your place in one of the country's leading manufacturing regions especially during a recession.
- Your exposure to leads is more important than ever.

Join leading manufacturers and discover how new technologies are improving performance and providing cost-savings solutions in a variety of applications.

TO RESERVE YOUR EXHIBIT SPACE:

Call: 262-367-5500

Email: cheryl@epishows.com

AVERAGE OF OVER

3,500
ATTENDEES

200+
EXHIBITORS

100,000 sq ft
OF EXHIBITION SPACE



**FACE-TO-FACE
BUYER-TO-SELLER**
INTERACTION GETS DEALS DONE

SHOW FEATURES

Meet you at the “Hub”.

We've created a place designed for networking, relaxation, regrouping, round-table discussions, and education. As the destination for attendees and exhibitors alike, this is the place to be to form new connections and learn how to grow your business and career, all in a casual setting.

We're setting the stage for a robotics showcase.

As the industry evolves to become smarter, faster, and more efficient, robotics is becoming a popular tool for many manufacturing businesses. Courtesy of LAB Midwest, see for yourself how robotics is changing the face of manufacturing and learn from experts how you can invest in your future. Exhibitors will showcase unique and functional technology built specifically for the needs of the industry.

Education for a thriving future.

We continue to make it our mission to provide excellent opportunities to learn not just from exhibitors, but from specialists in the manufacturing field. We offer multiple seminars to discuss industry trends, advanced solutions, and a variety of topics that could include Industry 4.0, Supply Chain, Additive Manufacturing, AI and Future Manufacturing, Engineering, Machining Technology, 3D, and more! Our inclusive list of topics and experts attract many thought leaders and decision-makers, making for an attendee list you'll want to meet.

Engaging students is our tradition.

We're proud to continue our tradition of hosting over 500 students and faculty from local high schools and state-wide tech schools. This in-depth experience allows young minds to see first-hand what a career in manufacturing can look like. Students will attend special presentations as well as spend two hours on the show floor to explore. They are our future.

75% OF ATTENDEES INFLUENCE
THE PURCHASE OF
MANUFACTURING EQUIPMENT

Attendees you'll want to meet.

Rather than having to generate leads on your own by making cold calls or visits, decision-makers and executives will come to you! Over three days, you'll have the opportunity to demonstrate your products and skills to the people who know they need them.

2023 EXHIBIT INFORMATION

Show Days:

Tuesday, October 3:	9am – 4pm
Wednesday, October 4:	9am – 4pm
Thursday, October 5:	9am – 3pm

Booth Rates:

Under 400 sq ft = \$12.50/sq ft
400 - 599 sq ft = \$11.50/sq ft
600 - 999 sq ft = \$10.00/sq ft
1000+ sq ft = \$8.75/sq ft

Additional \$100 per corner

Rates include:

- Post-Show Attendee List
- Staff Badges
- Listing in Show Directory
- 8' Back Drape & 3' Side Drape
- Company ID Sign
- Exhibitor Manual (On-Line)
- Crate/Pallet Storage
- Promotional Materials
- Exhibitor Bulletins

	Day	Time
MOVE-IN	Friday, Sept. 29	1pm - 5pm
	Saturday, Sept. 30 <i>Limited Services</i>	8am - 3pm
	Sunday, Oct. 1	CLOSED
	Monday, Oct. 2	8am - 8pm
	Tuesday, Oct. 3	8am - 9am
MOVE-OUT	Thursday, Oct. 5	3pm - 8pm
	Friday, Oct. 6	8am - 5pm

Stand out with Show Sponsorship:

Exhibitors can create further name recognition and interest while standing out from the crowd with customized show sponsorship opportunities. Choose from one of our many options. Contact us at cheryl@epishows.com.

Did you know?

- In three days, you can meet with more key buyers than you could in a month of cold calling.
- 34% of those decision-makers attended no other show.
- 41% were manufacturing management and first-time visitors to the event.
- Unlike holding an Open House where you typically talk to existing clients, here you have a deep pool of prospective new customers.

Reserve your space today!

To view the floorplan and see participating exhibitors, visit WIMTS.com
262-367-5500 | cheryl@epishows.com

October 3 – 5, 2023

Exposition Center at Wisconsin State Fair Park
Produced by Expo Productions, Inc.
510 Hartbrook Dr, Hartland, WI 53029



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