

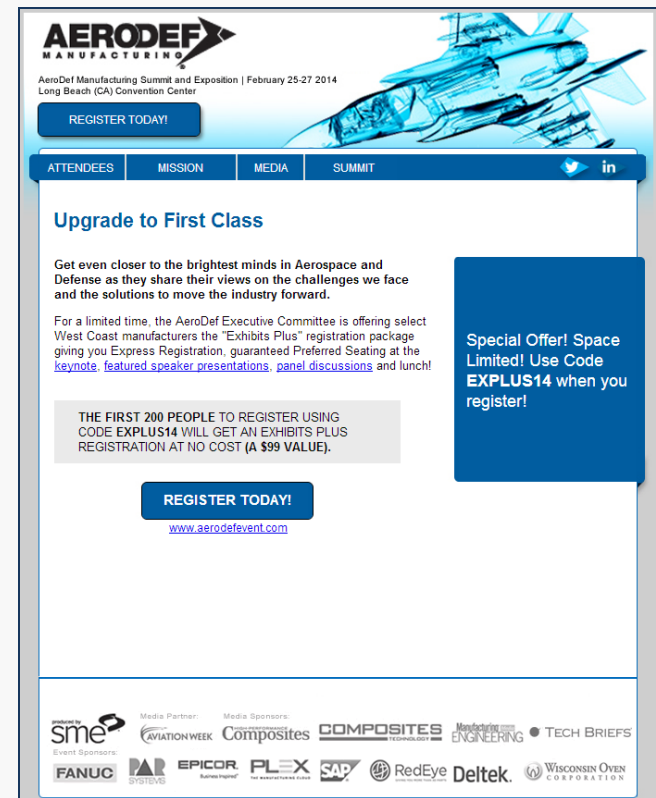
# Digital Sponsorship Options



### Connect to new customers with SME lists.

Send a company specific email blast to 5,000 show registrants and hand selected prospects from SME's highly coveted, 100 percent response-generated database that includes influential decision makers for you to target. Reach executives, managers, engineers and technical professionals across all facets of manufacturing who are looking for innovative products and services.

**Additional \$1,595 (SRP \$2,900)**



**AERODEF**  
MANUFACTURING

AeroDef Manufacturing Summit and Exposition | February 25-27 2014  
Long Beach (CA) Convention Center

[REGISTER TODAY!](#)

ATTENDEES | MISSION | MEDIA | SUMMIT

[Twitter](#) [in](#)

### Upgrade to First Class

Get even closer to the brightest minds in Aerospace and Defense as they share their views on the challenges we face and the solutions to move the industry forward.

For a limited time, the AeroDef Executive Committee is offering select West Coast manufacturers the "Exhibits Plus" registration package giving you Express Registration, guaranteed Preferred Seating at the [keynote](#), [featured speaker presentations](#), [panel discussions](#) and lunch!

**THE FIRST 200 PEOPLE TO REGISTER USING CODE EXPLUS14 WILL GET AN EXHIBITS PLUS REGISTRATION AT NO COST (A \$99 VALUE).**

[REGISTER TODAY!](#)

[www.aerodefvent.com](http://www.aerodefvent.com)

**Special Offer! Space Limited! Use Code EXPLUS14 when you register!**

sponsored by **sme** Media Partner: **AVIATION WEEK** Media Sponsors: **Composites** **COMPOSITES TECHNOLOGY** **ENGINEERING** • **TECH BRIEFS**

Event Sponsors: **FANUC** **PAR SYSTEMS** **EPICOR** **PLEX** **SAP** **RedEye** **Deltek** **WISCONSIN OVEN CORPORATION**

### Showcase Your Latest Technology and Expand Your Audience After the Show!

Our videographer will come to your booth during a scheduled appointment and record a product demonstration, interview, or booth tour. Your custom video will be professionally edited with a soundtrack and lighting—a complete, easy, and turnkey approach to increase your market exposure.

#### VIDEO PARTICIPANTS RECEIVE:

- Scheduled video recording appointment at your booth
- Professionally edited video with soundtrack, graphics, and your company logo
- Copy of video file for your company's Web site, eNewsletters, and sales presentations
- Featured video positioned for six months on the MfgEngMedia.com home page and your choice of one or two Content Channels, plus six months on the Manufacturing Engineering Media YouTube Channel
- Discounts for adding your video to the Digital and Mobile Editions of Manufacturing Engineering



**Additional \$1,595 (SRP \$2,995)**

## White Paper/Case Study Download

### Generate Quality Leads from Your White Papers and Special Reports

White paper and special report downloads are proven response-generators in every market. The secret is to provide high-value content in an environment that potential customers visit frequently and trust.

#### Here's how it works:



- You supply ME Media with your white paper or special report.
- ME Media uploads it into our Website's Content Management System.
- ME Media promotes your paper via the MIC Content Download online widget and ads placed on the ME Media Web site, eNewsletters, and in Manufacturing Engineering magazine.
- ME Media grants access to your paper through registration.
- After your paper is downloaded, you immediately receive an email with that lead's contact information — ready for engagement by your sales staff .
- Option to add two questions to the MIC Content Download registration form.

Your content will be posted and promoted for 3 months, with the ability to extend at discounted rates.

**Additional \$2,095 (SRP \$3,800)**

## Special Edition Pre-Show eNewsletter

### Exclusive Special Edition Sponsorships

You can take over eNewsletter advertising by sponsoring a Special Edition. Be the exclusive sponsor of a Pre-Show eNewsletter to 10,000 show registrants and top prospects. You will have 3 ads placed into our highly-trusted eNewsletters that offer higher open rates than e-blasts. As the sole sponsor of an eNewsletter, your branding is exclusive.

**Additional \$2,095 (SRP \$3,890)**



Enhance your online presence and gain additional pre-event exposure with the following upgrades to the online directory and show floor:

**Company Profile** - Up to 1500 Characters to update your booth profile with all the relevant information and description of your company.

**Product Categories** - Select up to 15 product subcategories that prospects are likely to search in order to find you.

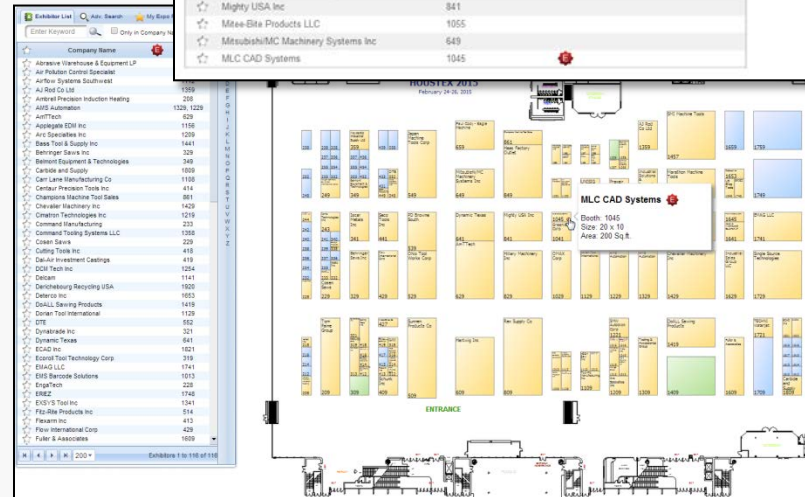
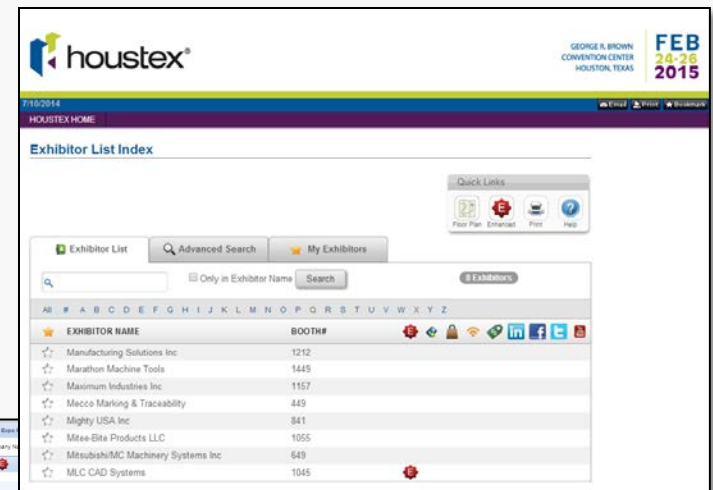
**New Products** - Feature up to 5 new product lines that will be introduced at the events and include both descriptions and photos.

**Press Releases** - Utilize up to 5 printable, downloadable press releases and highlight what's happening at with your company.

**Event Specials** - Feature up to 5 event specials to spotlight your deals, discounts, giveaways, sweepstakes, etc. – to keep your booth buzzing throughout the event.

**Company Logo** - Add your company logo to the digital map to highlight your company for greater recognition.

**Social Media Icons** - Enable your customers and prospects to find and follow you on various social media networks such as Facebook, Twitter, and LinkedIn.



To lock in your sponsorship at HOUSTEX and for information  
other sponsorship opportunities, please contact:

**Nick Smith**  
**Sponsorship Manager**

**800.733.3976, ext 3166**  
**nsmith@sme.org**