

An Extensive Marketing Campaign Delivers a Qualified Audience

Wisconsin Manufacturing & Technology Show implements a comprehensive promotion campaign designed to deliver the highly qualified audience you want to see in your exhibit.

DIRECT MAIL

- Thousands of direct mail pieces and custom print pieces promoting the event
- Incentive programs for past registering customers
- Free show tickets and e-invitations to all exhibitors

ADVERTISING

- Magazine show issue and event show directory for reference during and after the event
- High-visibility ads in national industry publications
- Numerous ad placements in regional and local publications including the local business newspapers
- Drive-time radio spots airing on area stations
- Billboards

WEB PROMOTION

- Comprehensive event web site with complete attendance information and on-line registration
- Banner ad placement on manufacturing-related web sites

ELECTRONIC PROMOTION

- Targeted, content-specific electronic promotions, e-mail and voicemail messaging
- Reminder communications to pre-registered attendees
- Social networking

SPECIAL PROMOTIONS

- A previous promotion sponsored by banks working with OEMs brought them by busloads to the Wisconsin Tool Show to look for capital equipment. This year, the promotion will be expanded to attract and deliver even more qualified manufacturers from Illinois and Wisconsin to the show!

PARTNERSHIPS

- Marketing partnerships with industry leaders
- Co-locate with Job Shop Contractors Manufacturing Expo
- Highly focused partnerships with manufacturing associations especially economic development resources across the state of Wisconsin
- Wisconsin Manufacturers and Commerce promoting to their members and featuring their top 15 manufacturers at the show
- Focus On Energy special promotion

Reach Buyers Evaluating & Purchasing These Technologies

Adhesive and Coating Materials

Advanced Materials

Air Filtration

Automated Manufacturing & Assembly

Cleaning & Pretreatment Equipment

Composite Manufacturing

Contract Manufacturers

Contract Manufacturing Services

Controls, CAD/CAM Software

Coolants & Lubricants

Custom Parts

Cutting Tools & Accessories

Deburring & Edge Finishing

Drilling & Tapping Machines

EDM

Energy & Environmental Efficiency

Engineering Materials

Finishing & Coatings

Flexible Manufacturing Systems

Fluid Power Controls

Grinding Machines

Job Shops

Lasers & Laser Systems

Lean Manufacturing Training & Services

Machine Monitoring Systems

Machine Safeguarding Equipment

Machining Centers, Milling & Boring Machines

Machining, Plastics

Maintenance Equipment

Manufacturing Services

Marking and Stamping Systems

Material Handling Equipment

Measurement Testing, Inspection

Metal Forming & Fabricating Equipment

Micro Manufacturing

Milling Machines

Moldmaking

Nano Technology

Plant Energy & Efficiency

Plant Engineering & Maintenance

Plastics Molding & Manufacturing

Press Brakes & Sheets

Process & Product Development & Design Applications

Punches & Dies

Rapid Prototyping

Rebuilding, Remanufacturing & Retrofitting

Robotics

Sawing & Cut Off Machines

Screw Machining

Sensors

Spindles

Thermoforming

Tooling

Turning Machines, Lathes & Turning Centers

Waterjet Cutting

Welding

Workholding Systems & Devices

Workforce Development

Workplace Safety & Ergonomics

Connect with Key Regional Companies

Many of the Midwest's top companies send representatives to the show to evaluate and purchase new equipment. These organizations and many more attended the 2009 Show:

ABB INDUSTRIAL SYSTEMS
ALBANY CHICAGO
ARK-LES CUSTOM PRODUCTS
BADGER METER CO INC
BADGER PRECISION
BAUNS TOOLING
BEERE PRECISION PRODUCTS
BEMIS MFG
BOSCH REXROTH CORP
BRADLEY CORP
BRIGGS & STRATTON
BUCYRUS INTERNATIONAL
BUELL MOTORCYCLE
BULLSEYE INDUSTRIES INC
BURGESS NORTON MFG
CARLSON TOOL & MFG
CERTIFIED POWER INC
CHICAGO BLOWER
CHICAGO EXTRUDED METALS
CHICAGO FAUCETS
CHICAGO SPENCE TOOL & RUBBER CO
CHRYSLER
CINCINNATI TOOL STEEL
CITATION CORP
CNH CASE NEW HOLLAND
COOPER POWER SYSTEMS
CRANE PRODUCTION SYSTEMS
CUMMINS-ALLISON CORP
DELPHI
DEXM CORP
DIAL INDUSTRIES INC
DIAMOND PHOENIX
DORNER MFG CORP
DRESSER INC
DUBUQUE STAMPING & MFG
DYNEX/RIVETT INC
EATON CORP
ENERPAC
EVERBRITE
FALCON TECHNOLOGIES
FALK/REXNORD
FEDERAL MOGUL CORP
FISHERBARTON SP
GARDNER MFG

GENESIS SYSTEMS GROUP
GM/DELCO
GOLNER PRECISION PRODUCTS
GREDE FOUNDRIES INC
GREEN BAY GEAR WORKS INC
GRIFFIN INDUSTRIES
GROVE GEAR DIV REGAL BELOIT
HAINBUCH AMERICA
HARLEY-DAVIDSON MOTOR CO
HERKES INDUSTRIES
HUF NORTH AMERICA
HUSCO INTERNATIONAL
IBCC INDUSTRIES
ITW
JOHNSON CENTRIFUGAL TECHNOLOGIES
JOY GLOBAL
JOHN DEER HORICON WORKS
KABELSCHLEPP AMERICA
KALTENBACH USA
KELCH CORP
KIMBERLY CLARK
KOHLER CO
KUHN NORTH AMERICA
LADISH CO
LNS AMERICA INC
MANITOWOC FSG
MANITOWOC MOTOR MACHINE
MASTER LOCK CO
MENARD INC
MERCURY MARINE
METALCRAFT OF MAYVILLE
METALTEK INTERNATIONAL-WI CENTRIFUGAL DIV
MIDLAND PLASTICS
MIL VALVE SUPERSTEEL
KEARNY TRECKER
MILLERCOORS
MILLER-ST NAZIANZ INC
MILWAUKEE BOILER INT
MILWAUKEE BROACH
MILWAUKEE CYLINDER
MILWAUKEE GEAR
MILWAUKEE VALVE CO
MODINE MFG CO

MOTOROLA INC
NACHIN AMERICA INC
NORSTAR ALUMINUM MOLDS INC
NORTH AMERICAN TOOL CORP
NORTHERN GEAR
NOVADENT USA INC
OILGEAR CO
OMEGA TOOL
OSHKOSH TRUCK
P&H MINING EQUIPMENT CO
PAPER CONVERTING MACHINE CO
PARKER HANNIFIN R/S DIVISION
PHOENIX PRODUCTS CO
QUAD GRAPHICS CO
QUADRA MFG
RAYOVAC
REXNORD/FALK CORP
ROCKFORD ACROMATIC
ROCKWELL AUTOMATION
ROLL-RITE INC
RYERSON
SC JOHNSON & SON INC
SCHAEFER TOOL & MFG CO
SCOT FORGE CO
SENTRY EQUIPMENT CORP
SIGNICAST
SILGAN CONTAINERS
STANERK TOOL CORP
STEEL CRAFT CORP
STROHWIG INDUSTRIES
SUB-ZERO INC
SUPERIOR DIE SET CORP
SWITCHCRAFT INC/CONXALL CO
TAPCO
THERMAL/FISHER
TOOLRITE MFG CO
TOWER AUTOMOTIVE
TRANE CO
TREK BICYCLE CORP
TWIN DISC
VULCAN GLOBAL MFG
WACKER NEUSON CORP
WISCONSIN METAL TECH
WISCONSIN PRECISION CASTINGSILGAN CONTAINERS

Reach more key buyers than you could in a month of cold calling!

You'll meet buyers including presidents, CEOs, purchasing managers, manufacturing engineers, design engineers, production engineers, contract manufacturers, plant foremen, job shops and other industrial professionals in the business who will be looking to you and your products and services for solutions to their problems. In three days, you'll be able to meet with more key buyers than you could in a month of cold calling. Over 4,000 high-level decision makers visited the 2009 Wisconsin Machine Tool Show. Of those who attended, 34% attend no other shows or open houses and 31% were manufacturing management and first-time visitors to this event. Where else could you find so many customers coming together in one place at one time to see your products?

READY TO RESERVE YOUR SPACE?

Contact
Expo Productions
800-367-5520
www.wimts.com

Local: 262-367-5500
Fax: 262-367-9956
Email: expo@epishows.com

Wisconsin Manufacturing & Technology Show
c/o Expo Productions, Inc.
510 Hartbrook Drive
Hartland, WI 53029



The Gathering Place of Manufacturing Leaders to Connect with the Pulse of the Industry

Plan NOW to Exhibit in the



Our 12th SHOW!
**WISCONSIN
MANUFACTURING
& TECHNOLOGY
SHOW**

October 4-6, 2011

Wisconsin Exposition Center at Wisconsin State Fair Park
Milwaukee, Wisconsin

Call today to reserve your space! **800-367-5520**

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Milwaukee, Wisconsin
Wisconsin Exposition Center at State Fair Park
October 4-6, 2011

In this tough economic economy, we know you must make wise decisions with your marketing dollars. The Wisconsin Manufacturing & Technology Show, formerly known as the Wisconsin Machine Tool Show, has an 11-year history with a great reputation and a strong, loyal following. This is the only major manufacturing event in the state where the industry comes to meet, and it's your chance to see and demonstrate what's new and what's next, as an exhibitor!

To maximize your marketing dollars, we've added to the scope of the show—we've even changed its name to encompass all manufacturing technologies and to create a total atmosphere that brings the industry together for three days in one place!

MAIN STAGE NEW!

High-profile keynote speakers will open up Tuesday and Wednesday mornings with a breakfast forum, where industry leaders will hear insightful economic and business solutions and will then visit your booths on the show floor. On Tuesday and Wednesday at noon, panel discussions featuring CEOs of several key manufacturers will share their knowledge, trends and strategies with owners of companies in and outside the manufacturing sector. Thursday will be a special Student Day and Job Forum, sponsored by local colleges and universities.

SPECIAL EXHIBIT AREAS



Energy Efficiency in Manufacturing - Sponsored by Focus On Energy

The Energy Efficiency in Manufacturing Pavilion will feature exhibits, special displays and informative presentations on sustainable facilities operations. Current Green Manufacturing technologies will be offered, along with FREE workshops.



Metal Forming & Fabricating Pavilion

This exhibit includes it all—stamping presses of every size and application, tool & die, punch press and laser fabricating systems, and material handling equipment. Seminars regarding metal forming and fabrication issues, new applications and the latest technologies will aid manufacturers to stay competitive and profitable. The local chapter of Precision Metalforming Association (PMA) will direct the pavilion with the assistance of Fabricators & Manufacturers Association (FMA), and the media sponsor to ensure the latest information available.

Co-Location

Contract Manufacturing Expo

We are hoping to co-locate with the Design & Contract Manufacturing Expos, to be held in Hall C. As of this print date, co-locating is tentative. Please call us for an update.

Innovative Theatres NEW FOR 2011

Two areas on the show floor will be allocated for exhibitors to present new products that have entered the market since the 2009 Show.



Wisconsin Manufacturers & Commerce (WMC)

As our event partner, Wisconsin Manufacturers and Commerce (WMC) is dedicated to enhancing Wisconsin's competitiveness. WMC will promote the show to the manufacturing industry, provide CEOs of major Wisconsin manufacturers for main stage panel discussions, and will provide an on-show-site meet and greet location, following the Main Stage events. The experts will be available to share knowledge, trends, and strategies. The CEOs will also view your exhibits. WMC will present Manufacturer of the Year award winners at the WMC exhibit.

Presented in collaboration with some of the Midwest's finest universities and colleges, Wisconsin state agencies, major industry trade associations, business and industry publications. Produced by Expo Productions, Inc.



WISCONSIN MANUFACTURING & TECHNOLOGY SHOW

Wisconsin Exposition Center at State Fair Park
Milwaukee, Wisconsin

October 4-6, 2011

Tuesday October 4 9:00 am - 5:00 pm
Wednesday October 5 9:00 am - 5:00 pm
Thursday October 6 9:00 am - 3:00 pm

Call Expo Productions TODAY
to reserve your space!
800-367-5520
www.wimts.com



Exhibit Rental Rates

Under 400 sq. ft. \$10.50 per sq. ft.
400-649 sq. ft. \$9.75 per sq. ft.
650-999 sq. ft. \$8.75 per sq. ft.
1,000 + sq. ft. \$7.75 per sq. ft.

See enclosed floor plan for available spaces.

Why Exhibit at the Wisconsin Manufacturing & Technology Show?

Simple—We will help you
MAKE IT HAPPEN!

- Build a new customer base
- Gain stronger market position
- Promote your expertise
- Update your marketing database

- Introduce new products & technologies
- Enhance your company's profile
- Secure your service accounts well into 2012

Not enough to convince you?
How about:

- Maximizing your marketing dollars
- Getting the edge on your competitors
- Meeting with qualified decision makers
- Shortening the selling process
- Reaching buyers who don't attend national shows in Chicago or open houses
- Achieving proven sales results
- Protecting our current market

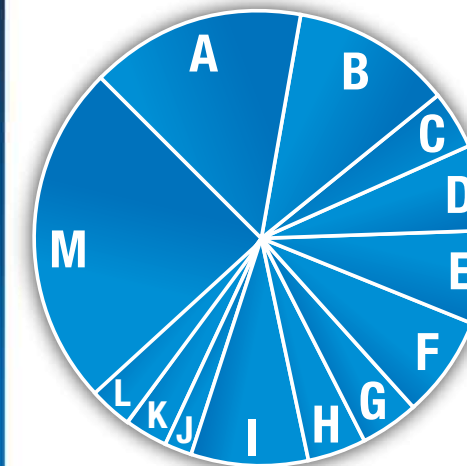
You will be conspicuous by your absence!

FAST FACTS

- 1 Your customers may be exhibiting in another pavilion on the show floor. They will bring floor plans/blueprints of their customers' needs to you so be prepared to have the right machinery, products or service information on hand.
- 2 This year's exhibit costs are much lower than 2009.
- 3 In a survey from the 2009 attendees, the three most important items they wanted to see at the 2011 show:
 - A. Machines that actually cut, milled, and drilled samples
 - B. More variety of products
 - C. New technology
- 4 Do your own setup and teardown, if you wish (except for heavy equipment). Utilities and drayage prices are remaining the same—no increases since 2003! Decorating costs will be 10% lower.
- 5 Educational, timely, FREE seminars are held each day.
- 6 Conduct business in a relaxed and friendly atmosphere. No hassles. The show is held at the right time in the right place.
- 7 Open Houses make your current customers happy but you will get NEW business at this show, while demonstrating to your current customers that you are a major player in the industry.

2009 Key Attendees by Job Category

Since 1989, the Wisconsin Machine Tool Show has been held every other year, alternating with IMTS. Over the years, there has been a strong, loyal following from the Midwest sector of manufacturers attending the event. The Wisconsin Manufacturing & Technology Show maintains the ambience of a down-to-earth tradeshow, where the industry comes to meet. Over 4,000 key personnel attended the show in 2009, with qualified buyers and decision makers from a wide range of job categories:



A - Job Shop Owners	15%
B - Co Management/Corp Executive	11%
C - Manufacturing Production	4%
D - Manufacturing/Ops Management	6%
E - Foreman/Leader/Supervisor	6.5%
F - Machinist/Machine Operator	7%
G - Tool/Die/Mold Maker	4%
H - CNC Programmer/Engineer	4%
I - Manufacturing Engineering	8%
J - Quality Management	2%
K - Product Design/Development	3%
L - Purchasing	3%
M - Other	26.4%

MANUFACTURING IS A MAJOR CONTRIBUTOR TO THE WISCONSIN ECONOMY

- Directly employs 1 out of 6 workers in the state.
- Generates \$47 billion—21% of our gross state product.
- Exports \$17 billion of products beyond our borders.
- Continues to rank in the top 5 states as a percentage of state economy.
- Fosters some of the fastest-growing, well paying service jobs which depend on its business.

Wisconsin has a history of manufacturing that does not exist in many other states. We have a knowledgeable, skilled manufacturing workforce—from manufacturing owners to production workers. We know how to make things. But these current advantages are also a potential Achilles' heel. The manufacturing legacy is an advantage, but that legacy also fosters complacency and resistance to change. The next-generation manufacturing firm must be more aggressive in new product development, active in seeking new markets, internationally savvy, and lean in operations. The skills that helped the past generation succeed in manufacturing may not be as relevant in the future. — Excerpt from Green Bay Press-Gazette

In today's supply chain, they expect the 1,000th part to be just like the 1st part. You can't do that with manual equipment. And the business environment has to be flexible because business has got to be "flexible," and productivity is definitely a competitive edge. Manufacturing companies come to the Wisconsin Manufacturing & Technology Show to see the latest in technologies and to find the right company to service them. . . all of this in one place and under one roof! Will you be exhibiting your new technology and service for them?

"Innovation is key to revival of industry."
— Milwaukee Journal Sentinel

Here's what some of the 2009 Exhibitors are saying:

"This show takes us directly to our market. It helps us generate a lot of new contacts, while providing us a great venue for catching up with our past customers."

David Bohrer, President
HASTINGS AIR ENERGY CONTROL, INC.

"I or Equipment Concepts, Inc. have displayed machine tools at this show each year since 1989, with great opportunities to visit with and support our customers."

Mike McNamara, President
EQUIPMENT CONCEPTS, INC.

"We feel it is extremely important to have a presence at the WMTS. The show provides the perfect venue to develop new customer relationships and expand contacts in your current customer base."

Dean Meier, President
WAUKESHA INDUSTRIAL SUPPLY

"Dynamic International is proud to exhibit at the Wisconsin Machine Tool Show. It is the place in Wisconsin to see the latest in manufacturing technology, network with industry professionals, and find solutions to your current needs. We've always had success at the show and look forward to being a part of it again in 2011."

Robin Novesky, Marketing Manager
DYNAMIC INTERNATIONAL, INC.



Call today to reserve your space! **800-367-5520**

Check out our website at **www.wimts.com**