



Society of  
Manufacturing  
Engineers

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

# MANUFACTURING INNOVATIONS AEROSPACE/DEFENSE

October 20-21, 2010

Gaylord Palms Hotel and Convention Center  
Kissimmee, Florida

[www.sme.org/aerospacedefense](http://www.sme.org/aerospacedefense)

## Want Your Sales to Aerospace and Defense Manufacturers to Soar?

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## Exhibitor Prospectus

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### Connect With Aerospace and Defense Manufacturers



Part of SME's Manufacturing  
Innovation Series



**AEROSPACE  
& DEFENSE**  
MANUFACTURING

Part of the  
Manufacturing Engineering  
Yearbook Series



Event Partner



Photo courtesy of: U.S. Air Force

Photo courtesy of: The Boeing Corporation



## Target Technologies

If you can provide equipment or services in the following technology areas, then this event is for you.

- Additive Manufacturing
- Assembly/Automation
- Coating/Finishing
- Composites/Advanced Materials
- Contract Manufacturing
- Design
- Digital Manufacturing
- Electronics
- Fabrication
- Lasers
- Machining
- Measurement, Inspection & Analysis
- Metrology
- Micro Manufacturing
- Nano Manufacturing
- Quality
- RFID
- Sensors
- Software/Simulation
- 3D Imaging & Reverse Engineering
- Tooling

## Meet Aerospace and Defense Manufacturing Decision-Makers

SME is proud to announce **Manufacturing Innovations – Aerospace/Defense**; a focused two-day event specifically developed for aerospace and defense manufacturers and suppliers, addressing an expanding market with specific needs for innovation, precision, accelerated production and improved quality.

This is not just another manufacturing event — it's an industry-niched opportunity to reach aerospace and defense decision-makers and associate your brand with the broad array of technologies and business practices crucial to the industry. A keynote presentation, networking reception and town hall panel discussion provide even more opportunities to connect with industry buyers.

## Reach a Strong Aerospace and Defense Market

Exhibiting in **Manufacturing Innovations – Aerospace/Defense** is a great way to increase sales and leads in this important aerospace and defense market.

- 2,000 aerospace and aviation companies employ 87,000 workers in the state of Florida<sup>1</sup>
- Virtually every major aerospace company and defense contractor, as well as dozens of federal agencies, conduct business in Florida<sup>2</sup>
- Florida has the third largest MRO cluster in the U.S.<sup>1</sup>
- Florida is the third largest state for manufacturing aircraft engines and parts<sup>1</sup>

Sources: <sup>1</sup>[www.eflorida.com](http://www.eflorida.com) <sup>2</sup>[www.SpaceFlorida.gov](http://www.SpaceFlorida.gov)



## Connect With Key Companies and Job Titles

**Manufacturing Innovations – Aerospace/Defense** will attract companies involved in the design and manufacture of commercial and military aircraft, aircraft parts and components.

### This includes:

- Manufacturers and Suppliers
- Manufacturing R & D
- Supply Chain
- U.S. Military & Government Groups

### Job Titles include:

- Company Management/ Business Owners
- Design Engineers
- Materials Engineers
- VP of Engineering
- VP of Manufacturing
- Quality & Testing
- Systems Engineers
- Supply Chain Managers
- Manufacturing Engineers
- Procurement Officers
- Research & Development Directors

## Florida is Home to Several Leading Aerospace Companies

These companies and hundreds more will be invited to attend Manufacturing Innovations – Aerospace/Defense.

- BAE Systems
- B/E Aerospace
- The Boeing Company
- Bombardier
- Embraer
- Harris
- Lockheed Martin
- Northrop Grumman
- Raytheon
- United Technologies

## Five Great Reasons to Exhibit

**Qualified Audience** – Nearly 2,000 attendees are expected at this event. These are serious buyers ready to compare technologies and evaluate them for purchase.

**Industry Focused** – Reach a niche market looking for solutions to help them meet the tight timeframes and exact tolerances required in the aerospace industry.

**Local Support** – SME is working with industry associations in Florida and the Southeast to gain their support in promoting this event to their member companies.

**Proven Leader** – Invest your marketing dollars with an organization with more than 70 years experience producing industry-leading events including WESTEC®, EASTEC® and FABTECH®.

**Return on Investment** – For as little as \$2,950 you get an “exhibit ready” space that provides you access to manufacturers and suppliers involved in producing parts, components and materials for the dynamic aerospace and defense market.

## A Great Exhibiting Value

10'x10' sq. ft. \$2,950

10'x20' sq. ft. \$5,900

Your exhibit space includes everything you'll need like carpet, table, two chairs, wastebasket, standard electrical, parking pass, drapery, booth signage, three exhibit badges (per 10'x10' exhibit space) and ten attendee show tickets (per 10'x10' exhibit space). You also receive free admission to the Keynote, Town Hall Aerospace Panel Discussion and the Networking Reception.

## AEROSPACE MEASUREMENT, INSPECTION & ANALYSIS CONFERENCE

### Co-located Conference Attracts Even More Attendees

SME's Aerospace Measurement, Inspection & Analysis Conference is being held alongside Manufacturing Innovations–Aerospace/Defense. This two-day event focuses on the unique quality challenges facing those in all levels of aerospace manufacturing. Attendees experience advances in measurement systems, applications, case studies, software and much more. All conference attendees will eat lunch on the show floor, providing you access to these key attendees. For complete conference details visit [www.sme.org/amia](http://www.sme.org/amia).

## EARN CASH BACK!

### EXHIBIT at Manufacturing Innovations – Aerospace/Defense;

ADVERTISE in Manufacturing Engineering® magazine's 2010 Aerospace & Defense Yearbook; and EARN a 5% REBATE on your total show and advertising space investment. Hurry, the advertising deadline for the yearbook is July 20, 2010!



**Check Out Our West Coast Aerospace and Defense Event.**



April 5-7, 2011  
Anaheim Convention Center  
Anaheim, California  
[aerodef.sme.org](http://aerodef.sme.org)

**AeroDef Manufacturing** is a NEW Exposition and Conference providing manufacturing solutions for the unique needs of aerospace and defense manufacturers. The event provides an opportunity for aerospace manufacturers to meet with manufacturing technology and process providers featuring innovative solutions to their industry challenges.

**For Complete Exhibiting Details, Contact:**

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Exhibit Sales  
[exposales@sme.org](mailto:exposales@sme.org)

Or visit  
[www.sme.org/aerospacedefense](http://www.sme.org/aerospacedefense)



**An Extensive Marketing Campaign Delivers a Qualified Audience**

Every event produced by SME is supported by a comprehensive, multi-media promotion campaign. SME has a strong foundation in the aerospace industry with thousands of active contacts in our database and hundreds of industry contacts through our communities, events, magazine and yearbooks.

**Direct Mail**

Thousands of direct mail pieces sent to targeted internal and external lists.

**Advertising**

Full-page ads in SME's 2010 Aerospace & Defense Manufacturing Yearbook and Manufacturing Engineering magazine. Ad placements in national and regional trade publications.

**Web Promotion**

Comprehensive event website with complete attendance information and online registration, banner ad placement on manufacturing-related websites and social media campaigns.

**Electronic Promotion**

Targeted, content-specific e-mail messaging, reminder communications to pre-registered attendees, and promotion within SME's extensive network of chapters, regions, technical communities, and members.

**SME's Aerospace & Defense Manufacturing Initiative**

SME is addressing crucial aerospace and defense industry topics, such as lean transformation, advanced materials and automation, with dynamic events, strategic alliances and informative publications. Connect with technology experts through SME's Technical Community Network, assess your technical knowledge through SME Certification or hone your skills through SME training and development.

**Meet, Know, Grow**

SME is here to help you. Whether you are looking for technical solutions in your current industry or looking to diversify your business in order to grow, SME has the manufacturing connections to help. From our virtual and local community networks to our online connections to our events, we provide the right forums to help you stay informed of the latest news, trends and technologies. The possibilities are endless when you participate and get involved with SME! Join Today! [www.sme.org/join](http://www.sme.org/join)

