



EMBRACE DISRUPTION • AMPLIFY YOUR IMPACT • EXHIBIT OR SPONSOR IN 2022
THE 38TH ANNUAL AME INTERNATIONAL CONFERENCE
EXHIBITOR AND SPONSOR PROSPECTUS
OCTOBER 17-20, 2022

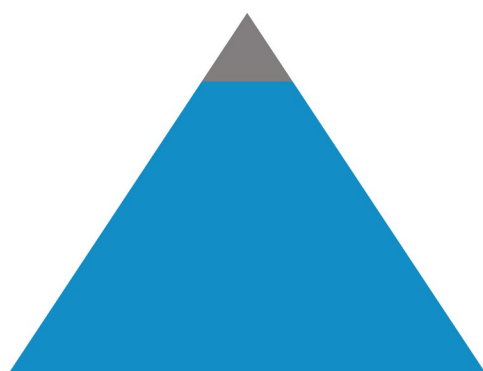


Join the world's largest lean conference as an exhibitor and/or sponsor and gain valuable exposure for your brand.

With opportunities for exhibitors and sponsors to connect with potential customers and influencers, there is no better way to reach your audience than the 38th annual AME International Conference. AME Dallas 2022 draws continuous improvement practitioners of every level — from the C-suite to the front lines and from beginners to experts — with participants from manufacturing, government, health care and other industries.

Because this is a hybrid conference, you'll be able to connect with both in-person and virtual participants before, during and after conference week!

AME offers a diverse and flexible selection of sponsorship options to help you reach your audience whatever your budget. Sponsorship opportunities include the opening reception, lanyards, keynotes, coffee breaks and many more possibilities to connect with customers. No matter your budget or target audience, a partnership with AME is a can't-miss opportunity to reach business leaders and end-users.



19% Non-Manufacturing
81% Manufacturing

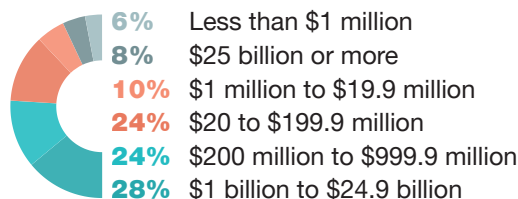
Participant Profile:

1,700+
Participants

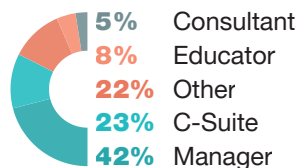
35
countries
represented



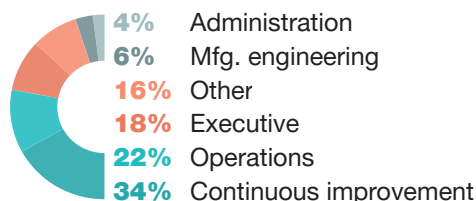
COMPANY SIZE



JOB TITLE



JOB FUNCTION



DIFFERENT SECTORS









-  Aerospace
-  Health care equipment
-  Biotech/Health care
-  Industrial products
-  Consumer products
-  Logistics
-  Defense (govt.)
-  Pharmaceuticals
-  Electrical
-  Steel products and forming
-  Food production
-  Technology and many more...



EXHIBIT WITH US

Position your organization to meet your company's goals by getting in front of continuous improvement leaders in manufacturing, health care and other industries. As an exhibitor, your company will gain exposure to decision-makers and practitioners who are dedicated to lean, continuous improvement and enterprise excellence.

10'x10' Booth: \$4,250 USD

Booth Fee Includes:

- 10'-high draped back wall, 42"-high draped sidewalls
- One complimentary full-conference registration (per 10'x10'), providing access to networking events, tours, practitioner presentations and keynote sessions, alongside conference attendees
- Two exhibitor passes
- Exclusive, non-conflicting exhibit hall hours to meet conference attendees
- Networking opportunities that include lunches, receptions and refreshment breaks
- One 6' skirted table and two chairs
- Post-conference mailing list (mailing addresses only)
- On-site lead retrieval participation, including attendee email addresses (for additional fee)
- Detailed company listing and description on ame.org/Dallas
- "We're exhibiting" graphic to use in your marketing, emails, website and social media

RESERVE
YOUR
SPACE
TODAY

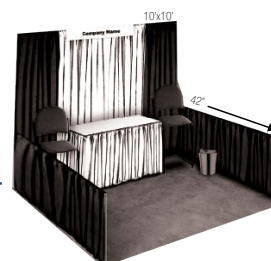


Exhibit Hall Venue:

Sheraton Dallas Hotel, 400 N. Olive St., Dallas, TX

Exhibitor Schedule:

Exhibitor Move-In

Monday, Oct. 17 8 a.m. – 3 p.m.

Exhibitor Show Hours

Tuesday, Oct. 18 7 a.m. – 4:30 p.m.

Wednesday, Oct. 19 7 a.m. – 5 p.m.

Thursday, Oct. 20 7 a.m. – 12 p.m.

Exhibitor Move-Out

Thursday, Oct. 20 12 – 4 p.m.

Exhibit hours and schedule are subject to change.

Everything from the event format to **drawing attendees to the exhibit hall** was excellent and **well worth the tradeshow investment.**

– Past Exhibitor (2017, 2018, 2019)

CONTACT EXHIBIT@AME.ORG

VISIT AME.ORG/EXHIBIT



EMBRACE DISRUPTION • AMPLIFY YOUR IMPACT • BECOME A SPONSOR TODAY!

AME offers a diverse and flexible selection of sponsorship options to help you reach your audience. Sponsorships range from the opening reception to badges and lanyards, coffee breaks and many more options. Showcase your products and services where the decision-makers and influencers are and drive sales and ROI.

As a conference sponsor, you will:

- Reach your target audience for a concentrated period
- Reinforce your brand with strong exposure tied to the world's largest lean conference
- Increase sales leads through multiple opportunities
- Extend your impact with pre- and post-event coverage
- Receive unparalleled access and positioning with decision-makers from some of the largest and best-known companies in North America and around the world

Bronze through cornerstone sponsorship levels receive the following benefits:

- One 10'x10' exhibit booth (cornerstone receives two 10'x10' booth spaces)
- Logo recognition on conference website, in select event marketing pieces and on event signage
- Logo recognition in the digital participant platform (conference app/online event guide)
- On-stage recognition at start of conference
- Pre- and post-conference mailing list of registrants/attendees
- Plus, the level-specific benefits detailed on the following page

SPONSORSHIP OPPORTUNITIES

Patron \$1,000

- Sponsor name listed on the website and at the conference

Program \$2,500

Subject to current availability

- Sponsorship of practitioner presentation, workshop or tour

Bronze \$6,000

- 1 10'x10' exhibit booths
- 1 full conference registrations
- 2 exhibitor passes
- Passport game participation
- Logo on website and select marketing materials

Silver \$10,000

- 1 10'x10' exhibit booths
- 1 full conference registrations
- 2 exhibitor passes
- Passport game participation
- Logo on website and select marketing materials



Choose one additional opportunity: Subject to current availability

- Wi-Fi sponsorship
- Logo on attendee hotel room keycards
- Sponsor showcase
20 min. presentation during program breaks
- Co-sponsorship of Monday night welcome reception
- Sponsorship of workshop/practitioner presentation

Gold \$15,000

- 1 10'x10' exhibit booth
- 2 full conference registrations
- 2 exhibitor passes
- Sponsor showcase
20 min. presentation during program breaks
- Passport game participation
- Banner ad in event mobile app
- Logo on website and select marketing materials

Choose one additional opportunity: Subject to current availability

- Sponsorship/logo on Conference-at-a-Glance materials distributed to all conference attendees
- Registration services for exclusive Dine-Around
- Passport game sponsorship
- Sponsorship of coffee break

Platinum \$25,000

- 1 10'x10' exhibit booth
- 3 full conference registrations
- 2 exhibitor passes
- Sponsor showcase
20 min. presentation during program breaks
- Passport game participation
- Banner ad in event mobile app
- Logo on website and select marketing materials

Choose one additional opportunity: Subject to current availability

- Sponsor a keynote session with opportunity to make brief presentation/show video before keynote
- Logo on attendee badge lanyards
- Sponsorship of breakfast or lunch

Cornerstone Partnerships \$40,000

- 2 10'x10' exhibit booths
- 5 exhibitor passes
- 5 full conference registrations
- Sponsor showcase
20 min. presentation during program breaks
- Passport game participation
- Banner ad in event mobile app
- Logo on website and select marketing materials

Additional opportunities:

- Partnership recognition – your company logo or image on conference website with link to your website
- Opportunity to make brief presentation/show video before keynote
- Participate in all VIP events

CONTACT SPONSORSHIP@AME.ORG

ame.org/Dallas

Sponsorship Enhancements

All 2022 sponsors and exhibitors may enhance their AME Dallas 2022 presence by taking advantage of special à la carte sponsorship opportunities:

- Tour transportation
- Conference print materials
- AME Lounge tabletop tents
- Mobile app banner ad
- Keynote sessions
- Welcome reception (Monday)
- Audience retargeting (digital ads)
- Hotel room drops
- Hand sanitizer stations
- Registration desk signage
- Branded keynote tables
- Photo ops with AME leaders
- Target Online ads
- Lean Sensei ads
- Passport game
- Sponsored social media posts
- Session and panel sponsorship
- Meeting tote bags
- Breakfast, lunch and breaks
- Direct sponsored content
- Pre-roll ads in on-demand content

Contact us to discuss these exclusive and co-sponsorship opportunities or to customize your complete sponsorship package. AME will work with you to customize a sponsorship to meet your marketing needs. Contact us at sponsorship@ame.org.



For nearly 40 years AME's international conference has been the premier event for lean practitioners. Each year people from around the globe gather to hear keynote insights, deep dive into practitioner presentations and witness excellence in action at best-practice tours.

AME Dallas 2022 is designed to help you realize the power of disruption from advancing technology, diverse and inclusive thinking, and a desire for purpose and sustainability — all through a holistic enterprise-wide lens.

Don't miss this opportunity to share, learn and grow with the world's largest gathering of fellow lean practitioners at the 38th annual AME International Conference.

Join us at ame.org/Dallas

ANNOUNCED KEYNOTES



Larry Culp

Chairman and CEO at GE, an American multinational company, best known for its work in the power, renewable energy, aviation and health care industries. Harvard Business Review named Culp one of the Top 50 CEOs in the world.



Michael Lamach

Executive chair of the Board of Directors of Trane Technologies, a global climate innovator focused on sustainable solutions for buildings, homes and transportation.



Torbjorn Netland, Ph.D.

Professor and head of chair of production and operations management in the department of management, technology and economics at ETH Zurich in Switzerland, who has conducted award-winning research on managing performance improvement.



Lisa Yerian, MD

Chief improvement officer and a gastrointestinal and hepatobiliary pathologist at the Cleveland Clinic, a nonprofit multispecialty academic medical center that integrates clinical and hospital care with research and education.

The Association for Manufacturing Excellence (AME) is the premier organization for the exchange of enterprise excellence knowledge. Members come together to explore lean thinking and other enterprise improvement methods, exchange best practices and network to advance their careers and improve their organizations' competitiveness. For more information visit AME.org.