

AMT and IMTS Original Content and Marketing Recognized With Multiple International Marketing and Communications Awards

McLean, Va. (August 8, 2023) — AMT – The Association For Manufacturing Technology was recognized with multiple international marketing and communications awards for original content exploring and promoting the manufacturing industry. **AMT won seven NYX Video awards for IMTS+ Original Series content. AMT also received 10 NYX Marcom awards for original materials and publications promoting the manufacturing industry and IMTS – The International Manufacturing Technology Show.**

The [NYX Video Awards](#) honors groundbreaking ideas and creative eminence in video production, while the [NYX Marcom Awards](#) celebrates creative excellence in marketing and communications campaigns.

“Winning 17 NYX awards is both an honor and validation that we are providing high-quality, engaging content for the manufacturing technology industry,” says Peter Eelman, chief experience officer at AMT. “We are committed to promoting the incredible manufacturing technology industry by providing content for experts, enthusiasts, and the next generation of makers and doers. High-quality video content, publications, and the premier trade show help us keep our audiences engaged and our industry growing.”

IMTS+, a digital platform where you can watch, read, and experience the stories around the power of manufacturing technology, won NYX Video awards for the following programs:

- [Manufacturing Explorers](#) – This original program, brought to you by [Mazak](#) and hosted by father-son duo Travis and Max Egan, provides an inside look at manufacturing shops throughout the country. Travis, an industry veteran and AMT’s chief revenue officer, and Max, a graduate student and industry newcomer, learn from – and with – each other. Season Two of “**Manufacturing Explorers**” received a **Grand award (the highest award) in the category of Green/Eco-Friendly, as well as two Gold awards for video productions in the categories of Manufacturing and Science & Technology.**



- [Road Trippin' with Steve](#) – AMT technology analyst Stephen LaMarca and his intrepid team go behind the additive scenes and discover the birthplace of additive manufacturing, Austin, Texas, in Season Two of “Road Trippin’ with Steve.” Each season, the team picks a city in America and takes a deep dive into its manufacturing industry. **“Road Trippin’ with Steve” was awarded two Gold awards for video productions in the categories of Manufacturing and Science & Technology.**
- [Smart\(er\) Shop](#) – “Smart(er) Shop,” brought to you by [Autodesk](#), delivers affordable digital solutions to chronic analog shop floor problems. These solutions don’t require coding ability or an engineering degree to implement. Season One of **“Smart(er) Shop” received two Gold awards for video productions in the categories of Manufacturing and Science and Technology.**

AMT received NYX Marcom awards for the following materials, publications, and campaigns:

- **IMTS Find Campaign** – This marketing campaign reflected the wide array of people and technology that visitors would find at IMTS 2022. The documentary-style videos featured intimate stories of the diverse individuals who make up the manufacturing technology industry. **The Find Campaign was recognized with three Gold awards and one Silver award in the Video Series, Advertising Campaign, Content Strategy, and Event Campaign categories.**
- [MT Manufacturing Technology Magazine](#) – AMT’s newest print and digital publication was launched in 2022 and provides quality industry content to association members and a broader industry audience. **The magazine received three Gold awards in Magazine Design, Magazine Cover, and Publications.**
- [AMT Membership Brochure](#) – This information-packed brochure highlights all of AMT's products, programs, and services. **The brochure was awarded two Silver awards for Design and Publications.**
- [Nano and Aero](#) – These two robot mascots bring to life the manufacturing technology they represent. Nano, AMT’s brand representative, is a nerdy, professional robot who represents the technology-focused aspects of our industry. Aero, IMTS’ brand representative, is an extroverted robot who is interested in new and exciting ways to promote the people who work in manufacturing. **Nano and Aero were recognized with a Gold award in the Character Design category.**



About AMT – The Association For Manufacturing Technology

AMT – The Association For Manufacturing Technology represents U.S.-based providers of manufacturing technology – the advanced machinery, devices, and digital equipment that U.S. manufacturing relies on to be productive, innovative, and competitive. Located in McLean, Virginia, near the nation’s capital, AMT acts as the industry’s voice to speed the pace of innovation, increase global competitiveness, and develop manufacturing’s advanced workforce of tomorrow. With extensive expertise in industry data and intelligence, as well as a full complement of international business operations, AMT offers its members an unparalleled level of support. AMT also produces IMTS – The International Manufacturing Technology Show, the premier manufacturing technology event in North America. www.AMTOline.org

About IMTS – The International Manufacturing Technology Show

IMTS – International Manufacturing Technology Show – The largest and longest running manufacturing technology trade show in the United States is held every other year at McCormick Place in Chicago, Ill. IMTS 2024 will run Sept. 9-14. IMTS is ranked among the largest trade shows in the world. IMTS is recognized as one of the world’s preeminent stages for introducing and selling manufacturing equipment and technology as well as connecting the industry’s supply chain. IMTS attracts visitors from every level of industry and more than 117 countries. IMTS 2022 had 86,307 registrants, 1,212,806 net square feet of exhibit space, 1,602 booths, and 1,816 exhibiting companies. IMTS is owned and produced by AMT – The Association For Manufacturing Technology. (IMTS.com/show)

About IMTS+

IMTS+ is a custom digital gathering place for the manufacturing technology community—exploring the people behind the machines, the technologies that are driving the industry forward, and the connections that make growth possible. From stories to series, IMTS+ delivers content built to inform and inspire. (IMTS.com/plus)

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