

# 2020 POST SHOW REPORT

**Live Event:** October 29, 2020  
**On-Demand:** October 30 - January 31, 2021

# POST SHOW

THE BEST OF

# S | M | X

VIRTUAL EVENT

Presented by  
**sme**

**AMT**



**AMI**  
ADVANCED MANUFACTURING  
INTERNATIONAL, INC.

## ATTENDANCE AT A GLANCE

Total Event Attendance ..... 1,694  
Speakers..... 28  
Sponsors/Exhibitors ..... 110

**ON AVERAGE, ATTENDEES  
SPENT 2-3 HOURS EXPLOR-  
ING THE BEST OF SMX!**

**1 in 5 attendees spent 4-6 hours.**

# 35%

of attendees were Owners, Corporate Executives, Purchasing, or Manufacturing and Engineering Management.



## PRIMARY JOB FUNCTIONS

**20%** Owner/Company Management/Corporate Executive  
**10%** Manufacturing Engineering Department (non-management)  
**9%** Manufacturing Engineering Management  
**2%** Manufacturing Production Department (non-management)  
**4%** Manufacturing Production Management  
**3%** Control Engineering/Automation  
**5%** Design Engineer  
**9%** Product Design and R&D  
**1%** Purchasing  
**2%** Quality Assistance & Control  
**13%** Sales / Marketing  
**21%** Other



The attendees appear to be very targeted. The organizers did a lot of pre-promotion. The online event was very well rendered and gave attendees many options for engagement. Booths were well laid out and offered sufficient sharing of information.”

## EVENT HIGHLIGHTS

VIRTUAL EXHIBITS

**7,202**  
**TOTAL BOOTHS VISITS**

**Average Leads per  
Sponsor: 256**

PRESENTATION VIEWS

**6,379**  
**TOTAL VIEWS**

**Average Viewers Per  
Presentation: 195**

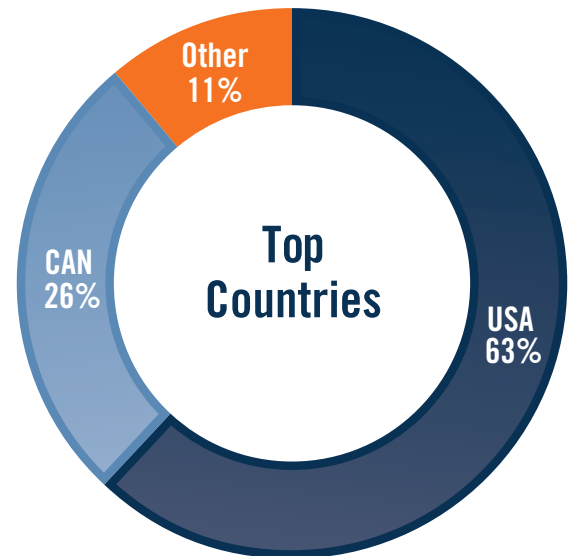
# BOTH EXHIBITORS AND ATTENDEES VALUE THE SMX EXPERIENCE



## TOP INDUSTRIES REPRESENTED

- Aircraft / Aerospace
- Automotive
- Consulting / Engineering
- Contract Manufacturing
- Defense
- Electronics
- Fabricated Metal / Stampings
- Industrial and Commercial Machinery
- Medical / Surgical
- Other Manufacturing

## TOTAL COUNTRIES REPRESENTED: 36



## TOP ATTENDING COMPANIES

- |   |                             |
|---|-----------------------------|
| Barnes Aerospace                        | Johnson & Johnson           |
| Bauer Hockey Ltd                        | Lockheed Martin             |
| The Boeing Company                      | Magna International         |
| Bombardier                              | Microsoft Corp              |
| Caterpillar                             | Mitsubishi                  |
| Collins Aerospace                       | Northrop Grumman            |
| Cooper Standard Automotive              | P&G                         |
| Defense Agency for Technology & Quality | Stanley Black & Decker      |
| Ford Motor Co                           | Pratt & Whitney             |
| General Motors                          | Raytheon Technologies       |
| Honda Performance Development           | Rolls-Royce                 |
| Honeywell FM&T LLC                      | Samsung Electronics America |
| John Deere                              | Toyota Motor Mfg WV         |
| Johns Hopkins University                | US Army                     |





## SMART MANUFACTURING EXPERIENCE

“THERE WERE MANY AREAS  
OF INFORMATION INVALUABLE  
TO MY CONTINUED  
DEVELOPMENT OF SMART”

SMX connects industry professionals from small job shops, mid-size companies, and large OEMs who are looking to expand their operations using smart technologies.

### NUMBER OF EMPLOYEES



### TOP TECHNOLOGIES OF INTEREST

Additive Manufacturing & 3D Printing	62%
Artificial Intelligence & Machine Learning	56%
Augmented Reality (AR) & Virtual Reality (VR)	38%
Automation & Robotics	71%
Cybersecurity	23%
Data Analytics	47%
Industrial IoT	61%
Workforce Transformation	41%



FOR QUESTIONS REGARDING THIS REPORT, OR TO LEARN MORE ABOUT  
PARTICIPATING IN FUTURE SME EVENTS, PLEASE CONTACT:

Julie Pike at [jpik@sme.org](mailto:jpik@sme.org)

Sources: The Best of SMX Registration Data & Post Show Survey Data