

CMTS

Canadian Manufacturing Technology Show

CANADA'S PREMIER NATIONAL
MANUFACTURING EVENT
OCTOBER 17-20, 2011 - TORONTO

2011 AUDIENCE PROMOTION OVERVIEW

Advertising Campaign

CMTS Ad Placements includes:

- AMERICAN METAL MARKET
- CANADIAN IND. MACHINERY
- CANADIAN METALWORKING
- CANADIAN PLANT
- CanWEA
- CANADIAN WELDING ASSOCIATION
- CMO/FRASERS
- DESIGN-2-PART
- DESIGN ENGINEERING
- EURASIA INDUSTRY
- GEAR SOLUTIONS
- INDUSTRIAL MACHINE TRADER
- MACHINE TOOLS.COM
- MANUFACTURING ENGINEERING
- METAL CASTING DESIGN & PURCHASING
- METALWORKING PRODUCTION & PURCHASING (MP&P)
- MODERN CASTING
- ONTARIO INDUSTRIAL MAGAZINE
- SCOTT'S DIRECTORIES
- STEEL BUSINESS BRIEFINGS
- SURFACE MOUNT TECHNOLOGY ASSN
- TEN LINKS
- TODAY'S INDUSTRIAL PRODUCTS & SOLUTIONS
- WELDING JOURNAL
- WIND SYSTEMS

**Total
Combined
Circulation:
1, 061, 013**

Marketing Partnerships

- AUTOTIVE PARTS MANUFACTURER'S ASSOCIATION
- BIG INFORMATION GROUP
- CANADIAN MACHINE TOOL & DISTRIBUTERS' ASSOCIATION
- CANADIAN TOOLING & MACHINING ASSOCIATION
- CANADIAN MANUFACTURERS & EXPORTERS
- CANWEA
- ENGINEERING EXPORT PROMOTION COUNCIL (INDIA)

Exposure = More than 2,000,000 audiences

For more information about CMTS, contact:

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Comprehensive Public Relations Campaign Coverage includes:

- Backbone Magazine*
- Canadian Business Journal*
- Canadian Industrial Equipment News*
- Canadian Manufacturing (Plastics in Canada)*
- Canadian Plant*
- Canadian Plastics*
- Canadian Welding Association Journal*
- CME Online*
- CTV.ca*
- Equipment Journal*
- Exchange Magazine.com*
- Globe and Mail Online*
- IAEE*
- Machinery and Equipment MRO*
- PEM/Plant Engineering and Maintenance*
- Plastics in Canada*
- Plastics Infomart*
- Times of India*
- Vancouver Sun*
- Windsor Star*
- Yahoo News*
- CIM/Canadian Industrial Machinery*

Direct Mail Pieces

- 4 in total mailed to 80,000 recipients including event post card and audience brochure

Show tickets

- More than 100,000 show tickets ordered by CMTS exhibitors to best prospects

Other Marketing

- 6 e-newsletters containing CMTS updates and industry news
- 6 e-blasts
- Elite Program
- Stay & Play Packages

New comprehensive and easy-to-navigate website

- Online audience info.
- Interactive exhibitor list
- Attendee toolkit to set up meetings to meet with exhibitors on the show floor
- Technologies on display
- Floor plan
- New Products