

2017 Fluid Power Technology Conference

Presented by **FluidPower**
world



Exhibit and Sponsorship **PROSPECTUS**

MAY 16-17, 2017

**Milwaukee School of Engineering's
KERN CENTER**

The Fluid Power Technology Conference

presents a unique opportunity for fluid power component manufacturers and distributors to display their technology, present their expertise from the conference stage, and meet face-to-face with prospective customers to learn more about their needs while sharing solutions with them.



Who Attends?

The Fluid Power Technology Conference is designed to provide technical fluid power information to professionals who design, maintain, repair, and operate machinery and equipment powered by fluid power systems, both hydraulic and pneumatic.

Attendees include the following:

- OEM DESIGN ENGINEERS
- PRODUCT ENGINEERS
- SYSTEM ENGINEERS
- APPLICATION ENGINEERS
- PLANT ENGINEERS
- SENIOR DESIGN ENGINEERS
- PLANT OPERATIONS MANAGERS
- ENGINEERING MANAGERS
- MOBILE MACHINERY DESIGNERS
- REPAIR AND MAINTENANCE PROFESSIONALS
- FLUID POWER CONSULTANTS
- ** SUPPLY CHAIN PROFESSIONALS

** including the engineering and sales function



"I found the Fluid Power Technology Conference to be a very good mix of technical sessions from component manufacturers, OEMs, and MSOE faculty. I also enjoyed networking with others in the fluid power industry and making new connections."

— Aleksander Egelja, Ph.D.,
Engineering Manager -
Hydraulic Technology &
Digital Solutions, Innovation
and Technology Development
Division, Caterpillar Inc.

2016 PROGRAM SPONSORS



Why Sponsor?

Exhibit and Sponsorship participation at the 2017 Fluid Power Technology Conference provides your organization with direct access to your customers.

- Strategically align your organization with a core constituency of component and equipment manufacturers looking for the latest solutions
- Showcase your latest fluid power technology and componentry
- Speak directly to a captive audience during a dedicated session presentation featuring critical training updates by your corporate thought leaders
- Establish valuable connections with the managers, engineers, and designers in attendance
- Increase your visibility and awareness as an industry leader and solution provider

2016 COMPANIES REPRESENTED

Aggressive Hydraulics	FORCE America	Milwaukee Cylinder
Allied Reliability	Gerdau	Milwaukee School of Engineering
Balluff	Greenlee – A Textron Company	OEM Controls
Bucher Hydraulics	Grimstad	Osh Kosh
Caterpillar	HED Online	Poclain Hydraulics
CD Industrial Group Inc.	Hengli America	Price Engineering
CEJN	HUSCO International	RHM Fluid Power
Centrisys	Hydro Leduc	SMC USA
Delta Computer Systems, Inc.	International Fluid Power Society	Solar Plastics
Deltrol Fluid Products	J.M. Grimstad	Stucchi USA Inc.
DMIC	JARP Industries	T G Nelson Company, LLC
Electro Hydraulic Machinery Co.	Joy Global	TLX Technologies
Enerpac	K.R. West Company Inc.	TRD Manufacturing
FasTest Inc.	Koyo Bearings North America	Ultimate Machining & Engineering, Inc.
FD Groups America	Lynch Fluid Controls, Inc.	Webtec
FluiDyne Fluid Power	Metso Corporation	

Fluid Power Technology Conference Sponsorships



	Platinum Sponsor	Gold Sponsor	Exhibit Only & a la carte items
Fluid Power Tech Conference Sponsorship Benefit Grid	\$5,000	\$3,000	
Sponsored Session	•	•	
10 x 10 Exhibit space	10 x 20	•	(exhibit only)
Complimentary conference passes	10	3	1
FPTC full delegate contact list	Full list	1x	
Corporate logo recognition and acknowledgement	•	•	•
Corporate profile and logo on the FPTC website	•	•	•
Choice of hospitality sponsorship *	•		
*Hospitality sponsorships are exclusive and may be secured based upon availability.			
Exhibit only - 10 x 10			\$2,500
Merchandise Sponsorship			
Notepad			\$2,500
Official Program Guide			\$1,500
Name Badge Lanyard			\$1,500
WiFi Sponsorship			\$1,000
Name Badge Insert			\$1,000
Hospitality Sponsorship			
Reception			\$2,000
Luncheon			\$1,500
Continental Breakfast			\$1,000

Position your company as an industry thought leader with Fluid Power Technology Conference Sponsorships. These comprehensive sponsorship opportunities provide high-level exposure for your organization with exclusive benefit packages. Choose from the following:

- **Platinum Sponsorship**
- **Gold Sponsorship**
- **Merchandise and Hospitality Sponsorships**
- **Exhibit Packages**

DETAILED BENEFIT PACKAGES ARE OUTLINED ON THE FOLLOWING PAGE.

Fluid Power Technology Conference Sponsorships

Platinum Sponsorship SPONSORSHIP FEE: \$5,000

Platinum Sponsorship provides a comprehensive benefits package at the Fluid Power Technology Conference with heightened exposure and exclusive offerings. Establish your position as a market leader with this high impact sponsorship opportunity.

Sponsorship benefits include:

- Organization of a dedicated seminar featuring your corporate thought leaders
- 10x20 premium exhibit space
- Ten (10) complimentary full conference passes for corporate representatives or invited customers/guests
- Complete access to the Fluid Power Technology Conference full delegate contact list
- Top branding recognition and acknowledgement in advance marketing materials and on-site at the conference program
 - Corporate logo recognition and profile on the Fluid Power Technology Conference website
 - Your choice of hospitality sponsorship* (see page 6)

*Hospitality sponsorships are exclusive and may be secured based upon availability.

Gold Sponsorship SPONSORSHIP FEE: \$3,000

Gold Sponsorship increases and enhances your company's participation at the Fluid Power Technology Conference.

Sponsorship benefits include:

- Organization of a dedicated seminar featuring your corporate thought leaders
- 10x10 exhibit space
- Three (3) complimentary full conference passes for corporate representatives or invited customers/guests
- One time (1x) usage of the Fluid Power Technology Conference delegate contact list
- Corporate logo recognition and acknowledgement in advance marketing materials and on-site at the conference program
- Corporate logo recognition and profile on the Fluid Power Technology Conference website

Exhibit Only Participation EXHIBIT FEE: \$2,500

Includes the following:

- 10x10 exhibit space
- One (1) complimentary full conference pass
- Corporate logo recognition and acknowledgement
- Corporate profile and logo on the Fluid Power Technology Conference website



Merchandise Sponsorships

Notepad Sponsorship **SPONSORSHIP FEE: \$2,500**

Each delegate will receive a notepad and pen for use during the Conference. Notepad sponsorship includes logo imprint on the cover of the notepad as well as the opportunity to insert a corporate pen. (Pens must be provided by the sponsoring organization.)

Name Badge Lanyard Sponsorship **SPONSORSHIP FEE: \$1,500**

The Fluid Power Technology Conference Name Badge Lanyard Sponsorship offers prominent visibility for your organization. Name badges and lanyards are distributed to all attendees at registration and are worn throughout the event.

Official Program Guide Sponsorship **SPONSORSHIP FEE: \$1,500**

The Fluid Power Technology Conference Program Guide will be distributed to each attendee and contains the most relevant program information. Program Guide Sponsorship includes corporate logo exposure on the cover of the Program Guide and exclusive advertising space for your organization.

WiFi Sponsorship **SPONSORSHIP FEE: \$1,000**

Increase your company's exposure during the Fluid Power Technology Conference by securing the WiFi Sponsorship. The WiFi sponsor will receive corporate logo exposure and a custom WiFi network password tailored to promote your company.

Name Badge Insert Sponsorship **SPONSORSHIP FEE: \$1,000**

Fluid Power Technology Conference attendees will recognize your organization's name with the Name Badge Insert Sponsorship. This attractive corporate logo name badge insert extends above the delegate's badge and offers prominent advertising/branding recognition.

Hospitality Sponsorships

Reception Sponsorship **SPONSORSHIP FEE: \$2,000**

The Tuesday evening reception offers a unique opportunity to demonstrate your company's leadership to the fluid power community. Reception sponsorship benefits include corporate logo recognition and printed cocktail napkins showcasing your corporate brand.

Lunch Sponsorship **SPONSORSHIP FEE: \$1,500**

Conference attendees will enjoy a networking lunch on the exhibit floor, compliments of the Lunch Sponsor. Sponsorship benefits include corporate logo recognition. Choose from the Tuesday or Wednesday lunch sponsorship.

Continental Breakfast Sponsorship **SPONSORSHIP FEE: \$1,000**

Conference attendees will enjoy a continental style breakfast, compliments of the Breakfast Sponsor. Sponsorship benefits include corporate logo recognition. Choose from the Tuesday or Wednesday breakfast sponsorship.