

MESA

INTERNATIONAL

Where Manufacturing Meets IT

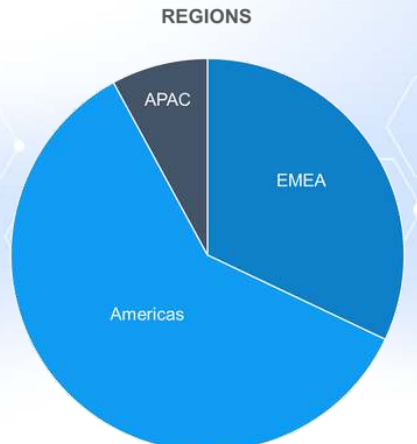
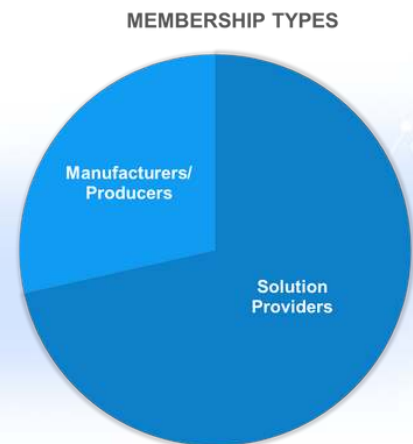


**SPONSORSHIP
PROSPECTUS**

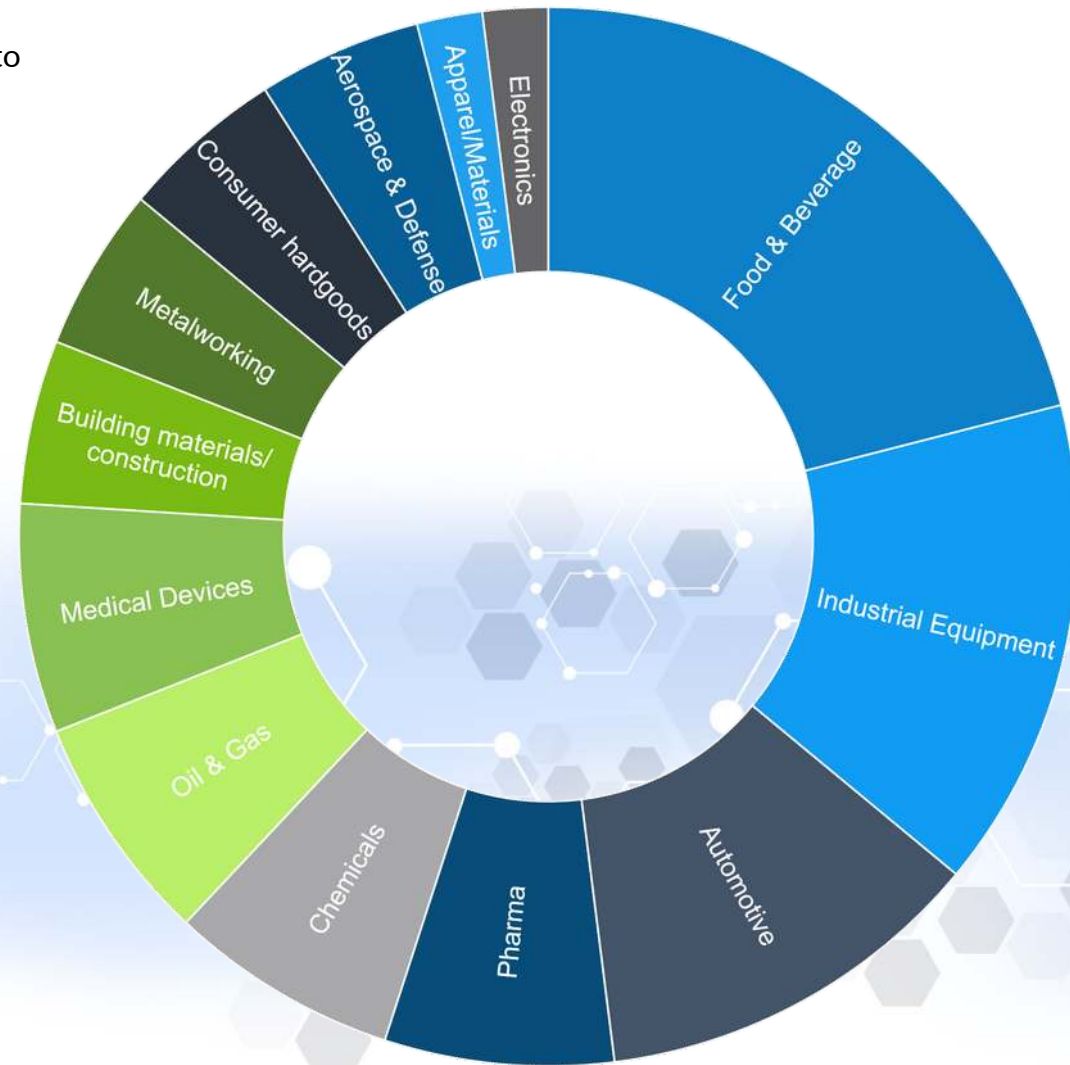
WHY INVEST?

MESA (Manufacturing Enterprise Solutions Association) International is a global nonprofit providing education, networking and best practice sharing around Smart Manufacturing and Industry 4.0. MESA's audience includes manufacturers, producers, industry leaders and solution providers who are focused on driving business results from manufacturing technology.

Sponsors of MESA are committed to helping MESA achieve its mission and seeing manufacturers thrive through their adoption of Smart Manufacturing. From providing support for key strategic initiatives to helping MESA deliver amazing event experiences, these sponsors make a sustained and important contribution to MESA's success.



MANUFACTURING INDUSTRIES REPRESENTED



KEYSTONE SPONSORSHIP

Keystone Sponsorships provide maximum exposure for a company seeking to align itself with MESA. These bundled packages are the most comprehensive of our opportunities available to our industry partners. The program delivers extensive brand recognition throughout the organization, lead generation opportunities and exclusive promotion access to our members. This annual commitment includes a variety of benefits and marketing opportunities designed for a company to reach the manufacturing operations space.

COMPANY MEMBERSHIP INCLUDED
A \$5,500 value!

Sponsorship Benefits

	Platinum \$30,000	Gold \$15,000	Regional \$7,500
Number of named member seats included. These individuals can participate in MESA's groups and have access to the Resources included in the benefits of this membership type with their website login.	20	10	5
Discounted rate to add additional employees to membership.	\$100/person	\$100/person	\$100/person
Manufacturer/Producer company employees may join as named members at no additional cost.	X		
Use of MESA sponsor logo in your organization's promotional materials and website.	X	X	X
Company logo and link placement.	20+ emails per year; prominent placement on website	Monthly newsletter and prominent placement on website	Regional emails and website placement
Add additional branding for subsidiary or acquired business(es).	2 logos included + third can be added for extra fee	1 logo included + second can be added for extra fee	1 logo included
Press release distributed by MESA upon joining as a sponsor. Distributed to MESA's 30,000+ opt-in email and press list.	X	X	X
Social media "Shout outs" from MESA to recognize and thank sponsor.	12	6	4
Custom social media post. Content to be provided by sponsor.	4	2	1
Sponsorship of MESA-run conferences* included in all conference promotional activities and on-site materials.	X	X	Regional events only
Priority placement in MESA's Solution Provider Directory.	Enhanced listing	Enhanced listing	Enhanced listing
Distribute a company event or webinar promotion to the MESA mailing list in a dedicated eblast and social post. Text to be provided by sponsor.	2	1	
Distribute educational sponsored content (white paper, guide, etc.) to MESA's mailing list and in Resource Center. Content to be provided by sponsor. Sponsor will receive contacts. Content is live during sponsorship term.	1		
Sponsored webinar. See Webinar Sponsorship for full details.	1		

WEBINAR SPONSORSHIP

Sponsoring a webinar with MESA helps your company gain qualified leads, as well as adds more exposure to your brand. MESA's sponsors are recognized as partners and are also seen as industry leaders. As a webinar sponsor, your brand will be visible throughout the life of the webinar telling members who you are and showcasing your company as dedicated to advancing Smart Manufacturing. Your topic must be educational in scope and provide business knowledge, solutions and information around Smart Manufacturing/Industry 4.0 topics.

Member Company \$5,500
Non-Member Company \$8,000

Submit a relevant educational topic, provide your own expert speaker and work closely with MESA's Subject Matter Experts to get your webinar up and running.



TIP:
Try to recruit a customer to present! Presentations with manufacturers as presenters or panelists get higher attendance numbers.

Logo/link on website(s) and promotional material as Webinar Sponsor.

Webinar promoted in a dedicated email blast to MESA's subscribers, on the MESA website calendar, in our monthly e-newsletter (pre and post based on timing) and on MESA's social media channels. Sponsor may also promote to their network.

MESA will provide the hosting services using Zoom, including a landing page for registration. Submit poll questions to MESA staff in advance to utilize during the live session to help keep the session interactive!

A rehearsal session will be held prior to the webinar with all involved parties.

MESA representative will act as moderator.

Sponsor will receive a list of registered participants with contact information.

Webinar will be recorded and archived for a minimum of three (3) years on MESA's website for public access.

Post webinar email promoting the archived webinar to MESA's subscriber list.

COMMUNITY SPONSORSHIP

MESA's Smart Manufacturing Community is where the voice of the customer is loud and clear. Every two weeks, the passionate and curious join together to discuss where they are on their Smart Manufacturing journey and ask questions about what they need to know. Over 1,500 people from all over the world and every type of manufacturing have joined this dynamic community.

As a solution provider, you have a unique opportunity to raise your visibility and credibility by sponsoring the community. The sessions are facilitated by MESA and focus on the following topics:



Smart
Connected
Factory



Manufacturing
Operations
Software



Digital
Thread/Twin



Smart
Connected
Supply Chain

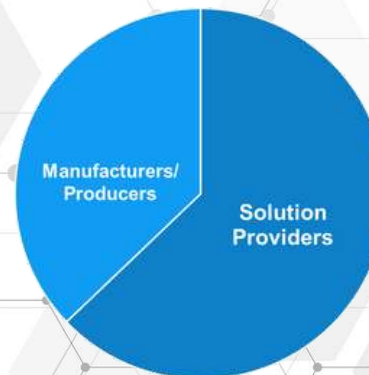


Member Company \$5,500
Non-Member Company \$8,000*
Annual Fee

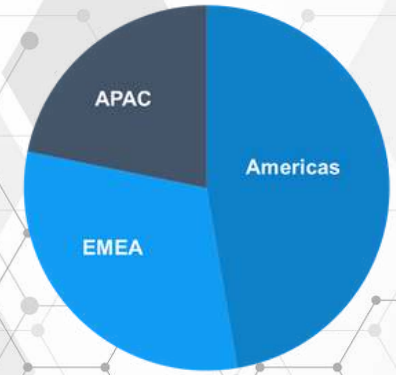
- Branding on landing and sign-up pages
- Branding on meeting intro slides
- Special thanks on every call
- 20-minute educational slot
- Distribute your educational content (white paper, guide, etc.) to the Community (lead generation)
- Featured post in the Community LinkedIn group
- Brand recognition in social posts about the Community

*includes a company membership in MESA (a \$5,500 value!)

COMMUNITY MAKEUP



REGIONS REPRESENTED



VIRTUAL EVENT SPONSORSHIP

SMART MANUFACTURING

VIRTUAL EVENT · SEPTEMBER 23-26, 2024

NOW!

- Opportunity to bring in a keynote speaker - must be approved by MESA Virtual Event Committee
- Logo on all Virtual Event promotions
- Participant list/lead generation
- Opportunity to submit sponsored content
- Two-minute Sponsor Company introduction prior to Keynote Speaker
- Access to the recorded event for internal and external use
- Social Media Posts/Thank You's
- Send One-Page Information Doc in the post-event attendee email

Dates for 2025 to be announced soon! Sign up early for early-bird pricing: \$8,000

MESA MODEL USE CASE SPONSORSHIP

Sponsor a use case around the new *MESA Model: A Framework for Smarter Manufacturing*. These short-written works outline examples that combine one or more lifecycles from the model in a smart way by utilizing enabling technologies and incorporating applicable cross-lifecycle threads.

Content for use case provided by sponsor. Use case must be free of overt commercialism (i.e. No product names.) MESA puts the content through review, editing and layout.

Company logo appears on use case.

Logo/link on website(s) and promotional material.

Use case promoted to MESA's subscriber list and on social media channels.

Sponsor will receive a list of those that download the use case with contact information.



Learn more about the MESA Model at www.mesa.org/model

Member Company \$1,000
Non-Member Company \$2,000

The graphic is a sample MESA Model Use Case #3 titled "SMART ASSET MANAGEMENT". It features the MESA International logo at the top left and the text "Where Manufacturing Meets IT". A central diagram shows a horizontal cylinder with various lifecycle threads and enabling technologies. The threads include Product, Supply Chain, Production, Production Asset, and Order-to-Cash/Workforce. The enabling technologies include Compliance, Modeling/Sim, Analytics, Digital Twin/Thread, Sustainability, and Security. The diagram also lists "What's New" technologies: Big Data, AI/ML, Wireless, Blockchain, Edge to Cloud, Additive, Robotics, and VR/AR. The diagram is flanked by "Business Objectives" on the left and "Outcomes" on the right. The text "INDUSTRY: ALL" is in a blue box at the top right. Below the diagram, the title "SMART ASSET MANAGEMENT" is followed by the description: "Improve uptime, utilization and reduce maintenance costs by using smart asset management." The "SUMMARY" section states: "Assets are an important element in the manufacturing eco-system. Smart asset management will maximize utilization and lifecycle as well as help achieve other benefits such as process optimization and quality. It will also deliver intangible benefits such as safety and improved workforce morale." The TATA Consultancy Services logo is prominently displayed with the text "YOUR LOGO HERE" and a blue arrow pointing to it. Below the logo, it says "Authored by: Dattaraju Doddi, TATA Consultancy Services". A footer note reads: "This use case illustrates the combinations of Lifecycles, Cross-Lifecycle Threads and Enabling Technologies as illustrated by the graphic above." A small copyright notice at the bottom reads: "Copyright © 2023 MESA and/or its licensors | All rights reserved."



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