

WESTEC is Evolving in 2012 to Drive West Coast Sales

West Coast manufacturing relies on WESTEC as the premier venue for buyer and seller interaction in the manufacturing industry. The current economic climate doesn't change that fact. Manufacturers, at all levels, still need and want face-to-face discussions and hands-on demonstrations of equipment before they decide on capital expenditures.

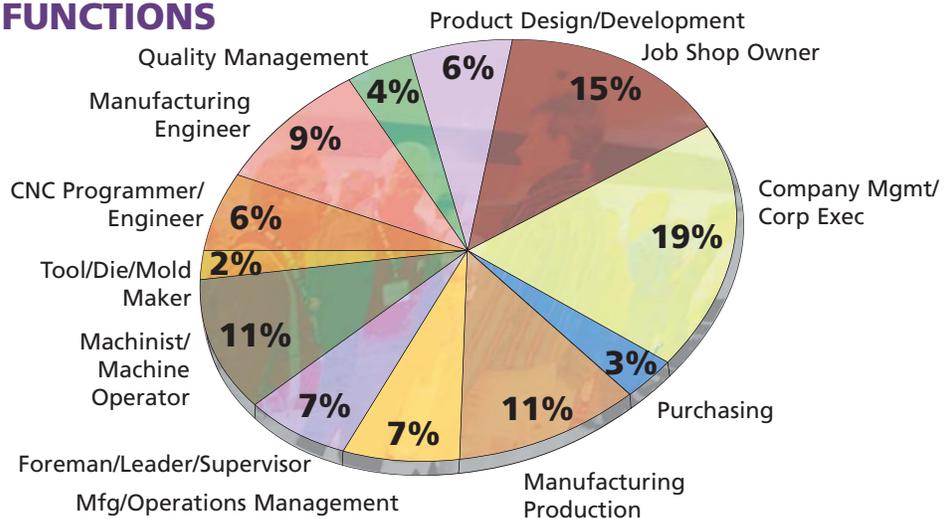
Economists are indicating that the recession is nearly over and a modest recovery is just getting started. In 2012, manufacturing buyers will be looking for new equipment and capabilities to help them meet pent-up demand. There's no better place than WESTEC to have quality conversations that can lead to short and long-term sales.



March 27-29, 2012
Los Angeles
Convention Center,
Los Angeles, CA

AUDIENCE PROFILE

JOB FUNCTIONS



34% of WESTEC attendees are upper level management or business owners – the key people you need to meet.

INDUSTRIES REPRESENTED

Aircraft/Aerospace	25%	Services (Financial and Other)	4%
Automotive	8%	Government/Military	3%
Fabricated Metal/Stampings	6%	Plastic Products	3%
Consulting/Engineering	5%	Defense	2%
Industrial & Commercial Machinery	5%	Other Transportation	2%
Electronics/Computers	4%	Communications	1%
Medical/Surgical	4%	Furniture	1%
Research & Development	4%	Petroleum	1%
		Other Manufacturing	22%

One of every four WESTEC attendees represents the Aerospace sector – a key West Coast industry. Other diverse industries are also well represented.

74% of the WESTEC audience is a buying influence for the purchase of products in their company.

62% of WESTEC 2009 attendees did not attend WESTEC 2006, 2007 or 2008 – You meet new buyers every time you exhibit!

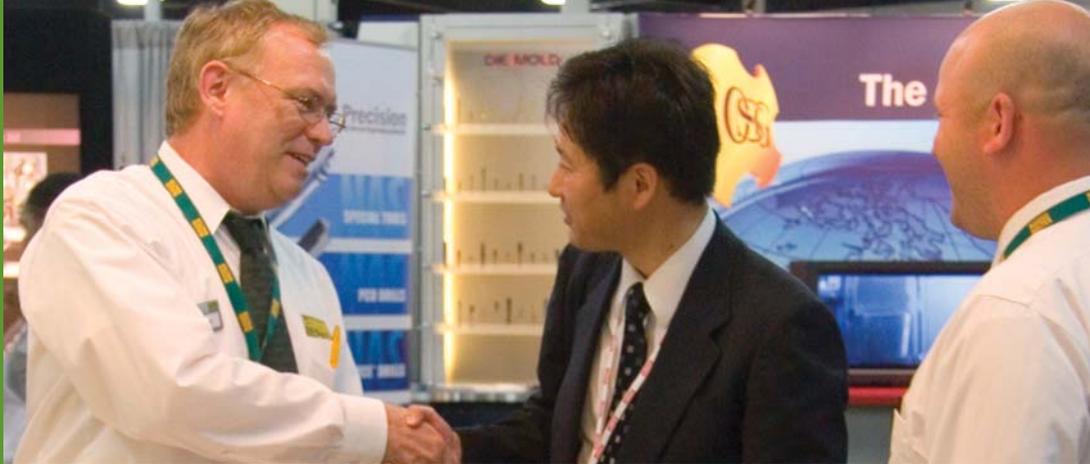
52% of WESTEC attendees (2006-2008) attended only WESTEC in that time period – it's the event West Coast manufacturers rely on.



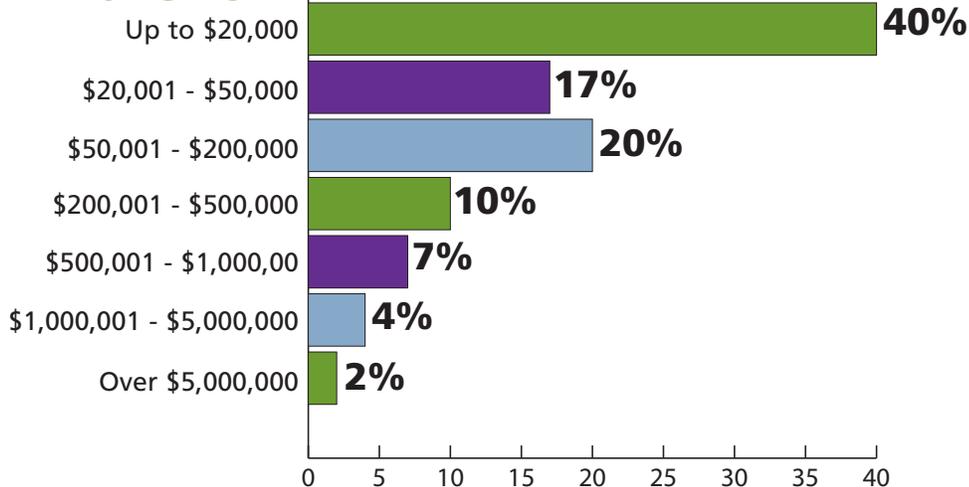
Attendees Indicate Demand for Specific Technologies

SME recently conducted a survey of past WESTEC attendees to discover what technologies they wanted to see at the event. Their responses were then compared to the number of WESTEC exhibitors displaying these technologies over the past several years. The results indicated attendees want to see the technologies below, but very few exhibitors are demonstrating them at the show. If you sell these technologies, you need to be at WESTEC 2012.

- Energy & Environmental Efficiency
- Flexible Manufacturing Systems
- Plant Engineering & Maintenance
- Plastics Molding & Manufacturing
- Screw Machining
- Waterjet Cutting



BUDGETS



43% of WESTEC attendees plan purchases of \$50,000 or more.

EXHIBIT SPACE RATES FOR WESTEC 2012

Up to 200 sq. ft.	\$25.00
201 – 999 sq. ft.	\$23.00
1,000 sq. ft and over	\$22.00

YOUR WESTEC EXHIBIT SPACE INCLUDES VALUABLE EXTRAS

0 – 200 sq. ft.	Decorator Package Plan (carpet, one 6 foot draped table, 2 side chairs, and 1 wastebasket)
201 – 999 sq. ft.	Limited Material Handling (500 lbs. of Free material handling for every 100 sq. ft. of booth space)
1,000 sq. ft. and over	Unlimited Material Handling (Unlimited material handling, one time spotting of equipment)

For complete exhibiting information, contact:
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Source for all statistics: WESTEC 2009 Registration Data and WESTEC Attendee and Exhibitor Surveys