



## Welcome to RAPID + TCT 2025!

Thank you for being a critical part of North America's largest additive manufacturing and industrial 3D printing event. We look forward to collaborating with you as we leverage both SME and TCT's unparalleled connections and expertise to ensure RAPID + TCT continues to be North America's leading AM event, where the industry has convened, developed business, learned, and gained future inspirations for more than 35 years.

### SUCCESSFUL OPERATIONAL PLANNING

You'll find all your needs for planning a successful event within our comprehensive Exhibitor Manual to ensure a seamless and successful event. Here's a list to name a few:

**Material Handling**  
**Shipping Labels**  
**Housing**

**Staff Registration**  
**Services - electric, gas, air, etc.**  
**Furniture & Display**

**Internet Services**  
**Move In & Move Out**  
**Exhibit Display Rules**

### IMPLEMENT AN EFFECTIVE PRE-SHOW PROMOTION STRATEGY

Your success starts with a plan. To help you with your planning, the RAPID + TCT team has developed several marketing tools you can use to get the most from the event. Whether you are new to the show or a seasoned veteran, this guide identifies numerous ways for you to promote your exhibit at the event, reach new prospects, and raise your company's profile in the media and industry. Here are some examples:

**Print and Online Directory Listing**  
**Customized Email Campaigns**  
**Customized Landing Page**

**Invitations for Your Customers & Prospects**  
**Event Sponsorship Opportunities**  
**Press Conferences...and much more!**

Take time to review the Exhibitor Marketing Handbook for opportunities available to you as a RAPID + TCT exhibitor — many are included with your exhibit space.

RAPID + TCT attracts some of the world's most successful companies, and they are looking for solutions your company can provide. Through events like RAPID + TCT, we create opportunities for companies to showcase innovation, share knowledge, grow their businesses, and build relationships. Your participation at RAPID + TCT adds value, so it's important to SME that you maximize the return on your investment.

SME and its staff are here to help. Thank you for exhibiting at RAPID + TCT.

#### Event Team:

Angie Szerlong, Group Director – AM	313.425.3159	<a href="mailto:aszerlong@sme.org">aszerlong@sme.org</a>
Moria Menke, Operations Manager	313.425.3090	<a href="mailto:mmenke@sme.org">mmenke@sme.org</a>
Annemarie Kalergis, Project Manager	313.425.3105	<a href="mailto:akalergis@sme.org">akalergis@sme.org</a>
Dawn Blackwell, Account Representative	313.425.3069	<a href="mailto:dblackwell@sme.org">dblackwell@sme.org</a>
Rachel Sowell, Account Representative	313.425.3109	<a href="mailto:rsowell@sme.org">rsowell@sme.org</a>
Tyler Sullivan, Account Representative	313.425.3434	<a href="mailto:tsullivan@sme.org">tsullivan@sme.org</a>