



SMARTFORCE
STUDENT
SUMMIT

2026 SPONSORSHIPS

BADGE ADVERTISEMENT (LIMIT 1)

Claim your spot on the first-ever, collector's edition Smartforce badge, exclusive to the Smartforce Student Summit at IMTS 2026.

As part of the *Smartforce Badge Design Challenge*, students from across the country will submit original designs for a collector's edition badge.

The winning design will appear on the front of Summit visitor badges, and the winning designer will receive a free trip to Chicago to attend IMTS and see their design in action.

Package Includes

- Your ad printed on the backside of all Smartforce Student Summit badges – distributed to 15,000+ Summit attendees over six days of IMTS.
- Recognition in the post-Summit Impact Report, which catalogs reach, engagement, and key takeaways from the Summit.
- Recognition on the Smartforce section of IMTS.com, the go-to resource for Summit attendees

BADGES - LIMIT 1

\$25,000



ON-SITE SPONSORSHIPS

LANYARDS - LIMIT 1

\$12,500

LIMITED TO SMARTFORCE STUDENT SUMMIT EXHIBITORS.

Package Includes

- An all-white version of your logo to appear exclusively alongside the IMTS brand on lanyards for all 15,000+ attendees of Smartforce Student Summit
- Proximity to the winning design of the Smartforce Badge Design Challenge, the first-ever, special edition badge for Student Summit visitors
- Brand recognition on the Smartforce section of IMTS.com
- Recognition in the post-Summit Report, cataloging impact and stats

DIRECTIONAL FLOOR GRAPHICS
- LIMIT 2

\$10,000

LIMITED TO SMARTFORCE STUDENT SUMMIT EXHIBITORS.

Package Includes

- Lead the way for thousands of students and educators - literally!
- Your logo will appear on directional floor signs that point Summit visitors from the school bus drop off outside North Building to the Smartforce Student Summit in North Building Hall C.
- Recognition in the post-Summit Report, cataloging impact and stats

SMARTFORCE STORIES

Highlight your impact, preview your exhibit, and amplify your brand's influence through authentic stories from real customers.

This multi-platform promotional package offers extended visibility across Smartforce and IMTS channels, including:

- Multimedia content and email features
- Placement on IMTS.com (230,000+ monthly visitors)
- Feature in the Smartforce newsletter (7,000+ targeted subscribers)

Reach the educators, students, and industry leaders who are shaping the future of manufacturing. Participate in a spotlight conversation with Summit Director Cat Ross to:

- Highlight your 2026 Summit booth
- Share your education tools, technologies, and workforce initiatives
- Spotlight a special guest (education customer)

Why Participate?

Harness dedicated airtime on a channel the market seeks for curriculum and career inspiration, and lead the conversation on preparing classrooms for the next generation of makers and innovators.

230,000+

*Online Visitors to IMTS.com and
Smartforce Content*

7,000+

*Smartforce Newsletter
Readers*

*Readers include educators and administrators from K-12 systems, colleges, and universities, and adult students around the U.S.

Package Includes

- Pre-IMTS content generation and amplification
 - One pre-recorded, 5-minute interview with Cat Ross
 - Access to the recording file
 - Interview post on the Smartforce Blog section of IMTS.com
 - Interview appearance in a pre-show issue of the Smartforce Newsletter
 - Interview promotion on Smartforce socials: Facebook, Instagram, and X
 - Interview link in Know Before You Go emails, starting August 2026
- Recognition in the post-Summit Report, cataloging impact and stats

SMARTFORCE STORIES

\$3,500 PER EXHIBITOR

LIMITED TO SMARTFORCE STUDENT SUMMIT EXHIBITORS.

SMARTFORCE CAREER PATHWAYS

CONNECT WITH NEW TALENT. HIGHLIGHT YOUR WORKFORCE COMMITMENT.

Smartforce Career Pathways is a high-visibility program to **promote your entry-level job opportunities to thousands of students** attending IMTS via the Smartforce Student Summit, located in North Building, Hall C.

Your listing will appear on two large digital displays inside the Summit, featuring your logo, booth number, up to three job titles, and a QR code linking to your digital showroom.

Participants also receive year-round exposure on the Smartforce Career Pathways page on IMTS.com through December 2026, with an option to renew for 2027.

Audience Reach

- 15,000+ Smartforce Student Summit attendees, including 5,000+ students from top engineering universities, technical/community colleges, and post-secondary education programs nationwide.
- 230,000+ monthly visitors to IMTS.com and 7,000+ Smartforce Newsletter subscribers across the North America.

Package Includes

- Listing on the Smartforce Career Pathways digital displays at the 2026 Student Summit. Includes your logo, booth number, up to three entry-level job openings (title only), and a QR code linking to your IMTS Showroom.
- Recognition in the Smartforce Career Pathways section of IMTS.com through 2026. Priority access to extend digital Pathways listing through 2027 (confirmed IMTS 2028 exhibitors-only).
- Recognition in the Smartforce Newsletter and social media platforms before and after IMTS.



Smartforce Career Pathways

\$1,650 AMT MEMBERS

\$2,000 NON-MEMBERS

ADVERTISING

Position your company as a next gen champion while promoting your technology, career planning resources, and workforce initiatives. This is a targeted advertising opportunity, connecting your brand with thousands of educators and students right in the very location they turn to for career and curriculum inspiration.

Why Participate?

Smartforce is a trusted, high-traffic brand in the STEM education market. This is a chance to position your brand in a known universe that's dedicated to preparing classrooms and empowering the talent pipeline.

230,000+

Online Visitors to IMTS.com and Smartforce Content

7,000+

Smartforce Newsletter Readers

*Readers include educators and administrators from K-12 systems, colleges, and universities, and adult students around the U.S.

Bulk Discounts

- \$1,500 for 2 ad package (25% off)
- \$2,100 for a 3 ad package (30% off)
- \$2,600 for a 4 ad package (35% off)



Package Includes

- Multi-platform visibility for one (1) advertisement with a link to your Showroom:
 - One pre-show issue of the Smartforce newsletter
 - One post on Smartforce socials (Facebook, Instagram, and X)
 - One post on the *Smartforce Blog*
 - One re-post on the *Smartforce Blog* during Q4 of 2026
- Recognition in the post-summit report, cataloging impact and stats

Newsletter & Blog Ads

\$1,000

Open to all IMTS Exhibitors.