



INSIGHT

# MANUFACTURING FIRST<sup>®</sup>

EXPO & CONFERENCE

**OCTOBER 28, 2026 • RESCH EXPO • GREEN BAY**

»» **SPONSORSHIP OPPORTUNITIES** ««

**LEADING THE WAY FOR WISCONSIN**

SHOW YOUR SUPPORT FOR  
NORTHEAST WISCONSIN MANUFACTURING

**[WWW.MANUFACTURINGFIRST.COM](http://WWW.MANUFACTURINGFIRST.COM)**



# THE SCHEDULE

## MANUFACTURING FIRST 2026



### OCTOBER 27, 2026 >>> Expo Setup

|                          |                            |
|--------------------------|----------------------------|
| <b>7:00 – 8:00 AM</b>    | Large Equipment Setup Only |
| <b>8:00 AM – 4:00 PM</b> | Exhibitor Setup            |

### OCTOBER 28, 2026 >>> Expo & Conference

|                            | <b>Exhibitors</b>   | <b>Attendees</b>  |
|----------------------------|---|---|
| <b>6:30 – 7:30 AM</b>      | Check-in & Set Up   |   |
| <b>7:00 – 8:00 AM</b>      | No setup on expo floor after 8:00 AM  | Registration, Breakfast & Networking  |
| <b>8:00 – 9:45 AM</b>      | <b>HALL A – MAIN STAGE</b><br>Welcome & Keynote Presentation                            |   |
| <b>9:30 AM – 4:00 PM</b>   | Exhibit Hall Opens  | Exhibit Hall Opens  |
| <b>10:00 – 10:45 AM</b>    | We encourage exhibitors to take part in programming opportunities as scheduling allows! | 4 Breakout Sessions   |
| <b>11:15 AM – 12:00 PM</b> |   | 4 Breakout Sessions   |
| <b>11:30 AM – 1:05 PM</b>  | <b>HALL A – MAIN STAGE</b><br>Lunch   |   |
| <b>1:30 – 2:15 PM</b>      | We encourage exhibitors to take part in programming opportunities.                      | 4 Breakout Sessions   |
| <b>2:30 – 4:00 PM</b>      | Networking Reception & Power Hour Prize Giveaway (Prizes awarded 3:30 – 4 PM)           | Networking Reception & Power Hour Prize Giveaway (Prizes awarded 3:30 – 4 PM) |
| <b>4:00 – 5:00 PM</b>      | Exhibitor Take Down Begins (no large equipment)   |   |
| <b>5:00 – 8:00 PM</b>      | Exhibitor Large Equipment Take Down   |   |

Revised 01/21/2026

\*2026 agenda is not finalized and subject to change.

# KEYNOTE SPONSORSHIP DETAILS

As a keynote sponsor of Manufacturing First, your company has the opportunity to position its brand to this exclusive audience. Your on-stage presence to introduce the speaker also provides a chance for you to provide a brief message about your company and put on your own presentation immediately before the introduction of the keynote speaker.

| Pre-Conference Promotion   | \$11,000<br>Keynote Co-Sponsor<br>(limit 2 – or 1 at \$20,000) |
|--|--|
| Event social media promotion   | X  |
| Event registration discount code to distribute as you'd like                                 | \$20 off   |
| Recognition in event email promotions  | Logo   |
| Recognition in event direct mail promotions  | Logo   |
| Recognition in Manufacturing First event ad in Insight on Business September & October issue | Logo   |
| Company ad in Insight on Business October (print & digital)                                  | Full Page Ad   |

| Day-of-Conference  |  |
|--|--|
| Exclusive executive speaking opportunity   | Introduce Keynote + Special Presentation |
| Presentation description & speakers for your special session in the program book | X  |
| Complimentary company tickets  | X  |
| Recognition in event program   | Full Page Ad                             |
| Recognition on sponsor in program book   | Logo                                     |
| Recognition on event day print & electronic signage                              | Logo                                     |
| 10' x 10' exhibit booth  | X  |
| On-stage verbal sponsor recognition  | X  |

| Year-Round   |      |
|--|------|
| Logo on <a href="http://manufacturingfirst.com">manufacturingfirst.com</a> | Logo |
| Access to event day presentations  | X    |

## KEYNOTE SPEAKER



### ADDITIONAL BENEFITS TO YOU:

- > Opportunity to talk about your company to the largest gathered group at Manufacturing First before introducing the keynote speaker
- > **Exclusive Special: 10-minute special presentation opportunity** before the keynote speaker
- > Manufacturing First comp tickets and registration discounts for guests
- > Full pre-event brand building media coverage
- > Full day-of event media coverage including stage presence during Keynote presentation
- > Option to host a student activity for visiting high school students.

# 2026 SPONSORSHIP BENEFITS

| <b>Pre-Conference Promotion</b>   | <b>\$11,000<br/>Keynote Co-Sponsor<br/>SOLD OUT</b> | <b>\$6,500<br/>Gold Sponsor<br/>(Limit 12)</b> | <b>\$5,000<br/>Student Sponsor<br/>(Limit 1)</b> |
|---|---|--|--|
| Event social media promotion  | X   | X  | X  |
| Event registration discount code to distribute as you'd like  | \$20 Off  | \$20 Off                                       | \$20 Off   |
| Recognition in event email promotions   | Logo  | Logo   | Logo + Logo in all Student Participation Emails  |
| Recognition in event direct mail promotions   | Logo  | Logo   | Logo   |
| Recognition in Manufacturing First event ad in Insight on Business September & October issues (print & digital) | Logo  | Logo   | Logo   |
| Company ad in Insight on Business October issue (print and digital)   | Full Page   | Full Page                                      | Full Page  |
| Recognition at Pre-Conference NEWMA Excellence Awards   |   |  | X  |

## Day-of-Conference

|  |   |                          |   |
|--|---|--------------------------|---|
| Complimentary conference tickets   | 8                                       | 6                        | 6   |
| Recognition in event day program   | Full Page                               | Full Page                | Full Page   |
| Recognition on sponsor page in program book                                  | Logo                                    | Logo                     | Logo  |
| Recognition on event day print & electronic signage                          | Logo                                    | Logo                     | Logo + Special Signage for Student Participation and Student T-shirts |
| 10'x10' exhibit booth  | X                                       | X                        | X   |
| Presentation description & speakers for your special session in program book | X                                       | X                        |   |
| Exclusive executive speaking opportunity                                     | Introduce Keynote+ Special Presentation | 45 Min. Breakout Session |   |
| Student Participation (Optional)   | X                                       | X                        | X   |
| List of event attendees (contact info)                                       | X                                       | X                        | X   |

## Year-Round

|                                   |      |      |      |
|-----------------------------------|------|------|------|
| Logo on manufacturingfirst.com    | Logo | Logo | Logo |
| Access to event day presentations | X    | X    | X    |

# 2026 SPONSORSHIP BENEFITS

| \$4,500<br><b>Power Up Sponsor</b><br>(Limit 10) | \$3,500<br><b>Silver Sponsor</b><br>(Limit 10) | \$3,500<br><b>Lanyard Sponsor</b><br><b>SOLD OUT</b> | \$2,500<br><b>Business After Hours</b><br><b>Sponsor</b><br><b>SOLD OUT</b> | \$2,500<br><b>Bronze Sponsor</b><br>(Limit 10) |
|--|--|--|---|--|
| X  | X  | X  | X   | X  |
| \$20 Off   | \$20 Off                                       | \$20 Off   | \$20 Off  | \$20 Off                                       |
| Logo   | Logo   | Logo   | Logo  | Logo   |
| Logo   | Logo   | Logo   | Logo  | Logo   |
| Logo   | Logo   |  |   |  |
| Full Page  | 1/2 Page                                       |  |   |  |
|  |  |  |   |  |

|  |          |      |  |          |
|--|----------|------|--|----------|
| 6  | 6        | 4    | 4  | 4        |
| Full Page                                    | 1/2 Page |      |  | 1/4 Page |
| Logo   | Logo     | Logo | Logo   | Logo     |
| Logo + Special Signage at Breakfast or Lunch | Logo     | Logo | Logo + special signage at cocktail reception + drink tickets | Logo     |
| X  | X        | X    | X  | X        |
|  |          |      |  |          |
| 30-60 second commercial                      |          |      |  |          |
| X  | X        | X    | X  | X        |
| X  | X        | X    | X  | X        |

|      |      |      |      |      |
|------|------|------|------|------|
| Logo | Logo | Logo | Logo | Logo |
| X    | X    | X    | X    | X    |

# GOLD SPONSORSHIP DETAILS

As a gold sponsor of Manufacturing First, your company has an opportunity to share knowledge and expertise in the industry with this exclusive audience. You can gain more out of your collaboration with Manufacturing First and take the opportunities presented to grow your organization and increase your visibility at Manufacturing First in a unique way.

| <b>Pre-Conference Promotion</b>  | <b>\$6,500 Gold Sponsor</b> |
|--|-----------------------------|
| Event social media promotion   | X                           |
| Event registration discount code to distribute as you'd like                                   | \$20 off                    |
| Recognition in event email promotions  | Logo                        |
| Recognition in event direct mail promotions  | Logo                        |
| Recognition in Manufacturing First event ad in Insight on Business September & October issues. | Logo                        |
| Company ad in Insight on Business October issue  | Full Page Ad                |

## Day-of-Conference

|   |                          |
|---|--------------------------|
| Exclusive executive speaking opportunity  | 45 Min. Breakout Session |
| Presentation description & speakers for your breakout session in the program book | X                        |
| Complimentary conference tickets  | 6                        |
| Recognition in event day program  | Full Page Ad             |
| Recognition on sponsor page in program book                                       | Logo                     |
| Recognition on event day print & electronic signage                               | Logo                     |
| 10' x 10' exhibit booth   | X                        |
| List of event attendees (contact info)  | X                        |

## Year-Round

|  |      |
|--|------|
| Logo on <a href="http://manufacturingfirst.com">manufacturingfirst.com</a> | Logo |
| Access to event day presentations  | X    |

## ADDITIONAL BENEFITS TO YOU:

- **Exclusive Special:** Speaking time of a pre-approved topic for breakout sessions
- Manufacturing First comp tickets and registration discounts for guests
- Full pre-event brand building media coverage
- Full day-of event media coverage including podium signage during Breakout Session
- Option to host a student activity for visiting high school students.

## RECOMMENDED BREAKOUT SESSION TOPICS:

- Retention
- Safety
- Leadership Training
- Technology (A.I.)



# STUDENT SPONSORSHIP DETAILS

Sponsoring students at Manufacturing First is an excellent opportunity to make a direct impact on the future of the industry. Your company can inspire and educate the next generation of manufacturing professionals. This collaboration allows you to connect with emerging talent, demonstrate your commitment to workforce development, and enhance your organization's visibility in a meaningful way at Manufacturing First.

| Pre-Conference Promotion   | \$5,000 Student Sponsor |
|--|-------------------------|
| Event social media promotion   | X                       |
| Event registration discount code to distribute as  | \$20 off                |
| Recognition in event email promotions  | Logo                    |
| Recognition in event direct mail promotions  | Logo                    |
| Recognition in Manufacturing First event ad in Insight on Business September & October issue (digital and print) | Logo                    |
| Company ad in Insight on Business October issue (digital & print)  | Full Page Ad            |

## Day-of-Conference

|   |   |
|---|---|
| Complimentary conference tickets                    | 6   |
| Recognition in event day program                    | Full Page Ad  |
| Recognition on sponsor page in program book         | Logo  |
| Recognition on event day print & electronic signage | Logo + Special Signage for Student Participation and Student T-shirts |
| 10' x 10' exhibit booth                             | X   |
| List of event attendees (contact info)              | X   |

## Year-Round

|  |      |
|--|------|
| Logo on <a href="http://manufacturingfirst.com">manufacturingfirst.com</a> | Logo |
| Access to event day presentations  | X    |

## ADDITIONAL BENEFITS TO YOU:

- **Exclusive Special:**  
Opportunity to be recognized by schools and 100s of high school students that your company gave them the opportunity to attend the expo.
- Communications to exhibitors participating in the student portion of the event that your company is sponsoring the student portion.
- Recognition at the NEWMA Excellence Awards dinner the night before the event.
- Helping provide the students transportation to attend the event, as well as providing each student a t-shirt



# SILVER SPONSORSHIP DETAILS

As a silver sponsor of Manufacturing First, you gain the unique chance to show your support for manufacturing in our community and align yourself with this premier event. You can gain more out of your collaboration with Manufacturing First and take the opportunities presented to grow your organization and increase your visibility at Manufacturing First in a unique way.

| Pre-Conference Promotion   | \$3,500 Silver Sponsor |
|--|------------------------|
| Event social media promotion   | X                      |
| Event registration discount code to distribute as  | \$20 off               |
| Recognition in event email promotions  | Logo                   |
| Recognition in event direct mail promotions  | Logo                   |
| Recognition in Manufacturing First event ad in Insight on Business September & October issues. | Logo                   |
| Company ad in Insight on Business October issue (print & digital)                              | 1/2 Page Ad            |

**ADDITIONAL BENEFITS TO YOU:**

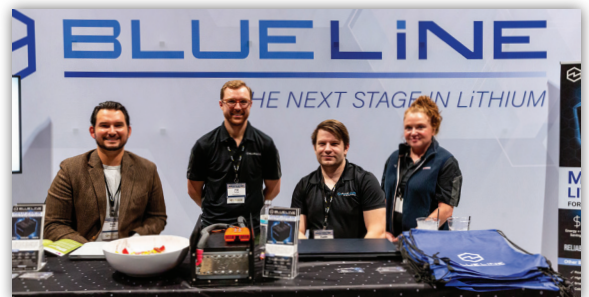
- > Your company positioned as a strong supporter of the manufacturing industry
- > Manufacturing First comp tickets and registration discounts for guests
- > Pre-event brand building media coverage
- > Full day-of event brand building media coverage
- > Option to host a student activity for visiting high school students.

## Day-of-Conference

|   |             |
|---|-------------|
| Complimentary conference tickets                    | 6           |
| Recognition in event day program                    | 1/2 Page Ad |
| Recognition on sponsor page in program book         | Logo        |
| Recognition on event day print & electronic signage | Logo        |
| 10' x 10' exhibit booth                             | X           |
| List of event attendees (contact info)              | X           |

## Year-Round

|  |      |
|--|------|
| Logo on <a href="http://manufacturingfirst.com">manufacturingfirst.com</a> | Logo |
| Access to event day presentations  | X    |



# BRONZE SPONSOR DETAILS

As a Bronze sponsor of Manufacturing First, you gain the unique chance to show your support for manufacturing in our community and align yourself with this premier event. You can gain more out of your collaboration with Manufacturing First and take the opportunities presented to grow your organization and increase your visibility at Manufacturing First in a unique way.

| Pre-Conference Promotion                                     | \$2,500<br>Bronze Sponsor |
|--|---------------------------|
| Event social media promotion                                 | X                         |
| Event registration discount code to distribute as you'd like | \$20 off                  |
| Recognition in event email promotions                        | Logo                      |
| Recognition in event direct mail promotions                  | Logo                      |

**ADDITIONAL BENEFITS TO YOU:**

- Manufacturing First comp tickets and registration discounts for guests
- Pre-event media coverage
- Day-of event media coverage
- Option to host a student activity for visiting high school students.

| Day-of-Conference                                   |          |
|---|----------|
| Complimentary conference tickets                    | 4        |
| Recognition in event day program                    | 1/4 Page |
| Recognition on sponsor page in program book         | Logo     |
| Recognition on event day print & electronic signage | Logo     |
| 10' x 10' exhibit booth                             | X        |
| List of event attendees (contact info)              | X        |

| Year-Round   |      |
|--|------|
| Logo on <a href="http://manufacturingfirst.com">manufacturingfirst.com</a> | Logo |
| Access to event day presentations  | X    |



# EXHIBITOR DETAILS

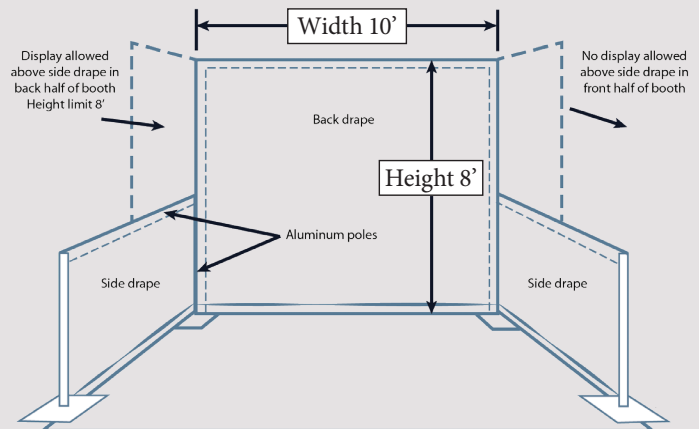
**Main Expo Floor:** Booth placement is on a first come, first served basis. Sponsors and NEWMA members receive priority placement on main expo floor. Remaining space is booked in order of registration.

**BOOTH SPACE WILL SELL OUT. RESERVE YOUR SPACE NOW!**

| BOOTH   | SIZE      | PRICE          |
|---|-----------|----------------|
| > Standard Exhibit Booth  | 10' x 10' | <b>\$950</b>   |
| ↳ Main expo hall — staffing required.                                       |           |                |
| > Double Booth  | 10' x 20' | <b>\$1,900</b> |
| ↳ Main expo hall — staffing required.                                       |           |                |
| > Endcap Double Booth   | 10' x 20' | <b>\$2,500</b> |
| ↳ Limited spots sold on first come, first served basis.                     |           |                |
| > Premier Exhibit   | 20' x 20' | <b>\$4,000</b> |
| ↳ Main center aisle — limited spots sold on first come, first served basis. |           |                |

**All items listed below are included in the standard booth.**  
(Other exhibitor options available during online registration.)

- > Pipe and drape (8' tall, 30" side rails)
- > Table with skirting – 30" high x 8' long banquet table
- > 2 chairs
- > Wi-Fi
- > 2 registrations\* for attendance/maintenance of your booth (non-transferable)
- > Event program book recognition including company name and 150-character description



## CUSTOMIZE YOUR EXHIBIT EXPERIENCE

**Customize your booth with additional options:**

- > TV monitor on stand — **\$225**
- > Electricity – standard 1 – 20 amp / 110 outlet — **\$75**
- > Round high cocktail table (40" tall) with linen — **\$80**
- > Extra display tables, topped & skirted — **\$60**/table  
Table sizes are the same as those offered at the standard rate.
- > Floor standing easel — **\$20**
- > Advertising opportunity in the Manufacturing First Program.

**Registration  
Opens May 11.**

<https://www.insightonbusiness.com/manufacturingfirst/>

# SPONSORSHIP AD SPECS & DEADLINES

## OCTOBER ISSUE OF INSIGHT ON BUSINESS

➤➤ **Space Deadline: September 1**  
**Materials Deadline: September 10**

### FULL PAGE AD

**\$2,175**

#### BLEED

8<sup>5</sup>/<sub>8</sub>" wide x 11<sup>1</sup>/<sub>4</sub>" tall

TRIM: 8<sup>1</sup>/<sub>8</sub>" wide x 10<sup>3</sup>/<sub>4</sub>" tall

Full-page ads with bleed include 1/4" on each side for bleed.

All pertinent text must be at least 3/8" inside the ad trim size.

#### NON-BLEED

7<sup>1</sup>/<sub>8</sub>" wide x 9<sup>3</sup>/<sub>4</sub>" tall

Full page ad is included with Keynote, Platinum & Gold Sponsorship

### HALF PAGE AD

**\$1,257**

7<sup>1</sup>/<sub>8</sub>" wide x 4<sup>3</sup>/<sub>4</sub>" tall

Half page ad is included with Silver Sponsorship

## MANUFACTURING FIRST PROGRAM BOOK

➤➤ **Space Deadline: September 1**  
**Materials Deadline: September 10**

### FULL PAGE AD

**\$825**

#### BLEED

6" wide x 9" tall

TRIM: 5<sup>1</sup>/<sub>2</sub>" wide x 8<sup>1</sup>/<sub>2</sub>" tall

Full-page ads with bleed include 1/4" on each side for bleed.

All pertinent text must be at least 3/8" inside the ad trim size.

#### NON-BLEED

4<sup>3</sup>/<sub>4</sub>" wide x 7<sup>3</sup>/<sub>4</sub>" tall

### HALF PAGE AD

**\$515**

4<sup>3</sup>/<sub>4</sub>" wide x 3<sup>3</sup>/<sub>4</sub>" tall

### QUARTER PAGE AD

**\$360**

4<sup>3</sup>/<sub>4</sub>" wide x 1<sup>3</sup>/<sub>4</sub>" tall

## SPECIFICS:

### ADVERTISING

To guarantee your inclusion in either the September issue of Insight on Manufacturing or the Manufacturing First program, you must have the ads sent no later than the materials deadlines with the specifications outlined below. If you have any questions, please contact your Insight Publications account executive.

- **FORMAT:** PDF
- **COLOR:** CMYK, no spots
- **PHOTO RESOLUTION:** 300 ppi
- **FONTS:** embedded

For best results, to preserve clickable URL links for the eEdition, avoid flattening ads and outlining text.

➤➤➤➤ **Please provide BOTH a PDF file and URL link**

### LOGO PLACEMENT

To guarantee the benefits of logo inclusion we need your logo before the deadline and in one of the formats outlined below. If you have any questions, please contact your Insight Publications account executive.

- **LOGO DEADLINE:** September 3
- **PREFERRED FORMAT:** .AI or .EPS all fonts outlined
- ALSO ACCEPTED:** PNG or JPG high resolution (300 ppi)
- **COLOR:** CMYK, no spots

### SEND ALL FILES TO:

Your Insight Publications account executive

# WHY MANUFACTURING FIRST...



## »»» MISSION OF MANUFACTURING FIRST

### RECOGNIZING THE NEED

People who are passionate about manufacturing in Wisconsin needed a place to gather, network, and cooperate. Our event brings together the brightest stars of Northeast Wisconsin's manufacturing sector and provides a place and platform to strengthen our innovative spirit, learn from one another, and set forth on a path of continued growth and success.

### HIGHLIGHT MANUFACTURING IN WISCONSIN

One in four Northeast Wisconsin residents is employed in the manufacturing sector. It is the backbone of our regional economy and therefore our duty to nurture its development.

### DEVELOP OUR WORKFORCE

We seek to harness the passion of the manufacturing sector to help bridge the skills gap and enhance the image of manufacturing in our region.

## »»» CONFERENCE MANAGEMENT TEAM

### AMANDA BEUSCHER

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**For sponsorship opportunities email Insight Publications:**

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