



**DIGITAL MANUFACTURING
STRATEGIES SUMMIT USA**
28-29 OCTOBER | CHICAGO, USA

SPONSORSHIP PROSPECTUS



Chicago | Illinois
28-29 October 2026

#DMS26

dmss-usa.com

WELCOME

The **Digital Manufacturing Strategies Summit USA** gives technology providers direct access to senior manufacturing leaders actively purchasing digital transformation technologies across their organisations.

Around 120 C-suite and senior decision-makers from leading US manufacturers will attend, all actively investing in automation, AI, industrial data platforms and smart factory technologies.

Why sponsors participate:

- Access senior buyers – CIOs, CTOs, Chief Digital Officers and operations leaders responsible for digital investment
- See investment priorities early – delegates share initiatives and technology plans through the Intrinsic Intelligence Report
- Engage through curated meetings – structured 1-2-1 meetings and small-group discussions designed for meaningful commercial conversations



HEADLINE THEMES

ONE: Smart Manufacturing Initiatives

Technology providers delivering automation, industrial IoT, AI, data platforms and cloud infrastructure will find strong alignment within this theme. Delegates are actively exploring solutions that enable connected factories, unlock operational data and support the transition towards more intelligent, digitally enabled manufacturing environments.

TWO: Digital Supply Chain Visibility

This theme connects solution providers with manufacturing leaders seeking technologies that improve supply chain visibility, forecasting and risk management. Platforms that support predictive analytics, digital control towers, integrated planning and supplier data visibility will be central to discussions with organisations navigating increasingly complex global trade environments.

THREE: AI-Driven Predictive Maintenance

Vendors specialising in industrial AI, predictive analytics, IoT sensors and asset performance management will engage with manufacturers looking to move beyond reactive maintenance models. Delegates within this theme are actively evaluating technologies that can deliver measurable improvements in asset performance, uptime and operational efficiency.

FOUR: Optimizing the Digital Workforce

This theme creates opportunities for technology partners delivering workforce enablement solutions such as digital learning platforms, skills analytics, collaboration tools and immersive training technologies. Delegates are focused on building future-ready teams capable of supporting long-term digital transformation initiatives.

WHY SPONSOR?

The Digital Manufacturing Strategies Summit provides access to a hard-to-reach audience of senior manufacturing leaders responsible for digital transformation and major technology investment decisions across global manufacturing operations.

Access to Verified Manufacturing Decision-Makers

Every delegate is personally qualified against strict attendance criteria. The result is a room of senior manufacturing leaders responsible for digital transformation and major technology investment decisions.

Pre-Scheduled 1-2-1 Meetings

Sponsors schedule a series of 25-minute private meetings with delegates whose initiatives align with their solutions, creating focused conversations with organizations actively investing in new technology.

Delegate Intelligence Report

Three weeks before the summit, sponsors receive the Delegate Intelligence Report, outlining delegates' investment priorities, budgets, and upcoming initiatives so you can prepare for every meeting in advance.

WHY SPONSOR?

Accelerate Pipeline Development

Engage directly with senior manufacturing leaders actively exploring new technologies, helping you identify qualified opportunities, progress live initiatives and build relationships that support long-term sales pipelines.

Strengthen Industry Reputation

Build credibility as a trusted technology partner among senior manufacturing executives responsible for large-scale digital transformation and technology investment.



MARKET INTELLIGENCE BEFORE THE SUMMIT

Three weeks before the summit, sponsors receive the **Delegate Intelligence Report**, providing detailed insight into delegates' investment priorities, budgets and planned digital transformation initiatives. This allows you to prioritise meetings and approach every conversation with a clear understanding of where organisations are actively investing.

SAMPLE INTELLIGENCE REPORT

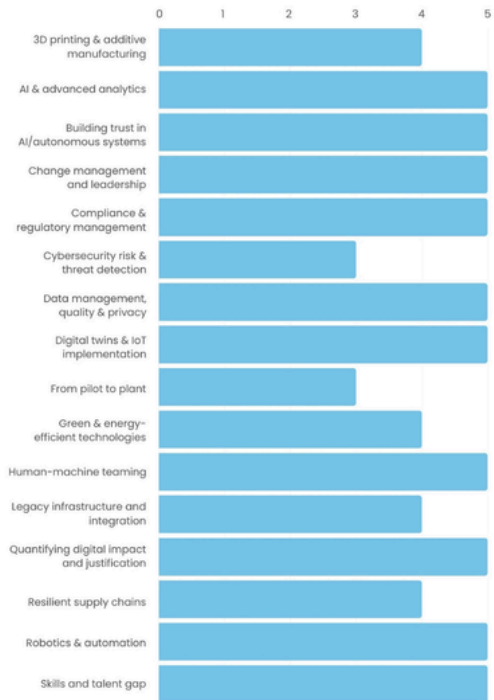
Full name



Responsibilities Overview

Company	Company
Job Title	Job Title
Size and remit of your team?	40
Budget Responsibility	100+ million
When does your budget cycle start?	January
What is your purchasing responsibility?	I make the final decision
What is your geographic responsibility?	Global
Business Challenge/Planned project ONE	Smart factory innovations
Business Challenge/Planned project TWO	Scaling Digital Operations
Business Challenge/Planned project THREE	Building for Disruption

Strategic and/or Investment Priorities



Full name, Job title - Company

Full name, Job title - Company

OUR AUDIENCE

Attendance at the Digital Manufacturing Strategies Summit is strictly limited to senior manufacturing leaders actively involved in digital transformation and technology investment decisions within their organisations.

Audience Snapshot

- **\$1.1BN Combined Spending Power in the room**
- 66% of attendees hold Founder, C-suite, VP, Director or Head-of roles.
- 75% of delegates directly influence or make final technology investment decisions.

Delegate Qualification Criteria

To maintain the seniority and commercial value of the summit, all delegates must:

- Be directly involved in an active or planned digital transformation programme
- Work within a manufacturing organisation
- Lead or influence digital transformation strategy within their organisation
- Control or influence technology investment, with budgets exceeding \$1M

Key Leadership Functions

Delegates attend from across key functions responsible for digital transformation and operational performance within manufacturing organisations, including:

- AI & Advanced Analytics
- Automation & Smart Manufacturing
- Cybersecurity
- Data & Analytics
- Digital Strategy & Transformation
- Engineering
- Industry 4.0 & Innovation
- IoT & Connected Systems
- IT & Technology
- Maintenance & Reliability
- Operations & Production
- Safety & Sustainability

SPONSOR ENGAGEMENT OPPORTUNITIES

The Digital Manufacturing Strategies Summit is built around interactive, discussion-led sessions designed to create meaningful engagement between sponsors and senior manufacturing leaders.

Alongside pre-scheduled 1-2-1 meetings, these formats provide additional opportunities to explore industry challenges, share expertise and build valuable new relationships.

Case Study Presentation

Deliver a customer-led case study presentation to the full summit audience, demonstrating how your solution addresses a real digital manufacturing challenge.

Think Tank Challenges

The first 90 minutes of Day One are structured into three 25-minute challenge discussions with curated groups of up to 10 delegates, creating focused, commercially relevant conversations aligned to your area of expertise.

Hosted Roundtables

Host a 45-minute facilitated discussion with a curated group of senior delegates, enabling deeper exploration of a challenge closely aligned with your solution.

BRANDING & VISIBILITY OPPORTUNITIES

Further increase your presence at the Digital Manufacturing Strategies Summit through additional branding and networking opportunities designed to maximise your presence throughout the event.

Drinks Reception Sponsor

Associate your brand with one of the summit's key networking moments, including a short address to all attendees in a relaxed, high-impact setting.

Lunch Sponsor

Prominent brand visibility during the summit's busiest networking period as delegates connect and continue conversations.

Coffee Break Sponsor

Brand visibility during informal networking moments when delegates gather for coffee and spontaneous discussions.

Lanyard Sponsor

Event-long brand exposure as all attendees wear your branded lanyards throughout the summit.

Content Partner

Extend your visibility through thought-leadership content promoted before, during and after the summit.

12-month partnership. Multiple partners available.



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INTERESTED IN SPONSORING?

Get in touch to learn how your organization can benefit from being a sponsor. We're here to answer your questions and to get you started.



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