

2027 AMUG CONFERENCE

March 14 - 18, 2027

Sponsor and Exhibitor
Prospectus



ADDITIVE MANUFACTURING USERS GROUP
Education and Training Conference

Harrah's Resort, Atlantic City, New Jersey, USA
www.amug.com | #AMUG2027



Why Sponsor or Exhibit at AMUG 2027

BRAND RECOGNITION

Show your **credibility**, and increase your **reputation** within the AM industry by being at the AMUG Conference.

EXPERIENCED AM COMMUNITY

Get access to an **experienced, knowledgeable AM community** – This doesn't happen anywhere else!

QUALITY LEADS

AMUG is a catalyst that moves you along the sales process with **quality leads** – A high signal-to-noise ratio.

BUILDING RELATIONSHIPS

AMUG hosts its all-inclusive, completely in-house conference geared toward promoting **networking** among attendees, sponsors, and exhibitors - Build **quality relationships** through this unique environment.



AMUGexpo Hours

Sunday, March 14, 2027

5:00 PM — 9:00 PM

Monday, March 15, 2027

10:00 AM — 1:30 PM

6:00 PM — 9:00 PM

Tuesday, March 16, 2027

6:00 PM — 9:00 PM

“AMUG isn't something you attend—it's something you participate in. Being an exhibitor for the past few years as well as presenting and running a hands-on workshop alongside experienced practitioners, has led to direct feedback, practical discussion, and real learning. This community shows up ready to engage.”

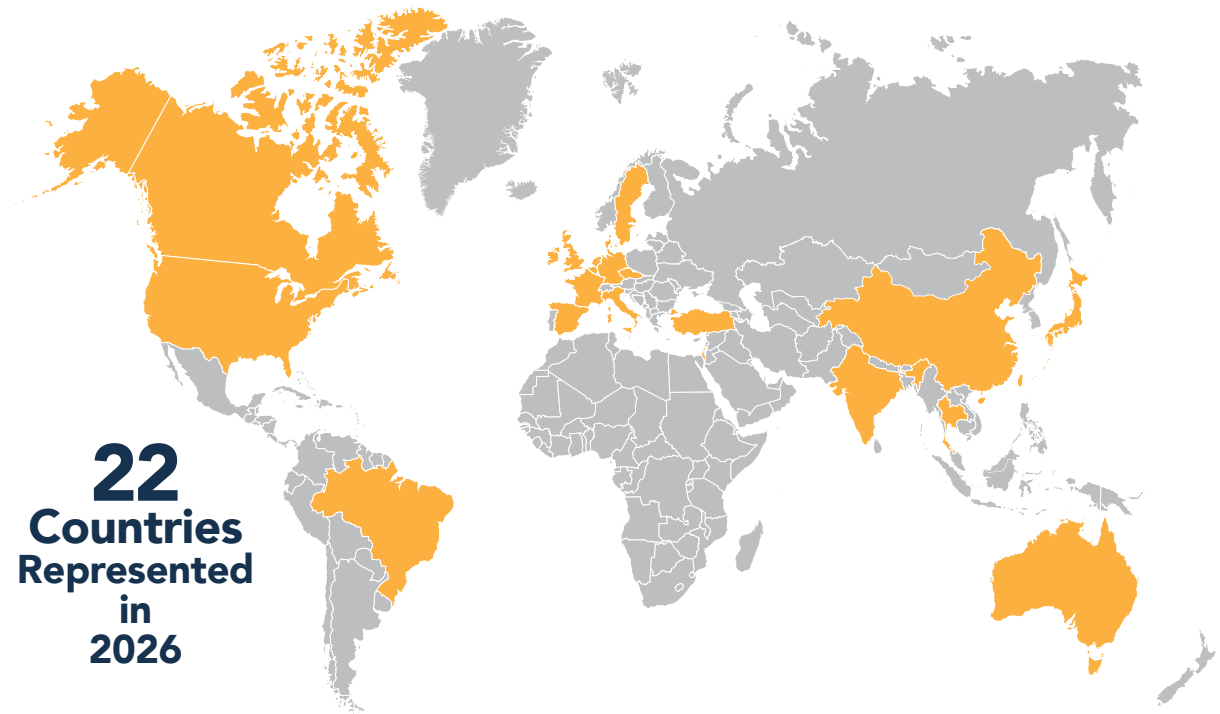
–Troy Peterson

Sales and Marketing Manager, BJB Enterprises, Inc.



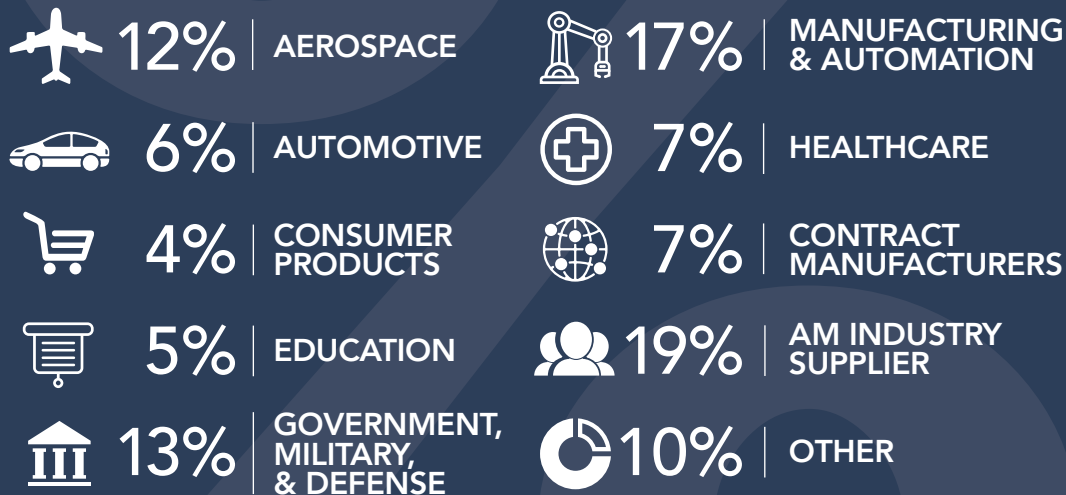
Who will be at AMUG 2027

The AMUG Conference brings together **engineers, designers, managers, and educators** from around the world to share expertise, best practices, challenges, and application developments in additive manufacturing. The users group is dedicated and open to the owners and operators of commercially available additive manufacturing and 3D printing technology.



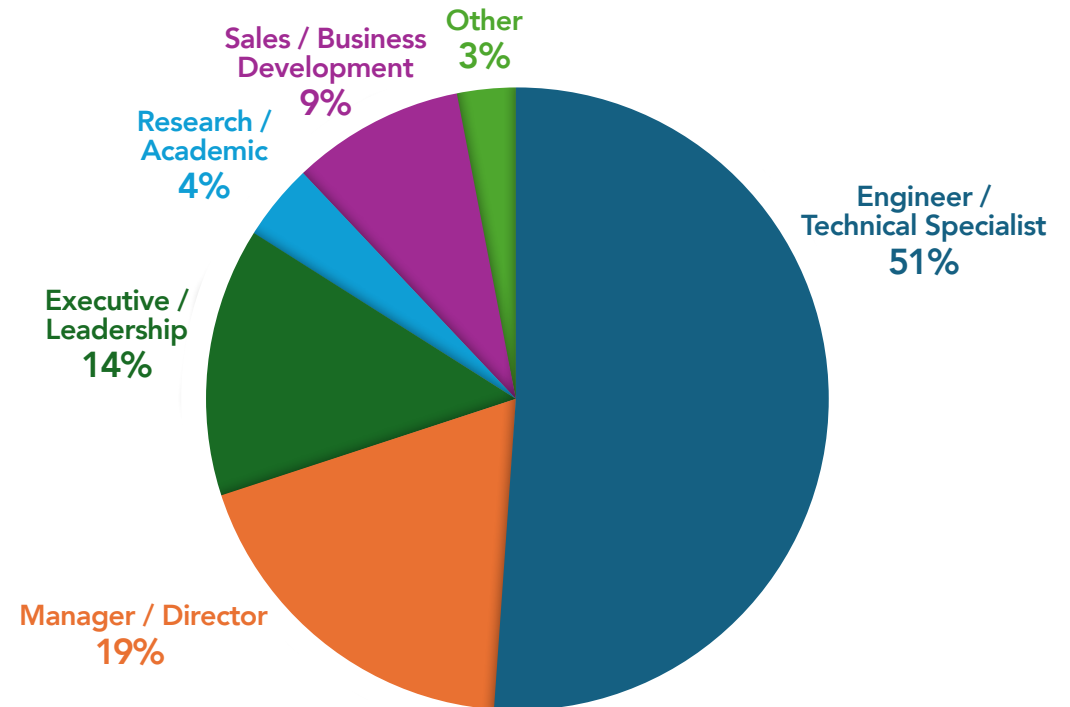
PERCENTAGE OF ATTENDANCE BY INDUSTRY

based on attendance at the 2026 AMUG Conference





AMUG attendees are an experienced and knowledgeable community of technical operators and leaders from around the world. Below shows the breakdown of titles based on 2026 AMUG Conference attendance.



"AMUG has proven to be a fantastic stage for our mission. We met highly engaged and knowledgeable professionals. The quality of discussions and the concentration of serious AM stakeholders make AMUG one of the most impactful events for us in the U.S. market."

– Daniel Selck, NEW AIM3D GmbH



AMUG Sponsorship Comparison

		DIAMOND	PLATINUM	GOLD	SILVER	AMUGexpo Only
SPONSORSHIP PRICE		\$25,000	\$15,000	\$8,000	\$2,500	\$5,000
Personnel	CONFERENCE ATTENDEE PASS(ES)	4	2	1	0	0
	EXPO STAFF PASSES (AMUGexpo access only Sun-Tue)	4	2	2	0	2
	MEALS FOR EXPO STAFF	During AMUGexpo	During AMUGexpo	During AMUGexpo		During AMUGexpo
Exhibit Space and Receptions	EXHIBIT BOOTH SIZE	20X20	10X20	10X10	No Booth	10X10
	BOOTH PRIORITY SELECTION	✓ Within Sponsor Level	✓ Within Sponsor Level	✓ Within Sponsor Level		✓ Within Exhibitor Level (after Gold Sponsors)
	OPTIONAL "NO BOOTH" CONFIGURATION AVAILABLE	✓	✓	✓		
	BOOTH ITEMS INCLUDED	Pipe, drape, hotel carpet, tables and chairs upon request, vacuumed daily. Room buildout allowed. Restrictions apply.	Pipe, drape, hotel carpet, (2) skirted tables, (4) chairs. Vacuumed daily. No room buildout allowed.	Pipe, drape, hotel carpet, (1) skirted table, (2) chairs. Vacuumed daily. No room buildout allowed.		Pipe, drape, hotel carpet, (1) skirted table, (2) chairs. Vacuumed daily. No room buildout allowed.
	UTILITIES INCLUDED	(1) 110v	(1) 110v	(1) 110v		(1) 110v
	UTILITIES AVAILABLE FOR PURCHASE	110v, 208v, Air, Gas	110v, 208v, Air, Gas	110v, 208v, Air, Gas		110v, 208v, Air, Gas
	DRAYAGE INCLUDED	Up to 1,000 lbs.	Up to 500 lbs.			
	COI COVERAGE PROVIDED	✓	✓	✓		✓
	DIGITAL LEAD SCANNER PROVIDED AT NO COST	Sun - Tue	Sun - Tue	Sun - Tue		Sun - Tue
	Conference Program	PRESENTATION/TRAINING SESSIONS	(4) 1-hour presentations at conference (1) session per day Mon - Thu	(1) 1-hour presentation at conference Mon - Wed		
DIAMOND INSIGHTS AND HIGHLIGHTS LEADERSHIP PANEL		✓				
Branding at Conference	ACKNOWLEDGMENT IN AMUG OPENING SESSION	✓	✓	✓	✓	
	BRANDED SIGNAGE IN PROMINENT CONFERENCE AREAS	✓	✓	✓	✓	
	CO-BRANDED GIVE-AWAY IN AMUG MEMBER BAG	✓ Additional costs apply				
Monthly AMUG Newsletter	WEB LINK IN NEWSLETTER	✓	✓	✓		
	AMUG NEWSLETTER ARTICLE	✓				
Branding on AMUG Website	LOGO AND WEB LINK	✓	✓	✓	✓	
	DESCRIPTION	✓	✓	✓	✓	
	BANNER RECOGNITION	✓	✓	✓	✓	
AMUG Mobile App and AMUG Online Planner	SPONSOR LISTING LOGO AND WEB LINK	✓	✓	✓	✓	
	EXHIBITOR LISTING WITH LOGO	✓	✓	✓	✓	✓
	DESCRIPTION AND SOCIAL MEDIA LINKS	✓	✓	✓	✓	✓
	BROCHURE UPLOAD	✓	✓	✓	✓	✓
	SPONSOR SPEAKING SESSIONS LISTED	✓	✓			

Additional Sponsorship Opportunities

Standalone Sponsorship Opportunities

(Need not be existing sponsor)

2027 Start-up Launchpad Sponsor – \$25,000

In 2025, AMUG debuted the Start-up Launchpad, a dedicated space in the AMUGexpo for up to ten qualified start-ups to showcase their groundbreaking technologies to industry professionals and decision-makers at a sponsor-subsidized rate. In addition to supporting the next-generation of AM innovation, as Start-up Launchpad Sponsor, you receive:

- Two Conference Attendee Passes
- Marketing credits as “**2027 Start-up Launchpad Sponsor**” in website, mobile app, online planner, and prominent conference areas

AMUG Scholarships – \$5,000/each

Each year, AMUG awards two scholarships that recognize and support individuals passionate about additive manufacturing (AM) and committed to advancing the technology through learning, teaching, and innovation. This award covers all travel, lodging, and conference expenses for one student and one educator, helps bridge financial barriers and provides next-generation innovators with invaluable access to hands-on training, industry leaders, and mentorship. Sponsors of either the Guy E. Bourdeau Scholarship (students) or the Randy Stevens Scholarship (educators) will receive main stage recognition during the winner presentations, as well as marketing credits across the AMUG website, mobile app, social media, press releases, and related promotional campaigns.

Lanyard Sponsor – \$10,000

Promote your brand at every turn by sponsoring the official conference lanyards, worn by all attendees throughout the event. This exclusive opportunity guarantees maximum visibility and reinforces brand recognition, keeping your company top-of-mind throughout the week for attendees.

Refresh and Recharge Lounge – \$10,000/each

Sponsor a lounge area in the AMUGexpo with comfortable seating for attendees to rest and charge their devices. An integrated digital screen and locations for print media ensures you're on their mind while they're off their feet.

Networking Break Sponsor – \$7,500/day

Sponsorships available daily (Mon-Thu) for both AM and PM networking breaks. This prominent sponsorship ensures your company is front and center with exclusive branding while attendees network over a cup of coffee and light refreshments.

Exclusive Hotel Branding – Starting at \$1,000

With various digital and print opportunities, post your brand throughout the hotel. Options vary from screens throughout the hotel space to high-impact print wraps available for elevators and doors in the main areas. Speak to the AMUG Sponsorship Team for details.

Optional NO BOOTH Sponsorships

Diamond, Platinum, and Gold Sponsors may opt out of their exhibit space in the AMUGexpo (and included Expo Staff passes) and still receive all other marketing and branding associated with sponsorship level. Expo Staff passes will be converted to Conference Attendee passes at a 2:1 ratio.

Sponsorship Enhancements Available to Diamond and Platinum Sponsors Only

Hands-on Training Labs – \$5,000/week

Take attendees "under the hood" with your own dedicated, secure space for the entire week. Perfect for hosting training sessions, technical workshops, and deep-dive product demonstrations. This exclusive room provides a quiet, immersive environment to deeply engage prospects and showcase your technology's true capabilities. (Limited Availability)

Sunday Welcome Reception

Host a private networking reception for your customers prior to the official AMUG opening on Sunday afternoon. Many spaces are available! Speak to the AMUG Sponsorship Team to discuss pricing and availability.

Available to Diamond Sponsors Only Larger Booth Space

A brand new, open concept venue for the AMUGexpo provides opportunities for larger booth space upgrades. Contact sponsorship@amug.com to discuss options.

Executive Conference Attendee Pass

Diamond Sponsors are entitled to one additional full-conference attendee pass at no additional charge for use by C-Suite representative from Sponsor company.

2027 AMUGexpo Floor Plan – Wildwood Ballroom (First Floor)



Diamond, Platinum, and Gold Sponsors receive a select number of full AMUG Conference Attendee Passes.

Included with Conference Attendee Pass:

EDUCATION AND TRAINING

- General Sessions, Keynote Presentations, Innovators Showcase
- Technical Sessions
- Workshops and Hands-on Training
- Diamond and Platinum Sponsor Sessions

NETWORKING ACTIVITIES

- Breakfast, Lunch, and Dinner
- Special Event and Dinner (Wed)
- Sunday First-Time Attendee Reception
- AMUGexpo (Sun-Tue)
- Technical Competition (Mon-Tue)

DIGITAL ACCESS

- AMUG Online Planner (year access)
- AMUG Mobile App (year access)
- Network with AMUG Attendees (year access)
- Conference Proceedings (year access)
- Session Evaluations and Conference Survey
- Technical Competition Members' Choice Voting
- Sponsor and Exhibitor Information (year access)
- AMUG Participation Certificate

AMUG OFFICIAL BUSINESS AND MEMBERSHIP

- Official Member in AMUG for Conference Year
- AMUG Business Meeting
- AMUG Board of Directors Voting

Can sponsors and exhibitors participate in all conference programs?

YES. We encourage sponsor and exhibitor representatives that have a full conference pass to join the AMUG Conference activities as attendees. If your participation level does not include an attendee pass, or you need to purchase additional passes, please visit www.amug.com to register.



Reserve Your Space!

Sponsor and exhibitor registration for the 2027 AMUG Conference will open on June 8, 2026. Don't wait to reserve your spot! A limited number of spots are available.

Booth selection begins November 2026. 50% deposit must be received by October 9, 2026 (or at the time of registration, whichever comes first) to secure booth priority selection within your participation level and initiate marketing programs.

Sponsors and exhibitors are responsible for all travel and hotel accommodations. Hotel reservations can be made by visiting: <https://www.amug.com/conference-hotels/>



Connect with the AMUG Team

If you have questions regarding AMUG Sponsorship or have an idea that you don't see listed here, please don't hesitate to reach out. We are always open to exploring options to help you meet your specific goals!

Contact the Sponsor and Exhibitor Team
sponsorship@amug.com

