



# CASE STUDY: ASSOCIATION FOR MANUFACTURING TECHNOLOGY



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The Association for Manufacturing Technology (AMT) is a trade organization that represents the manufacturing technology industry in the United States. AMT is best known for organizing the International Manufacturing Technology Show (IMTS), which is held every two years in Chicago. IMTS is the largest manufacturing technology trade show in North America and attracts attendees from all over the world.



## OVERVIEW

IMTS is the oldest trade show of its kind but it did face its own set of unique challenges. Innovative technology was required to improve communication with their entire audience. To solve this problem, IMTS partnered with MYS to create a user-friendly product for visitors before, during, and after the event. Trade shows have the challenge of attracting two different audiences - exhibitors and attendees. To address this challenge, MYS and IMTS collaborated to optimize the MYS software for all end-users.

## RESULTS

By collaborating with MYS, IMTS successfully continues to provide a seamless digital experience for their event's audience. The event's multiple communication channels were linked to specific content and areas, which allowed users to easily navigate the live event and access all the information they needed. The digital components of the show not only provided clarity and increased ROI for exhibitors and attendees but also increased accessibility to exhibitor and show information as a whole.

## SOFTWARE COMPONENTS UTILIZED

-  SESSIONS
-  MOBILE APP
-  FLOOR BUILDER
-  BOOTH SALES
-  MY SHOW PLANNER

“The key to the successful partnership between Map Your Show and AMT/IMTS is that we **approach ideas and projects together**. Map Your Show does great work, but the best part about working with them is the **collaboration that comes with the partnership.**”



**Michelle Edmonson**  
Vice President, Exhibitions, AMT