



**April 8-10 | Detroit, MI**  
Huntington Place

# DETROIT

**+ EVENT PROSPECTUS**

**CONNECT WITH THE  
MOST IMPORTANT  
DECISION MAKERS IN  
ADDITIVE MANUFACTURING**

Co-located with



Produced By  
**sme**



## + SME IMPACTS MANUFACTURING WITH TALENT AND TECHNOLOGIES



SME represents North American manufacturers, academia, professionals, students, and their communities.

SME, a coproducer of RAPID + TCT, impacts North American manufacturing through its work in four strategic areas:

- 1. LEADERSHIP:** Forging national partnerships, championing technological innovations, and solving workforce challenges.
- 2. CONNECTIONS:** Collaborating with like-minded organizations, businesses, and educators across all of SME's platforms.
- 3. TECHNOLOGIES:** SME connects our industry to the research, technologies and resources that propel operations to excellence.
- 4. TALENT:** Driving the attraction, development and diversification of the current and future manufacturing workforce to revitalize the industrial base.

SME has supported the advancement of additive manufacturing for almost four decades. As a nonprofit organization, all proceeds earned from SME events are invested back into the industry. Your partnership with RAPID + TCT supports our active AM technical community that generates news, resources, educational content, research studies, student programming, scholarships, awards, and more. **Go to [SME.org](https://www.sme.org) to learn more.**



## + THE TCT GROUP – 3D PRINTING & ADDITIVE MANUFACTURING INTELLIGENCE



Rapid News Publications Ltd, the owner of the TCT Group, has been a leading authority in additive manufacturing and 3D printing for over 30 years.

A global portfolio of events and media delivers business critical intelligence to the additive community across Europe, North America and Asia.

The TCT Group mission goes beyond raising awareness; it is focused on developing a 360-degree understanding of the potential of additive manufacturing and 3D printing technology to increase adoption at all stages of design, engineering and manufacturing.



TCT Asia, China's largest 3D Printing & Additive Manufacturing event.



TCT Awards, an annual night of 3D Printing and Additive excellence.

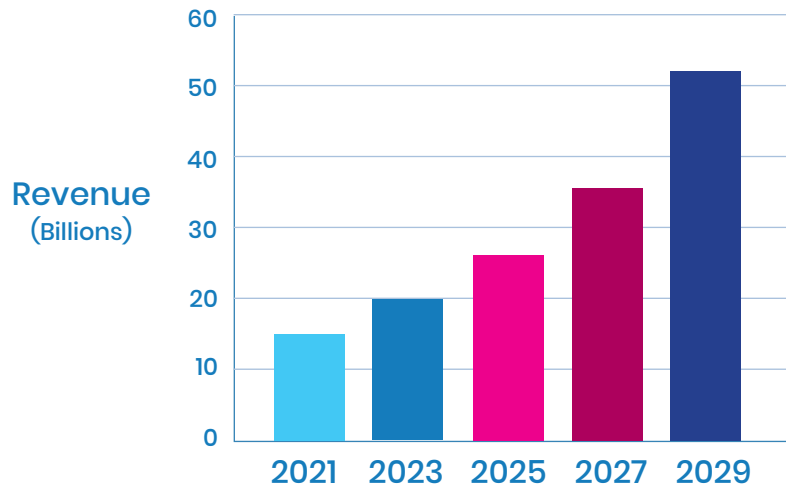


The De-facto industry news source, TCT Magazine, available in North America and Europe editions.



# The AM Industry's North American Home for 35 Years!

## AM Industry Projected Growth



(Source, Wohlers Report 2024)

## Attendee Satisfaction

**94%** plan to take action as a result of attending.

**87%** attend to discover new products, applications, and developments.

**88%** were Very Satisfied or Satisfied with the event.

(Source, RAPID + TCT 2024 post-event survey)

Tap into the audience of North America's largest additive manufacturing and industrial 3D printing event.

**102** Average leads generated by each exhibiting company at RAPID + TCT 2024

## + WHERE INNOVATION MEETS INDUSTRY

In Detroit, “Motor City” is more than just a moniker. It’s a living, breathing testament to American manufacturing. As the epicenter of industrial innovation for over a century, Detroit offers an unparalleled stage for RAPID + TCT 2025.



### Michigan Quick Facts

- Michigan is home to 39.7% of all active manufacturing apprentices in the United States.
- The defense industry contributes \$30 billion in economic activity for Michigan, with more than 166,000 jobs and nearly 4,000 Michigan businesses serving the defense and aerospace industries.
- Detroit’s strong academic institutions, like Wayne State University and the University of Michigan, collaborate with healthcare device companies on groundbreaking research.

**RAPID + TCT 2025:** Join us in Detroit for RAPID + TCT 2025 and experience the future of manufacturing firsthand. Discover the latest innovations, network with industry leaders, and witness the resurgence of a manufacturing powerhouse.

### References:

*Michigan Manufacturing Industry Cluster Workforce Analysis Report, Michigan Economic Development Corporation*



## + JOB FUNCTIONS

**29%** Owner/Company Management/  
Corporate Executive

**15%** Sales and Marketing

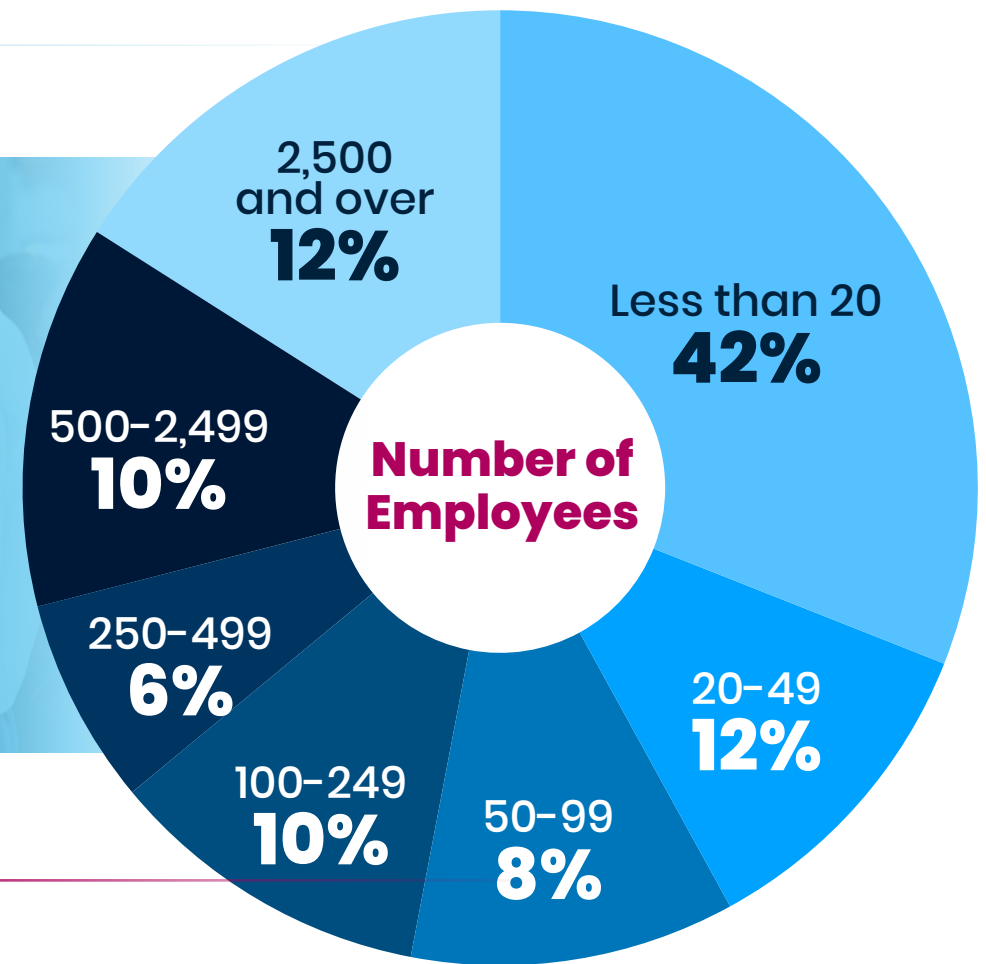
**14%** Product Design and Development

**15%** Design Engineer

**9%** Manufacturing Engineering/  
Production

**18%** Other Job Function\*

\*Includes Educator, IT Systems, Control Engineering, Purchasing and QA.



## + COMPANY SIZE

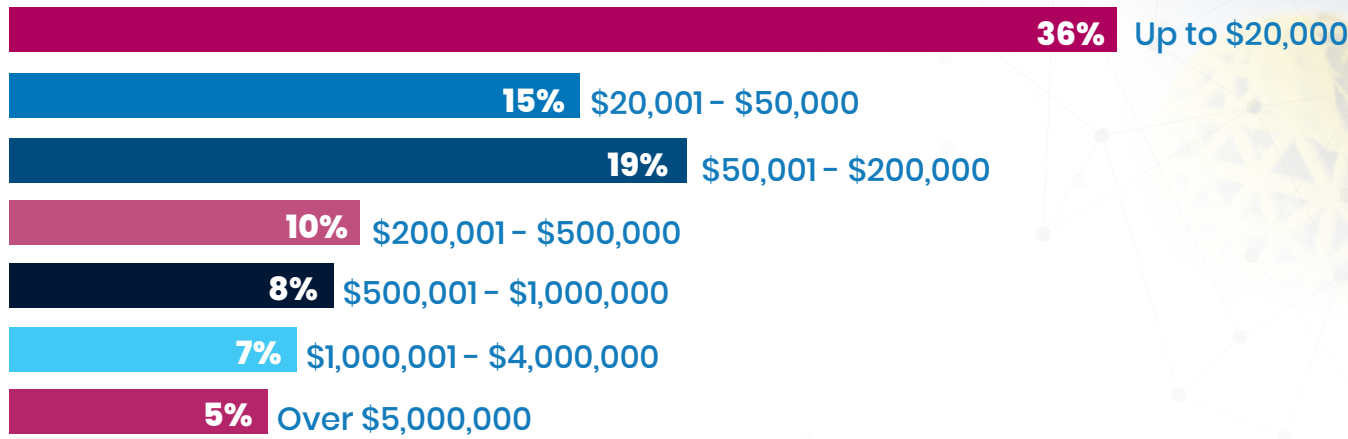
RAPID + TCT connects you with companies of all sizes. As additive manufacturing matures and becomes more affordable, small and mid-size organizations are an important market looking to invest in the technology.

## + PURCHASING POWER

**82%** of RAPID + TCT attendees influence equipment purchase decisions in their companies.

**34%** of RAPID + TCT attendees had equipment budgets that exceeded \$200,000.

## + BUDGET



## + TOP TECHNOLOGIES EVALUATED

RAPID + TCT attendees indicated they came to the show to evaluate the following technologies, among others (multiple responses):

Additive Manufacturing/3D Printing and Industrial Processes	26%
Materials	15%
Manufacturing Process	14%
Product Design/Engineering	13%
Other Additive Technologies	11%
Pre/Post Processing	10%
Manufacturing Software	8%
Metrology Fundamentals	4%

# COLOCATION, COLLABORATION, COMMUNITY!

April 8-10, 2025 | Huntington Place | Detroit, MI



**Four** world-class manufacturing  
**events, together in one location**

**ONE BADGE, FOUR EVENTS!**

From automotive to medical, consumer goods to aerospace, government procurement to private investors, connect with them all at RAPID + TCT 2025!



# RAPID + TCT 2024 LOS ANGELES - BY THE NUMBERS

TOTAL EVENT  
ATTENDANCE

**9,500**

HOURS OF  
EDUCATIONAL  
CONTENT

**150+**

COUNTRIES  
REPRESENTED

**50**

NUMBER OF SPEAKERS

**300+**

TOTAL EXHIBITING  
COMPANIES

**400+**

CONFERENCE  
DELEGATES

**1,300+**

FIRST-TIME EXHIBITORS

**127**

INDUSTRY ALLIANCES

**40+**

NEW PRODUCTS  
ON DISPLAY

**327**

HOURS OF  
NETWORKING

**11**

**3,600+**

RAPID + TCT ONLINE COMMUNITY  
MEMBERS ENGAGED IN THE  
SME EVENTS+ APP



## + RAPID + TCT 2025 WILL SELL OUT — DON'T WAIT TO RESERVE YOUR SPACE

Reserve your preferred exhibitor space now for the additive manufacturing event of the year before it sells out! To reserve your exhibit space or receive additional details email us at [rapid.tct@sme.org](mailto:rapid.tct@sme.org).

When you exhibit at RAPID + TCT, your investment is supported by our comprehensive marketing and public relations campaign! Last year's efforts made over 1,000,000,000 impressions among our audience.

### All exhibit space purchases include:

- Customized turnkey marketing tools (including leads generated)
- Unlimited Expo Passes (booth staff and guests)
- 20% off Conference Passes (booth staff and guests)
- Dedicated account representative
- Comprehensive exhibitor profile (website and app)
- Media relations support



## + STANDARD DECORATOR PACKAGE:

- BOOTH CARPET (BLACK)
- 110V ELECTRICAL
- 6' DRAPED TABLE
- 2 CHAIRS
- WASTE BASKET
- STANDARD ID SIGN

**RAPID + TCT 2025  
WILL SELL OUT**

**DON'T WAIT TO RESERVE  
YOUR SPACE**

## **+ Unleash Innovation. Unveil Potential. Join the Discovery Zone.**

### **Are you new to exhibiting at RAPID + TCT?**

By popular demand, we are excited to announce the return of the Discovery Zone at RAPID + TCT 2025, the exclusive arena for amplifying innovation in the Additive Manufacturing world.

The Discovery Zone is designed to be a launchpad for first-time exhibitors with groundbreaking ideas, providing a platform to showcase your cutting-edge technologies, novel applications, and visionary concepts in industrial 3D printing and additive manufacturing.

For those seeking an effortless entry, we're offering this cost-effective, turnkey space, ensuring you can seamlessly present your technology and ideas without the hassle of logistical challenges. Includes standard decorator package.



## **+ NEW! ATTENTION ALL AM SERVICE BUREAUS & PROVIDERS**

### **Are you looking to meet your next strategic account?**

Book your exhibit space in the RAPID + TCT 2025 AM Service Providers Pavilion. Demonstrate your capabilities to buyers and decision makers. Generate leads across key industry verticals like automotive, defense, aerospace, medical, and consumer goods. Best of all? Showcase participants receive dedicated marketing support like inclusion in an eblast to pre-registrants and social media shoutouts! Includes standard decorator package.

**+ To reserve your exhibit space or receive additional details email us at [rapid.tct@sme.org](mailto:rapid.tct@sme.org).**



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**UNLEASH  
INNOVATION.**

**UNVEIL  
POTENTIAL.**



# THE NORTH AMERICAN TOUR



[RAPID3DEVENT.COM](http://RAPID3DEVENT.COM)

## 2024

June 25-27  
**LOS ANGELES**

# DETROIT

## 2025

April 8-10  
Huntington Place

## 2026

April 14-16  
**BOSTON**

