

THE BEST OF

# SIMIX

VIRTUAL EVENT

SMART MANUFACTURING  
EXPERIENCE



**October 29, 2020**

**LIVE: 10 AM – 4 PM ET**



**AMI**  
ADVANCED MANUFACTURING  
INTERNATIONAL, INC.

# + Virtual Event Highlights

## Live and On-Demand **Education**

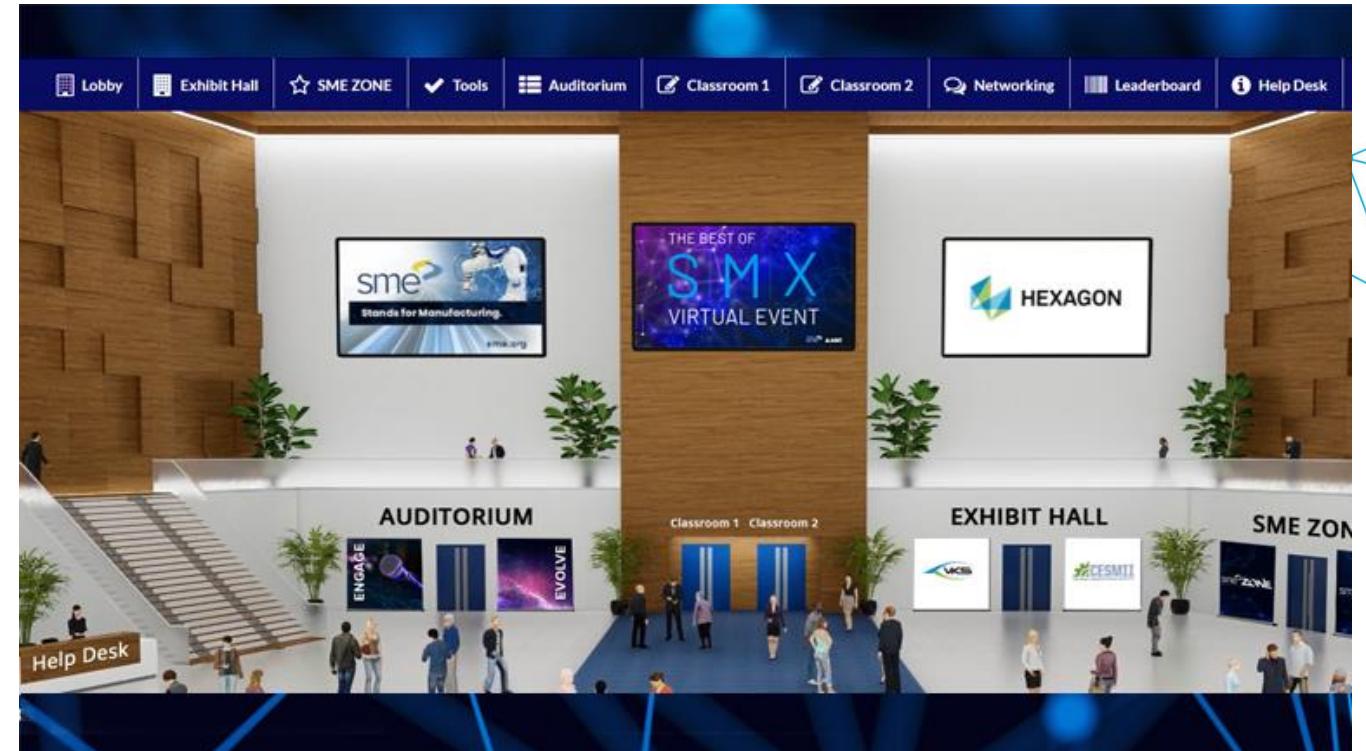
- ✓ 20+ Smart Topics from Keynotes & Panels, Technical Presentations, and Knowledge Bars

## Interactive Virtual **Exhibits**

- ✓ One-on-one consultations: attendees interact directly with sponsors through text, audio, or video chat

## Connect and Share **Networking**

- ✓ Networking Lounge where attendees can connect about smart manufacturing topics and interact with speakers, sponsors, and fellow manufacturing professionals

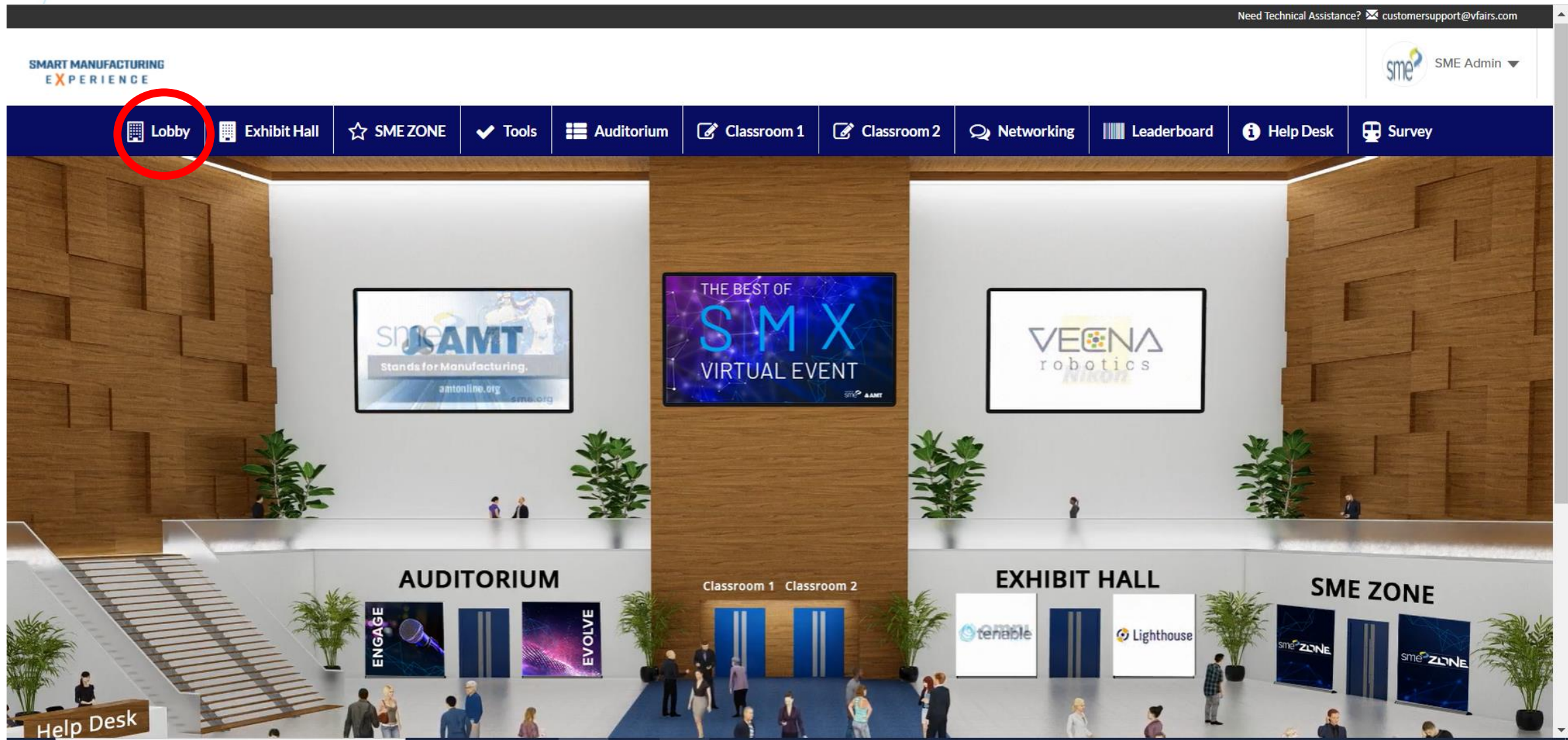


THE BEST OF  
**S | M | X**  
VIRTUAL EVENT

The Best of SMX aims to recreate the feel of a physical SMX event with an easy to navigate, visually captivating experience. Participants will require no downloads or Flash, and the platform is mobile-compatible. For the best user experience, it is recommended to attend using a desktop/laptop on the Google Chrome browser.

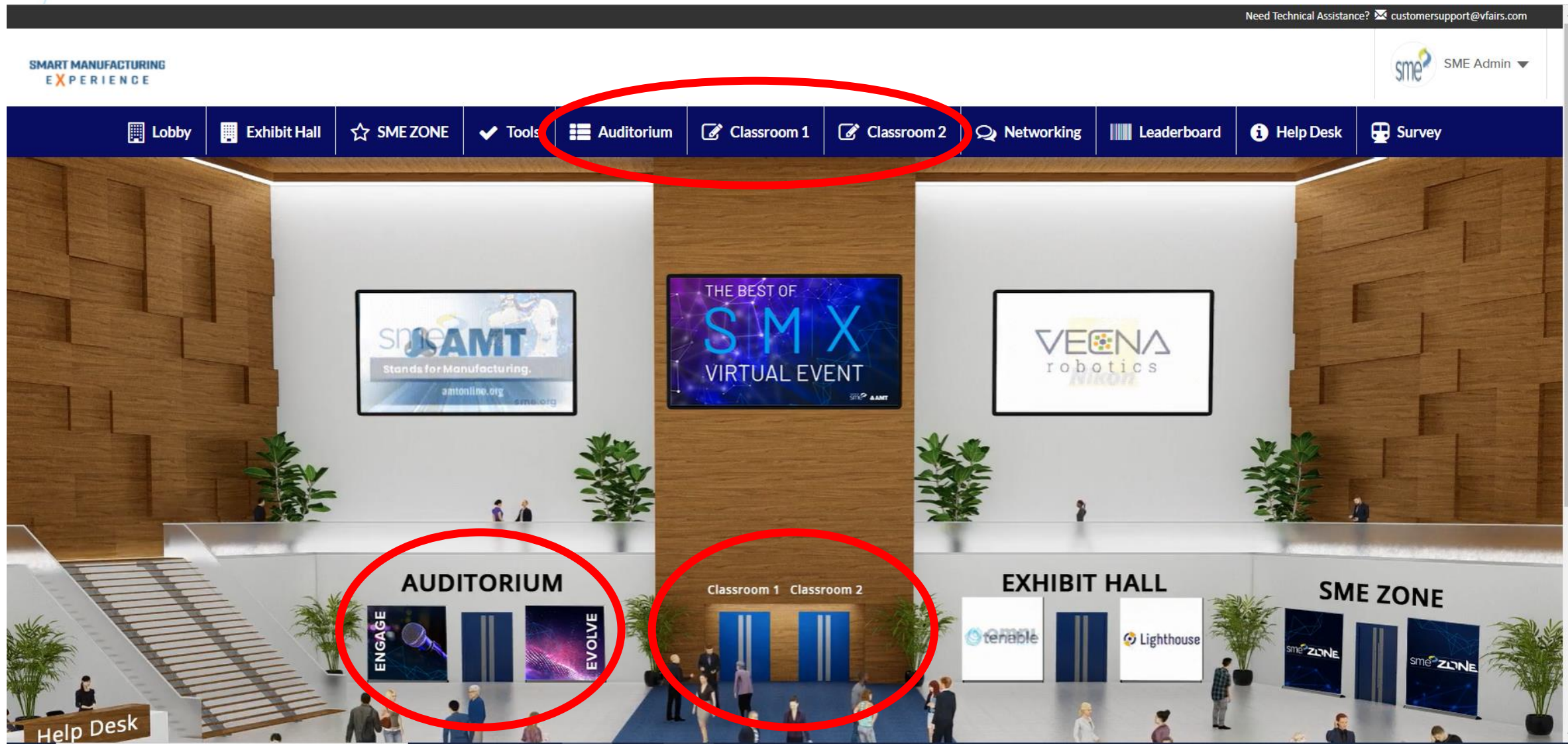
# + The Best of SMX Lobby

Your journey will begin at the lobby. This is the central hub where you will be able to access the exhibit hall, education sessions, the SME ZONE, and our help desk. You may also use the top navigation bar at any time during the show to enter new locations.



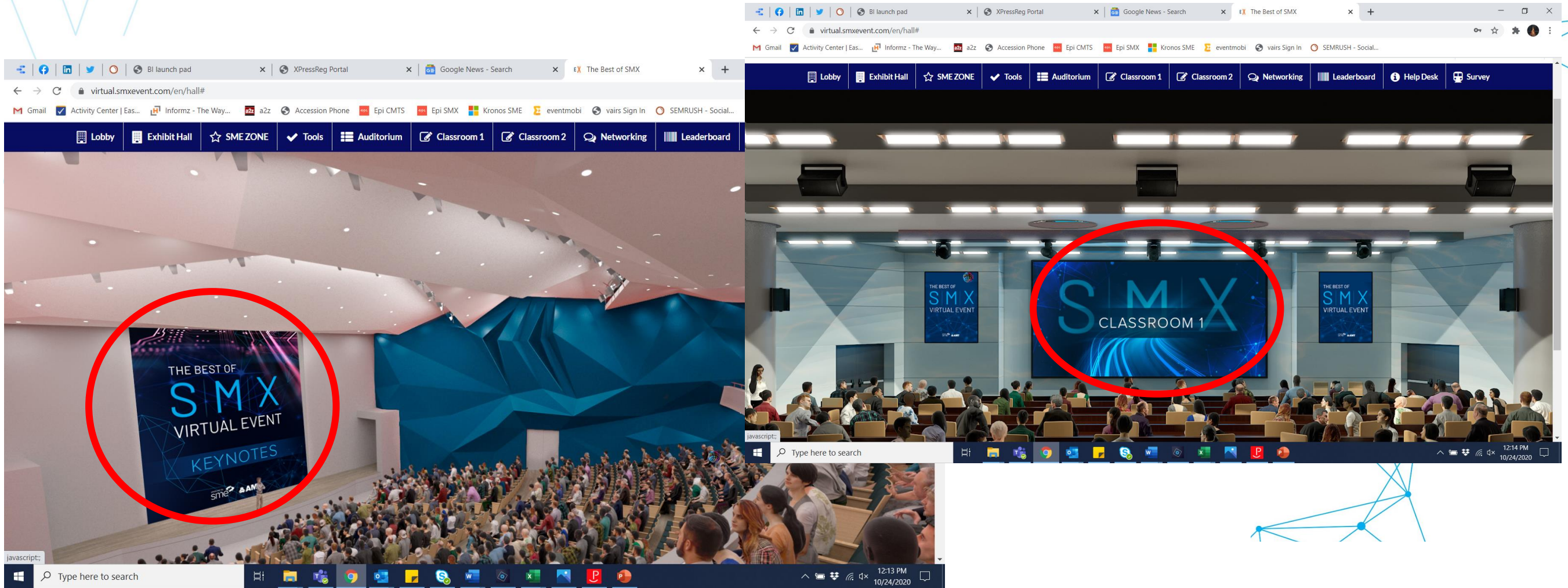
# + The Best of SMX Education Presentations

There will be 3 main theatres at The Best of SMX: enter the **Auditorium** to attend all keynotes and panels, and **Classrooms 1 & 2** for all Technical Presentations throughout the day.



# + The Best of SMX Education Presentations

Once you enter theatres, you will be greeted with a welcome & sessions overview video. To begin attending sessions and view the agenda for each room, [click on their theatre screens](#).



# + The Best of SMX Education Presentations

To view sessions, click the orange 'Join Session' button that will appear. To join in live speaker Q&A after each presentation, click on 'Join Q&A' at the specified time listed in the agenda.

The screenshot shows a web browser window displaying the virtual SMX event agenda. The browser tabs include 'BI launch pad', 'XPressReg Portal', 'Google News - Search', and 'The Best of SMX'. The URL is 'virtual.smxevent.com/en/hall#topics-tab'. The page features a navigation bar with options like 'Lobby', 'Exhibit Hall', 'SME ZONE', 'Tools', 'Auditorium', 'Classroom 1', 'Classroom 2', 'Networking', 'Leaderboard', 'Help Desk', and 'Survey'. The main content area is titled 'AUDITORIUM' and shows the agenda for 'OCTOBER 29TH'. Two sessions are listed:

- Delivering Value: Implementing Smart Operations for the Next Normal**  
Speaker: Ingrid Millán, Associate Partner, McKinsey & Company  
Time: Thu, October 29, 10:00 AM (Eastern Time Zone), 4 days, 21 hours, 44 minutes  
Buttons: 'Rate The Presentation' (circled in red) and 'Join Q&A' (circled in red).  
Learning Objective: Join this session to learn how companies can implement meaningful change across their organization using key technology drivers to deliver value in the next normal.  
Text: To join the live Q&A, click on this "Join Us" button below at 10:26 AM
- How Smart Manufacturing is Shaping the Supply Chain - Are You Prepared?**  
Speakers: Berardino Baratta, VP of Projects & Engineering, MxD; Marilyn T. Gaska, Ph.D., Logistics and Sustainment Chief Engineer / LM Fellow Chief Engineering and  
Time: Thu, October 29, 12:30 PM (Eastern Time Zone), 5 days, 14 minutes  
Button: 'Rate The Presentation'

The Windows taskbar at the bottom shows the search bar and various application icons, with the system clock indicating 12:15 PM on 10/24/2020.

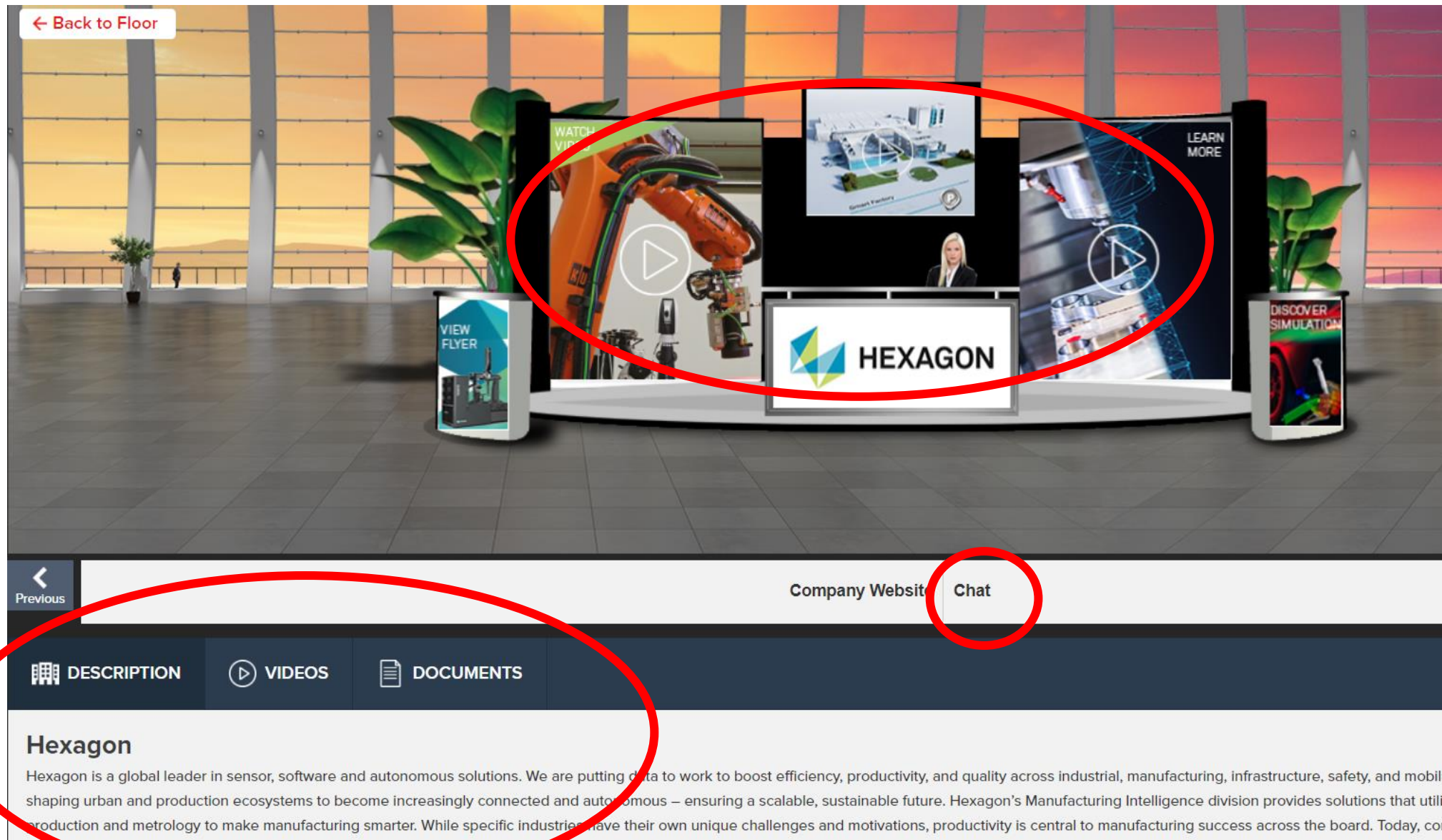
# + Best of SMX Navigating Virtual Exhibits

Enter the Exhibit Hall to explore our sponsors interactive exhibits. You can browse by scrolling left and right, or by using the exhibitor index. Enter exhibits by clicking on their booth graphics or names.

The screenshot shows a virtual exhibit hall with a dark blue navigation bar at the top containing icons for Lobby, Exhibit Hall, SME ZONE, Tools, Auditorium, Classroom 1, Classroom 2, Networking, Leaderboard, Help Desk, and Survey. The main area displays four virtual booths: CESMII, excellerant, HEXAGON, and HighByte. Red circles highlight left and right navigation arrows on the left and right sides of the exhibit hall, respectively. A large red oval highlights the Exhibitors Index panel at the bottom left, which lists the following exhibitors: Acieta, Capture 3D, CESMII, and Excellerant. To the right of the index is a 'HOW IT WORKS:' section with instructions: 1. Scroll the exhibitor booths above from left to right, or top to bottom in the Exhibitor's Index to the left. 2. Click on the booths to learn more about each exhibitor. Further right is a banner for 'THE BEST OF SMX VIRTUAL EVENT'.

# + Best of SMX Navigating Virtual Exhibits

Virtual exhibits are completely interactive – you can learn about the company, view & save documents, watch videos, click on booth graphics, and **connect live with staff by clicking ‘chat’**.





# + Best of SMX Navigating Virtual Exhibits: Chat

Once you've activated chat, you will be able to post your questions publicly in the general booth chat, or one-on-one with booth representatives by clicking their names. You may utilize video, audio, or text messaging to communicate in these private conversations.

The image displays two screenshots of the SMX Virtual Event chat interface. The top screenshot shows a general chat room for 'Capture 3D'. A red circle highlights the 'Booth Reps Online' section, which lists 'SME Admin' with a 'Chat Now' button. The bottom screenshot shows a direct message conversation with 'SME Admin'. A red circle highlights the communication controls (voice, video, text, and close buttons) in the top right corner of the message window. In the bottom screenshot, a red circle also highlights the text input field containing the message: 'Hi, I have a question. Can one of your staff tell me about this product in more detail?'. The left sidebar of the chat interface lists various tech talk topics such as 'Tech Talk: Additive Manufacturing', 'Tech Talk: AI & Machine Learning', and 'Tech Talk: AR / VR'. The top of the interface features the 'THE BEST OF SMX VIRTUAL EVENT' header.

## + The SME ZONE Goes Virtual

Access key smart manufacturing resources in the SME ZONE by clicking on exhibits and posters in the room.

### Interactive SME, AMI, and AMT (IMTS) Exhibits

- ✓ Featuring information and a representative to connect live with.

### Knowledge Bars

- ✓ View on-demand Knowledge Bar videos

### Networking Lounge

- ✓ Enter Networking to chat with fellow attendees, sponsors, and speakers.

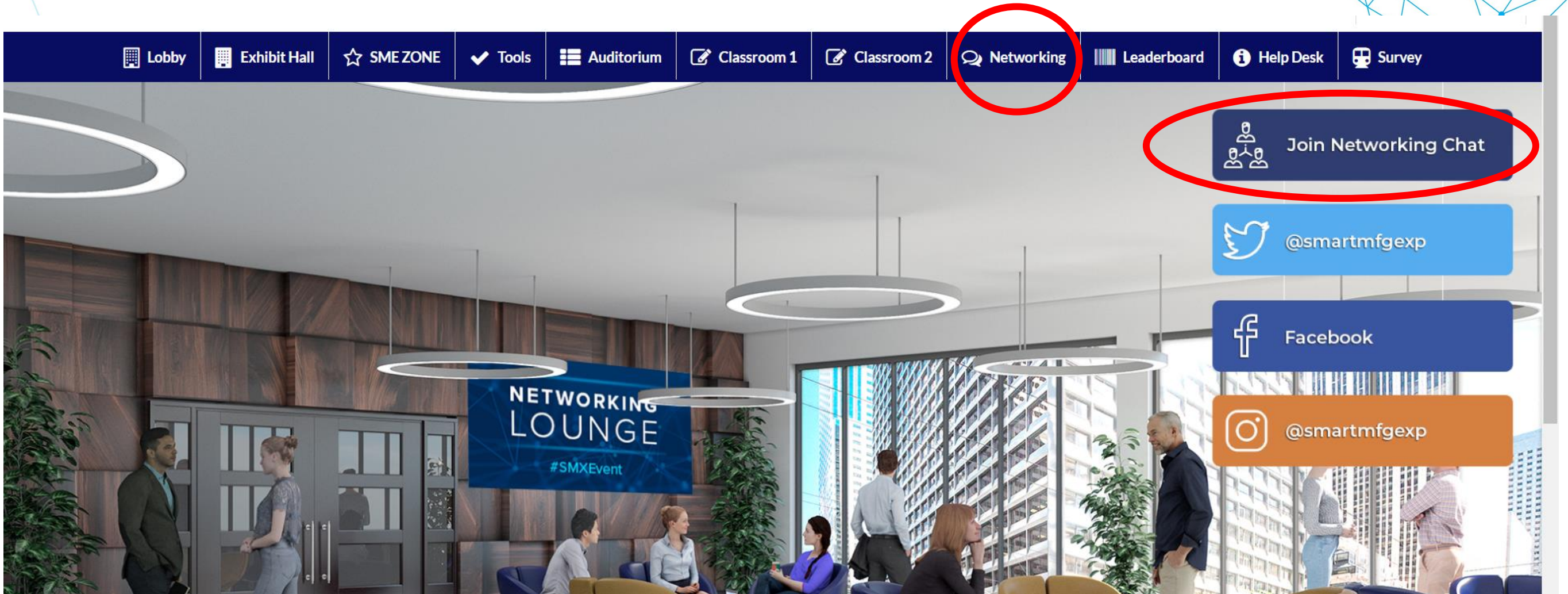
### Media Resource Center

- ✓ Find smart manufacturing industry resources from our media sponsors.



# + Networking

Enter the Networking Lounge at any time during the event to communicate with fellow attendees, speakers and exhibitors by clicking on their names to chat, or by participating in public chatrooms. Learn more about key smart technologies and connect with experts by participating in the Tech Talk chatrooms.





# Tools You Can Use!

During The Best of SMX, you can save and send documents you collect from exhibits and presentations to your **Swag Bag** for easy access during and after the event. You may also **Video Vault** to quickly access and save video materials from all virtual exhibits and Knowledge Bars. View the entire **Agenda at a Glance** to for an overview of all education presentations.

The screenshot displays the 'SMART MANUFACTURING EXPERIENCE' website. The top navigation bar includes: Lobby, Exhibit Hall, SME ZONE, Tools (circled in red), Auditorium, Classroom 1, Classroom 2, Networking, Leaderboard, Help Desk, and Survey. The 'Tools' dropdown menu is open, showing 'Video Vault', 'Swag Bag', and 'Agenda at a Glance'. Two pop-up windows are overlaid: 'Video Vault' and 'Swag Bag'. The 'Video Vault' window has a 'Filter By Partner' dropdown set to '-- All Booths --' and lists several videos with 'Play' and '+ Swag Bag' buttons. The 'Swag Bag' window shows a search bar, a 'Select All' checkbox, and a list of PDF documents with 'View', 'Remove', and 'Email' buttons for each.

Partner	Document Name	Actions
Hexagon	TEMPO flyer	View, Remove, Email
SME Events	RAPID + TCT 2019 Post Show Report	View, Remove, Email
Acieta	Prepare For the Unexpected with Automation	View, Remove, Email




## Leaderboard

Collect points by interacting with booths, attending presentations, saving items to your swag bag, engaging in chats, and completing our scavenger hunt – the more you explore The Best of SMX, the more points you can accumulate! There will be 3 grand prizes awarded to the top 3 winners at the end of the show.

**Immerse Yourself During The Best of SMX and Win!**

Join fellow attendees in exploring all that The Best of SMX has to offer. Complete as many actions as you can to climb to the top of the leaderboard. You can check your standing at anytime throughout the event.

Sponsor Exhibits Earn bonus points in Platinum and Gold Exhibits!	<b>50 POINTS each</b>
Keynotes & Panels in the Auditorium	<b>100 POINTS each</b>
Technical Presentations in Classrooms 1 & 2	<b>100 POINTS each</b>
Join Chats in the Networking Lounge	<b>25 POINTS each</b>
Explore The SME Zone (8 Exhibits)	<b>100 POINTS each</b>
Earn 100 bonus points by viewing Knowledge Bar Videos	
Save Resources to Your Swag Bag	<b>25 POINTS each</b>
 Scavenger Hunt – Find All 7 Hidden Smart Icons	<b>1000 POINTS</b>

**TOP 3 WIN A GRAND PRIZE BUNDLE**

- \$150 Amazon Giftcard
- Complimentary 1 Year SME Professional Membership
- Complimentary Subscription to Smart Manufacturing Magazine
- Smart Manufacturing Online Learning: ToolingU-SME Complimentary Course
- Complimentary VIP Pass to All 2021 SME Events



# Survey

The Best of SMX would love to hear your feedback. Click survey to let us know your thoughts by completing our brief questionnaire. As a bonus, you will also earn extra Leaderboard points for participating!

Lobby

Exhibit Hall

SME ZONE

Tools

Auditorium

Classroom 1

Classroom 2

Networking

Leaderboard

Help Desk

**Survey**

## The Best of SMX 2020

1. What was your participation level at The Best of SMX?

Attendee  Sponsor/Exhibit Booth Staff  Speaker  Media

2. How likely would you be to recommend The Best of SMX to an industry colleague or professional peer?

0 (Not at all likely)  1  2  3  4  5  6  7  8  9  10 (Extremely likely)

3. Overall, how satisfied are you from your experience attending The Best of SMX?



4. What was your favorite part The Best of SMX? Please be as specific as possible.

5. What was your LEAST favorite part The Best of SMX? Please be as specific as possible.

6. How likely are you to attend a virtual event like The Best of SMX in the future?



7. How could The Best of SMX be improved? Please be as specific as possible.



# Help Desk

If you need assistance during the event, or are looking for Frequently Asked Questions, stop by the Help Desk to communicate with our team real-time.

