

# Seeking Common Ground for Smart Manufacturing

SPONSOR PROSPECTUS  
BASELINE PROGRAM 2018-2019



MESA International  
contact: Mike Yost, President  
[mikeyost@mesa.org](mailto:mikeyost@mesa.org)



Iyno Advisors, Inc.  
Contact: Julie Fraser, Principal  
[julie@iyno.com](mailto:julie@iyno.com)

## Overview

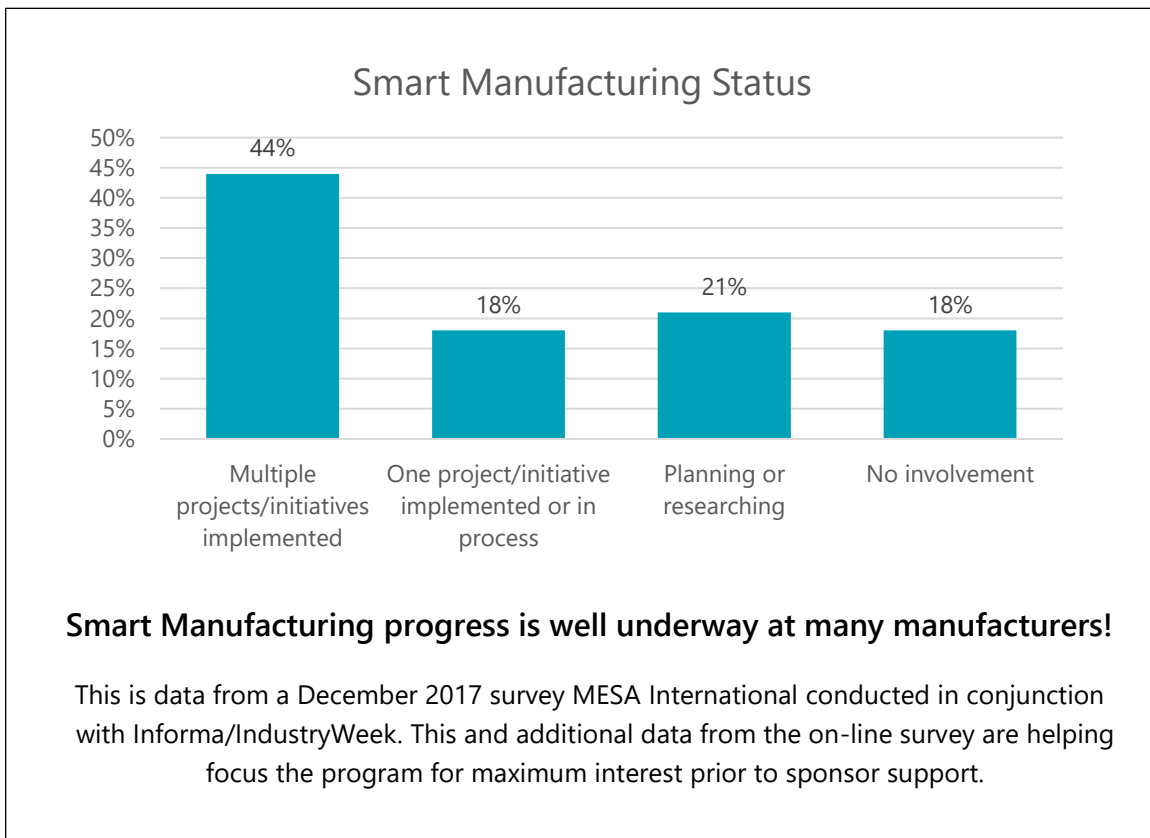
Companies worldwide are adopting Smart Manufacturing to modernize and compete more effectively. MESA International and Iyno Advisors are teaming up to understand where companies are on this journey and where there is common ground for companies to support each other in learning and success.

We are seeking sponsors to support this program financially and optionally also with their domain expertise plus stories and participation from their customers and partners.

The Smart Manufacturing research program is designed to be the industry-first in-depth look at the drivers, strategies and outcomes that manufacturers of all sizes can gain from its implementation. It is also designed to be an ongoing community and set of working groups. As this is the baseline year, subsequent years' work will reference this research as a comparison point.

### MISSION:

**To understand, support, and accelerate progress toward Smart Manufacturing.**



## *Join us in accelerating Smart Manufacturing!*

### Program Objectives

- To gain a **common baseline** on the definition and scope of 'Smart Manufacturing'
  - Terminology
  - Drivers
  - Outcomes and expectations
  - Specific initiatives
  - Current state and progress to date
- To gather and document supporting **case stories** as examples
- To create a **community** that stays engaged to support each other, adding subgroups to engage various roles by topic
  - Leaders: Executive and business, operations, and IT leaders
  - Practitioners: Operations, IT, Program and Project management, Users
- To become the **leading voice of Smart Manufacturing** by educating, engaging, supporting, and speaking with the voice of manufacturers and producers worldwide



## Program Outline

Elements completed pre-sponsorship to form a firm foundation:

- Online primary research (Industry Week survey of Smart Manufacturing)
- [Webinar](#) of findings about common ground
- MESA Pre-Conference Session during Industry Week's Manufacturing & Technology Conference & Expo May 2018
- Development and distribution of initial findings report (May 2018)
- Community Group meetings: kickoff in July and August meetings for all 5 topics

**The sponsored portion** of the Smart Manufacturing Research Program includes:

- Post-Conference webinar to report results of the WG activities in Raleigh
- Executive Roundtables – F2F ideally 1X, plus 2-3X virtual (more if sufficient funds)
- Working Group meetings throughout the year (virtual for global participation)
- Develop and publish case studies throughout the year
- Develop and publish report/s of the Industry Week survey, Executive Roundtable, WG questions raised, experiences shared
- Media Support worldwide: example: *IndustryWeek* will support marketing of the webinars, and has already conducted the preliminary on-line research
- Sessions at/near major manufacturing events worldwide in 2018 & 2019
- F2F working Groups and Workshop at Industry Week's Manufacturing & Technology Conference & Expo 2019



### Breakout Topics for new Working Group Activities

- MES and its role in Smart Manufacturing
- Smart Connected Factory, Smart Machines, Robotics
- Predictive and Prescriptive Analytics  
Big Data, AI and Machine Learning
- Smart Connected Supply Chain
- Digital Thread/Digital Twin. Model-based engineering, Design connection

## SPONSORSHIP OPPORTUNITIES

**There are foundational elements of the program, as well as optional elements to enrich the deliverables and expand your reach/scope.**

### FOUNDATIONAL ELEMENTS

- Brand visibility: your logo on all published materials, webinars, and other promotional materials associated with the Smart Manufacturing Study
- Customer and Executive Thought Leadership. Priority given to:
  - Speak on webcasts
  - Co-author or attributed quotes in published works
  - Contribute as Expert in Working Group/s and other industry discussions
- Perpetual rights to distribute public reports (Silver: Case Study, On-line Survey and one additional report; Gold and Platinum get all reports to distribute)
- Pre-release report of Industry Week/MESA International's December 2018 Study
- Marketing/promotion of Smart Manufacturing Study, including press releases, sound bites for distribution, social media and MESA website visibility

### OPTIONAL ELEMENTS

- Customer case study: completed case study, ready for branding
- Industry-specific reports with rights to distribute
- Specific Working Group sponsorship/s
- eBook on study findings



## SPONSORSHIP INVESTMENT

There are three levels of sponsorship on an annual basis:

- **Platinum** \$200,000 (one available)
- **Gold** \$25,000 (five available)
- **Silver** \$7,500 (seven available)

## DELIVERABLES

- Platinum: **Foundational Elements** (above) plus 6 case studies and ebook
- Gold: **Foundational Elements** (above) plus 3 case studies
- Silver: **Foundational Elements** (above) plus 1 case study

## OPTIONAL ELEMENTS

Sponsors may also consider the following options:

- Customer Case Study: \$6,000 each (3 for \$15,000).  
Note: Sponsor must secure customer approvals prior to start.
- Industry specific report: \$10,000
- One year Working Group sponsorship: \$10,000
- Ebook: \$3,000

Sponsorship for 12 months: Research and Community Programs sponsored from your commitment date for the following 12 months, to cover at least 12 full months.

The Smart Manufacturing research program is designed to be the industry-first in-depth look at the drivers, strategies and outcomes that manufacturers of all sizes can gain from its implementation. It is also designed to be an ongoing community, set of working groups, and as this is the baseline year, subsequent years' work will reference this research as a comparison point.

Your sponsorship assures you of a premium position in thought leadership and visibility in this important initiative this year and in the future.

Thank you for your consideration.

[Julie Fraser](#), Iyno Advisors and [Mike Yost](#), MESA International