



## SMRP 33<sup>rd</sup> Annual Conference 2025 Exhibitor Prospectus

**The Society for Maintenance & Reliability Professionals (SMRP) cordially invites you to exhibit at its 33<sup>rd</sup> Annual Conference, October 6-9, 2025, in Fort Worth, TX!**

### About SMRP

The Society for Maintenance & Reliability Professionals (SMRP) is a not-for-profit professional society formed by practitioners to advance the maintenance, reliability, and physical asset management profession. Its ANSI-accredited certification programs set a global standard for excellence in the profession, and its educational resources provide best practices and benchmarks for companies around the world. With more than 7,000 members in more than 60 countries across six continents, SMRP provides unparalleled value for individuals looking to expand their knowledge, skills and connections, and well as companies looking to improve their performance.

The Society for Maintenance & Reliability Professionals (SMRP) is a not-for-profit professional society formed by practitioners to advance the maintenance, reliability and physical asset management profession.

#### **The Value of Exhibiting**

By exhibiting at the SMRP Annual Conference, organizations can gain visibility within a highly specialized target market, showcase new products and services, and build brand recognition and awareness among current and future maintenance and reliability leaders.

The SMRP audience includes:

- Engineers
- Planners
- Maintenance managers
- Business developers
- Consultants
- Technicians
- Specialists

The 2024 Annual Conference in Orlando, FL was canceled due to Hurricane Milton. In 2023, SMRP enjoyed its largest attendance ever, with over 1,260 maintenance and reliability professionals from 48 states and 19 countries joining us in Orlando, FL. Attendees represented a diverse spectrum of industries, including automotive, manufacturing, oil and gas exploration and refining, mining, power generation, pharmaceuticals, and food processing.

Join us for professional development and networking at the industry event that offers the best and most economical opportunity to interact with the top maintenance and reliability professionals in the industry.

Reserve your booth today and plan to meet in Fort Worth!

[www.smrp.org](http://www.smrp.org)

## Location and Contacts

**Exhibit Hall Location:** **Fort Worth Convention Center**  
Halls A & B  
1201 Houston Street  
Fort Worth, TX 76102  
[Website](#)  
Exhibit Hall Location: Halls A & B

**Headquarters Hotels:** **Omni Forth Worth**  
1300 Houston Street  
Fort Worth, TX 76102  
Main: (817) 350-4022  
Toll-free Reservations: 888-444-6664  
[Website](#) (information only- not for reservations)

**Hilton Fort Worth**  
815 Main Street  
Fort Worth, TX 76102  
Main: (817) 882-1341  
Toll-free Reservations: 888-446-6677  
[Website](#) (information only- not for reservations)

**Sheraton Fort Worth Downtown**  
1701 Commerce Street  
Fort Worth, TX 76102  
Main: (817) 335-7000  
[Website](#) (information only- not for reservations)

### Key Contacts:

- For general questions about exhibiting, please contact Emily Dyer-Fecas, SMRP Exhibits Manager, [edyerfecas@smrp.org](mailto:edyerfecas@smrp.org)
- For questions regarding SMRP membership (including verification of member status), please contact association headquarters at (800) 950-7354 or via e-mail at [info@smrp.org](mailto:info@smrp.org)
- Prospective exhibitors can become members of SMRP by [clicking here](#)

### Sponsorships:

In addition to our exhibit hall, SMRP offers a number of opportunities for companies to raise their industry profile through sponsorships. For more information on sponsorships, please contact Rachel Celentano at (212) 297-2124 or [rcelentano@kellencompany.com](mailto:rcelentano@kellencompany.com)

## Exhibit Booth Selection

### Exhibit Booth Selection Process:

In order to reward past support of SMRP as well as ensure a fair and equitable allocation of exhibit space, SMRP utilizes an Exhibitor Priority Point System.

SMRP's Industry Partner Executive Members at the Premium and Super levels, whose membership includes an exhibit booth, will be given the opportunity to register first (for more information on the SMRP Executive Member program, please [click here](#)). After the Industry Partner Executive Member registration period ends, returning exhibitors and sponsors will be assigned specific time periods in which to register based on points accumulated in previous years.

Exhibitors have been awarded one point for each 10' x 10' booth (or 100 square feet) purchased since records have been kept; an additional point has been awarded exhibitors who were SMRP members (at any level) at the time of the previous year's Annual Conference.

In addition, companies purchasing sponsorships at SMRP's Annual Conference during the previous year have been awarded priority points based on the following scale:

<b>Sponsorship Level</b>	<b>Points Earned</b>
\$20,000+	6 points
\$16,000 - \$19,999	5 points
\$12,000 - \$15,999	4 points
\$8,000 - \$11,999	3 points
\$4,000 - \$7,999	2 points
\$500 - \$3,999	1 point
\$300 - \$499	.5 point

**Exhibit Booth Selection Periods (Returning Exhibitors):**

Based on total number of points accumulated, exhibitors are placed into one of four tiers, each of which is permitted to register during the period listed below (all times listed are Eastern):

<b>Industry Partner Executive Members</b> <i>(Premium &amp; Super Levels)</i>	Open beginning 10:00 AM EST on Thursday, January 9 until 11:59 PM on Friday, January 10, 2025
<b>Tier 1</b>	Open beginning 10:00 AM EST on Tuesday, January 14 until 11:59 PM on Wednesday, January 15, 2025
<b>Tier 2</b>	Open beginning 10:00 AM EST on Thursday, January 16 until 11:59 PM on Friday, January 17, 2025
<b>Tier 3</b>	Open beginning 10:00 AM EST on Tuesday, January 21 until 11:59 PM on Wednesday, January 22, 2025
<b>Tier 4</b>	Open beginning 10:00 AM EST on Thursday, January 23 until 11:59 PM on Friday, January 24, 2025

After Industry Partner Executive Members and all four tiers have had the opportunity to reserve space during their assigned time slots, the exhibit hall opens for general sales beginning at 10:00 AM EST on Tuesday, January 28, 2025. Returning exhibitors will be notified of their tier assignment and booth selection dates in advance and provided a link to the interactive floor plan and an access code specific to their tier on when their selection period opens.

**Exhibit Booth Pricing:**

<b>Member</b>	<b><u>On or Before</u></b> <b><u>May 26, 2025</u></b>	<b><u>After</u></b> <b><u>May 26, 2025</u></b>
10' x 10' Premium Booth*	\$4,000.00	\$5,000.00
10' x 10' Standard Booth	\$3,500.00	\$4,500.00
10' x 20' Premium Booth	\$8,000.00	\$10,000.00
10' x 20' Standard Booth	\$7,000.00	\$9,000.00
20' x 20' Premium Booth	\$16,000.00	\$20,000.00
20' x 20' Standard Booth	\$14,000.00	\$18,000.00
<b>Non-Member</b>	<b><u>On or Before</u></b> <b><u>May 26, 2025</u></b>	<b><u>After</u></b> <b><u>May 26, 2025</u></b>
10' x 10' Premium Booth	\$4,800.00	\$5,750.00
10' x 10' Standard Booth	\$4,300.00	\$5,250.00
10' x 20' Premium Booth	\$9,600.00	\$11,500.00
10' x 20' Standard Booth	\$8,600.00	\$10,500.00
20' x 20' Premium Booth	\$19,200.00	\$23,000.00
20' x 20' Standard Booth	\$17,200.00	\$21,000.00

On the interactive floor plan, available premium booths will be shaded in **blue**; standard booths will be shaded in **green**. Reserved/ purchased booths will be shaded in **red**.

\*Premium booths are those which, based on their proximity to features of the exhibit hall which traditionally invite higher traffic such as food and beverage or the main entrance, are considered to be in more desirable locations.

**Waiting List**

Upon assignment of all exhibit booths, a waiting list will be established. Companies will be placed on the list in chronological order based on the date they requested a booth.

## Payments

Exhibitors have the option of paying for their booths online via credit card (during the booth selection process) or via check or wire transfer **no more than two weeks** after the initial booth selection.

To pay by check, please print a copy of your online order confirmation and mail it along with your payment (payable to SMRP Annual Conference) to:

SMRP Attn: Booth & Sponsorship Registration  
529 14th Street NW  
Suite 1280  
Washington, DC 20045 USA

ACH and wire transfer information is available upon request by contacting [info@smrp.org](mailto:info@smrp.org)

## 2025 Exhibit Hall Information

Exhibits must be staffed during show hours except as noted below and may not be dismantled before 1:30 PM on Wednesday, October 8, 2025. Early dismantling will be considered a breach of this agreement and will result in loss of priority points accrued during this year's show.

Exhibit Set-up	Monday, October 6, 2025	8:30 AM – 5:30 PM
Exhibitor Tear Down/ Load Out	Wednesday, October 8, 2025	1:30 PM – 6:00 PM

### Show Hours (Subject to Change):

**Monday, October 6, 2025** 6:00 PM – 8:00 PM (Opening Reception in the Exhibit Hall)

**Tuesday, October 7, 2025** Exhibit Hours: 9:15 AM – 7:00 PM (Closed 2:45 PM – 5:00 PM)

Lunch, Refreshment Breaks, and Networking Reception taking place in the hall

Refreshment Breaks:

9:15 AM – 9:45 AM

10:45 AM – 11:00 AM

2:15 PM – 2:45 PM

3:45 PM – 4:00 PM

Coffee Service will be available 9:15 AM – 5:00 PM

Lunch: 12:00 PM – 1:15 PM

Networking Reception: 5:00 PM – 7:00 PM

Innovation Lab sessions will also be taking place in the hall during educational track session time slots:

9:45 AM – 10:00 AM

11:00 AM – 12:00 PM

1:15 PM – 2:15 PM

2:45 PM – 3:45 PM

4:00 PM – 5:00 PM

**Wednesday, October 8, 2025** Exhibit Hours: 8:15 AM – 1:30 PM

Lunch and Morning Refreshment Breaks taking place in the Hall

Refreshment Breaks:

9:15 AM – 9:45 AM

10:45 AM – 11:00 AM

Coffee Service will be available 8:15 AM – 1:30 PM

Lunch: 12:00 PM – 1:15 PM

Innovation Lab sessions will also be taking place in the hall during most educational track session time slots:

8:15 AM – 9:15 AM

9:45 AM – 10:00 AM

11:00 AM – 12:00 PM

(There will be no Innovation Lab sessions during the final track session time slot from 1:15 PM – 2:15 PM on Wednesday)

### Standard Booth Equipment:

Each 10' x 10' Booth includes the following:

- One (1) 6' skirted table
- Two (2) chairs, one (1) wastebasket, one (1) 7" x 44" booth identification sign
- Listing in the onsite program and conference mobile app

- Hyperlink to company website from the SMRP conference website
- Two (2) exhibitor badges which include access to all food and beverage functions and educational sessions
- Complimentary list of attendees pre- and post- conference (the pre-show list is sent 2 – 3 weeks prior to arrival and the post-show list is sent approximately one week after the show ends)

### **Booth Personnel Badges:**

Each 10' x 10' booth purchase includes two complimentary exhibitor badges (so, for example, a company ordering a 10' x 20' booth is eligible for four complimentary badges.)

Exhibitor badges provide access to all conference food and beverage functions and to all SMRP educational sessions. Workshops and facility tours are available for purchase at an additional cost.

In addition, exhibitors can purchase up to two (2) additional badges for their booth staff at a discounted rate of \$600.00 each (meaning that a company in a 10' x 20' booth, in addition to the four complimentary badges received, can also purchase two \$600.00 badges, for a total of six exhibit booth personnel.)

In 2025, SMRP will once again offer an additional two registrations that exhibiting companies can purchase and offer to existing or prospective customers. These registrations will be available for \$300.00 each and must be used for individuals outside the exhibiting companies (they may not be used for additional booth staff from the company itself).

**Please note:** SMRP does not offer exhibit hall only passes, one day passes, or complimentary passes for exhibitors to invite clients or to bring in personnel for booth set up only.

### **Cancellations**

Requests for cancellations must be made in writing to SMRP.

Cancellations received on or before July 15, 2025 will be assessed a fee equal to 50% of total fees paid.

Cancellations received on or before August 19, 2025 will be assessed a fee equal to 67% of total fees paid.

No refunds will be made for cancellations made after August 19, 2025 or for exhibitors who fail to occupy their booths

### **Pre- and Post- Show Attendee Lists:**

Exhibitors can expect to receive a registrant list about 2 – 3 weeks prior to the conference and then a post-show registrant list about a week after the conference ends.

### **The SMRP Exhibit Hall Passport Contest:**

Once again, in an effort to ensure that all exhibitors receive foot traffic no matter where they may be located in the hall, we will incorporate a Passport Contest into our conference mobile app to encourage attendees to visit as many booths as possible to win prizes.

### **Hospitalities and Affiliated Events:**

SMRP encourages the scheduling of exhibitor and/or sponsor-hosted business, social, or educational activities during the SMRP Annual Conference, however, sponsoring organizations are expected to abide by the following regulations:

- The sponsoring organization must be a current exhibitor and/or sponsor of the conference
- SMRP strictly prohibits the scheduling of business, social, or educational activities that compete with any SMRP conference events. An organization planning a function should submit information regarding its proposed event to SMRP for review and approval prior to scheduling or publicizing the function. Please submit all requests to Sean Hewitt, SMRP Director of Meetings, at [shewitt@smrp.org](mailto:shewitt@smrp.org)
- Public promotion of these events is not allowed unless approved by SMRP
- Approval for hospitality suites and meeting rooms must come from SMRP management

## **The SMRP Innovation Lab**

In 2025, SMRP will continue its Innovation Lab program on the exhibit hall floor.

The Innovation Lab gives SMRP's exhibitors and sponsors an opportunity to demonstrate their latest products to conference attendees, with a focus on emerging and leading-edge technology. While participants are certainly encouraged to promote their products and services, presentations should also be educational in nature, so it is important that subject matter experts be present in addition to any sales staff.

Presentations will take place in the exhibit hall concurrently with educational track sessions and will last up to one hour.

**Innovation Lab Time Slots:**

Tuesday, October 7

9:45 AM – 10:45 AM  
11:00 AM – 12:00 PM  
1:15 PM – 2:15 PM  
2:45 PM – 3:45 PM  
4:00 PM – 5:00 PM

Wednesday, October 8

8:15 AM – 9:15 AM  
9:45 AM – 10:45 AM  
11:00 AM – 12:00 PM  
Note: There will be no Innovation Lab sessions during the final track session time slot from 1:15 PM – 2:15 PM on Wednesday

Innovation Lab presentation times will be offered first to companies who have already registered to exhibit in 2025 and had purchased an Innovation Lab time slot in 2024; these exhibitors will have the right of first refusal to select time slots for 2025 starting on February 17, 2025 and ending on February 24, 2025.

After these exhibitors have had an opportunity to select time slots, companies already registered to exhibit at the 2025 Exhibit Hall as well as conference sponsors at the Silver level and above will be invited to select time slots beginning on February 24, 2025 and ending on February 28, 2025.

After current exhibitors and sponsors have had the opportunity to reserve session times, any remaining slots will be offered to member companies not already exhibiting or sponsoring.

**Cost:**

The cost for space within the Innovation Lab is:

Member: \$975.00  
Non-Member (2025 Exhibitor/ Sponsor only): \$1150.00

Organizations that are not members of SMRP and are neither exhibiting at the Annual Conference nor sponsoring at the silver level or above are not permitted to secure presentation time in the Innovation Lab.

**What is Included:**

Each participating organization will receive:

- A 60-minute time slot to present
- Space on the exhibit floor to present
- Standard audio visual set up to include LCD projector and screen, podium microphone, and wireless lavalier microphone
- Listings in the Annual Conference onsite program, event mobile app, and the SMRP website
- Pre- and post-show attendee list for promotions
- (1) Mobile app push notification onsite (presenting organization must provide messaging and specify time of push notification)

For questions regarding the Innovation Lab, please contact Sean Hewitt, SMRP Director of Meetings, at (678) 303-3006 or [shewitt@smrp.org](mailto:shewitt@smrp.org)