

ACMA MARKETING GUIDE

2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 CONTACT



ACMA MARKETING GUIDE





The **American Composites Manufacturers Association (ACMA)** is the world's largest composites industry trade group. By delivering invaluable education and events, access to market intelligence, and by working with regulators and legislators, ACMA serves as the center of expertise, engagement and an essential driver of industry growth and prosperity.

OUR VISION IS TO MAKE COMPOSITES THE *SUSTAINABLE* MATERIAL OF PREFERENCE.

Our purpose is to help composites manufacturers prosper by supporting the industry in delivering composite technologies that make structures more durable, transportation more efficient, consumer & industrial goods higher performing while minimizing their environmental footprint and supporting the workforce that delivers them. The ACMA is committed to supporting the industry on this journey and enabling a sustainable future for our members, partners, and society at large.

ACMA MARKETING GUIDE

2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 CONTACT



ABOUT ACMA

The American Composites Manufacturers Association (ACMA) is the world's largest composites industry trade group. We are manufacturers, material and equipment suppliers, distributors, academia, and end users. ACMA's headquarters are Washington-based.

We are a staff of 30+ including technical, lobbying, IT, marketing & communications expertise.

ACMA'S COMMITMENT

In every effort we undertake, we adhere to these values:

YOUR VOICE.

ACMA advocates for and defends the composites industry.

YOUR RESOURCE.

ACMA provides crucial education opportunities and information.

YOUR ASSOCIATION.

ACMA enhances market share and profitability for members.

ACMA'S MISSION

As a member driven association, ACMA helps members prosper through:

Relevant and timely education and information.

Expertise and representation in legislation and regulatory affairs

Market growth and development

ACMA'S VISION

ACMA strives to be the "voice of the composites industry" and provides a forum for all relevant industry issues, opportunities, and commerce. We seek to position composites as the material of preference relative to all competing material systems.

OUR MEMBERS

376 MEMBERS

197 MANUFACTURERS

97 MATERIAL & EQUIPMENT SUPPLIERS

19 DISTRIBUTERS

63 AFFILIATES

ACMA MARKETING GUIDE

2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING PLATFORMS

6 COMPOSITES MANUFACTURING MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER SPONSORSHIPS

14 INDUSTRY EVENTS

17 CONTACT



WELCOME!



“ I thoroughly enjoy working with companies within the composites industry on the ideal marketing strategy to help them grow, to maximize their exposure, to elevate their marketing efforts and to boost their business development success. ”

JOHN S. CATAPANO

📞 703.795.7271

✉️ jcatapano@acmanet.org

JOHN S. CATAPANO

- Director, Business Development
ACMA, CAMX

ACMA EVENTS

- Exhibits & Sponsorships for
ACMA events

ACMA MARKETING & ADVERTISING

- Traditional Print & Digital
Advertising, Sponsored Content,
Sponsored Partner Webinars for
ACMA

CAMX

- Exhibits & Sponsorships for the
largest Composites & Advanced
Material Expo in North America

ACMA MARKETING GUIDE

2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 CONTACT



BUSINESS DEVELOPMENT, BRANDING & THOUGHT LEADERSHIP

MARKETING PLATFORMS | CONNECT WITH BUYERS & DECISION MAKERS

ACMA FLAGSHIP MAGAZINE

- **Composites Manufacturing Magazine** | Quarterly
- Distributed in Print & Interactive Digital Editions

ACMA WEBSITES

- **Composites Manufacturing Magazine Website**
- **ACMAnet.org**

ACMA DIGITAL NEWSLETTERS

- **Industry Digest** | Weekly
- **ACMA Insider** | Twice Per Month
- **Composites Manufacturing Magazine** | Quarterly

ACMA THOUGHT LEADERSHIP PLATFORMS

- **Content Marketing** | Websites & Digital Newsletters
- **Sponsored Partner Webinars**



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2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 CONTACT





COMPOSITES MANUFACTURING MAGAZINE

PRINT & INTERACTIVE DIGITAL

Advertise in ACMA's publications, including their official publication and the composite industry's leading magazine, Composites Manufacturing. Boost your brand presence and make a bold impression with over 16,000 subscribers. Reach decision makers who rely on the magazine for the latest industry news, products and innovations.

ACMA MARKETING GUIDE

2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT



PUBLISH YOUR ADVERTISEMENT & ELEVATE BUSINESS DEVELOPMENT

COMPOSITES MANUFACTURING MAGAZINE

Composites Manufacturing includes timely coverage of core market segments, materials, processes and technical education plus topics such as sustainability, plant safety, operational efficiency and research advances. The magazine also features profiles of some of the most accomplished people and innovative companies in the composites community.

NEW! MAXIMIZE VALUE & EXPOSURE WITH CM PRINT & DIGITAL

- When you advertise in CM Print, your interactive digital ad is free
- Quarterly issues (Winter, Spring, Summer, Fall)
- Rates for 1, 2, 3 and 4 issues
- Save \$ with 4-issue bundled rates
- Ad sizes include Full, Half, Third, Quarter
- Submit an article through 1- or 2-page Advertorials



ACMA MARKETING GUIDE

- 2 OUR VISION
- 3 ABOUT ACMA
- 4 WELCOME
- 5 MARKETING PLATFORMS
- 6 COMPOSITES MANUFACTURING MAGAZINE
- 8 WEBSITES
- 10 NEWSLETTERS
- 12 PARTNER SPONSORSHIPS
- 14 INDUSTRY EVENTS
- 17 CONTACT





ACMA's website and the Composites Manufacturing Magazine companion website are two leading platforms to reach qualified, motivated prospects and customers. ACMA's websites deliver your brand messaging directly to an active, engaged international audience of industry professionals.

ACMA WEBSITES

DIGITAL ADVERTISING

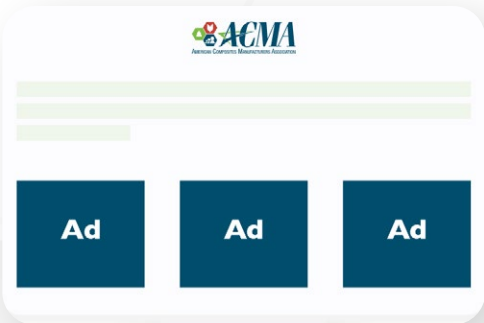
ACMA MARKETING GUIDE

- 2 OUR VISION
- 3 ABOUT ACMA
- 4 WELCOME
- 5 MARKETING PLATFORMS
- 6 COMPOSITES MANUFACTURING MAGAZINE
- 8 WEBSITES
- 10 NEWSLETTERS
- 12 PARTNER SPONSORSHIPS
- 14 INDUSTRY EVENTS
- 17 CONTACT



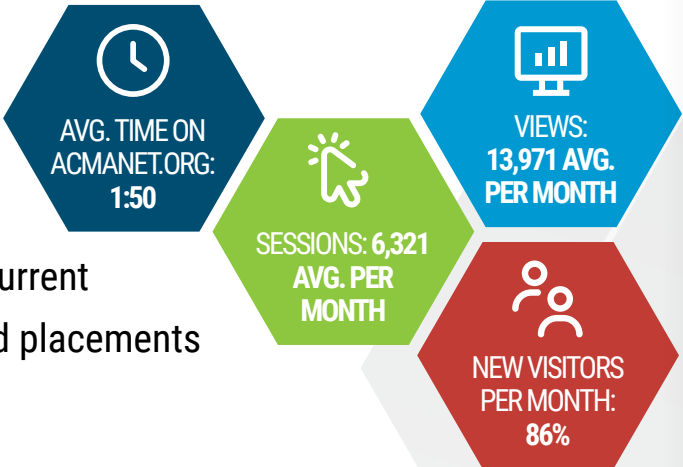
PUBLISH YOUR ADVERTISEMENT & BOOST BRAND AWARENESS

ACMA WEBSITES | DIGITAL ADVERTISEMENTS



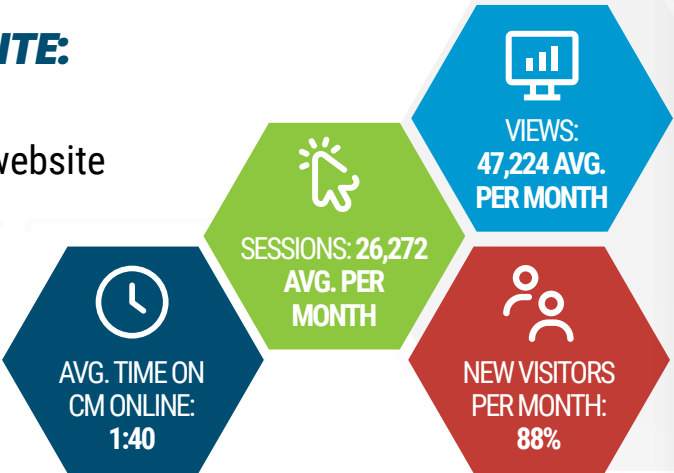
ACMA WEBSITE:
<https://acmanet.org/>

- Your ad, with an active link, instantly takes decision makers to current information about products and services they're ready to buy. Ad placements include 1 run-of-site space available with 3 rotations.
- Available inventory: Square (250x250)



COMPOSITES MANUFACTURING MAGAZINE WEBSITE:
<http://compositesmanufacturingmagazine.com/>

- Always relevant and always current, the magazine's companion website helps readers stay on top of all news in the composites industry.
- Available inventory: Leaderboard (728x90), Banner (558x88), Square (250x250)



ACMA MARKETING GUIDE

2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT



Composites Manufacturing INDUSTRY DIGEST



Increase your brand awareness and sell more products and services through ACMA's digital newsletters distributed to thousands of buyers, decision makers and industry experts.

ACMA NEWSLETTERS

DIGITAL ADVERTISING

ACMA MARKETING GUIDE

- 2 OUR VISION
- 3 ABOUT ACMA
- 4 WELCOME
- 5 MARKETING PLATFORMS
- 6 COMPOSITES MANUFACTURING MAGAZINE
- 8 WEBSITES
- 10 NEWSLETTERS
- 12 PARTNER SPONSORSHIPS
- 14 INDUSTRY EVENTS
- 17 CONTACT



PUBLISH YOUR ADVERTISEMENT & SELL MORE PRODUCTS, SERVICES

ACMA NEWSLETTERS | DIGITAL ADVERTISEMENTS

ACMA INSIDER NEWSLETTER

- Our members-only eNewsletter distributed twice per month reaching 3,500+ ACMA members
- Keeps ACMA members informed of current events affecting their business and includes regulatory and legislative news, market growth initiatives and updates on ACMA events and education.

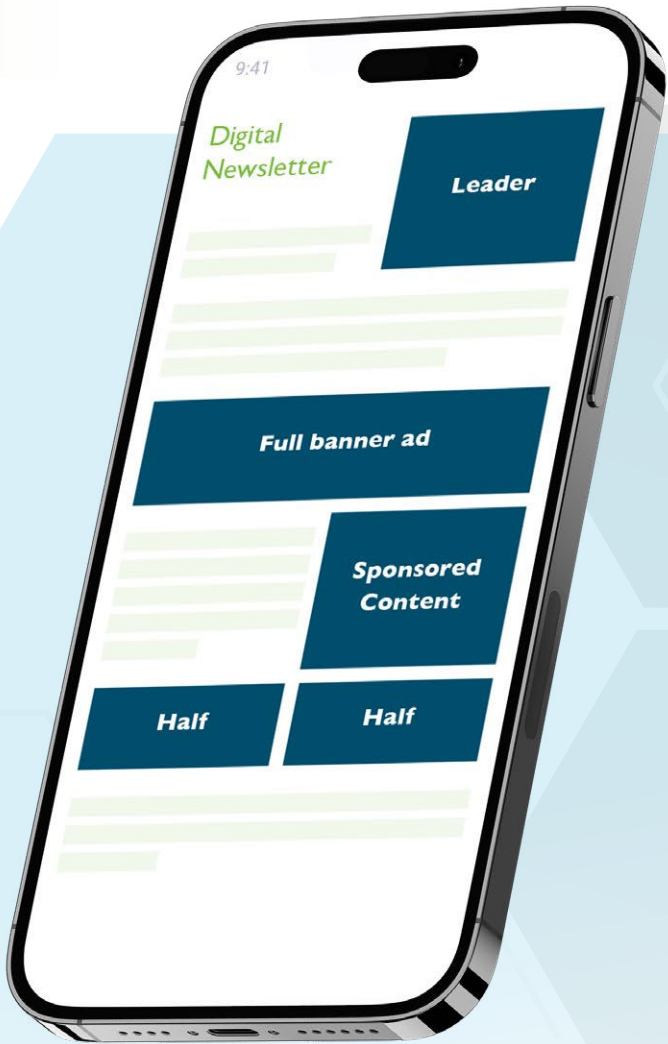
COMPOSITES MANUFACTURING MAGAZINE NEWSLETTER

- A preview of the latest issue of Composites Manufacturing Magazine is sent quarterly to more than 15,000 ACMA members & non-members.
- This is an Exclusive opportunity for one advertiser per newsletter per quarter

INDUSTRY DIGEST NEWSLETTER

- ACMA's weekly Industry Digest Digital newsletter keeps industry professionals up-to-date with the latest news of interest.
- Distributed weekly to 9,000+ subscribers

Digital banner dimensions are 450x119 pixels for all three newsletters



ACMA MARKETING GUIDE

2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT



NEW PARTNER WEBINAR | POWERED BY 

HOW CUSTOM EQUIPMENT AND CONTROLS ENHANCE COMPOSITE PROCESSING OPERATIONS

WEDNESDAY JULY 20 | TIME 1:00 PM ET

REGISTER NOW




TASHA JAMALUDDIN
EPCON INDUSTRIAL SYSTEMS, LP



INFLUENCER

ACMA Partner Content



Tour of the Thermwood LSAM
Provided By: Thermwood

Showcase your expertise and thought leadership through ACMA's webinar and sponsored content programs

ONLINE WEBINAR

An Introduction to Mechanical Testing for Composites

21 September, 2022
Thursday | 11:00 am




Ian McEntegart
Composites Market Manager



Stephen Botzki
Applications Engineer

Register: acmanet.org/events

ACMA PARTNER SPONSORSHIPS

SPONSORED CONTENT & PARTNER WEBINARS

ACMA MARKETING GUIDE

- 2** OUR VISION
- 3** ABOUT ACMA
- 4** WELCOME
- 5** MARKETING PLATFORMS
- 6** COMPOSITES MANUFACTURING MAGAZINE
- 8** WEBSITES
- 10** NEWSLETTERS
- 12** PARTNER SPONSORSHIPS
- 14** INDUSTRY EVENTS
- 17** CONTACT

SHOWCASE YOUR THOUGHT LEADERSHIP & MAKE NEW CONNECTIONS

ACMA SPONSORSHIPS | CONTENT MARKETING & WEBINARS

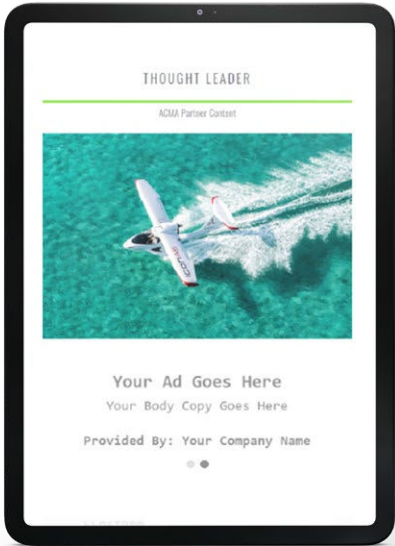
SPONSORED CONTENT

- Speak directly to your target audience with informative articles and content driving traffic to your website and hosted content.
- Instantly showcase your thought leadership in the industry through ACMA's digital channels. From the websites, newsletters and social media, ACMA has the channels to deliver your message to the broadest, engaged audience.
- Sponsored content includes white papers, case studies, videos, demonstrations, e-books, press releases and more
- Inventory and packages available on the Composites Manufacturing Website, ACMA Insider Newsletter, Industry Digest Newsletter and ACMA's social media channels.

PARTNER WEBINARS

- Display your expertise during a dynamic, one-hour virtual classroom sharing the latest industry applications and techniques.
- Your partnership with ACMA leverages our vast network of industry contacts through an integrated marketing campaign to attract attendees.
- Sponsors of partner webinars can either be the exclusive sponsor of an ACMA webinar or design their own presentation including choosing speakers.
- Webinar sponsors receive attendee contact list* and a recording of their webinar for re-use

* Contact information will be provided for attendees who opt-in to distribute contact information – Average opt-in rate | 70%



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2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT





An event not to be missed, CAMX is largest annual Composites & Advanced Materials Expo in North America

INDUSTRY EVENTS

CAMX | THE COMPOSITES & ADVANCED MATERIALS EXPO

ACMA MARKETING GUIDE

2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 CONTACT



IN-PERSON EVENTS

CAMX | ATLANTA, GA | OCTOBER 30-NOVEMBER 2, 2023

CAMX/HOME

- Co-organized by ACMA & SAMPE, CAMX is the largest annual composites and advanced materials exhibition in North America.
- CAMX attendees, from over 50 countries, are qualified buyers and decision makers looking for the next generation of products, solutions and advanced industry thinking.
- CAMX is filled with unique networking opportunities, hours of conference of programming and a trade show floor with over 500 exhibitors from dozens of market segments and product categories.

CAMX RESOURCES

- [CAMX 2023 Live Floor Plan](#)
- [CAMX 2023 Prospectus](#)

CAMX IS CO-ORGANIZED BY:



FUTURE CAMX EVENTS:

- 2024 | San Diego, CA
- 2025 | Orlando, FL
- 2026 | Atlanta, GA
- 2027 | Anaheim, CA

ACMA MARKETING GUIDE

2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT



INDUSTRY EVENTS COMING IN 2024

COMPOSITES 2024 FLY-IN | THERMOPLASTIC COMPOSITES CONFERENCE

ACMA'S COMPOSITES 2024 FLY-IN FEBRUARY 26-28, 2024 | WASHINGTON, DC

- The composites manufacturing industry has a compelling sustainability story to tell, and ACMA's Composites 2024 Fly-In will provide a unique setting to meet with Members of Congress and agency leadership to educate them on the valuable capabilities of composites and further open markets.

acmanet.org/flyin24



ACMA'S THERMOPLASTIC COMPOSITES CONFERENCE (TCC) MARCH 26-28, 2024 | SAN DIEGO, CA

- ACMA's Thermoplastic Composites Conference (TCC) is an insightful and collaborative event that focuses on high-performance thermoplastic composites innovations, applications, and technology. This conference is dedicated to sharing knowledge and fostering education by exploring the advancements and opportunities that exist today and those expected to shape the future.

<https://acmanet.org/TCC24>



ACMA MARKETING GUIDE

2	OUR VISION
3	ABOUT ACMA
4	WELCOME
5	MARKETING PLATFORMS
6	COMPOSITES MANUFACTURING MAGAZINE
8	WEBSITES
10	NEWSLETTERS
12	PARTNER SPONSORSHIPS
14	INDUSTRY EVENTS
17	CONTACT





AMERICAN COMPOSITES MANUFACTURERS ASSOCIATION

**TO BEGIN YOUR MARKETING STRATEGY DISCUSSION,
PLEASE CONTACT:**

JOHN S. CATAPANO

ACMA | DIRECTOR, BUSINESS DEVELOPMENT

📞 703.795.7271 | ✉️ JCATAPANO@ACMANET.ORG

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2 OUR VISION

3 ABOUT ACMA

4 WELCOME

5 MARKETING
PLATFORMS

6 COMPOSITES
MANUFACTURING
MAGAZINE

8 WEBSITES

10 NEWSLETTERS

12 PARTNER
SPONSORSHIPS

14 INDUSTRY
EVENTS

17 **CONTACT**

