



2026 SPRING WORLD

EXPO AND SYMPOSIUM

ROSEMONT, ILLINOIS • OCT 7-9



SPONSORSHIP PROSPECTUS

A COLLABORATION BETWEEN:



Spring
Manufacturers
Institute

82 YEARS AND COUNTING!

CASMI was founded in 1944 as **an independent, not-for-profit trade association** dedicated to the development of good business practices and sharing of technical information through ongoing communications among the job-shop spring manufacturers in the Greater Chicago area. While membership is predominantly located in Illinois, Indiana and Wisconsin, the organization provides support to spring manufacturer and supplier members throughout the United States and globally.

CASMI sponsors the SPRINGWORLD® Trade Show every two years. Since the first show in 1959, SPRINGWORLD® has become the largest gathering of the spring manufacturing and wire forming industry, with nearly 100 exhibiting companies participating in just more than 30,000 square feet of exhibit space.

CASMI Member Companies benefit from:

- Scholarship Program Opportunities
- Continuing Education Tuition Reimbursement Program for Primary Members
- OSHA Compliance Services
- *CASMI Connections* Newsletter
- Website Listing Opportunities
- Member & Supplier Golf Outing
- Exclusive Dinner Meetings
- Biennial Spring Fling Dinner Dance
- Other Special Events



CONTACT CASMI FOR MORE INFORMATION OR TO BECOME A MEMBER TODAY.

info@casmi-springworld.org • casmi-springworld.org • 414.908.4927



**Why
SMI?**

The Spring Manufacturers Institute (SMI) serves, supports and educates North American precision spring manufacturers in their pursuit of competitiveness in world markets.

As the voice of the spring industry, SMI members benefit from:

- **Valuable technical support** for failure analysis, fatigue life, corrosion, spring design and the use of materials when manufacturing springs
- **Helpful regulatory compliance** webinars, audits, and training programs
- **Reduced member pricing** for our popular spring design software (ASD7) and training classes designed to help students increase their spring design knowledge
- **Useful member discounts** and access to student scholarships for employees of SMI member companies



Join SMI Today.

For membership information, contact Gary McCoy • gary@smihq.org • 847-450-6848 • www.smihq.org

Welcome

Join us for SpringWorld 2026!

The Chicago Association of Spring Manufacturers, Inc. (CASMI) would like to extend to you an invitation to join us **Oct 7-9, 2026, in Rosemont, Illinois**, as spring manufacturing industry professionals from all over the world gather together for multiple days of professional development, knowledge sharing and networking.

We are grateful for our continued partnership with the Spring Manufacturers Institute (SMI), combining the two organizations' biennial events into one foremost industry event. SMI will host three days of unparalleled business and technical content, including more than 15 educational sessions. The exhibit hall, hosted by CASMI, is the place for OEMs, spring manufacturers, distributors, coiling, grinding, peening, and wireforming companies to showcase the newest equipment and latest technologies to key decision makers in the industry.

Both exhibitors and sponsors are an essential part of the fabric of SpringWorld's biennial event. Together, with the educational speakers, you create the energy, excitement, and education that makes this a premier event.

Both CASMI and SMI have assembled a variety of advertising and sponsorship opportunities to support your participation in the event. From advertising in the Program Guide, becoming a Symposium Room Sponsor, to placing an insert in the conference tote bag, there's something to meet every budget and marketing goal.

For more information on this year's Expo and Symposium, [click here](#) or email Bob Timmins at r.timmins@casmi-springworld.org.

My Best,

Chris Kozka

Chris Kozka
CASMI President 2025-2026

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Hotel & Travel Information

The Village of Rosemont has created a thriving mecca of tourism, entertainment and convention and trade show business, attracting visitors from around the world. Rosemont is conveniently located just five minutes from O'Hare International Airport and close to Chicago's downtown. Visitors can enjoy all the amenities for which Rosemont is known, including the Donald E. Stephens Convention Center, a wide variety of hotel and dining options, the Allstate Arena, Rosemont Theatre, the lively entertainment districts Parkway Bank Park and The Pearl District and the world-famous Fashion Outlets of Chicago.

Hotels

There are several hotels that are in walking distance from the Convention Center:

Hilton Rosemont / Chicago O'Hare

5550 North River Road, Rosemont, IL 60018
Phone: 1.800.HILTONS

Hyatt Regency O'Hare Chicago

9300 Bryn Mawr Avenue, Rosemont, IL 60018
Phone: 847.696.1234

Crowne Plaza Chicago O'Hare

5440 North River Road, Rosemont, IL 60018
Phone: 847.671.6350

Map, Parking & Transportation

The hotels are all less than three-miles from [O'Hare International Airport](#). Each hotel does offer parking, though it may not be free. There are also nearby buses, taxis, and train stations to use during your visit.

SpringWorld Schedule



Donald E. Stephens Convention Center

5555 N River Rd, Rosemont, IL 60018

Schedule At-A-Glance

Below is a tentative agenda and may be subject to change before the event.

Monday, October 5, 2026

8:00am-5:00pm Exhibit Setup

Tuesday, October 6, 2026

8:00am-5:00pm Exhibit Setup

Wednesday, October 7, 2026

8:00am-6:00pm Registration Open
8:00am-8:50am SMI Keynote Presentation
8:50am Ribbon Cutting
9:10am Exhibit Hall Open
11:00am-5:00pm Exhibit Hall Food & Drink
1:00pm-3:00pm CASMI Technical Theater
5:00pm-6:00pm "Taste of Chicago" Event
6:00pm Exhibit Hall Close

Thursday, October 8, 2026

8:00am-6:00pm Registration Open
8:00am-8:50am SMI Educational Session 1
8:50am-9:00am Break
9:00am-9:50am SMI Educational Session 2
10:00am Exhibit Hall Open
11:00am-5:00pm Exhibit Hall Food & Drink
1:00pm-3:00pm CASMI Technical Theater
5:00pm-6:00pm "Oktoberfest" Event
6:00pm Exhibit Hall Close

Friday, October 9, 2026

8:00am-11:30am Registration Open
8:00am-8:50am SMI Educational Sessions
9:00am Exhibit Hall Open
12:00pm Exhibit Hall Close
12:00pm-4:30pm Exhibit Teardown

Exhibit & Booth Information

Exhibits

	Standard Now - 9/15/26
100-299 sq. ft.	\$26/sq. ft.
300-599 sq. ft.	\$25/sq. ft.
600-999 sq. ft.	\$24/sq. ft.
1,000+ sq. ft.	\$23/sq. ft.

Booth Inclusions*

CASMI will provide each booth with the following, that are usually contracted by the individual exhibitor:

- Booth carpeting*
- One skirted display table*
- Two side chairs*
- Wastebasket*
- Weblink in online exhibitor listing
- Exhibitor Service Kit
- Daily vacuuming
- 24/Hr exhibit hall security

**Complimentary items must be requested on the appropriate form as stated in the Exhibitor Service Kit.*



Sponsorship Levels & Benefits

Get your brand noticed and in front of key spring manufacturers

With our next biennial expo coming up in October, we are looking for show sponsors. This year is going to be even BIGGER, with the continued partnership of SMI and their symposium sessions - both together under one roof. Plus, the more you spend on sponsorships and advertising, the more benefits you unlock! It's the perfect opportunity to sponsor more items and boost your brand's representation. Opportunities are sold a-la-carte, with additional benefits becoming available depending on your combined sponsorship spend for both the Expo and Symposium, not including booth costs.

How do the Sponsorship Levels work?

Build your Sponsorship Level by mix-and-matching any of the à la carte sponsorship items or the pre-built packages from the:

- **Event Branding**(page 9),
- **Expo Hall**(page 10),
- **or Symposium Hall**(page 12).

Once you have reserved your sponsorship items and spent at least \$5,000, you will become a Bronze Level Sponsor and receive the items shown below in the graphic at **no additional cost!** Want to keep going? Spend between \$10,000-\$14,999 to unlock the Silver Level's incentives, and so on.

Benefits Include:	Bronze	Silver	Gold
Logo on website with link	✓	✓	✓
Program guide sponsorship logo recognition	✓	✓	✓
eVIP invitations	15	30	45
Inclusion on <i>SpringWorld</i> sponsor signage	✓	✓	✓
Post-show attendee list (no personal info)		✓	✓
Opportunity for a technical theater presentation		✓	✓
Opportunity for a bagstuffer in registration bag			✓
<i>Springs</i> magazine sponsorship logo recognition			✓
Price	\$5,000	\$10,000	\$15,000+

Pre-Built Sponsorship Packages

Don't want to pick your à la carte items, simply select a package below, while available!

Package One

\$6,300

(Social Media/Email Focus)

Package Includes:

- Two Social Media Posts
- Two Broadcast Emails
- Group Photo/Selfie Station Sponsor
- Two Floor Decals in the Expo Hall
- Opportunity to provide a Registration Bagstuffer
- Program Guide Ad (Half Page)

Package Three

\$7,550

(Registration Area Focus)

Package Includes:

- One Social Media Post
- Two Broadcast Emails
- Registration Area Window Logo Cling
- Group Photo/Selfie Station sponsor
- Opportunity to provide a Registration Bagstuffer
- One Food Station sponsorship
- Program Guide Ad (Full Page)

Package Two

\$7,250

(Expo Hall Focus)

Package Includes:

- One Social Media Post
- One Broadcast Email
- Two Floor Decals in the Expo Hall
- Registration Area Window Logo Cling
- One Food Station sponsorship
- Exhibitor Game Card
- Opportunity to provide a Registration Bagstuffer
- Program Guide Ad (Full Page)

Package Four

\$10,000

(Symposium Hall Focus)

Package Includes:

- One Broadcast Email
- Ruby Room Package sponsor
 - Room naming
 - Option to brand the door, walls, podium
 - Table in the room for giveaways
 - Option to introduce the speakers
- Registration Area Window Logo Cling
- Program Guide Ad (Full Page)

Visionary Package

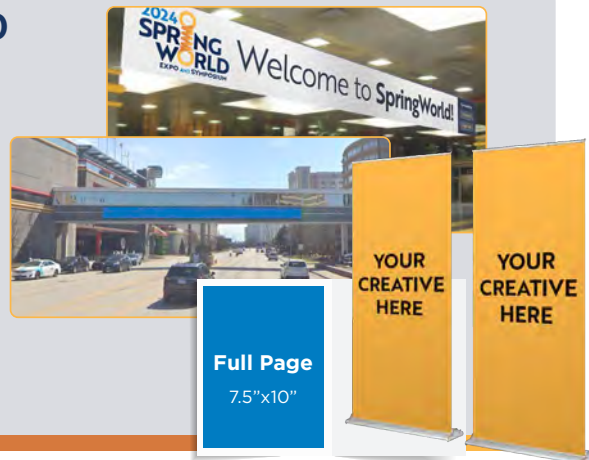
\$30,000

Sole Sponsorship

There is no ignoring this one! It's a pre-built sponsorship package includes your logo on the welcome banner, speech, and website ad that isn't available in the a la carte section.

Package Includes:

- Five-minute speech during ribbon-cutting ceremony
- Logo on the 40ft Welcome Banner
- Exclusive website ad banner
- Exclusive ad on marketing emails
- Program Guide Ad (Full Page)
- Two Social Media Posts
- Two Broadcast Emails
- Outdoor Digital Skywalk Sign
- Two Floor Decals in the Expo Hall
- Two Retractable Exhibit Hall Banners
- Exhibitor Game Card
- Opportunity to provide a Registration Bagstuffer



Full Page
7.5"x10"

À la Carte Sponsorships

Social Media

Create an interesting and dynamic communication portal between your business and both CASMI and SMI's social media followers. You provide the content, we'll publish the posts on both organization's social platforms.

	Price
One Post on both CASMI and SMI Platforms	\$400
Two Posts on both CASMI and SMI Platforms	\$750

Post Specs:

- Each post will go on LinkedIn, Facebook, and/or Instagram
- Provide a short text message with image
- Recommended image size: 628px x 1200px wide
- Minimum width and height is 600px
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link
- Recommended image formats are JPG and PNG
- Posts are due 10-days prior to deployment

Broadcast Email

Reach CASMI and SMI's combined 600+ primary members with this powerful outlet to help communicate your message to other manufacturing companies and trade professionals.

	Price
One Email	\$500
Two Emails	\$950

Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics must be linked from a web server, not html-embedded
- The HTML file is due ten days prior to deployment in order to ensure the proper time to upload, test, and proof
- Provide subject line and pre-header copy.
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference as only one e-blast may go out per day

Registration Area Window Logo Cling \$1,000ea

Six (6) sponsors available

Greet SpringWorld attendees with your logo as they enter the Rosemont Building. This window graphic will be inward-facing so that everyone in the registration area and people going back and forth from the Expo and Symposium Halls can see it.



Directional/Wayfinding Signage \$1,000

Sole Sponsorship

Sponsor the arrows and directional signs that help attendees navigate between registration, sessions, the exhibit hall and hotels. The sponsor will receive their logo on all directional signage with "Navigation provided by [Sponsor]," plus recognition in the program.

Group Photo/Selfie Station \$1,000

Four (4) sponsors available

A branded photo backdrop or selfie station with fun SpringWorld-themed props and a custom event hashtag. The sponsor will receive their logo placement on the backdrop, and any digital share frames, plus recognition in the show program.

Attendee Lounge/Quiet Room \$4,000

Sole Sponsorship

A small, comfortable area where attendees can relax, take calls, or enjoy a quiet moment between sessions. The sole sponsor receives branded signage inside and outside the lounge, table tents, and the option to provide branded items like water bottles or notebooks for display.

Branded Mini Tools \$3,000ea

Six (6) sponsor options available

Small, practical industry-themed items branded with the sponsor's logo and placed in every attendee bag and recognition in the program

- magnetic clip
- microfiber cloth
- bottle opener
- mini screwdriver set
- tape measure
- notepad

Exhibit Hall Sponsorships

EDUCATIONAL OUTREACH

Technical Theater Sessions

FREE once you reach the Silver Sponsorship Level

The Technical Theater provides the opportunity to offer a brief infomercial-style educational event in a theater inside the Exhibit Hall. These are 15-minute presentations that highlight your company's services and products that are featured during unopposed exhibit times. The availability is limited, so act fast to reserve your spot today.

PROMOTIONAL OUTREACH

Soft Bound Journal \$7,750

Sole Sponsorship

Display your brand on this soft-bound keepsake leatherette journal, an item that will prove to be useful during and after the event. Journals will be inserted into each attendee bag for the event.

You may also brand a journal wrap for an additional \$1,500.

Sponsored Logo Here



Booth Game Cards \$250

Minimum of 10 Vendors Required

Add a little fun for the attendees' exhibit hall experience by participating in the Exhibit Booth Game Card competition, an effective tactic to boost traffic to your booth or table. Participating exhibitors mark attendees' Game Cards when they visit their exhibit space and ask a pre-selected question. This gives the exhibitor the opportunity to talk about new products, information, or company announcements.



Completed Game Cards are then entered into a raffle for a prize drawing provided by CASMI.

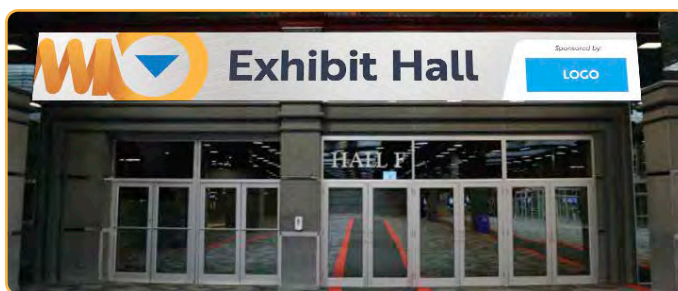
EVENT BRANDING

Expo Entrance Banner

\$5,000

Sole Sponsorship

Greet SpringWorld attendees as they walk into the exhibit hall. This banner will be co-branded with your logo and a directional message.



Registration Bags \$3,400

Sole Sponsorship

See your company logo in each attendee's registration bag as they carry meeting essentials, giveaways, and information. The bags would feature your company logo, along with the SpringWorld brand.



Registration Bagstuffers \$200

Give attendees a sneak peek as to what you will showcase in the exhibit hall. You supply the material and we'll do the stuffing.

Landyards

\$3,500

Sole Sponsorship

Attendee badges are required for entry into each event function, so sponsor the lanyards that hold these important identifiers and add your logo or brief message for all SpringWorld attendees to see.



Floor Decals (2) \$900

Let your brand escort attendees around the exhibit space with these 2.5' circular floor clings. The sponsorship will include two clings. Graphics can be discussed at the time of production.



Retractable Exhibit Hall Banner \$900

These banners are 31.5" x 79.5", vertical, and are single-sided with stand. They offer a perfect opportunity to showcase your company logo and message for all to see. Banners are located in high visibility areas exhibit hall aisles.

When the trade show is over, you are free to take your banner with you to display in your company lobby or other locations/events.



PRINT ADVERTISING

Program Guide

This program of events will be provided in registration bags, on our website, and sent via e-blasts prior to the event's start. Utilize this advertising opportunity to let attendees know you will be at this year's SpringWorld Expo and Symposium.

	Price
Inner Front Cover (8.5in x 11in with bleed)	\$3,200
Inner Back Cover (8.5in x 11in with bleed)	\$3,000
Back Cover (8.5in x 11in with bleed)	\$3,500
Full Page (7.5in x 10in tall)	\$2,500
1/2 Page (7.5in x 5in tall)	\$1,400
1/4 Page (7.5in x 2in tall)	\$800

NETWORKING EVENTS

Scholarship Donation \$500+

Add a donation to the CASMI Scholarship Program and have it added toward your total sponsorship spend.

Taste of Chicago \$9,000

Sole Sponsorship

The SpringWorld 2026 opening day will end with our "Taste of Chicago" Reception, on Wednesday, October 7th, from 5 - 6 p.m. on the exhibit hall floor. All SpringWorld attendees and exhibitors are invited to attend. We'll have Chicago themed décor along with beer, pizza, hot dogs and Italian beef sandwiches.

Oktoberfest \$9,000

Sole Sponsorship

The Oktoberfest Reception will be on Thursday, October 8, from 5 - 6 p.m. on the exhibit hall floor. All SpringWorld attendees and exhibitors are invited to attend. This is a very popular event that will feature beer and snacks, appropriate for any Oktoberfest celebration!

Tech / Charging Lounge \$4,000

Sole Sponsorship

A comfortable charging zone located in exhibit hall where attendees can power up devices and take a quick break. The sponsor receives branded signage and table decals, and recognition in the mobile app.

Food Stations

This is a unique opportunity to have your image and message displayed throughout the show floor. We replaced the typical "single concept food service restaurant" with several themed food stations and a bar. This will enhance the exhibit hall dining options for attendees and exhibitors so that they can conveniently grab lunch or an afternoon snack right on the show floor, and your company name and logo will be prominently displayed next to the station or stations you sponsor.

In addition to your company name and logo on signage, you will receive a bag stuffer insert in the conference tote bag and a 15% discount for advertising in the SpringWorld Program Guide.

	Price
Individual Food Station Sponsorship	\$1,500

Select from the following:

- Taco Bar
- Wine, Pub & Bar
- Italian Grill
- The Carvery
- Grab & Go

Symposium Packages

**Limit one (1) Room Package per company.*



Platinum Room Package

\$10,000

Sole Sponsorship

This "Platinum" room packages offers:

- Named as exclusive sponsor of the Opening Keynote Address on Wednesday,
- A named room featuring your company for Days 2 & 3 of the Symposium
- Named Coffee Break Sponsor
- Room naming
- Table in your room for giveaways
- Option to brand the room (podium sign provided by SMI)
- Option to introduce the speakers for your room

Symposium Entrance Banner

Included free to the Platinum Room Package Sponsor

Greet Symposium attendees as they walk into the SpringWorld "Educational Symposium session area. This 8ft x 18ft banner will be co-branded with the Platinum Room Sponsors' logo, and a directional message.



Diamond Room Package

\$7,500

2 Spots Available

These "Diamond" room packages offer:

- Named Coffee Break Sponsor
- A named room featuring your company for Days 2 & 3 of the Symposium
- Table in your room for giveaways
- Option to brand the room (podium sign provided by SMI)
- Option to introduce speakers for your room

Retractable Hallway Banner

Included free to Diamond Room Package Sponsors

One banner is 31.5" x 79.5", vertical, and is single-sided with stand. It offers the perfect opportunity to showcase your company logo and message for all to see. The banner will be located in high visibility areas in the breakout session hallways.





Ruby Room Package

3 Spots Available

\$6,000

These "Ruby" room packages offer:

- A named room featuring your company for Day 2 of the Symposium
- Option to brand your room (podium sign provided by SMI)
- Table in your room for giveaways
- Option to introduce speakers for your room

You can add a Retractable Hallway Banner for additional \$800.

Springs Magazine & Program Guide Bundle

\$5,975

New advertisers of SMI's *Springs* magazine can capitalize on this unique promotional opportunity with a [full-page ad](#) in one issue of *Springs* magazine as well as the 2026 SpringWorld Program Guide! **SAVE \$100!**

Ad Specs:

- All ads should be high-resolution (PDF or JPEG)
- No bleed or registration marks at a minimum of 200ppi

Additional Opportunity to Advertise in SMI's Springs magazine.

Advertising in the quarterly *Springs* magazine, delivered directly into the hands of 9,000 domestic and international readers, is the perfect vehicle to promote your participation in the SpringWorld Expo and Symposium or to extend your message long after the event. Be sure to take advantage of the Spring, Summer, or Fall editions. Call 847-450-6848 for deadlines or [download a media kit](#).



2026 SpringWorld Sponsorship Contract Form

Completed forms may be emailed to Bob Timmins at:
r.timmins@casm-springworld.org.

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Website: _____

Company Name (As it should appear for promotional purposes): _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Payment Information

☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

☐ Invoice me ☐ Check in mail (payable to "CASMI")

Credit Card #: _____

Exp Date: _____ Sec. Code: _____ Zip Code: _____

Name on Card: _____

Authorizing Signature: _____

An e-mailed receipt from authorize.net will be sent to the above email address when a credit card is processed. The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact Bob Timmins at r.timmins@casm-springworld.org. CASMI endeavors at all times to treat your personal information in accordance with all applicable laws.

Sponsorship Levels

Sponsorship levels are awarded based on your combined sponsorship spend for the Exhibit Hall and the Symposium, not including booth costs.

Gold (\$15,000+)

Silver (\$10,000-14,999)

Bronze (\$5,000-9,999)

N/A (below \$5,000)



Pre-Built Packages

- ☐ Package One
- ☐ Package Two
- ☐ Package Three
- ☐ Package Four
- ☐ Visionary Package

Price

\$6,300
\$7,250
\$7,550
\$10,000
\$30,000

Amount

\$ _____
\$ _____
\$ _____
\$ _____
\$ _____

À la Carte

- ☐ Broadcast Emails
 - ☐ One Email
 - ☐ Two Emails
- ☐ Directional Signage
- ☐ Group Photo/Selfie Station
- ☐ Attendee Lounge/Quiet Room
- ☐ Attendee Lounge/Quiet Room
- ☐ Reg Area Window Logo Cling
- ☐ Social Media
 - ☐ One Post
 - ☐ Two Posts
- ☐ Soft Bound Journal
 - ☐ Additional Wrap

\$500
\$950
\$1,000
\$1,000
\$4,000
\$3,000
\$1,000
\$400
\$750
\$7,750
\$1,500

\$ _____
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Exhibit Hall

- ☐ Aluminum Party Cups
- ☐ Booth Game Cards
- ☐ Bottle Openers
- ☐ Entrance Banner
 - ☐ Sole Sponsor
 - ☐ Shared With Up to 5 Sponsors
- ☐ Floor Decals (2)
- ☐ Food Stations
 - ☐ Sole Sponsor of All 5 Stations
 - ☐ Individual Station
- ☐ Lanyards
- ☐ Oktoberfest
- ☐ Program Guide
 - ☐ Inner Front Cover
 - ☐ Inner Back Cover
 - ☐ Back Cover
 - ☐ Full Page
 - ☐ 1/2 Page
 - ☐ 1/4 Page
- ☐ Registration Bags
- ☐ Registration Bagstuffers
- ☐ Retractable Exhibit Hall Banners
- ☐ Taste of Chicago
- ☐ Tech/Charging Lounge
- ☐ Technical Theater Sessions

\$6,000
\$250
\$5,750
\$5,000
\$1,500
\$900
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\$3,500
\$9,000
\$3,200
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Free to all Silver Level sponsors & above

Symposium

- ☐ Platinum Room Package
- ☐ Diamond Room Package
- ☐ Ruby Room Package
- ☐ Add-on Retractable Hall Banner
- ☐ Springs Magazine & Program Guide Bundle

\$10,000
\$7,500
\$6,000
\$800
\$5,975

\$ _____
\$ _____
\$ _____
\$ _____
\$ _____

Sponsorship Offering Total Amount

\$

Cancellation Policy: Cancellations must be submitted via email to CASMI at r.timmins@casm-springworld.org by July 31, 2026 to receive a full refund less a \$100 processing fee. No refunds will be made for cancellation requests made after July 31, 2026.

Updated: 12/16/25