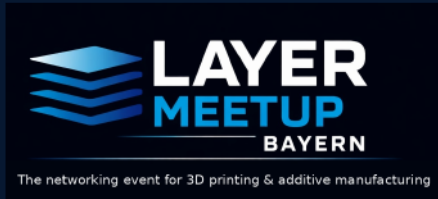


MEDIA KIT



Partner Information | Community Layer Meetup 2026 | Layer Meetup Bayern 2027

Experience, compare and apply 3D printing in a meaningful way - practical, regional and community-driven.

Status: 17 Jun 2026 | Public partner version

<p>Community Layer Meetup</p> <p>27 Sep 2026</p> <p>10:00-16:00, free admission</p>	<p>Layer Meetup Bayern</p> <p>10-11 Apr 2027</p> <p>two-day main event</p>	<p>CLM forecast</p> <p>450-750</p> <p>expected visitors</p>	<p>LMB target</p> <p>1,000+</p> <p>across two days</p>
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Short profile

Layer Meetup Bayern connects consumer and prosumer 3D printing, additive manufacturing, maker culture, regional business, education and community. The format is deliberately practical: visitors should not only see printers, materials, processes, applications and exhibits, but understand, compare and discuss them directly.

This media kit summarises the currently publishable data for partners, exhibitors, sponsors and media contacts. Attendance figures are marked transparently as forecasts, because both formats are being held in this form for the first time.

1. Event formats and positioning

Two complementary formats: a public community event in September 2026 and the two-day main event in April 2027.

Format	Date	Role
Community Layer Meetup	27 Sep 2026, 10:00-16:00	Open 3D printing experience tour for beginners, makers, families and the community. Free admission. Focus: hands-on experience, direct exchange, exhibits and community projects.
Layer Meetup Bayern	10-11 Apr 2027	Public specialist and networking event at the Altmühlsee Information Centre in Muhr am See. Focus: exhibition, live demos, guided tours, short expert impulses, exhibitors and practical applications.

Core positioning

Public. Regional. Connected. Experience, understand and connect through 3D printing - between community meetup, public visitor format and compact specialist event.

Partner relevance

Partners reach a focused audience actively engaged with printers, materials, accessories, workflows, applications and purchasing decisions.

Public positioning

The event is not designed as a classic industrial trade fair and not as a general Maker Faire. The focus is consistently on consumer and prosumer 3D printing, with accessible application examples for private users, makers, education, regional businesses and SMEs.

2. Attendance data and data status

Attendance communication is deliberately conservative and transparent.

No historical attendance figures yet

The Community Layer Meetup and Layer Meetup Bayern are being held in this form for the first time. Therefore, no historical attendance figures are available yet. The following values are forecasts and planning scenarios based on catchment area, community reach, planned press relations, social media, creator communication and regional activation.

Event / scenario	Value	Meaning	Confidence
Community Layer Meetup 2026	450-750 visitors	realistic external expectation	medium
CLM internal planning value	approx. 600 visitors	working value for organisation	medium
CLM extended operating range	up to approx. 900 visitors	infrastructure and reserve planning	medium
Layer Meetup Bayern 2027	1,000+ visitors	target across two days, not a guarantee	low to medium

Why the forecast is plausible

- focused 3D printing and maker audience instead of broad walk-in traffic
- active promotion via participating creators, community channels, website, social media and partner networks
- regional activation through press work, flyers and local multipliers
- low-threshold experience character of the Community Layer Meetup, including families and beginners
- good day-trip suitability of Muhr am See in the Franconian Lake District

Critical note

The two-hour catchment area describes accessibility, not an automatic attendance figure. The decisive factor is the activatable niche of 3D printing enthusiasts, makers, families, regional visitors and professional users.

3. Target groups and partner relevance

The event addresses a broad but clearly focused 3D-printing-related audience.

Target group	Interest	Partner relevance
Beginners	orientation, first printers, common mistakes, materials	influence on first purchases and brand perception
Advanced makers	upgrades, technical materials, workflow, multicolour printing	active buyers and opinion-forming users
Prosumers	reliability, speed, material range, automation	relevant for higher-value systems, scanners, software and accessories
Families	understandable technology, hands-on stations, tangible models	low-threshold brand contact and long-term enthusiasm
Education	didactic use cases, robust technology, student projects	education potential and longer-term procurement decisions
SMEs	rapid prototyping, fixtures, spare parts, small series	B2B leads for systems, materials, scanners, software and services
Creators and multipliers	content, exchange, interviews, community	reach beyond the event day

Visitor value

Live demos, tangible parts, direct questions, comparison of different systems, entry-level knowledge, practical applications and personal exchange.

Partner value

Products are not advertised in isolation; they are explained, shown and discussed in a credible application context.

4. Location, venue and catchment area

Muhr am See combines regional accessibility with an attractive leisure and tourism environment.

Aspect	Data
Venue	Altmühlsee Information Centre, Schloßstrasse 4, 91735 Muhr am See
Rail	Muhr am See railway station is approx. 0.5 km from the venue
Car	Access via Muhr am See; motorway distance stated as up to approx. 20 km; car parking is available
Surroundings	Franconian Lake District, Altmühlsee, tourist information, environmental station, open-air stage, gastronomy and family-friendly environment
Catchment area	strong regional reach in Central Franconia; extended day-trip catchment of up to approx. two hours

Event spaces

Area	Possible use
Main hall / Dorfstadel	exhibition, meeting area, running machines, short walking distances, stage and projection
Two multimedia rooms	short expert impulses, workshops, seminars and partner presentations
Foyer and vaulted hall	reception, networking, breaks and smaller presentations
Courtyard and outdoor areas	breaks, interaction, suitable outdoor activations and additional space

Location advantage

The venue does not feel like an isolated hall appointment, but like a technology and networking day in an inviting regional environment. This is especially relevant for families, accompanying persons and day-trip visitors.

5. Content and experience areas

3D printing should not be explained abstractly, but made directly understandable and tangible.

Planned elements include live demonstrations, tangible parts, exhibits, themed stations, tours, hands-on activities and direct conversations with experienced users and partners.

- consumer and prosumer 3D printing
- FDM printing, SLA/MSLA resin printing and process comparisons
- materials, filament, resin, technical applications and material handling
- filament production: from plastic granulate to usable printing material
- 3D scanning and practical demonstrations
- multicolour and multimaterial printing
- model making, large-format prints, everyday helpers and functional parts
- rapid prototyping, fixtures, spare parts and small series for SMEs
- slicers, workflows, common failure modes and practical solutions
- children and family activities, including a playable CyberBrick City as an experience station

For visitors

See, touch and compare technology; ask questions; understand applications; and make better informed purchasing or project decisions.

For partners

Products, materials and solutions can be integrated where they make sense: in demos, themed stations, talks or workshops.

6. Communication and activation

The event is built around active mobilisation rather than relying on spontaneous walk-in traffic.

Promotion is planned across several levels: creator communication, website, social media, community networks, local and regional press, flyers, partner channels and multipliers.

Channel	Planned use
Creator / YouTube	Druckwerkstatt 3D, Der Absolute Hammer, Makerbull, Makershelpcare and further community support by agreement
Initiators / scene	Druckwerkstatt 3D, Der Absolute Hammer, 3DRON, Makerbull, Jörg and Hugo, plus additional participants from practical 3D printing
Social media	Instagram, stories, reels, community posts, partner and exhibitor communication
Website	layer-meetup.de with visitor, exhibitor, partner, press, FAQ and travel information
Press	local and regional media, specialist media, press releases, image material and fact sheets
Regional activation	flyers at relevant places, local multipliers, regional event calendars and partner networks

Selected public reach snapshot

Channel	Platform	Public data / role	Audience
Druckwerkstatt 3D	YouTube	32,000+ subscribers, approx. 150 videos	German-language 3D printing audience
Additional creators	YouTube / social	combined figures to be coordinated individually	3D printing and maker communities
Community channels	Discord / website / social	used for event updates and community activation	focused DACH 3D printing audience

Communication phases

Phase	Timing	Content
Awareness	3-4 months before	save the date, website, concept, first partner and exhibitor notes
Activation	6-8 weeks before	creator communication, programme highlights, flyers, press work, exhibits
Final push	1-2 weeks before	reminders, travel information, daily programme, highlights, partner and exhibitor notes
Event	event day(s)	stories, photos, short videos, interviews, impressions, partner activations
Follow-up	1-4 weeks after	recap, event video, gallery, social posts, metrics and learnings

7. Partnership options

The exact structure is agreed individually with each partner.

Partnerships should be thematically relevant and create a recognisable benefit for visitors. Suitable partners include manufacturers, retailers, material suppliers, software providers, education stakeholders, media partners and regional supporters related to 3D printing, maker culture or additive manufacturing.

Option	Suitable for	Possible elements
Community Partner	smaller manufacturers, accessories, filament, media partners, regional supporters	logo, social mention, product/material support, giveaways, thematic integration, discount code
Event Partner	brands with active on-site presence	booth or presentation area, demo, website visibility, social media, press relevance, QR/discount campaign, recap
Main / Category Partner	strategic partners or brands with strong event fit	prominent placement, larger on-site presence, demo zone, workshop/talk, optional category exclusivity, reporting

Possible deliverables

Area	Examples
Website	logo, short description, partner link, exhibitor or programme area
Social media	posts, stories, reels, reminders, event impressions, recap
YouTube / creator	event-related mention or integration by agreement and editorial fit
On site	booth space, product demo, workshop, talk, themed station, branding, giveaway, QR code
Press	possible inclusion in press information, image material, recap or press review

Important principle

Not every deliverable is automatically part of every partnership. Visibility, scope, timing, deliverables and any exclusivities are agreed transparently in advance.

8. Measurability, reporting and credibility

Visibility should be made as transparent and assessable as possible.

Category	Possible metrics
Event data	visitor count, number of exhibitors, number of partners, programme elements
Online reach	website views, clicks on partner links, UTM links, social media reach
Content	YouTube views of event-related content, shorts/reels, stories, photos and event video
Interaction	QR code scans, discount code use, giveaway entries or direct feedback, if implemented
Press	press publications, regional articles, image material and press review

Recommended tracking measures

- individual QR codes per partner or exhibitor
- UTM links for website and partner traffic
- separate discount codes for visitor campaigns
- structured photo documentation
- short partner report after the event

Editorial and communication principles

- clear labelling of partnerships
- no artificially inflated visitor or reach promises
- clear distinction between confirmed data, plans and forecasts
- no guaranteed leads without measurement basis
- product integration only where it fits the topic and creates visitor value
- editorial independence of participating creators remains intact

9. Data status, sources and contact

This media kit version is intended for external partner communication.

Data status	Content
Confirmed	CLM on 27 Sep 2026; LMB on 10-11 Apr 2027; venue: Altmühlsee Information Centre, Muhr am See; target groups and core event format
Planned	press relations, local activation, creator communication, themed stations, live demos, workshops/short impulses, partner integration
Forecast	CLM: 450-750 visitors, internal mid case approx. 600, extended operating range up to approx. 900; LMB target: 1,000+ visitors across two days
Not included	no guaranteed leads, no guaranteed attendance, no fixed sponsorship prices in this public version

Sources and data basis

- layer-meetup.de: home page, Community Meetup 2026, visitors, exhibitors, travel, FAQ and press information; checked on 17 Jun 2026
- Layer Meetup Bayern Partner Profile EN, version 03 Jun 2026
- current organiser planning data for attendance forecast, communication framework and partnership options
- public YouTube channel snapshot for Druckwerkstatt 3D, checked on 17 Jun 2026

<p>Contact</p> <p>Partner, exhibitor and press enquiries can be sent via the event contact page: www.layer-meetup.de/contact</p>	<p>Next step</p> <p>On request, partnership options, possible deliverables, on-site requirements, product integration and reporting can be coordinated individually.</p>
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Note: This is a public media kit and partner information version. Internal calculations, non-public sponsorship amounts and operational detail plans are deliberately not included.