



2023 MRS[®] FALL MEETING & EXHIBIT

November 26–December 1, 2023 | Boston, Massachusetts
December 5–7, 2023 | Virtual



Exhibit & Sponsorship Prospectus

EXHIBIT DATES
November 28–30, 2023
Hynes Convention Center
Boston, Massachusetts, USA



Meet leading researchers in materials science

The MRS Fall Meeting & Exhibit has long been considered the premiere forum to present research to an inter-disciplinary and international audience. The Meeting & Exhibit provides a window to the future of materials science and offers an opportunity for researchers – from students and postdoctoral fellows, to Nobel and Kavli Prize Laureates – to exchange technical information and network with colleagues.

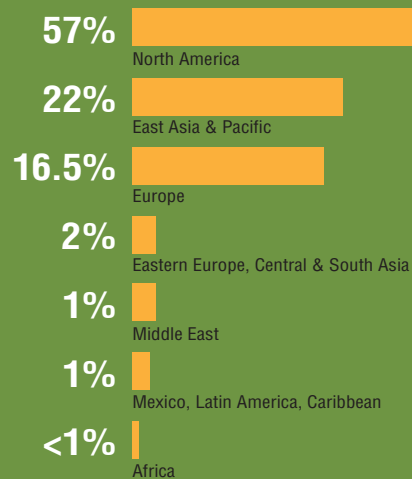
Following the strength of the 2022 on-site event, the 2023 Fall Meeting promises to be larger with an even more diverse audience. Exciting exhibit hall features are being prepared to drive more attendee traffic including:

- Meeting attendee networking and professional development events in the adjoining hall that bring added value to the exhibit hall experience
- Daily refreshment breaks
- Popular activation zones in the exhibit hall to draw traffic through the hall, including the MRS-Springer Nature Publications Booth and Caricature Artist.

Check out our Exhibit & Sponsorship opportunities that associate your business with the most unique materials research meeting and exhibit and increase your corporate visibility in the industry.

Who will be there?

Our Meeting attendees come from around the world:



MRS is the focal point for sustainable energy technologies and the fundamental science of materials. As a long-term exhibitor and sponsor (since 2007), we cherish the dynamic, positive vibes of this unique society: **it's a breath of fresh air compared to traditional science shows.** We are truly proud to be part of this cutting-edge community, working together in a positive partnership to help save our planet.

Dr. David Palmer
Managing Director
CrystalMaker Software Ltd.





Sponsorships at the 2023 MRS Fall Meeting Deliver Visibility and Impact

Take advantage of these sponsorship opportunities to **achieve your exhibit goals and meet your budget**. Sponsorship is a high-impact, high-profile marketing technique that will build your company's image and provide the opportunity to be seen as an industry leader at the MRS Fall Meeting & Exhibit.

Pre-Meeting Opportunities

Pre-Meeting Customized Email Blast to Registrants Investment \$2,000

Deliver your message on your schedule. This is a great way to enhance your exhibit program by reaching all registrants before the Meeting with an official email from MRS. Customize your message with new product launches, in-booth demo schedules and other Meeting activities. (For Exhibiting Companies Only. Limited availability and content restrictions may apply.)

Official Meeting Website Rotating Banner Investment \$2,500

Place your ad banner in front of MRS members, potential attendees and registrants for the months leading up to the Meeting. Your banner will run from time of purchase and approval to December 31, 2023 on the MRS website.

Product Preview Placements in Pre-Meeting Email Blast to Registrants Investment \$350

This product preview email will be sent to all registrants one month before the Meeting. Each placement includes one product photo, 20-word description and website link. Attendees can preview your product and reach out to you prior to the Meeting. (For Exhibiting Companies Only. Limited availability and content restrictions may apply.)





On-Site Opportunities

Standard Exhibitor

One 10x10 booth
Investment \$3,050

Signage Opportunities

½ Meter, Double Sided Standing Sign
Investment \$1,500

Installed in high-traffic areas of the Meeting near the ballroom and large meeting rooms. Your message will be seen throughout the entire event.

Registration Area Column Graphics
Contact us for pricing

Installed in the registration area of the convention center, your message will be seen by all entering and exiting the Meeting.

Rotunda Hanging Banners
Investment \$2,000

The Hynes Center Rotunda is the main connecting point between all floors of the facility...the exhibit hall, meeting rooms and lobbies. These 3'x5' banners will be sure to catch the attendees' eyes as they move through the facility every day.

Exhibit Hall Aisle Sign Banner Logo (limit one per company)
Investment \$1,800

Your company logo will be incorporated into the aisle signs that hang throughout the exhibit hall. They are a constant visual reminder of your presence in the hall and help promote traffic to your booth.
(For exhibiting companies only)

Exhibit Booth Promo Floor Sticker
Investment \$950

Create an impactful message to stop attendees in their tracks...in front of your booth. This 2'x2' floor sticker carries your individual message to attendees as they walk your aisle. (For exhibiting companies only)

On-Site Opportunities

Registration Area Sponsorships

Registration is the first stop and opportunity for you to make an impression. Capture the Meeting attendees' attention as soon as they arrive with a Registration Area Sponsorship!

Badge Lanyards—
Investment \$2,500 shared (2,500 pieces, limit 3 companies), \$6,000 exclusive (7,000 pieces)

Place your logo and/or message on lanyards distributed to attendees on-site. Everyone is required to wear their badge and lanyards throughout the event. Sponsor provides lanyards or contact us to discuss optional pricing for MRS to purchase.

Quick Reference/Exhibit Guide Ad
Contact us for pricing

Improve recognition for your logo or message with an ad in the Quick Reference and Exhibit Guide. This reference tool is distributed and used by all attendees to navigate the exhibit hall and Meeting venues.

Unstaffed Literature Display
Investment \$350 (\$500 non-exhibitor) per item for option 1 or 2, \$600 (\$800 non-exhibitor) for both.

Display your literature in a high-traffic area near the main ballroom and meeting space.

Option 1: Supply 2,500 copies

Option 2: Supply digital artwork to include QR code sign.
Approx. 30" wide by 20" tall

Option 3: Both 1 & 2

Registration Bowl Giveaway—\$500

Distribute your small, branded giveaway to attendees as they register. Give out anything from buttons or stickers to lip balm or key chains. Sponsor provides items.
Suggested quantity: 3,000





Activation Zones and Special Events

Activation Zones

Sponsor a custom activity in the exhibit hall to enhance your brand and drive traffic to your booth:

Caricature Artist with Branded Photo Give-away Investment \$2,500

Your company logo will appear on every caricature drawing and recognition on all promotion.

Other ideas could include:

- Company branded Coffee Station
- Boston gourmet prep demo and tasting

Contact our team to discuss details and pricing or to propose your own idea.

Exhibitor Workshop Session Investment \$1,000/2 for \$1,750

MRS offers exhibitors the opportunity to present workshops on the stage in the exhibit hall. Sessions will be promoted on the MRS website, in the meeting app, and with on-site signage. Each workshop is 20 minutes, and exhibitors should allow for a short Q&A period after the presentation. Time slots will be scheduled throughout each day of the exhibit.

Special Event Sponsorships

iMatSci Innovator Showcase Investment Range \$1,000 - \$5,000

The iMatSci Innovator Showcase is a growing program that provides a platform for technology leaders at universities, research labs, and start-up companies to demonstrate the practical applications of their innovative, materials-based technologies. This dynamic event presents sponsors with a prime networking opportunity to reach a mix of meeting attendees, established companies, startups and investors, and demonstrates support and commitment to the materials community. Contact us for specific opportunities and benefits.

Focus on Sustainability Panel Investment Range \$2,000 - \$3,500

The *MRS Focus on Sustainability Subcommittee* convenes top experts to discuss scientific, technological, and sociological complexities relating a number of emerging issues. The topic for this panel changes for each MRS Meeting and will focus on the “big picture” of materials use. It is a targeted sponsorship opportunity based on alignment with an organization’s goals. Contact us for specific opportunities and benefits.

Morning Coffee & Afternoon Refreshment Breaks Investment \$2,000 (limit 2 of each)

Help attendees kick-off their day or refresh their minds in the afternoon with a break in the exhibit hall. These opportunities include a “Thanks to...” sign in the break area. Food service is planned for 1,500 at each event.

Poster Session Breaks Investment \$1,500 per day/\$3,500 for all three days

On each day of the exhibit, beverages and light reception fare will be made available throughout the time that posters are staffed. This is your opportunity to show your support for these activities. These opportunities include a “Thanks to...” sign recognizing your support.

Women in Materials Science and Engineering Breakfast Investment \$1,500

A highlight of the Fall Meeting and part of the MRS Diversity, Equity and Inclusion program, this event receives promotion across the association. Your participation not only supports an important event, but it also provides your company valuable visibility. This opportunity includes thank you signage at the event and recognition in all thank you ads in both print and digital.

Some opportunities are not available to publishers; please contact our office for details.





Exhibit Schedule

Exhibit Installation

Monday, November 27 8:00 am – 5:00 pm
Tuesday, November 28 8:00 am – 10:00 am

Exhibit Dates and Hours

Tuesday, November 28 11:00 am – 6:00 pm
Wednesday, November 29 10:00 am – 6:00 pm
Thursday, November 30 10:00 am – 1:00 pm

Exhibit Dismantling

Thursday, November 30 1:00 pm – 5:00 pm

Planning Materials

Our experienced exposition management staff is always available to answer questions on exhibiting, planning or promotion to support your participation in the MRS Fall Meeting & Exhibit. An online Exhibitor Manual and periodic *Exhibitor Update* eNewsletters will be distributed to every exhibitor to assist in the planning and operation of your exhibit and keep you apprised of additional resources and deadlines.

Reserve Your Opportunity Today

mrs.org/fall-23-exhibit

For questions or more information about exhibiting or sponsorship opportunities contact:

Jennifer Ibe or Rich Widick

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