



2024 MRS[®] SPRING

MEETING & EXHIBIT

April 22-26, 2024 | Seattle, Washington
May 7-9, 2024 | Virtual



EXHIBIT DATES

Tuesday, April 23 - Thursday, April 25, 2024

Seattle Convention Center - Summit

Level 2 Flex Hall

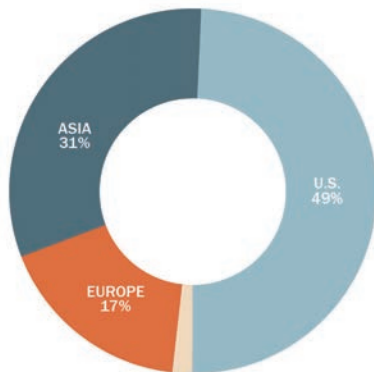
900 Pine Street

Seattle, Washington

EXHIBIT & SPONSORSHIP PROSPECTUS

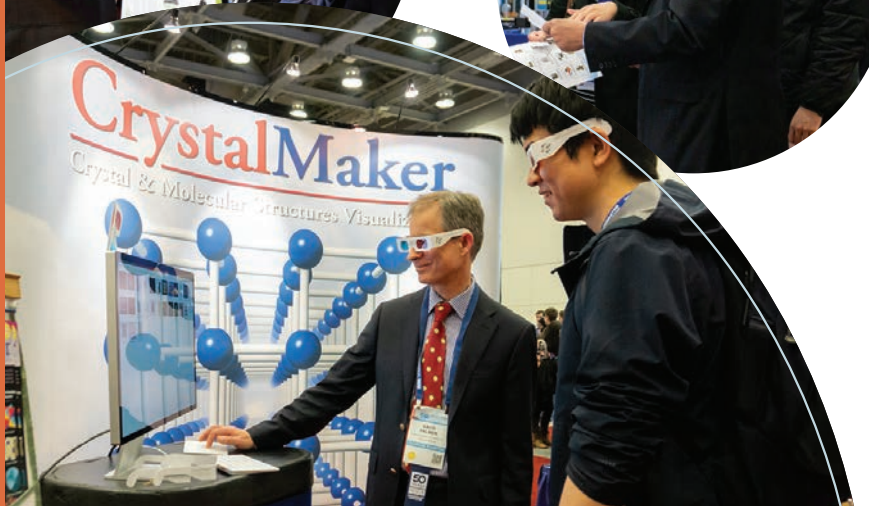
MEET ATTENDEES FROM
AROUND THE WORLD!

4,400+
FROM 49+
DIFFERENT COUNTRIES



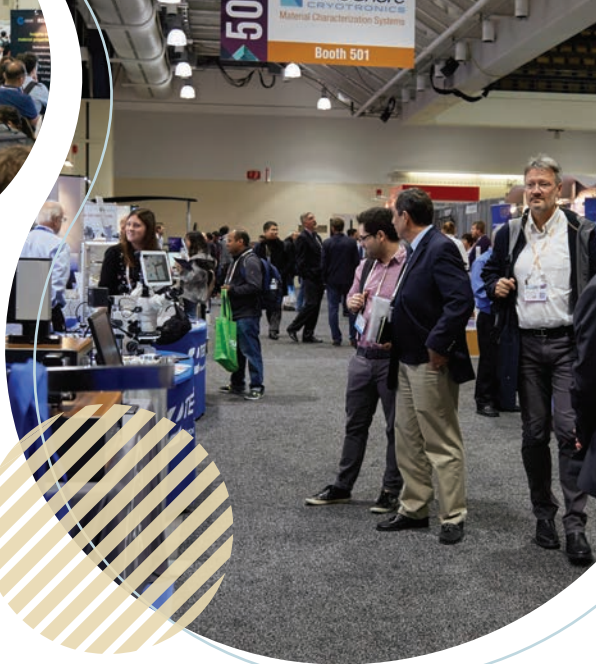
3% OTHERS*

*Includes representation from Mexico, Latin America, Africa and the Middle East



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
CrystalMaker Software Ltd.



Scan the QR code
for the online
space application



Join us in Seattle, Washington!

Taking place on the west coast of the US, the MRS Spring Meeting & Exhibit has long been considered the premier forum to present research to an interdisciplinary 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.

The 2024 MRS Spring Meeting & Exhibit is the perfect opportunity to position your organization to meet with over 4,000 materials science professionals from around the world.

Our exhibit hall provides the conduit to build and strengthen existing relationships and develop new leads. Expand your network in just a few days and make your valuable time in Seattle productive with:

- ✓ **All poster sessions in the exhibit hall to drive traffic every day.**
- ✓ **Opening celebration with local entertainment, ribbon cutting and a reception in the exhibits.**
- ✓ **Dedicated breaks in technical programming to allow attendees flexible time to visit the exhibit hall.**
- ✓ **Special events and activation zones around the exhibits to draw traffic throughout the hall.**

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



TIERED SPONSORSHIPS

	PLATINUM LEVEL EXHIBIT	GOLD LEVEL EXHIBIT	STANDARD EXHIBIT
One 10x10 Booth	Premium Location	Premium Location	1
Meeting Website Rotating Banner	1	1	
½ Meter Standing Sign	1	1	
Product Preview Placements in Pre-Meeting Email Blast to Registrants	2 (1 top-ranked)	1	
Morning Coffee & Afternoon Refreshment Break	1		
Inclusion on “Thank You” Sponsor Signage	1	1	
Logo Inclusion in Sponsor “Thank You” Banner on Meeting Website	1	1	
	VALUE \$7,350	VALUE \$5,500	
	Investment \$7,000	Investment \$5,000	Investment \$2,950

PRE-MEETING OPPORTUNITIES



Pre-Meeting Customized Email Blast to Registrants

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.

(Limited availability and content restrictions may apply).

Investment \$2,000



Official Meeting Website Rotating Banner

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 July 31, 2024 on the MRS website.

Investment \$1,000



Product Preview Placements in Pre-Meeting Email Blast to Registrants

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.

(Limited availability and content restrictions may apply)

Investment \$350

ACTIVATION ZONES

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



Company Branded Coffee Station

Branded sponsor signage greets attendees at each coffee station throughout the Meeting venue. Includes mention in Meeting App and opportunity to provide materials or giveaways at break tables (Heavy traffic area).

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



Exhibitor Workshop Session

MRS offers exhibitors the opportunity to present workshops in the exhibit hall. Sessions will be promoted on the MRS website, in the meeting app, and with on-site signage.

1 Session for \$1,000

2 Sessions for \$1,750



We've been exhibiting at the MRS shows for over ten years. The 2023 Spring MRS Show has been one of the best (if not the best) MRS shows for us - this shows that the research community is active after the COVID shutdowns and the MRS show is a compelling conference for researchers in material science.

Steven M. Barnett, Ph.D.

Barnett Technical Services, LLC

SIGNAGE OPPORTUNITIES



Double Sided Standing Signs

Installed in high traffic areas of the Meeting venues. Your message will be seen throughout the entire event.

½ Meter Sign Investment \$1,200

1 Meter Sign Investment \$1,500

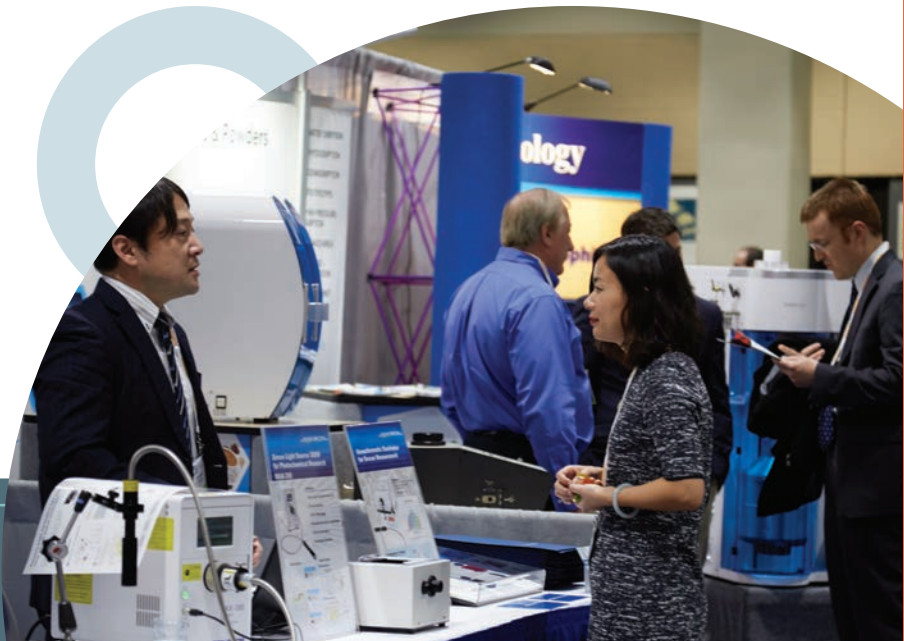


Aisle Floor Sticker

Transform your booth floor into a high-visibility advertising space with a custom aisle floor sticker. These eye-catching decals provide an innovative way to promote your brand or message in a high traffic area.

(Exhibiting Companies Only)

Investment \$450



REGISTRATION AREA SPONSORSHIPS

Your company's logo will be the first impression seen by all attendees when they register on-site with branded signage in the registration area on display (during the entire event). Let every attendee begin their journey with your brand etched in their minds.



Badge Lanyards (Sponsor provides lanyards)

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

Investment \$1,000 (2,000 pieces, limit 3 companies)

Investment \$3,500 (6,000 pieces, exclusive)



Quick Reference and Exhibit Guide Ad

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.

Inside Ad \$2,000 (limit 2)

Back Cover Ad \$3,000 (exclusive)



Giveaway

Distribute your small, branded item to attendees as they visit registration. Give out anything from buttons or stickers to lip balm or key chains, pens, tote bags, or any other Meeting giveaway.

(Suggested quantity 3,000)

Investment \$500



SPECIAL EVENT SPONSORSHIPS



Exhibit Kick-off & Poster Session Opening Reception Entertainment

This exclusive opportunity brings your brand and team face to face with the entire audience to launch the Spring Meeting. This event features ribbon cutting, locally sourced theme entertainment, and a photo op station.

Investment \$3,000



Exhibit Kick-off & Poster Session Opening Reception Food Station

Sponsors of this reception receive company recognition on signage and event promotion where applicable.

Investment \$2,000 (6 available)



Morning Coffee & Afternoon Refreshment Breaks

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.

Investment \$1,500 (limit 2 of each)



Exhibit & Poster Session Reception

Beverages and light reception fare will be made available throughout the time that posters are presented on the exhibit floor. This opportunity includes a "Thanks to..." sign recognizing your support.

Investment \$1,750 per day
\$5,000/all 3 days



Women in Materials Science & Engineering Breakfast

A highlight of the Spring 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.

Investment \$1,500

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



Our experienced exposition management staff is always available to answer questions on exhibiting, planning or promotion to support your participation in the MRS Spring Meeting & Exhibit. An online Manual and periodic 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 Exhibit Space and Sponsorship Today!

mrs.org/spring2024

For questions or more information contact:

Jennifer Ibe or Rich Widick

MRS Exhibit and Sponsorship Sales
98 East Chicago Avenue, Suite 201
Westmont, Illinois 60559

mrs@heiexpo.com

630.434.7779

Jennifer: x7964

Rich: x7918

fax 630.434.1216



Exhibit Schedule

Tuesday, April 23–Thursday, April 25, 2024

Exhibit Installation

Monday, April 22 | 2:00pm - 5:00pm

Tuesday April 23 | 8:00am - 4:00pm

Exhibit Dates

Tuesday, April 23 | 5:00pm - 7:30pm

Wednesday, April 24 | 11:00am - 7:00pm

Thursday, April 25 | 10:00am - 1:00pm

Exhibit Dismantling

Thursday, April 25 | 1:00pm -5:00pm

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for the online
space application





2024 MRS® FALL MEETING & EXHIBIT

December 1–6, 2024 | Boston, Massachusetts
December 10–12, 2024 | Virtual



The 2024 MRS Fall Meeting & Exhibit will be held December 1-6, 2024, in Boston, Massachusetts, at the Hynes Convention Center and adjacent Sheraton Boston Hotel. The world's foremost international scientific gathering for materials research, the MRS meeting showcases leading interdisciplinary research in both fundamental and applied areas presented by scientists from around the world.

Plan to join us in Boston and expand your reach to materials science researchers across the globe.

Contact us to bundle and save!

mrs.org/fall2024





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