



2020 VIRTUAL  
**MRS**® SPRING/FALL  
 MEETING & EXHIBIT  
 November 27 – December 4, 2020

# EXHIBIT & SPONSORSHIP PROSPECTUS

The Materials Research Society invites you to join us for the first-ever **VIRTUAL MRS Fall Exhibit**. With an expected audience of over 6,000 researchers from around the world, this is a perfect opportunity to stay connected to the scientific community and showcase your products and services without leaving home!

## Virtual Exhibit Hall

### Exhibit Dates and Times

Manned booth hours (US Eastern Time) where attendees can “chat” with representatives.

#### Exhibit EXTRA | Friday, November 27

9:00 am – 11:00 am  
 2:00 pm – 4:00 pm

#### Monday, November 30 through Thursday, December 3

9:00 am – 11:00 am  
 12:00 pm – 2:00 pm  
 3:00 pm – 5:00 pm

### Virtual Exhibit Booth — \$1,450

On cancellations received on or before November 13, 2020, all sums will be returned to the exhibitor. On cancellations received after November 13, 2020, no refunds will be made.

## Promotional Opportunities

To make this the best experience possible for your organization, the following sponsorships have been designed to offer attendee engagement opportunities during the event and provide sustained visibility with lasting results post meeting. For a customized package that meets your specific objectives, contact Mary E. Kaufold or Donna Watterson.

Virtual Exhibitor Workshop .....	\$750
Prerecorded presentation with interactive Q&A presented during dedicated Coffee Break and available for 30 days post-meeting (15-minute session / not available to publishers)	
Virtual Magic Show (6 available).....	\$500
Be recognized during this mind-blowing interactive live performance	
Premium Position (near top of exhibitor list) .....	\$500
Banner Advertisement on Virtual Event Platform (not available to publishers) .....	\$1,000
Banner Advertisement on MRS Meetings & Events Web Pages (2 months / not available to publishers).....	\$800
Preregistration List Rental.....	\$2,000
Available to exhibitors only on a first-come, first-served basis. All transmissions must be completed through MRS	
Meeting Scene Daily Newsletter.....	\$975
Delivers daily summaries of technical presentations and events to over 20,000 professionals	

*All sponsor activities are subject to MRS approval.*

## Key Benefits

- ▶ Exhibit EXTRA, an “extra” day of uninterrupted hours for attendees to explore the virtual exhibit hall pre-meeting
- ▶ Around-the-clock virtual exhibit hall access from November 27 to December 3
- ▶ A total of 28 hours of interactive manned booth times over the five-day exhibit
- ▶ Appointment scheduling capabilities and interactive chat forums between exhibitor and attendee
- ▶ Interactive polling to engage your audience
- ▶ Handouts (maximum of 5) and resources available for attendee download
- ▶ Links to your company’s social media and website
- ▶ Lead capture capabilities
- ▶ Sponsorship options to boost your visibility
- ▶ Full-access meeting registration for one designated representative from your company (not available to presenters)
- ▶ 30 days post-meeting access to virtual exhibit hall
- ▶ Significant savings in travel costs, booth fees and shipping charges

# 2020 VIRTUAL MRS SPRING/FALL EXHIBIT & SPONSORSHIP APPLICATION

**EXHIBIT & SPONSORSHIP DEADLINE: November 13, 2020**

We hereby apply for a virtual exhibit booth at the **2020 Virtual MRS Spring/Fall Exhibit** and agree to make payments at the rates listed on this application

**Return by email, fax, or mail with payment to:**

Materials Research Society  
Advertising & Exhibits  
506 Keystone Drive, Warrendale, PA 15086 USA  
Email: [kaufold@mrs.org](mailto:kaufold@mrs.org) | [watterson@mrs.org](mailto:watterson@mrs.org)

**COMPANY INFORMATION** (as it should be published)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Email \_\_\_\_\_

Website \_\_\_\_\_

**CONTACT INFORMATION**

Primary Contact \_\_\_\_\_

Email (required) \_\_\_\_\_

Phone/Ext. \_\_\_\_\_

Cell (for MRS use only) \_\_\_\_\_

**AGREEMENT**

The undersigned hereby authorizes the Materials Research Society to reserve a virtual exhibit booth for use by the company named above during the 2020 Virtual MRS Spring/Fall Exhibit, and agrees to comply with all policies, rules, terms, conditions and regulations set forth by the Materials Research Society ([mrs.org/fall-attendee-guidelines](http://mrs.org/fall-attendee-guidelines)).

Applicant's Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**EXHIBIT & SPONSORSHIP OPTIONS** (select all that apply)

VIRTUAL EXHIBIT BOOTH ..... \$1,450

**SPONSORSHIP OPPORTUNITIES**

Virtual Exhibitor Workshop ..... \$750

Virtual Magic Show ..... \$500

Premium Position ..... \$500

Banner Ad on Virtual Platform ..... \$1,000

Banner Ad on MRS Website ..... \$800

Preregistration List Rental ..... \$2,000

Meeting Scene Daily Newsletter ..... \$975

**TOTAL ENCLOSED** \$ \_\_\_\_\_

**PAYMENT DETAILS**

Check Enclosed (payable to Materials Research Society)

Wire Transfer (contact MRS for ACH/Wire Payment details)

Charge Payment-in-full to Credit Card

Visa  MasterCard  American Express

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_