Now is the time to position your organization to meet with over **6,000** materials science researchers at the **2022 MRS Spring Meeting & Exhibit**

Program submissions have already exceeded 6,000 abstracts, which puts this Spring Meeting in a position to set an attendance record. Researchers from around the world will participate and will look for your organization’s products and services. Special attention is being made to attract first-time attendees from the Pacific Rim region and MRS is coordinating with materials societies from Japan, South Korea and Singapore to bring their members to the Spring Meeting.

The exhibit hall will include many **great opportunities** to drive traffic and make your time in Hawai‘i productive:

- An exhibit schedule that provides focused time in the exhibit hall, while allowing for the free time that we know attendees will want
- All poster sessions will be held in the exhibit hall to drive traffic every evening
- Opening night celebration with traditional Hawaiian entertainment, ribbon cutting and a reception in the exhibit hall
- Scheduled refreshment breaks in the exhibit hall during show hours and poster sessions
- Special events and activation zones around the exhibits to draw traffic throughout the exhibit hall, including the popular caricature artist
- A presentation stage to be used throughout each day for exhibitor workshops and poster session awards
Materials research scientists attend the Spring Meeting to learn more about your products and services, hear your expertise and build relationships for the future.

Projected attendees from across the world:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>45%</td>
</tr>
<tr>
<td>East Asia &amp; Pacific</td>
<td>25%</td>
</tr>
<tr>
<td>Europe</td>
<td>24%</td>
</tr>
<tr>
<td>Middle East</td>
<td>2%</td>
</tr>
<tr>
<td>Eastern Europe, Central &amp; South Asia</td>
<td>2%</td>
</tr>
<tr>
<td>Mexico, Latin America, Caribbean</td>
<td>1%</td>
</tr>
<tr>
<td>Russia</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Africa</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

In search of these products and services:

- 3D Printers and Inks
- Additive Manufacturing Equipment
- Analytical Services
- Biological, Biomedical, Bio-related
- Characterization Services
- Consulting Services
- Cryogenic Systems
- Databases
- Deposition Equipment
- Electronic Properties Instruments
- Energy Services and Instruments
- Engineering Services
- Funding Organizations
- Furnaces
- Ion Beam Systems
- Information Services
- Intellectual Property Firms
- Laboratory Services
- Lasers and Related Equipment
- Light Sources
- Macro-, Micro- and Nano-scale Mechanical Testing
- Magnets and Magnetic Materials Manufacturing
- Materials, Chemicals, Synthesis
- Microscopes, Electron Microscopy
- Nanomaterials, Nanotechnology, Nanoscience
- National Laboratories
- Optical Components
- Publishers, Books, Journals
- Research Centers
- Research Instrumentation and Equipment
- Scanning Probe Techniques and Instruments
- Semiconductor Equipment Software
- Specimen Preparation Equipment
- Spectroscopy—Analysis, Instrumentation
- Surface Analysis Equipment
- Testing Services
- Thermal Analysis Systems
- Thermal Processing Equipment
- Thin Films Processing and Characterization
- Universities
- User Facilities
- Vacuum Systems and Components
- Venture Capital Groups
Sponsorship Opportunities

Sponsorships at the 2022 MRS Spring Meeting & Exhibit
Deliver Visibility and Impact

Take advantage of these new sponsorship opportunities to achieve your exhibit goals and meet every budget. They attract attention to your exhibit program and drive traffic. Sponsorship is a high-impact, high-profile marketing strategy that will build your company’s image and increase awareness of your presence at the MRS Spring Meeting & Exhibit.

Choose a sponsor level that provides a discount for a package purchase or select an à la carte option that reaches your target audience:

**Platinum Level—Investment $15,000**
- Back Cover color ad in the Pocket Exhibit Guide*
- One Meeting website rotating banner
- One ½ meter standing sign
- One exhibit hall aisle sign banner logo*
- Pre-event customized email blast to registrants
- One coffee or refreshment break station
- Choice of one event sponsorship – Women In Materials Science Breakfast or Poster Session catering
- Logo prominently displayed throughout Meeting registration process
- Plus Core Benefits

**Gold Level—Investment $10,000**
- One square color ad in the Pocket Exhibit Guide* or one Meeting website rotating banner
- One exhibit hall aisle sign banner logo*
- Pre-event customized email blast to registrants
- One coffee or refreshment break station
- Plus Core Benefits

**Silver Level—Investment $7,000**
- One Meeting website rotating banner
- One coffee or refreshment break station
- Plus Core Benefits

**All sponsor levels include these Core Benefits:**
- Sponsor icon floor sticker (2’x2’) in aisle in front of booth*
- Inclusion on Thank You sponsor signage*
- Logo inclusion in sponsor “thank you” on Meeting website
- Logo inclusion in sponsor “thank you” on virtual platform website

*must be reserved by March 11, 2022 to secure these opportunities
Pre-Meeting Opportunities

Pre-event Customized Email Blast to Registrants
Investment $2,000
Your schedule with your message! This is a great way to enhance your exhibit program by reaching all registrants before the Meeting with an official email from MRS. Deliver your message with new product launches, in-booth demo schedules and other Meeting activities. (Limited availability)

Official Meeting Website Rotating Banner
Investment $2,000
Place your banner ad 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, 2022.

Official Virtual Meeting Platform Website Rotating Banner
Investment $1,000
Place your banner ad in front of registrants during virtual meeting events. Your banner will run from the time the platform launches through June 30, 2022.

On-Site Opportunities

Registration Area Sponsorships
This is the perfect way to reach attendees as they first arrive at the Meeting. Registration is the first stop and the first opportunity for you to make an impression.

Badge Lanyards—
Investment $1,000 shared (2,000 pieces, limit 4 companies), $3,500 (7,000 pieces, exclusive)
Place your logo and message on lanyards distributed to attendees on-site. Everyone will wear their badge and lanyards throughout the event, and they will be in view to all attendees all the time. Sponsor provides lanyards. Call to discuss option pricing for MRS to purchase.

Pocket Exhibit & Floor Plan Guide Ad*
Improve recognition for your logo or message with an ad in the z-folded pocket guide. This reference tool is carried and used by all attendees to navigate the exhibit hall, Hawai‘i Convention Center and Hilton Hawaiian Village. 7,500 will be produced.
Back Cover—$5,500
Inside Tower Ad (6 panels, 2 available) —$1,500
Inside Square Ad (2 panels, 2 available) —$900
Logo Booth Indicator (6 available) —$300
Additional Listing—$150
*must be reserved by March 11, 2022 to secure these opportunities

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
Investment $500
Distribute your small, branded giveaway to attendees as they arrive at registration. Give out anything from buttons or stickers to lip balm or key chains. Sponsor provides items.
Minimum quantity: 2,000

*must be reserved by March 11, 2022 to secure these opportunities
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 six days of the event.

Lobby Banners
Investment $3,500 (includes 2 banners)*
Installed in the registration lobby of the convention center, your message will be seen by all entering and exiting the lobby. Column Tree Banner—limit 6; Palm Tree Tower Banner—limit 6

Exhibit Hall Aisle Sign Banner Logo (limit one per company)
Investment $1,200*
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.

Official Mobile App Banner Ad
Investment $750

*must be reserved by March 11, 2022 to secure these opportunities

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 $3,500
Your company logo will appear on every caricature drawing and recognition on all promotion.

Other ideas could include:
- Company branded Kona Coffee Station
- Mini-golf Hole-in-One Prize Challenge
- Coconut or pineapple prep demo and tasting

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

Exhibitor Workshop Session
Investment $800
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 the day on Tuesday and Wednesday.

*must be reserved by March 11, 2022 in order for signs to be displayed on-site. After March 11, 2022, promotion of the workshop will be in the meeting app and website only.
Special Event Sponsorships

Exhibit Kick-off & Poster Session Opening Reception Entertainment
Investment $3,000*
Ribbon Cutting Ceremony and Hawaiian entertainment. Sponsor receives recognition on area signage, in the mobile app and on the MRS website.

Exhibit Kick-off & Poster Session Opening Reception Food Station
Investment $3,000 per station (6 available)*
Sponsor of any of the food stations receives recognition on food event signage and thank you sign at station.

Morning Coffee & Afternoon Refreshment Breaks
Investment $1,500 (limit 2 of each)*
Help attendees kick off their day or refresh their minds in the afternoon with a break. Breaks are held at the Hawai‘i Convention Center and the Hilton Hawaiian Village. 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/$2,500 for both days*
On Monday, Tuesday, and Wednesday, beverages and snacks 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.

Luau Table Package
Investment $1,200
Hele Mai Ho'olaule'a! (Come celebrate!) Highlight your week of sun, sand and science with your colleagues and friends! MRS is pleased to offer this authentic Hawaiian evening with Waikiki’s outdoor Luau. You do not need to travel far to enjoy amazing hula kahiko performers, acrobatic fire dancers and authentic dining on the Great Lawn beneath the starlit, Waikiki skies.

Hilton Hawaiian Village – Great Lawn, Thursday, May 12th, 6:00-9:00pm.
Host a table! As an MRS Luau Sponsor, you will receive eight (8) tickets at a reserved table for you and your guests. Each ticket includes entertainment, dinner and one drink ticket. Sponsor receives recognition on a sign at event entrance and table tent recognition.*

*Table must be reserved by March 11, 2022 in order for signs to be displayed on-site

PLEASE NOTE: Due to location and shipping time, many of the sponsorship opportunities have definite deadlines. Except for Unstaffed Literature Display, all opportunities are offered exclusively to Spring Meeting exhibitors. Some opportunities are not available to publishers; please contact our office for details.

Women in Materials Science and Engineering Breakfast
Investment $1,500
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 recognition as a sponsor in all thank you ads.
Exhibit Schedule

Exhibit Installation: Monday, May 9, 8:00 am – 4:00 pm

Exhibit Dates and Hours:
- Monday, May 9
  - Ribbon Cutting and Opening Ceremony: 4:45 pm
  - Exhibits Opening Reception: 5:00 pm – 7:30 pm
- Tuesday, May 10
- Wednesday, May 11
  - Exhibit Dismantling: Wednesday, May 11, 1:00 pm – 5:00 pm

Planning Materials

An 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 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

Online application

For questions or more information about exhibiting or sponsorship opportunities 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