



The 2018 IEEE MTT-S
International Microwave Symposium
10 - 15 June 2018, Philadelphia, PA

IMS2018 MARKETING OPPORTUNITIES

- Click to view more details

- Click to return to the order form

EXCLUSIVE SPONSORSHIPS ⁵

Aisle Signs	\$13,500
Charging Stations/Exhibit Floor Seating	\$26,000
Delegate Bag ^{1,3}	\$17,000
Exhibition Catalog Belly Band	\$7,000
Hotel Key Card	\$11,000
IMS T-Shirt	\$10,500
Badge Lanyards ^{1,3}	\$16,500
Map Guide	\$7,500
Press Lounge ⁴	\$4,200
Registration	\$11,000
Wireless Internet	\$16,500
Medical Panel Luncheon	\$10,000
MicroApps & Electronic Proceedings	\$17,500

HOSTED EVENT SPONSORSHIPS ⁵

Attendee Coffee Breaks ⁴	\$4,700/ea.
Specialty Coffee & Tea Service	\$6,000
Popcorn Machine	\$5,250

EXHIBITION CATALOG ADVERTISING

Exhibition Catalog Ad - Interior	\$3,200
Exhibition Catalog Ad - Inside Front Cover ⁵	\$4,700
Exhibition Catalog Ad - Inside Back Cover (MicroApps - Inside Front) ⁵	\$4,700
Exhibition Catalog Ad - Outside Back Cover (MicroApps - Front) ⁵	\$4,700
Secondary Exhibitor Listing	\$250

[Click here for secondary listing order form](#)

ONLINE INTERACTIVE FLOOR PLAN UPGRADES

Floor Plan Banner Ad	\$400/ea.
Enhanced Exhibitor Console Listing	
Premium	\$300/ea.
Ultimate	\$500/ea.

ELECTRONIC SPONSORSHIPS

Website Skyscraper Banner Ad	
February – April	\$2,000/month
May	\$3,000/month
June – July	\$5,000/month
Website 250x300 Medium Banner Ad	
February – April	\$750/month
May	\$1,000/month
June – July	\$1,500/month
Digital Video Wall Advertisement	\$2,500
Mobile App Splash Page	\$8,000/ea.
Mobile App Banner Ad	\$4,000/ea.

ADDITIONAL ON-SITE PROMOTIONS

Carpet Logo ¹	\$5,250
Lobby Banner ^{1,2,3}	\$6,300
Delegate Bag Insert ³	
Single Page	\$3,200
Multiple Pages	\$3,700
Special Requests	Call for Pricing
Specialty Item Bag Insert	\$4,200
Escalator Clings ^{1,2,3}	\$6,000
Window Clings ^{1,2,3}	\$6,000
Column Wrap ^{1,2,3}	\$6,000
NanoFlex Digital Screen	\$6,000
Four Sided Light Box	\$4,500
Workshop Notes	
Inside Front Cover	\$4,000
Outside Back Cover	\$4,000

SIGHT SPONSORSHIPS

Principal Sponsor	\$10,000
Major Sponsor	\$7,500
Contributing Sponsor	\$5,000
SIGHT Supporter	\$1,500

DISCOUNTED PROMOTIONAL PACKAGES

Intro Package ³	\$5,700
Power Package ^{2,3}	\$11,250

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

Email Distribution	minimum \$750
Direct Mail Distribution	minimum \$600
Distribution Date(s):	_____

SILVER, GOLD & PLATINUM SPONSOR STATUS COMPLIMENTARY PROMOTIONS

SUBMIT VIA FAX OR EMAIL:

MP Associates, Inc.
exhibits@mpassociates.com
+1 303-530-4334 (fax)
+1 303-530-4562 (phone)

PAYMENT OPTIONS:

Credit Card Authorization Form
Check or Electronic Payment Instructions:
Contact the exhibits department
at exhibits@mpassociates.com

Contact Name

Company Name

Telephone

Email

Signature

Some items include mention in paper based publications (e.g. Exhibition Catalog) which are print date dependant. Certain items in your sponsorship package may not be applicable if you purchase the sponsorship after the print deadline date.



¹ Production costs not included

² Rigging & production costs not included

³ Sponsor must provide materials

⁴ Corporate-branded food service items must be provided by sponsor

⁵ First Right of Renewal may apply to these sponsorships. Sponsorships must be renewed on or before 3 August 2017.

Waiting lists will be established for each sponsorship.

After 3 August 2017 remaining sponsorships will be awarded to the exhibitor holding the highest priority on the list for said sponsorship.

Cancellation Policy - Once an order form is received for Sponsorships you are liable for the full amount of the sponsorship.

EXCLUSIVE SPONSORSHIPS

(First Right of Renewal may apply - Contact the IMS office regarding availability.)

AISLE SIGNS

On a show floor the size of IMS, the aisle signs are an important reference for all attendees looking for an exhibit. Hung from the ceiling, aisle signs are visible from almost anywhere on the show floor. Additional signs may be added, but this sponsorship includes a minimum of ten, double-sided aisle signs featuring your logo.

This opportunity includes:

1. Your company logo on all Aisle Signs
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

CHARGING STATIONS/EXHIBIT FLOOR SEATING

By sponsoring the Charging Stations/Exhibit Floor Seating, you will give grateful attendees a chance to rest their tired feet and charge their devices, while branding your company's name and logo on the signs at each area. There will be a minimum of six seating areas.

This opportunity includes:

1. Your company logo on all Charging Stations/Exhibit Floor Seating Signage
2. Right to provide chair slips with your company's logo (*Production costs not included*)
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

DELEGATE BAG

**Production not included*

This exclusive sponsorship features your logo on each Delegate Bag. All ARFTG, IMS and RFIC technical attendees receive a bag. Minimum size for the Delegate Bag: Backpack - 18" H x 13" W x 8.5" D; Messenger Bag - 12" H x 16.5" W x 5.5" D

This opportunity includes:

1. Your company logo on the Delegate Bags
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

EXHIBITION CATALOG BELLY BAND

By providing the belly band your company will be seen on every Exhibition Catalog distributed.

This opportunity includes:

1. Your company logo/message on Belly Band
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

EXCLUSIVE SPONSORSHIPS

(First Right of Renewal may apply - Contact the IMS office regarding availability.)

HOTEL KEY CARD

(Contact the IMS office regarding availability. Limited to the headquarter hotel.)

Hotel key cards at IMS headquarter hotel will include your logo on front of key card.

This opportunity includes:

1. Your logo and sponsorship status recognized on front of Key Cards
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

IMS T-SHIRT

Boost your corporate visibility with this exclusive sponsorship. Your company logo will be emblazoned on the back of the T-shirt with the IMS logo on the front. All attendees receiving a delegate bag will also receive a T-shirt. T-shirt is white unless otherwise specified.

(Alternate colors available at extra cost)

This opportunity includes:

1. Your customized message (with logo) on back of IMS T-shirt
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

BADGE LANYARDS **Production not included*

By providing the badge lanyards your company will be seen everywhere throughout the convention for the length of the event. Lanyards must be double clip.

This opportunity includes:

1. Your company logo on all Badge Lanyards
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

MAP GUIDE

Virtually every person attending IMS uses the Official Map Guide. This is an extremely valuable sponsorship that puts your company logo in front of everyone at the show.

This opportunity includes:

1. Your company logo on the front cover of the Map Guide
2. Your company logo and message on the back cover of the Map Guide (entire back cover)
3. Pointer indicating the location of your exhibit on the floor plan
4. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
5. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

EXCLUSIVE SPONSORSHIPS

(First Right of Renewal may apply - Contact the IMS office regarding availability.)

PRESS LOUNGE

Be recognized as the Press Lounge sponsor.

This opportunity includes:

1. Your logo and sponsorship status recognized on:
 - a) Press Lounge signage
 - b) Press Lounge service/dining table signage
2. Right to provide branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

REGISTRATION

The registration sponsorship delivers exposure to all attendees both before the event and on-site. This one of the most visible of all sponsorships and puts your brand in front of all IMS participants.

This opportunity includes:

1. Your company logo, link and sponsorship status recognized on:
 - b) Each attendee's electronic registration receipt
 - c) Registration information page of the IMS website
2. Your customized message (with logo) as a screensaver on all registration terminals (60 sec. inactivity refresh)
3. Right to provide corporate-branded mouse pads in registration area
4. Your company logo and sponsorship status recognized on:
 - a) Registration area signage
 - b) Each registration terminal in the lobby
5. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
6. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

WIRELESS INTERNET

IMS is lighting up the entire convention center with wireless internet as a complimentary service to attendees. This includes a corporate splash page each time an attendee logs in. Wireless internet has become an invaluable service at IMS and is an excellent opportunity to gain visibility both on and off the exhibit floor!

This opportunity includes:

1. Your company logo and sponsorship status recognized on the wireless internet splash page
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

MEDICAL PANEL LUNCHEON SPONSOR

RF/microwaves in Medicine is a major theme of IMS2018. The theme highlights collaboration between physicians and engineers and the dramatic increase in interdisciplinary cooperation and technology transfer between biomedical engineering departments and large corporations, start-up medical companies, and research funding agencies. Exhibitors have the opportunity to align with this important topic through sponsorship of the marquis lunch event at IMS for Microwaves in Medicine. Sponsorship positions your company as a leader to executives, engineers, and physicians at the nexus of technology and medicine. Panelists are leading physicians using microwave and RF technologies in a variety of therapies including oncology, imaging, pain management, and ablation. Panel is Thursday, 14 June 12:00–13:30 at the Pennsylvania Convention Center.

- Recognized as sponsor of the Medical Panel Luncheon on the IMS Medical Summit web page, on-site signage, pages in printed Program Book and Exhibition Catalog
- 8 complimentary Medical Panel Luncheon tickets
- Lead retrieval data from Medical Summit Panel
- 6' draped counter for promotional items at Medical Panel Luncheon

MICROAPPS & ELECTRONIC PROCEEDINGS

MicroApps is part of the IMS technical program that takes place in the MicroApps theatre located on the exhibit floor. The MicroApps theatre experiences heavy traffic allowing you high visibility exposure.

This opportunity includes:

1. Your logo and sponsorship status recognized on MicroApps:
 - a) Web Page
 - b) Banner
 - c) Signage on the MicroApps theater structure
 - d) Page(s) in Program Book
 - e) Page(s) in Exhibition Catalog
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

HOSTED EVENT SPONSORSHIPS

(First Right of Renewal may apply - Contact the IMS office regarding availability.)

ATTENDEE COFFEE BREAKS

Coffee Breaks takes place on the IMS exhibit floor in the morning and afternoon on Tuesday and Wednesday and morning only on Thursday.

This opportunity includes:

1. Area signage at your specified Coffee Breaks and near the technical sessions in the morning on Tuesday, Wednesday and Thursday.
2. Right to provide branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

SPECIALTY COFFEE & TEA SERVICE

As the specialty coffee & tea service sponsors you receive all recognition for these free drinks to the attendees. There will be two separate coffee stations, one in each networking area on the exhibit floor for a total of 4 hours per day.

This opportunity includes:

1. Your company logo on all signage in the networking area as the specialty coffee & tea service
2. Your logo will be put on each of the coffee/tea cup wrappers (e.g. cups, napkins)
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

POPCORN MACHINE

By sponsoring the popcorn machine you will be the talk of the exhibit floor. The attendees will be sure to thank you for the warm snack during the day! This is an all-inclusive sponsorship where it will be in both networking areas on the exhibit floor. It will be for 4 hours per day, 10:30am – 2:30pm, and you will indeed see a high return on investment.

This opportunity includes:

1. Your company logo on all signage in the networking area as the popcorn machine sponsor
2. Your logo will be put on each of the individual popcorn bags
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that IMS deems appropriate.

EXHIBITION CATALOG ADVERTISING

EXHIBITION CATALOG AD - INTERIOR

The Exhibition Catalog is distributed to all IMS attendees on-site. This tool assists attendees to locate exhibitors they wish to visit and used as a reference throughout the year. Exhibition Catalog ads are full-page, four-color ads. Typically, the Exhibition Catalog is 8.5" x 11", but size can vary from year to year.

EXHIBITION CATALOG AD - INSIDE FRONT COVER

EXHIBITION CATALOG AD - INSIDE BACK COVER (MICROAPPS - INSIDE FRONT)

EXHIBITION CATALOG AD - OUTSIDE BACK COVER (MICROAPPS - FRONT)

The IMS Exhibition Catalog is a flip-book that includes two publications. By flipping the Exhibition Catalog to the backside, you can view the front of the MicroApps Program. If you decide to purchase the 'Exhibition Catalog Ad - Inside Back Cover (MicroApps - Inside Front)', a landscape ad is suggested. Whether the ad is viewed from the Exhibition Catalog side or the MicroApps side, your ad will always appear right side up.

SECONDARY EXHIBITOR LISTING

Exhibitors are allowed two complimentary secondary exhibitor listings per 10x10 unit of exhibit space. Additional listings are \$250 per company listing. Each secondary listing gives the represented or partner company access to be listed as an exhibitor in all direct mail pieces, the Exhibition Catalog, exhibit floor plan and have a full Exhibit Console. With a secondary exhibitor listing, your partners will receive badges with their own company name, info, etc...

ONLINE INTERACTIVE FLOOR PLAN UPGRADES

FLOOR PLAN BANNER AD

Every IMS attendee views the online floor plan, be sure to catch their attention with your custom banner ad.
(Random rotation, size: 205x60, format JPG/GIF (non-animated))

ENHANCED EXHIBITOR CONSOLE LISTING (ULTIMATE OR PREMIUM)

Enhance your Exhibitor Console with additional features such as videos, press releases, floor plan logo and more. [Floor plan Upgrade](#)

ELECTRONIC SPONSORSHIPS

WEB ADVERTISING

IMS is pleased to announce that we are now rolling out web banner advertising on the IMS website. Exhibitors are now able to advertise to attendees through an exclusive dual skyscraper ad format on the home page or through banner ads placed as “run of site” that will rotate throughout the designated pages on the website. Both are designed to offer excellent visibility leading up to the show. Ads are available on a monthly basis and are available on IMS2018.org from February through July.

Website Medium Rectangle Ad:

Ad formats include: .gif and .png

Max size: 250 x 300

- Run of site (ROS) ads are featured on a rotating basis throughout the site including exhibition, travel, registration, about IMS and other high traffic pages.

Website Skyscraper Ad:

Ad formats include: .gif and .png

Max size: 206 x 870

- This is a highly visible, exclusive banner ad that will be viewed by everyone who opens lms2018.org.
- Your message will be prominently displayed on both the right and left of the homepage content area in dual 206 x 870 ads.
- You can run identical ads or create two messages across both ads. This opportunity represents excellent visibility prior to, during, and after IMS. Availability is limited to one spot per month so act now to reserve this limited promotion.

DIGITAL VIDEO WALL

IMS has an exciting new advertising opportunity on its 8ft x 14ft (2.5m x 4m) LED Video Wall on the show floor! The video wall is designed to display show information in the networking area on the show floor, which also creates an incredible opportunity for your company to advertise. This highly visible screen will make your logo, ad or video stand out for attendees. Your ad will appear across the full screen a minimum of 200 times over the course of the show. Want to announce a new product, demo schedule, special event or your booth location? The Video Wall will make sure it will be seen.

Digital Video Wall Advertising Includes:

- Your ad covers the entire 8ft x 14ft (2.5m x 4m) screen using the newest video technology
- Ability to display static images or video files (sorry, due to noise concerns, no audio will be used)
- 15 second ads will run 200-300 times for great visibility. (Minimum of 200 displays)

Ad formats include: Contact MPA for details

Max size: Contact MPA for details

MOBILE APP SPLASH PAGE

Put your brand front and center and make a strong first impression! The splash screen on the mobile app is a great advertisement opportunity. Each time an app user opens the app they are presented with your image.

Splash Features:

- Covers the entire screen
- Displayed when the app is opened
- Sized to fit iPhone, iPad and Android

This opportunity includes:

1. Your custom image on the splash page of the IMS app
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog

MOBILE APP BANNER AD

The mobile app banner ad is a guaranteed way to be noticed by IMS attendees. Every time the attendee uses the app they will see your custom ad. Limitation of 6 banner ads in rotation.

ADDITIONAL ON-SITE PROMOTIONS

CARPET LOGO

Prominently display your company logo and booth number on the IMS show floor! Carpet logos are a great way to direct customers to your booth and reinforce your presence throughout the show. *(Production costs not included)*

LOBBY BANNER

Announce a new product, direct attendees to your booth and reinforce your brand and show presence! Get prominent visibility by purchasing rights to place a banner in various locations throughout the lobby areas in the convention center. Banners can vary in size. Banner locations available on a first-come, first-served basis. *(Rigging and production costs not included.)*

DELEGATE BAG INSERTS

Exhibitors have the opportunity to include an insert in the Delegate bags distributed to each conference attendee.
(Sponsor must provide materials)

SPECIALTY ITEM BAG INSERT

Get creative with the item that is inserted into the conference bag. You can choose any item from a water bottle, hand sanitizer, portable fan, etc. The options are endless. **production is not included; item must be provided by sponsoring company and shipped directly to the Freeman Warehouse.*

ESCALATOR CLINGS

Customizable graphics will be placed on specific escalators of the Pennsylvania Convention Center. These will be displayed during the duration of the show and is a guaranteed way to get recognized.

WINDOW CLINGS

Customizable graphics will be placed on specific windows of the Pennsylvania Convention Center to welcome to IMS attendees as they enter. These will be displayed during the duration of the show and is a guaranteed way to get recognized.

COLUMN WRAP

Prominently display your logo or company information on a highly visible column wrap inside the Pennsylvania Convention Center. Attendees will be sure to see your message as they walk through the center getting from technical sessions to the exhibit floor.

NANOFLEX DIGITAL SCREEN

The NanoFlex® is a flexible, ultra-thin, lightweight, and energy-efficient LED screen. This impressive digital display provides the WOW factor you may be looking to connect with your audience!

Viewing area of 103" x 53".

Max of 3 sponsors.

FOUR SIDED LIGHT BOX

Increase your visibility with one of these four sided light boxes. Attendees will be sure to notice you and your custom message!

WORKSHOP NOTES - Inside Front Cover

This opportunity includes:

1. Your logo and sponsorship status on the IMS Workshop notes landing page of the online version and inside front cover of the printed version.
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog

WORKSHOP NOTES - Outside Back Cover

This opportunity includes:

1. Your logo and sponsorship status on the IMS Workshop notes landing page of the online version and outside back cover of the printed version
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page
 - b) Lobby banner
 - c) Listed on the Special Thanks page of the Exhibition Catalog

SPECIAL INTEREST GROUP ON HUMANITARIAN TECHNOLOGY (SIGHT) SPONSORSHIPS

The **IMS2018 Special Interest Group on Humanitarian Technology (SIGHT)**, in collaboration with the School District of Philadelphia (SDP), has established a four-year program to educate a cohort of high school students from the freshman through the senior year in the Science, Technology, Engineering, and Mathematics (STEM) fields. The IMS2018 SIGHT Program (henceforth, program) goals are to attract students from under-served Philadelphia communities to participate in STEM in high school and college, and graduate to STEM careers after college. The program will follow the high school class of 2022 throughout their four year of high school, and provide them resources, training, camps, and counseling in STEM. The program also includes college counseling in the senior year, so that participants attend college and choose STEM majors.

- SIGHT Principal Sponsor: \$10,000
- SIGHT Major Sponsor: \$7,500
- SIGHT Sponsor: \$5,000
- SIGHT Supporter: \$1,500

Sponsors and supporters of the IMS2018 SIGHT program will receive the following benefits:

1. Advance promotion recognition
2. SIGHT participant identifier to display in/on your booth
3. Participation in the “Check” handover ceremony, where a giant check will be handed over to the SDP Superintendent or other high level official.
4. Recognition of sponsorship status at other promotions associated with this sponsorship (e.g., press coverage with local newspapers, TV and radio stations, social media outlets, and newsletters). Coverage is proportional to the sponsorship amounts.

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

The IMS attendee list includes Conference and Exhibit-Only attendees and is only available to IMS exhibitors.

EMAIL AND DIRECT MAIL DISTRIBUTIONS

Email distributions are available throughout the year, however, email distributions for individual company promotions from April – June must be scheduled in advance and are available on a first-come, first-served basis. Email distributions will be conducted by show management. Your direct mail recipient list will be sent to a third-party mail house of your choice.

(The list will be sent to a 3rd party of MPA's choice if one of their choice is not provided)

CONDITIONS:

Lists are on a rental basis for a one-time mailing and are limited solely to IMS exhibitors. The list may only be used by IMS exhibitors in relation to products and services offered as a part of their IMS participation. The list may not be used for recruiting or to promote any non-IMS related meeting, conference or event. All promotional emails will be distributed from the IMS office. Minimum payment must accompany the order form to secure an email distribution date. The remaining balance, if there is a difference, will be invoiced after the email distribution has been sent.

PRICING:

Lists are based on price per recipient. Filters can be applied to target your message to the appropriate recipients. Filters are based on the categories listed below and more than one filter may be applied.

(The minimum price for an Email Distribution is \$750.)

(The Minimum price for a Direct Mail Distribution is \$600)

	Email	Direct
Unfiltered	\$0.45	\$0.30
Filtered	\$0.50	\$0.35

FILTER OPTIONS

1. What is your principal job function?

- (101) Executive/Senior Management
- (102) Engineering Management
- (103) Design Engineering
- (104) Engineering Services
- (105) Manufacturing/Production Engineering
- (106) Application Engineer
- (107) Procurement/Purchasing
- (108) Professor/Research - Academic
- (109) Research & Development - Government
- (110) Research & Development - Industry
- (111) Student
- (112) Financial or Industry Analyst
- (113) Editor/Publisher
- (114) Marketing/Sales
- (115) Consultant
- (116) Retiree

2. What primary end product or service do you work on?

- (201) Communications Systems, Equipment
- (202) Wireless (WiFi, WiMAX, UWB, other)
- (203) Government - Military
- (204) Government - Other
- (205) Defense Electronics
- (206) Medical Electronics
- (207) Navigation/Telemetry/GPS Systems
- (208) Industrial Automation/Control Systems
- (209) Transportation (Automotive/Aviation)
- (210) Consumer Electronics
- (211) Computers or Peripherals
- (212) Test & Measurement
- (213) Components/Hardware
- (214) Data Transmission
- (215) Semiconductors & ICs
- (216) Materials
- (217) Services
- (218) Software (EDA/CAD/CAM etc.)
- (219) Retiree

3. Which products and/or services in the following areas do you recommend, purchase or influence the purchase of?

- (301) Active Components
- (302) Antennas
- (303) Control Components
- (304) Materials
- (305) Manufacturing Equipment
- (306) Optoelectronics & Fiber-Optics
- (307) Passive Components
- (308) Semiconductors/Integrated Circuits
- (309) Services
- (310) Signal Processing Components
- (311) Software & CAD
- (312) Subsystems & Systems
- (313) Test Equipment & Instruments
- (314) Transmission-Line Components
- (315) Consultant Services
- (316) Not Applicable

4. At what frequency is your primary work?

- (401) RF
- (402) Microwave
- (403) Millimeter-wave
- (404) Terahertz
- (405) Other

5. Number of engineers in your organization?

- (501) 10 or fewer
- (502) 11 to 40
- (503) 41 to 100
- (504) More than 100
- (505) Not Applicable

SILVER, GOLD & PLATINUM SPONSOR STATUS



Silver, Gold or Platinum sponsorship levels are achieved based on an exhibitor's total financial commitment to IMS. Each dollar spent on exhibition space, sponsorships and advertising will be worth one point toward eligibility in the sponsorship program. As each sponsorship level is reached, exhibitors will be eligible for the bonus rewards provided at each respective level. Exhibitors are encouraged to plan a comprehensive exhibit and promotions program and become a Silver, Gold or Platinum Sponsor. Sponsors receive the following benefits:

MAILING LIST PRIVILEGES

Platinum and Gold sponsors will receive mail or email distributions to symposium registrants at no charge. Platinum Sponsors will receive two distributions and Gold Sponsors will receive one distribution.

ON-SITE ACKNOWLEDGMENTS

IMS will provide sponsor branding or logos prominently displayed on-site at IMS including areas such as registration, meeting access areas, and exhibition entrances.

SPONSORSHIP DESIGNATION

Sponsors will be recognized on published exhibitor lists prior to IMS, in the directory listings of the IMS Exhibition Catalog, and as indicated.

SPONSORSHIP SEAL

Each sponsor will receive a commemorative plaque recognizing sponsorship participation that your company can display within your exhibit. Sponsors are encouraged to use the provided seal in pre-show and on-site promotions including web banners, print ads, social media, email distributions and marketing materials.

DISCOUNTED PROMOTIONAL PACKAGES

Save up to 15% with these two advertising packages!

INTRO PACKAGE - COVER THE BASICS.

This opportunity includes:

1. Delegate Bag Insert (*Sponsor must provide materials*)
2. Exhibition Catalog Ad

POWER PACKAGE - POWERFUL EXPOSURE.

Intro Package **PLUS:**

Lobby Banner (*Location is based on availability. Rigging & production costs not included. Sponsor must provide materials*)

COMPLIMENTARY PROMOTIONS

CONFERENCE REGISTRATIONS DISCOUNTS

For every 100 sq. ft. of reserved exhibit space, each exhibitor is entitled to:

1. One 'All IMS Sessions' registration at \$95; a savings up to \$830
2. Two 'All IMS Sessions' registrations at the Early Bird Discount rate \$475; a savings up to \$450

EXHIBITOR CONSOLE

The IMS website is used as the primary reference tool by attendees prior to the conference. The complimentary Exhibitor Console allows exhibitors to post logos, company and product descriptions, online presentations, company contacts and press releases/media kits.

EXHIBITION CATALOG COMPANY LISTING

The catalog is distributed on-site to all attendees and is a valuable reference tool for locating and learning about exhibitors. Your company name, city, state, web address and booth number will be published. Listings by products are included. *(Submit through your Exhibitor Console)*

INDUSTRY HOSTED RECEPTION - WEDNESDAY, 13 JUNE

IMS provides refreshments for attendees and exhibitors alike during the Industry Hosted Reception. The reception is meant to bring attendees onto the exhibit floor to meet and network.