

# SPONSORSHIP PROSPECTUS



Technical Meeting and Exhibition

# MS & T 21

MATERIALS SCIENCE & TECHNOLOGY

GREATER COLUMBUS CONVENTION CENTER | COLUMBUS, OH, USA

OCTOBER 17 – 21, 2021

WHERE MATERIALS INNOVATION HAPPENS

Featuring:



[MATSCITECH.ORG/MST21](https://MATSCITECH.ORG/MST21)

SPONSORSHIP  
OPPORTUNITIES

Technical Meeting and Exhibition

# MS&T 21

MATERIALS SCIENCE & TECHNOLOGY

INCREASE YOUR REACH. STRENGTHEN YOUR IMPACT. BOOST YOUR INFLUENCE.

MS&T is committed to helping your company boost its brand awareness and gain real-time quality leads at MS&T 2021 in Columbus, Ohio. You can turn those quality leads into real sales with our highly customizable sponsorship platform. Sponsorship opportunities start at just \$1,500. Set yourself apart from the competition and make an impact.

## ADDITIONAL BENEFITS

Sponsorships will help you to increase your visibility, build brand awareness, and drive more traffic to your booth. In addition to your chosen sponsorship items, you also receive the following recognition to strengthen your advertising strategy:

- Your company logo listed on the conference website, linked to your website
- Your company logo listed on Entrance Recognition Signage
- Priority points for MS&T 2022 Booth Selection
- Sponsor ribbons for booth personnel
- Right of first refusal for 2022 (for exclusive sponsorships)

\*Please note that items noted as exclusive are given the right of first refusal to their sponsor from MS&T 2019

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[MATSCITECH.ORG/MST21](https://MATSCITECH.ORG/MST21)

# BRANDING

## TOTE BAGS – \$6,000 EXCLUSIVE!

Presented to each attendee at registration, conference tote bags will be used during and long after the conference—providing maximum marketing impact! You will receive one complimentary tote bag insert. Company to provide.

### Additional benefits include:

- 1 complimentary Tote Bag Insert
- Full page color ad in Final Program

## LANYARDS – \$5,000 EXCLUSIVE!

Lanyards provide highly visible recognition throughout the conference. Place your company logo prominently on the lanyards that are distributed to all attendees at registration. Company to provide.

### Additional benefits include:

- Full page color ad in Final Program

## WATER BOTTLES – \$4,000 EXCLUSIVE!

Keep attendees hydrated during the conference while helping reduce waste. Sponsoring this sport water bottle will be a refreshing way to get your name out to all attendees during and well after MS&T 2021. Bottles may not be insulated. Company to provide.

### Additional benefits include:

- Half page color ad in Final Program

## NOTEPADS – \$4,000 EXCLUSIVE!

The notepads provide a unique promotional opportunity beyond MS&T 2021. Attendees will use the 8 ½ x 5” notepads in sessions, during the keynote speaker and back at the office. Your company artwork will be prominently printed on the cover of each pad along with the conference logo. All notepads will be printed on recycled paper. Company to provide.

### Additional benefits include:

- Half page color ad in Final Program

## PENS – \$4,000 EXCLUSIVE!

Place your company branded pen in the conference tote bag that attendees pick up at registration. As attendees reach to write their notes and reminders down, be the company they reach for. Company to provide.

### Additional benefits include:

- Half page color ad in Final Program

## TOTE BAG INSERTS – \$2,500

Put your company’s message in the hand of every conference attendee. Your promotional piece will be included in the conference bags given out to attendees at registration. An additional charge of \$500 will be incurred if placing a non-literature item in the tote bag. Restrictions apply. Company to provide inserts.

# SIGNAGE

## AISLE SIGNS – \$5,000

Increase awareness of your company as the sponsor of the Exhibit Hall signs in your aisle. Your company logo will be displayed on the aisle signs in your corresponding aisle.

### Additional benefits include:

- Full page color ad in Final Program

For more information about MS&T sponsorships, please email [sales@matscitech.org](mailto:sales@matscitech.org) or call::

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## DIGITAL MARKETING

### MOBILE APP – \$7,500 EXCLUSIVE!

Welcome attendees as the sponsor of the MS&T 2021 mobile app! The mobile app will be available beginning one week prior to the Conference and will be available for two months following the event. Your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens. The sponsorship also includes a banner ad at the top of the screen.

#### Additional benefits include:

- Full page color ad in Final Program

### REGISTRATION CONFIRMATION EMAIL SPONSORSHIP – \$5,000 EXCLUSIVE!

Place your banner ad on the official registration confirmation emails sent to attendees. Reach attendees of MS&T 2021 with a unique message before the conference even begins.

#### Additional benefits include:

- Full page color ad in Final Program

### EMAIL MARKETING – \$4,000

Send your personalized company message to the 2019 & 2020 post-show attendee lists. Direct email marketing to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only four (4) opportunities available.

### MOBILE APP BANNER ADS – \$2,000

Put your company message in a banner ad at the top of the MS&T 2021 mobile app screen. Your banner ad can link your url or a special message for attendees. Ads rotate at the top of the app dashboard page. Only five (5) opportunities available.

### PUSH NOTIFICATION – \$1,500

Push notifications are a proven, proactive way to drive engagement and brand awareness. Use push notifications as an opportunity to drive attendees to your booth, a special event, or alert attendees to your company promotions and giveaways. (Two app-driven notifications available per day, limit one per company)

### DIGITAL SIGNAGE MONITOR AT REGISTRATION – \$1,500

Include your PPT slide on the Digital Monitor located adjacent to the MS&T Registration area. Your company slide will rotate through approximately every five minutes throughout the conference. The monitor is a 50 inch vertical monitor. High resolution files to be provided in 16:9 ratio. Only three (3) opportunities available.



Featuring:



## ATTENDEE EXPERIENCE

### RECHARGE STATIONS - \$4,000 EXCLUSIVE!

Your company artwork will cover four (4) worktables inside the exhibit hall at the conference. Attendees take advantage of this convenient seating area during exhibit hours to network, have lunch or simply sit and relax. Your company artwork will be placed as 2' x 3' decals on the worktables.

#### Additional benefits include:

- Half page color ad in Final Program

### REFRESHMENT BREAKS - \$4,000 EXCLUSIVE!

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company.

#### Additional benefits include:

- Half page color ad in Final Program
- Sponsorship Signage
- Table tents

### MUG DROP - \$3,500 EXCLUSIVE!

The Ceramic Mug Drop contest allows students to demonstrate their prowess in designing and manufacturing a ceramic mug possessing high strength, mechanical reliability, and/or aesthetics. Mugs fabricated by students from ceramic raw materials are judged (separately) on aesthetics and then by dropping them from ever-increasing heights. The mug with the highest successful drop height wins!

#### Benefits include:

- On-site table set up featuring your company's materials
- Opportunity for an attendee drawing
- Signage at the Mug Drop location
- One additional Conference registration

### DISC GOLF - \$3,500 EXCLUSIVE!

This contest always draws a crowd! The disc that is successfully thrown into the disc golf basket from the farthest distance in the fewest number of shots will be named winner of the Ceramic Disc Golf Contest, and the most aesthetically pleasing/creative disc will be recorded as "Best Looking" disc.

#### Benefits include:

- On-site table set up featuring your company's materials
- Opportunity for an attendee drawing

- Signage at the Disc Golf location
- One additional Conference registration

### FOOTBALL TOSS - \$3,500 EXCLUSIVE!

There is always a line at the Football Toss. Put your company front and center as attendees wait in line to 'make the toss.'

#### Benefits include:

- On-site table set up featuring your company's materials
- Opportunity for an attendee drawing
- Signage at the Football Toss location
- One additional Conference registration

### UNDERGRADUATE STUDENT POSTER CONTEST DISPLAY - \$3,500 EXCLUSIVE!

The purpose of this contest is to encourage undergraduate students to present their research experiences and to improve their communication skills. First, second and third places will be given in the amounts of \$250, \$150, and \$100 respectively. All students are eligible to enter the poster contest. The winners will be announced at the student awards ceremony.

#### Benefits include:

- On-site table set up featuring your company's materials
- Opportunity for an attendee drawing
- Signage at the Poster Contest location
- One additional Conference registration

### STUDENT AWARDS CEREMONY - \$3,500 EXCLUSIVE!

Congratulate the winners of this year's contests: Material Advantage Chapters of Excellence, Student speaking Contest, Graduate and Undergraduate Poster Contests, Ceramic Mug Drop Contest, Ceramic Disc Golf Contest, TMS Superalloys Awards, AIST/AISI Scholarships, and Keramos National Awards.

#### Benefits include:

- On-site table set up featuring your company's materials
- Opportunity for an attendee drawing
- Signage at the Student Awards Ceremony
- One additional Conference registration

## EDUCATIONAL SPONSORSHIPS

### PLENARY SPONSORSHIP – \$7,500

Memorable, high-profile plenary speakers are a hallmark of MS&T. This sponsorship directly aligns your company with the highest profile presenters at MS&T 2021. Only one (1) opportunity available.

**Benefits include:**

- Full page color ad in Final Program
- A brief speaking opportunity from the podium to welcome attendees during the Opening Session
- Prominent logo projection in the ballroom during event walk-in period
- Logo on signage at entrance to ballroom
- Opportunity to distribute literature on chairs at Opening Plenary

### THOUGHT LEADERSHIP SPONSORSHIPS

Memorable, high profile speakers are a hallmark of MS&T conferences. These sponsorships directly align your company with the thought leadership occurring during these well-attended sessions. Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific technical programming breakfast, luncheon, dinner or banquet. Only one (1) opportunity available for each reception.

**Investment Opportunities:**

- MS&T Partners' Welcome Reception – \$5,000
- MS&T 2021 Exhibit Happy Hour Reception – \$5,000
- MS&T Women in Materials Science Reception – \$5,000

**Benefits include:**

- Brief speaking opportunity from the podium to welcome attendees
- Prominent logo on entrance signage
- Opportunity to distribute literature at the end of the event
- One additional conference registration
- Half page color ad in Final Program



Featuring:



# FINAL PROGRAM ADVERTISING

Put your company’s message in front of every attendee by advertising in the MS&T 2021 Final Program! The Final Program provides attendees with complete details of the conference, helping them to navigate MS&T 2021. The Final Program is included in each Attendee Tote Bag, making it one of the most visible support opportunities at this year’s meeting.

**COVER: \$2,500**

**FULL PAGE: \$1,550**

**HALF PAGE: \$1,050**

**ARTWORK SPECS FOR TRIM SIZE:**

8.5 (w) x 11 (h) in. [21.6 (w) x 27.9 (h) cm]

	<b>Non-Bleed Dimensions:</b>	<b>Bleed Dimensions:</b>
<b>Cover</b>	8.5 x 11 in. (21.6 x 27.9 cm)	8.75 x 11.25 in. (22.2 x 28.6 cm)
<b>Full Page</b>	7 x 10 in. (17.8 x 25.4 cm)	
<b>Half Page</b>	7 x 5 in. (17.8 x 12.7 cm)	

**ELECTRONIC FORMAT:**

- All color ads are in 4-color CMYK
- High-resolution files accepted: .PDF, .EPS or .TIF
- Fonts **MUST** be embedded
- Bleeds are accepted for cover, inside cover, back cover, and inside back cover **ONLY**
- Bleeds should be at least 1/8” past the trim
- For full page, all vital copy must be at least 3/16” from trim
- Line art must have a resolution of 600 dpi
- Screened graphics must have a resolution of 300 dpi

**FILE SUBMISSION:**

- Space reservations due **July 19**  
Final camera-ready ad due **August 13**  
Submit files to [sales@matscitech.org](mailto:sales@matscitech.org).
- Files should not require any production work
- MS&T server does not accept zipped files