

SPONSORSHIP PROSPECTUS

WHERE MATERIALS
INNOVATION HAPPENS

DAVID L. LAWRENCE CONVENTION CENTER | PITTSBURGH, PENNSYLVANIA, USA

Technical Meeting and Exhibition

MS & T 20

MATERIALS SCIENCE & TECHNOLOGY

OCTOBER 4 – 8, 2020

Organizers:



MATSCITECH.ORG/MST20

SPONSORSHIP OPPORTUNITIES

Technical Meeting and Exhibition

MS&T 20

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 2020 in Pittsburgh. 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 2021 Booth Selection
- Sponsor ribbons for booth personnel
- Right of first refusal for 2021 (for exclusive sponsorships)

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



MATSCITECH.ORG/MST20

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! As the sponsor, your company logo will be imprinted on all tote bags, along with MS&T 2020 logo, and you will receive one complimentary tote bag insert.

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 2020. 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 2020. 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

STANDING SIGN – \$2,500

Your advertisement is prominently positioned on freestanding, double-sided signboards that measure approximately 8 feet high by 3 feet wide, and are placed in a high-traffic area. Only four (4) opportunities available. One sign per company.

GRAPHICS SPONSORSHIPS

The David Lawrence Convention Center in Pittsburgh has some great, highly visible graphic sponsorships available in a wide variety of locations. Placing your company graphics in any of the following areas that attendees will travel everyday will give your company several thousand impressions over the conference. The following graphics are available:

- Window Clings in Hall A Concourse
- Escalator Runners
- Glass Clings on Escalators
- Stair Sponsorship
- Diagonal Sign Insert between Columns

Please contact **Matt McLaughlin** at **312.265.9655** for more detailed information on location, specs and pricing to provide inserts.

DIGITAL MARKETING

MOBILE APP – \$7,500 EXCLUSIVE!

Welcome attendees as the sponsor of the MS&T 2020 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 2020 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 post-show and 2020 pre-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) sponsorships available.

MOBILE APP BANNER ADS – \$2,000

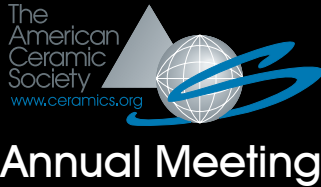
Put your company message in a banner ad at the top of the MS&T 2020 mobile app screen. Your banner ad can link your url or a special message for attendees. Ads rotate at the top of the app dashboard page. Only five (5) opportunities available.

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. Only 3 sponsorships will be sold. The monitor is a 50 inch vertical monitor. High resolution files to be provided in 16:9 ratio.



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 2020.

Benefits include:

- Full page color ad in Final Program
- A brief speaking opportunity from the podium to welcome attendees during the Opening Session and MS&T
- 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.

Investment Opportunities:

- MS&T Partners' Welcome Reception – \$5,000
- MS&T 2020 Exhibit Happy Hour Reception – \$5,000
- MS&T Women in Materials Science Reception – \$3,500

Benefits include:

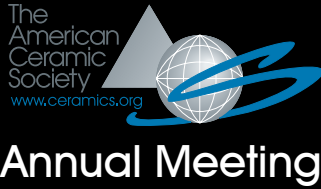
- Brief speaking opportunity from the podium to welcome attendees
- Prominent logo projection in ballroom during event walk-in period and logo on entrance signage
- Opportunity to distribute literature at the end of the event
- One additional conference registration
- Half page color ad in Final Program



INCREASE YOUR REACH.

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FINAL PROGRAM ADVERTISING

Put your company’s message in front of every attendee by advertising in the MS&T 2020 Final Program! The Final Program provides attendees with complete details of the conference, helping them to navigate MS&T 2020. 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]

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

- Submit files to: emcelherne@corcexpo.com by Friday, July 31, 2020.
- Files should not require any production work
- MS&T server does not accept zipped files

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