

# 62<sup>ND</sup> ANNUAL CONFERENCE ON MAGNETISM AND MAGNETIC MATERIALS PITTSBURGH, PENNSYLVANIA • NOVEMBER 6 - 10, 2017

## INVITATION TO EXHIBIT

We invite you to exhibit at the 2017 MMM Conference, November 6-10, 2017, at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania. The Conference will provide direct access to over 1600 professional attendees, including engineers and researchers with wide ranging interests in magnetism and magnetic materials, from spintronics to biomagnetism. Exhibits will include instrumentation, materials, process tools, and other products of interest to professionals in magnetism and magnetic materials and associated technologies. **The number of available exhibit booths is extremely limited so we encourage you to reserve your space as soon as possible.**

### EXHIBITOR BENEFITS

- Listing in Conference Program Book
- Listing on Conference website
- Listing on Conference signage outside Exhibit Hall
- One-time use of final Conference registration list
- Two complimentary Conference registrations per booth
- Access to Conference hotel rates

Each exhibitor will be assigned a 10' x 10' space. Exhibitors must select their first, second and third preference for a booth number from the Exhibit Hall floor plan. Booth assignments will be made on a first-come, first-served basis. Each booth will be provided with an 8' draped back wall, 3' draped side rails, an identification sign, one 6' draped table with two chairs, and a wastebasket.

### FEES

The booth fee is \$2600 for new exhibitors and \$2500 for past exhibitors. If multiple booths are purchased, the second booth receives a \$100 discount. (For example: second booth cost for a new exhibitor would be reduced to \$2500 and for a returning exhibitor would be reduced to \$2400). Booth fees must be paid in full prior to set-up or the space will be released.

### EXHIBIT HALL

Several events are scheduled Tuesday through Thursday in the Exhibit Hall to bring attendees to your display:

- Coffee Service (8:15 – 10:00 am)
- Poster Sessions (9:30 am – 12:30 pm AND 2:30 – 5:30 pm)
- Bierstuben (4:30 – 6:00 pm)

### HOURS

Set-up begins at 12:00 pm on Monday, November 6. Dismantle begins at 6:00 pm on Thursday, November 9 after the Bierstube closes.

**Exhibit Hall Open:** Tuesday, November 7 - Thursday, November 9  
8:15 am - 12:30 pm AND 2:30 - 6:00 pm

**Exhibitors are not required to man their booths at all times. Choose the hours/events that best suit your sales and staffing needs.**



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## CONFERENCE SUPPORT OPPORTUNITIES

There are several support opportunities available that will give your company increased exposure to and recognition by the magnetism community. We welcome your support in making the Conference a success. All Conference Supporters will be acknowledged in the Conference Program Book, on the Conference website, and on signage posted throughout the Conference.

### **Bierstube** - \$3000 per day (*Tuesday, Wednesday and/or Thursday*) **Tuesday SOLD**

Host the always popular Bierstube! Supporter will have the option to provide and distribute beer glasses with their company logo. Includes two full Conference registrations.

### **Afternoon Pretzel Break** - \$2500 per day (*Tuesday, Wednesday and/or Thursday*)

Provide soft pretzels for attendees at the Bierstube! Includes two full Conference registrations.

### **Wireless Internet Service** - \$3000 **SOLD**

The supporter will have the opportunity to customize the wireless network name and password. This information will be distributed to all Conference attendees at Registration on a card featuring the supporter's logo. Includes two full Conference registrations.

### **Student Travel** - \$2500 (*two support opportunities available*)

Help support travel costs for graduate and undergraduate students attending MMM. The supporter's logo will be displayed on all official communication regarding travel grants, providing excellent exposure to these young scientists and their advisors. In addition, representatives from the supporter are invited to participate in photos of awardees at the MMM Evening Session. Includes two full Conference registrations.

### **Lanyards** - \$2500 **SOLD**

Lanyards with the supporter's logo will be distributed to all attendees at Registration. Includes two full Conference registrations.

### **Mobile App and E-Book** - \$2500

The supporter's logo will be featured as a banner ad in the MyItinerary App for the interactive Conference program, and will also be displayed in the Conference e-book. Includes two full Conference registrations.

### **Program Book Advertisement** - \$2500 (*back outside cover*) or \$1500 (*back inside cover*) **Back Outside Cover SOLD**

The supporter's advertisement will be published on either the back inside or outside cover of the Conference Program Book. The back cover ad includes two full Conference registrations and the inside cover includes one full Conference registration.

### **Best Student Presentation Awards** - \$2250 **SOLD**

Become a supporter for this student competition which recognizes and encourages excellence in graduate studies in the field of magnetism. The supporter will be acknowledged on the award certificates and signage. Includes two full Conference registrations.

### **Women in Magnetism Reception** - \$2000 (*two support opportunities*)

Supporter's name will be prominently displayed at the event. Includes two full Conference registrations.

### **Coffee Service** - \$1500 per day (*Tuesday, Wednesday, Thursday and/or Friday AM*)

Supporter's logo will be prominently displayed at the coffee break. Includes one full Conference registration.

### **Meet the Experts** - \$1500 **SOLD**

Support students as they spend extra time and interact with a group of Conference speakers and magnetism experts. The supporter's logo will be prominently displayed in the meeting area and on signage during this event. Includes one full Conference registration.

### **Best Poster Awards** - \$1000 **SOLD**

The supporter's logo will be prominently displayed with the winning posters in the Exhibit Hall, and also on the award certificates and ribbons. Includes one full Conference registration.

### **Magnetism as Art Showcase** - \$500

Help support awards for the Magnetism as Art Showcase. Prizes will be awarded based on selection by a panel of judges and people's choice voting. The supporter's logo will be displayed on all official communication regarding the showcase, providing excellent exposure to the participants.

**For more information about exhibits or support opportunities, contact:**

Barry Zink, Exhibits Chair, [barry.zink@du.edu](mailto:barry.zink@du.edu)

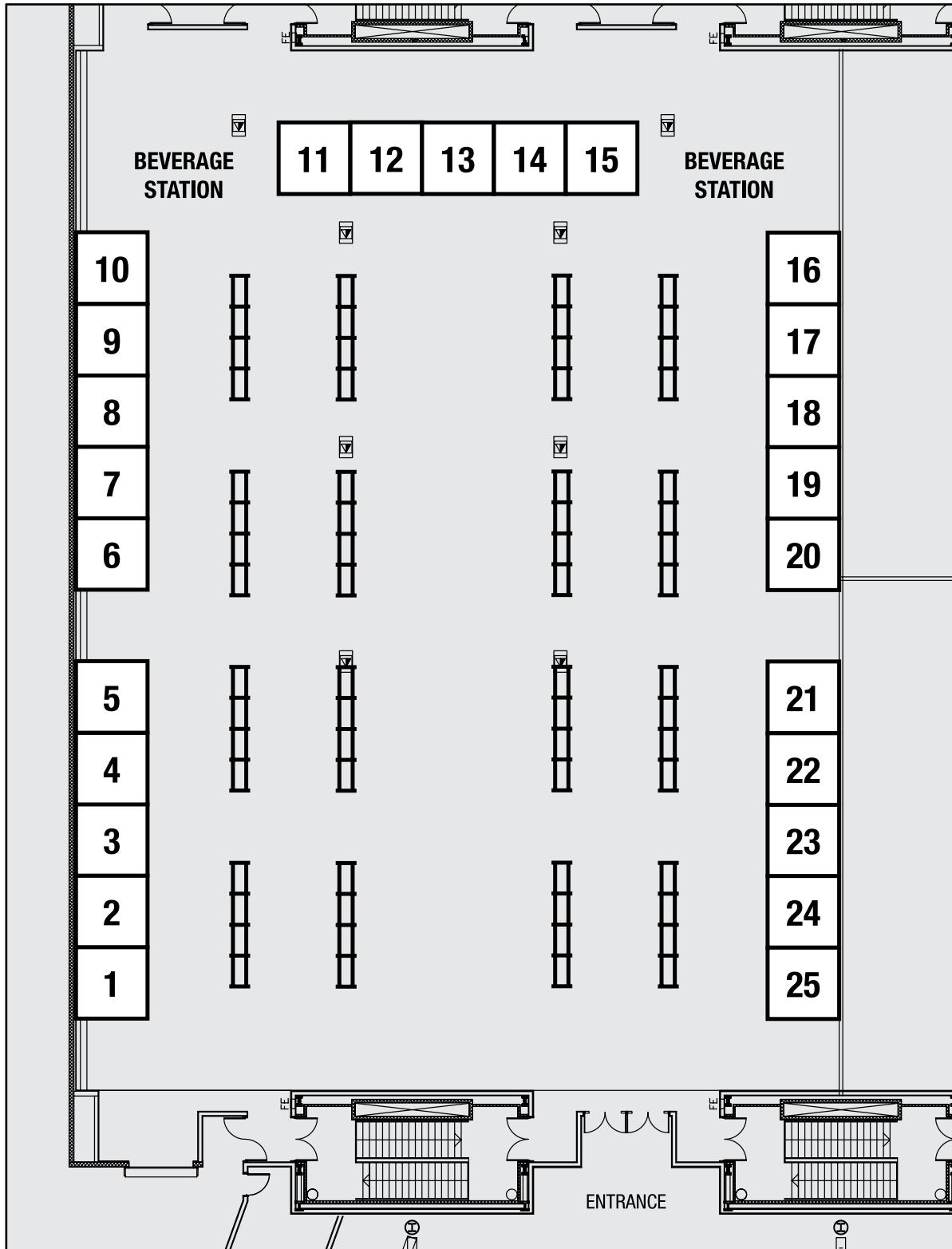
Jennifer Fiske, Exhibits Manager, [jennifer@mmmconference.com](mailto:jennifer@mmmconference.com) or (615) 507-5199



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# DAVID L. LAWRENCE CONVENTION CENTER EXHIBIT HALL FLOORPLAN



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# CONDITIONS OF THE EXHIBITOR'S AGREEMENT

**1. APPLICATION AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by MMM 2017 and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without MMM 2017 receipt of complete payment. MMM 2017 reserves the absolute right to reject any application it feels is not applicable to the scope of the conference.

**2. AGREEMENT TO CONDITIONS:** Each exhibiting company and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with MMM 2017.

**3. ASSIGNMENT OF SPACE:** Assignment of exhibit space will be determined by MMM 2017 based on the date of receipt of the completed application form and payment. MMM 2017 reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.

**4. PAYMENT:** Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.

**5. INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expenses.

**6. BOOTHS:** Standard booth equipment (8' back and 3' side wall draping, 1 table, 2 chairs and identification sign) will be provided by MMM 2017 without cost to the exhibitor. No part of any display shall obstruct the view of adjacent booths. No part of any display may be over ten feet in height.

**7. PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of MMM 2017 and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the hotel or convention hall manager.

**8. INSTALLATION/DISMANTLING:** The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes MMM 2017.

**9. DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and MMM 2017 shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

**10. USE OF SPACE:** Exhibits shall be shown only in the official exhibit areas as established by the MMM 2017 Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in public areas, private suites or rooms during the conference or convention, in accordance with prior agreements between MMM 2017 and officials of the hotel.

**11. CANCELLATION OR RELOCATION OF CONFERENCE OR CONVENTION:** In the event of cancellation or relocation of the conference, due to circumstances within MMM 2017 direct control, the liability of MMM 2017 shall be limited to refund of fees paid to MMM 2017 by the exhibitor. In the event MMM 2017 has no control over the cancellation or relocation of any conference or convention, MMM 2017 shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.

**12. CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should MMM 2017 be notified in writing by October 6, 2017, 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after October 6, 2017.

**13. MMM 2017'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MMM 2017 reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.

**14. VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement.

a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business.

b. Violation of any municipal, state or federal laws, rules or regulations, including safety codes.

c. Failure to follow the procedures prescribed in sections 1 through 13.

d. Failure to remove property from the hotel or convention hall upon cancellation or relocation of the conference.

**15. LIABILITY:**

a. MMM 2017 undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by MMM 2017 shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.

b. The exhibitor agrees to indemnify and hold MMM 2017 and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.

c. MMM 2017 shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control MMM 2017 will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by MMM 2017 for advertising, administration and similar related costs.



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