

2020 MMM Conference

Palm Beach, Florida • November 2-6, 2020 • www.magnetism.org

Invitation to Exhibit

We invite you to exhibit at the 2020 Magnetism and Magnetic Materials Conference in Palm Beach, Florida. As an exhibitor, you will have direct access to more than 1500 attendees from all over the world, with a broad range of interests in magnetism and magnetic materials. Exhibits will include instrumentation, materials, process tools, and other products of interest to professionals in magnetism and magnetic materials and associated technologies.

Exhibitor Benefits

- Logo in Conference Program
- Logo on Conference website
- Logo on Conference signage outside Exhibit Hall
- Two complimentary Conference registrations per booth
- Access to Conference hotel rates
- Direct access to more than 1500 attendees during exclusive events held in the Exhibit Hall such as the Poster Sessions, Best Poster Award Contest and Bierstuben.

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 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.

For more information, contact:

Tim Mewes, Exhibits Chair
tmewes@mint.ua.edu

Jennifer Fiske, Exhibits Manager
Jennifer@mmmconference.com
or (615) 507-5199



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Fees (in US\$)

The booth fee is \$2800 for new exhibitors and \$2700 for past MMM, Intermag and ICM exhibitors. If multiple booths are purchased, the second booth receives a discount of \$100. For example, the fee for a second booth for a new exhibitor would be reduced to \$2700 and for a returning exhibitor would be reduced to \$2600. Booth fees must be paid in full prior to October 1, 2020 or the space will be released.

Exhibit Hall

The exhibit booths are located in the same hall as the poster sessions. There are several events scheduled in the Exhibit Hall to bring attendees to your display:

Coffee Service

Tuesday - Friday8:15 - 10:45 am

Poster Sessions

Tuesday 9:30 am - 12:30 pm & 2:30 - 5:30 pm

Wednesday 9:30 am - 12:30 pm & 2:30 - 5:30 pm

Thursday..... 9:30 am - 12:30 pm & 2:30 - 5:30 pm

Friday9:30 am - 12:30 pm

Bierstuben

Tuesday, Wednesday & Thursday.....4:30 - 6:00 pm

www.magnetism.org

Hours

Set-up

Monday..... 12:00 - 7:00 pm

Dismantle

Thursday.....6:00 - 10:00 pm

Exhibit Hall Hours

Tuesday, Wednesday & Thursday..... 8:15 am - 12:30 pm & 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.



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 supporters will be acknowledged in the Conference Program, on the Conference website, and on signage posted throughout the Conference.

Bierstube • \$3100 per day (Tuesday, Wednesday and/or Thursday)

Host the always popular Bierstube where local craft beers reign supreme! Supporter will have the option to provide and distribute beer glasses with their company logo (cost of producing and shipping beer glasses to the Conference is Supporter's responsibility). Includes two full Conference registrations.

Pretzel Break • \$3100 per day (Tuesday, Wednesday and/or Thursday)

What goes better together than pretzels and beer?! Support a pretzel break to take place during the Bierstube. Includes two full Conference registrations.

Attendee Lounge • \$3000

Be the hero of the Conference and support the Attendee Lounge, which will be located in the Exhibit Hall and will provide a place for attendees to relax and network in-between sessions. Includes one full Conference registration.

Lanyards • \$3000

Supporter will have the exclusive right to produce lanyards with their logo for the Conference (cost of producing and shipping lanyards to the Conference is Supporter's responsibility). Includes one full Conference registration.

Wireless Internet Service • \$3000

Supporter will have the opportunity to customize the wireless network name and password. This information will be distributed to attendees at Registration on a card with your logo. Includes one full Conference registration.

Program Advertisement • \$2600 (back outside cover) or **\$1600** (back inside cover)

Supporter's advertisement will be published on either the back inside or outside cover of the Conference Program. Includes one full Conference registration.

Mobile App and E-Book • \$2500

Supporter's logo will be featured as a banner ad in the Conference Mobile App and will also be displayed in the Conference e-book. Includes one full Conference registration.

Welcome Reception • \$2500

A great opportunity to support our Welcome Reception Monday night as we kick off the week under the palm trees. Supporter's name will be prominently displayed during this event. Includes one full Conference registration.

Student Travel Support • \$2250

Help support travel costs for graduate and undergraduate students. Supporter's logo will be displayed on all official communication regarding travel grants, providing excellent exposure to these young scientists and their advisors.

Student Networking Reception • \$2000

Supporter's logo will be prominently displayed during this event to be held on the pool deck at the Hilton. Includes one full Conference registration.



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Conference Support Opportunities *(Continued)*

Women in Magnetism Reception • \$2000

Supporter's logo will be prominently displayed during this "Palm Beach Brights" themed event. Includes one full Conference registration.

Meet the Experts • \$1600

Support this event which fosters interaction between students and a distinguished group of Conference speakers and magnetism experts. Supporter's logo will be prominently displayed during this event. Includes one full Conference registration.

Coffee Service inside the Exhibit Hall • \$1500 per day

(Tuesday, Wednesday, Thursday and/or Friday)

Supporter's logo will be prominently displayed at the all-important morning coffee break inside the Exhibit Hall. Includes one full Conference registration.

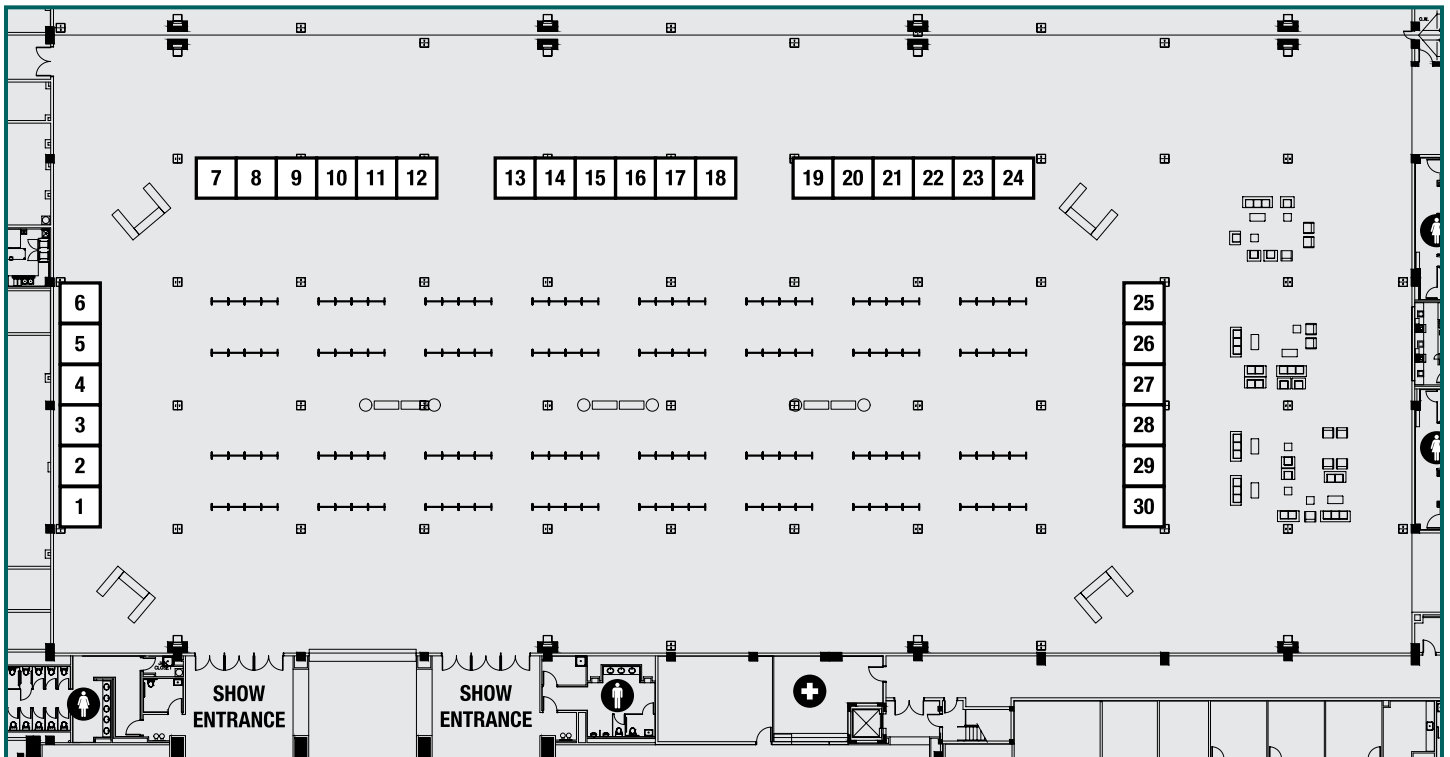
Best Poster Awards • \$1000

Supporter's logo will be prominently displayed with the winning posters, award certificates and ribbons. Includes one full Conference registration.

Social Media Posts • \$500 each *(maximum of two posts)*

The MMM Conference has over 22,000 Facebook followers and 13,000 Twitter followers. New this year, exhibitors have the exclusive opportunity to create up to two social media messages to be posted by the Conference at \$500 each. Sponsored content is subject to copy approval by the Conference and will be posted on both the Conference Facebook and Twitter feeds on two pre-approved dates. The posts will be clearly marked as sponsored content.

Palm Beach 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 2020 and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without MMM 2020 receipt of complete payment. MMM 2020 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 2020.
3. **ASSIGNMENT OF SPACE:** Assignment of exhibit space will be determined by MMM 2020 based on the date of receipt of the completed application form and payment. MMM 2020 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 expense.
6. **BOOTHS:** Standard booth equipment (8' back and 3' side wall draping, 1 table, 2 chairs and identification sign) will be provided by MMM 2020 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 2020 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 2020.
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 2020 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 2020 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 2020 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 2020 direct control, the liability of MMM 2020 shall be limited to refund of fees paid to MMM 2020 by the exhibitor. In the event MMM 2020 has no control over the cancellation or relocation of any conference or convention, MMM 2020 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 2020 be notified in writing by October 1, 2020, 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 April 1, 2020.
13. **MMM 2020'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MMM 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 for advertising, administration and similar related costs.

