

Connecting Minds. Exchanging Ideas.

Exhibit and Sponsorship Catalog

IEEE MTT-S International Microwave Symposium (IMS2019)

Boston, Massachusetts 2–7 June, 2019

https://ims-ieee.org/







IMS2018 ATTENDEE PROFILE

WHICH PRODUCTS AND/OR SERVICES DO YOU RECOMMEND, PURCHASE OR INFLUENCE THE PURCHASE OF?



AT WHAT FREQUENCY IS YOUR PRIMARY WORK? (ANSWER ALL THAT APPLY)

(ANSWER ALL THAT APPLY)



WHAT IS YOUR PRINCIPAL JOB FUNCTION?

- (A) Executive/Senior Management 15.19%
- (B) Executive/SeniorTechnology Development 4.10%
- (C) Engineering Management 6.22%
- (D) Design Engineering 15.53%
- (E) Engineering Services 2.08%
- (F) Manufacturing/Production Engineering 2.49%
- (G) Application Engineer 2.97%
- (H) Procurement/Purchasing 1.02%
- (I) Professor/Research (Academic) 12.36%

- (J) Research & Development (Government) 2.72%
- K) Research & Development (Industry) 7.05%
- (L) Student 12.68%
- (M) Financial or Industry Analyst .36%
- (N) Editor/Publisher 1.06%
- (0) Marketing/Sales 11.30%
- (P) Consultant 1.74%
- (Q) Retiree 1.13%





WHAT PRIMARY END PRODUCT OR SERVICE DO YOU WORK ON?

- (A) Communication Systems, Equipment 17%
- (B) Wireless (WiFi, WiMAX, UWB, other) 6%
- (C) Government Military 7%
- (D) Government Other 2%
- (E) Defense Electronics 10%
- (F) Medical Electronics 3%
- (I) Transportation (Automotive/Aviation) 1%
- (J) Consumer Electronics 2%
- (L) Test & Measurement 8%
 (M) Components/Hardware 11%
 (N) RF/HF Front-End Modules 12%
 (P) Semiconductors & ICs 14%
 (Q) Materials 3%
 (R) Services 2%
 (S) Software 2%



Why become a sponsor at IMS2019?

Whether you are looking to promote a new product, gain brand recognition or connect with your audience, a sponsorship can help you achieve your goals.

IMS offers a variety of options to suit your marketing budget and needs.

New Sponsorship Items for 2019:

- · Guest Suite
- · Custom Water Bottle
- · North Lobby Video Wall

*Sponsorships sell out fast – reserve your items today!

Attendee Snap Shot



Contact Stacy DiLallo to discuss exhibit and sponsorship opportunities at IMS2019. Stacy DiLallo, CEM Sales Manager Stacy@mpassociates.com +1- 303-530-4562 x115

Join us as at IMS2019, the world's largest microwave and RF industry conference and trade show for professionals buying and developing materials, devices, components, and systems, as well as design and simulation software and test/measurement equipment for products operating at RF, microwave, millimeter-wave, and THz frequencies.

9000 participants from over 50 countries include senior management, engineering management, engineers, and R&D personnel from the private sector and government/military. Participating exhibitors will establish new US and international connections, present products directly to industry leaders, and stay on top of the latest advances in radar, 5G Telecommunications and IoT, technologies.

Reserve your IMS exhibition booth today (exhibit details on next page).

Boston Convention & Exhibition Center

The Boston Convention & Exhibition Center (BCEC) is at the forefront of the meeting industry providing industry-leading technology.

- 8 minutes from the Boston Logan International Airport
- 516,000 sf of contiguous exhibit space
- Ample meeting space for exhibitor meetings
- An abundance of branding opportunities within the facility
- Connected to the Westin Boston Waterfront IMS Headquarter Hotel
- Many additional hotel options are close by in the surrounding area
- Free Wi-Fi throughout the facility
- Great Public Transportation
- Food! Boston has a well-deserved reputation as a historic city but it's also a city that offers incredible seafood and embraces culinary innovation.



EXPO FLOOR - EXHIBIT OPTIONS

Exhibitor Benefits

Exhibitors will enjoy the following benefits before, during and after the conference:

Pre-Show:

- · An IMS exhibitor console. Dedicated area to update your online profile
- · Access to 2019 promotional opportunities
- \cdot Choice of hotel accommodations including hospitality suites and meeting space

On-Site:

- · A listing in the official Conference Program/Exhibition Catalog
- \cdot Priority space selection for the IMS2020
- · Access to discounted conference registrations
- · General exhibit hall security service
- · Daily aisle cleaning service

Post-Show:

· Post-event report with conference audit and attendee demographics

STANDARD EXHIBIT BOOTH

IMS2019 Exhibit Space is \$3,800 per 10x10 booth.

- Illuminated exhibit space with 8' high backwall drape if needed and 3' high side rails (in-line booths only).
- ·A 7" x 44" identification sign with the exhibitor's name and booth number (in-line booths only).

5G PAVILION

For the 3rd year, IMS has again the ever popular, 5G Pavilion on the exhibit floor.

All participants receive the following:

- · Identified as a 5G Pavilion participant on all 5G signage
- Promotional listing on the 5G web page, pages in the printed Conference Program/Exhibition Catalog
- · Option to lead a 30 minute presentation in the 5G Pavilion Interactive Theater
- · Highlighted in IMS attendee promotions and featured on IMS website









5G Pavilion Exhibit Options

Option 1 - \$2,800 · 6ft-draped counter, 2 stools and electrical

Option 2 - \$3,000 • Standing 55" monitor with power

Option 3 - \$3,800 · 6ft-draped counter, 55" monitor, 2 stools and electrical

STARTUP PAVILION

For the first time, IMS is offering a special booth package at a discounted rate of \$4,000 designed specifically for a startup company that includes:

- · 6' x 6' space with counter, 2 stools, 50" monitor
- · Access to Startup 101 Panel

To see if you qualify for this area, please contact Stacy DiLallo. Stacy@mpassociates.com or 303.530-4562

TAKE YOUR IMS2019 PRESENCE TO THE NEXT LEVEL

You've selected your space, designed your booth and your products are ready. Now it's time to maximize your exposure onsite!

On the following pages, get the full details of each sponsorship opportunity.

EXCLUSIVE SPONSORSHIPS

Aisle Signs SOLD	\$13,500
Badge Lanyards SOLD	\$16,500
Catalog Belly Band SOLD	\$7,000
Charging Station/Seating SOLD	\$26,000
Delegate Bag SOLD	\$17,000
Exhbition Catalog Belly Band SOLD	\$7,000
Hotel Key Card SOLD	\$11,000
Map Guide SOLD	\$7,500
MicroApps Theater	\$8,000
Press Lounge	\$4,200
Registration SOLD	\$11,000
IMS T-Shirt	\$11,000
Wireless Internet SOLD	\$16,500

HOSTED EVENT SPONSORSHIPS

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

CONFERENCE PROGRAM / EXHIBITION CATALOG ADVERTISING

\$4,700
\$4,700
\$4,700
\$3,200

ONLINE FLOOR PLAN UPGRADES

Floor Plan Banner Ad	\$400/ea
Enhanched Console Listing - Premium	\$300/ea
Enhanched Console Listing - Ultimate	\$500/ea

ELECTRONIC SPONSORSHIPS

IMS Wesbsite Homepage Skyscraper Ad	
February - April	\$2,000/mth
Мау	\$3,000/mth
June - July	\$4,500/mth
Website Banner Ad	
February - April	\$750/mth
Мау	\$1,000/mth
June - July	\$1,500/mth
Digital Video Wall Ad	\$2,500
Mobile App Splash Page	\$3,000
Mobile App Banner Ad	\$2,500/ea

ON-SITE PROMOTIONS

Bag Check NEW	\$5,000
Carpet Logo	\$5,250
Guest Suite NEW	\$3,000
Lobby Banner	\$6,300
Delegate Bag Insert - Multi	\$3,200
Delegate Bag Insert - Single	\$3,700
Delegate Back Insert - Specialty	\$4,200
Custom Water Bottle NEW	\$5,000
North Lobby Video Wall NEW	\$6,000
Four Sided Light Box	\$4,500
STEM Sponsor	\$3,000

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTION

Direct Mail	minimum	\$600
Email Distribution	minimum	\$750

5G SPONSORSHIPS	
5G Summit Co-Sponsor	\$10,000
5G Pavilion Theater Sponsor	\$8,000
5G Summit Reception Sponsor	\$8,500
SWEET TREAT TUESDAY	
Tuesday Sponsor NEW	\$3,000
Get the most of your exhibit participation and beco	me

Get the most of your exhibit participation and become a Platinum, Gold or Silver Sponsor!

Platinum Sponsors

Gold Sponsors

Silver Sponsors

Platinum, Gold or Silver sponsorship levels are achieved based on an exhibitor's total financial commitment to IMS. Each dollar spent on exhibit space and sponsorships will be worth one point toward eligibility.

Platinum: 82,500 Points

Gold: 60,000 Points

Silver: 35,000 Points

Benefits:

Mailing List Privileges

- Platinum and Gold sponsorships will receive mail or email distributions to symposium registrants at no charge. Platinum receives two emails and Gold receives one.

Onsite Acknowledgements

- IMS will provide sponsor branding or logos prominently displayed onsite 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.

Act now - many of these items won't last long.

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Sales Manager

stacy@mpassociates.com

+1- 303-530-4562 x115

EXCLUSIVE SPONSORSHIPS

PACKAGE	INCLUSIONS	INVESTMENT
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. + Company logo on all Aisle Signs + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$13,500
Charging Station/ 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. + Your company logo on all Charging Stations/Exhibit Floor Seating signage + Right to provide chair slips with your company's logo (Production costs not included) + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$26,000
Delegate Bag	This exclusive sponsorship features your logo on the 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 + Your company logo on all delegate bags + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$17,000 (production not included, sponsors must provide materials)
Exhibition Catalog Belly Band	By providing the belly band your company will be seen on every Conference Program distributed. + Your company logo/message on Belly Band + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$7,000
Hotel Key Card	Hotel key cards at IMS headquarter hotel will include your logo on front of key card. + Your company logo and sponsorship status recognized on the front of Key Cards + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$11,000
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) + Your customized message (with logo) on the back of each IMS T-Shirt + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$11,000
Badge Lanyard	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. + Your company logo on all Badge Lanyards + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$16,500 (production not included, sponsors must provide materials)
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. + Your company logo on the front cover of the Map Guide + Your company logo and message on the back cover of the Map Guide (entire back cover) + Pointer indicating the location of your exhibit on the floor plan + Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$7,500

EXCLUSIVE SPONSORSHIPS

PACKAGE	INCLUSIONS	INVESTMENT
Press Lounge	Be recognized as the exclusive Press Lounge sponsor. + Your company logo and sponsorship status recognized on Press Lounge signage and dining table signage + Right to provide branded food service items (e.g. cups, napkins) (must be provided by sponsor) + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$4,200
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. Includes: + Your company logo, link and sponsorship status recognized on each attendee's electronic registration receipt and registration information pages in the IMS website + Your customize message (with logo) as a screensaver on all registration terminals (60 sec. inactivity refresh) + Right to provide corporate-branded mouse pads in registration area + Your company logo and sponsorship status recognized on registration area signage and each registration terminal in lobby + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$11,000
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! Your company logo and sponsorship status recognized on the wireless internet splash page Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$16,500
MicroApps Theater	 MicroApps is part of the IMS technical program that takes place in the MicroApps Theater located on the exhibit floor. The MicroApps Theater experiences heavy traffic allowing you high visibility exposure. + Your company logo and sponsorship status recognized on MicroApps: Web Page Banner Signage on the the MicroApps theater structure Page(s) in the Conference Program + Guaranteed 10 speaking slots in the Theater + Opportunity to create a custom ad for the Conference Program + Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$8,000



Picture of MicroApps Theater. Your logo placed in stage backwall.

HOSTED EVENT SPONSORSHIPS

Attendee Coffee Breaks \$4,700/ea	Specialty Coffee & Tea Service \$6,000/day	Popcorn Machine \$5,250/day		
** All items include company logo and sponsorship status recognized on web page and lobby banner				
	Two separate coffee stations, one on each end of the networking area	Two separate locations, one on each end of the networking area		
Area signage at your specific break	Your logo on all signage in the networking area as sponsor	Your logo on all signage in the networking area as sponsor		
Ability to provide corporate banded items (must be provided by sponsor)	Your logo placed on each of the coffee/tea cup wrappers	Your logo placed on each popcorn bag		





CONFERENCE PROGRAM / EXHIBITION CATALOG ADVERTISING

Get high visibility and drive traffic to your booth with an ad in the conference program.

- Inside Back Cover -\$4,700
- Inside Front Cover \$4,700
- Outside Back Cover- \$4,700
- Interior Ad \$3,200

ONLINE FLOOR PLAN UPGRADE

Floor Plan Banner Ad - \$400/ea

Every IMS attendee views the online floor plan, be sure to catch their attention with your custom banner ad.

- Enhanced Console Listing Premium \$300/ea
- Enhanced Console Listing Ultimate \$500/ea

Enhance your Exhibitor Console with additional features such as videos, press releases, floor plan logo and more. <u>Floor plan Upgrade</u>

ELECTRONIC SPONSORSHIPS

IMS Website Homepage Skyscraper Ad		Website Banner Ad	
**Highly visible, exclusive banner ad that will be displayed on both the right and left side of the homepage content		**Run of site ads are featured on a rotating basis throughout the site including exhibiting, travel, registration about IMS and other pages	
February – April	\$2,000/month	February – April	\$750/month
Мау	\$3,000/month	Мау	\$1,000/month
June – July	\$4,500/month	June – July	\$1,500/month
Size: 206 x 870		Size: 250 x 300	
Mobile App Splash Page \$3,000		 Covers the entire screen Displayed when the app is opened Sized to fit iPhone, iPad and Android 	
Mobile App Banner Ad \$2,500/ea		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.	
Email Distribution Minimum of \$750 - Filtered Cost: \$.50 per contact Unfiltered Cost: \$.45 per contact			
Direct Mail Distribut	Direct Mail Distribution Minimum of \$600 - Filtered Cost: \$.35 per contact Unfiltered Cost: \$.30 per contact		
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.

Want to target a specific audience? Filter options are available. Ask for more details.

Digital Video Wall

IMS has an exciting 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.

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
- + 15 second ads will run 200-300 times for great visibility. (Minimum of 200 displays)

Investment: \$2,500

Want to reserve a meeting room?

Looking for a dedicated space for face-to-face discussions? Be sure to secure your space early. Placed on first-come, first-serve basis. Contact the IMS exhibit team at <u>exhibits@mpassociates.com</u>



Picture of Digital Video Wall

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ON-SITE PROMOTIONS

PACKAGE	INCLUSIONS	INVESTMENT
Bag Check	Exclusive sponsor of the Bag Check from Sunday, 2 June – Friday, 7 June. + Your company logo and sponsorship status recognized on Bag Check signage + Custom design of meter board to be displayed at bag check area + Option to provide a giveaway item + Logo/sponsorship status on bag ticket + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$5,000
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)	\$5,250
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.)	\$6,300
Guest Suite	The IMS Guest Suite was established years ago to provide a comfortable space for guests (spouses, children etc.) of the IMS attendees to use as a meeting place to network, mingle, and get the most from the IMS experience while the attendees are in sessions or visiting the exhibition. The guest suite is staffed by volunteers who provide information about the destination city and serves as an information/meeting hub for guests and attendees. + Your company logo and sponsorship status recognized on Guest Suite signage and dining table signage + Right to provide branded food service items (e.g. cups, napkins) (must be provided by sponsor) + Sponsorship recognition on web page, lobby banner and page in Conference Program	\$3,000
Bag Insert	Exhibitors have the opportunity to include an insert in the Delegate bags distributed to each conference attendee.	Single Page - \$3,200 Multiple Page - \$3,700 Specialty Item - \$4,200 *Get creative. You can choose any item to put in the bag (production not included)
Custom Water Bottle	Give a custom water bottle to each IMS attendee. They will be able to enjoy this for the entire week. (Production cost not included)	\$5,000
North Lobby Video Wall	This is a great opportunity to visually capture attendees' attention regarding your exhibit at IMS. This video wall spans the BCEC's North Lobby and is visible from Summer Street which creates a stunning way to deliver high-impact messages. This wall is 160 ft wide and 12 ft tall. The center screen is a high-definition screen flanked by lower-definition LED sticks. Max of 5 sponsors.	\$6,000



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!	\$4,500
STEM Sponsor	 The IMS2019 STEM Experience for Student and Teachers is a one-day event. The goal of the 2019 program is to introduce a diverse and highly motivated group of middle and high school students and teachers to the world of microwave engineering. Your logo on the STEM shirt and back pack Right to put custom item in the back pack Ability to host students at your booth to view a demo or participate in a hands-on activity Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$3,000
PACKAGE	5G Sponsorships	INVESTMENT
5G Summit Co-Sponsor	Recognized as a sponsor of the 5G Summit on the IMS 5G Summit web page, signage, pages in the Conference Program/Exhibit Catalog Includes: + Option 3 Pavilion Package on exhibit floor + 3 complimentary 5G Summit Registrations + Lead retrieval data from 5G Summi + 6f draped counter for promotional items at 5G Summit	\$10,000
5G Pavilion Theater Sponsor	Exclusive Sponsor of the theater in the 5G Pavilion Includes: + Sponsorship status recognized on web page, lobby banner and in Conference Program + Option 3 Pavilion Package on exhibit floor	\$8,000
5G Summit Reception Sponsor	Exclusive sponsor of the 5G Summit Reception Includes: + Sponsorship status recognized on web page, lobby banner and in Conference Program + Option 3 Pavilion Package on exhibit floor + 3 complimentary 5G Summit Registrations + Lead retrieval data from 5G Summit Panel + 6ft draped counter for promotional items at 5G Summit Reception	\$8,500
PACKAGE	Sweet Treat Tuesday	INVESTMENT
Tuesday Sponsor	Leave a lasting impression with the IMS and RFIC attendees on Tuesday with a "SWEET TREAT" on Tuesday, during the lunch break. Be a part of the buzz as you sponsor an item for the attendees to enjoy during day one of the conference while visiting the show floor. It is going to be a fun and exciting environment that you'll want your name on! Your item will be one of the following: + Smoothie stations + Strolling Hydration Station + Walking waffle bites + Ice Cream Bar (Ice Cream Cooler) + Chocolate Chip/assorted cookies + Nut bar	\$3,000

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