



2022

Exhibitor & Sponsorship

Guide

19-24 June 2022

DENVER • COLORADO

ims-ieee.org



Reconnect & Reunite with the

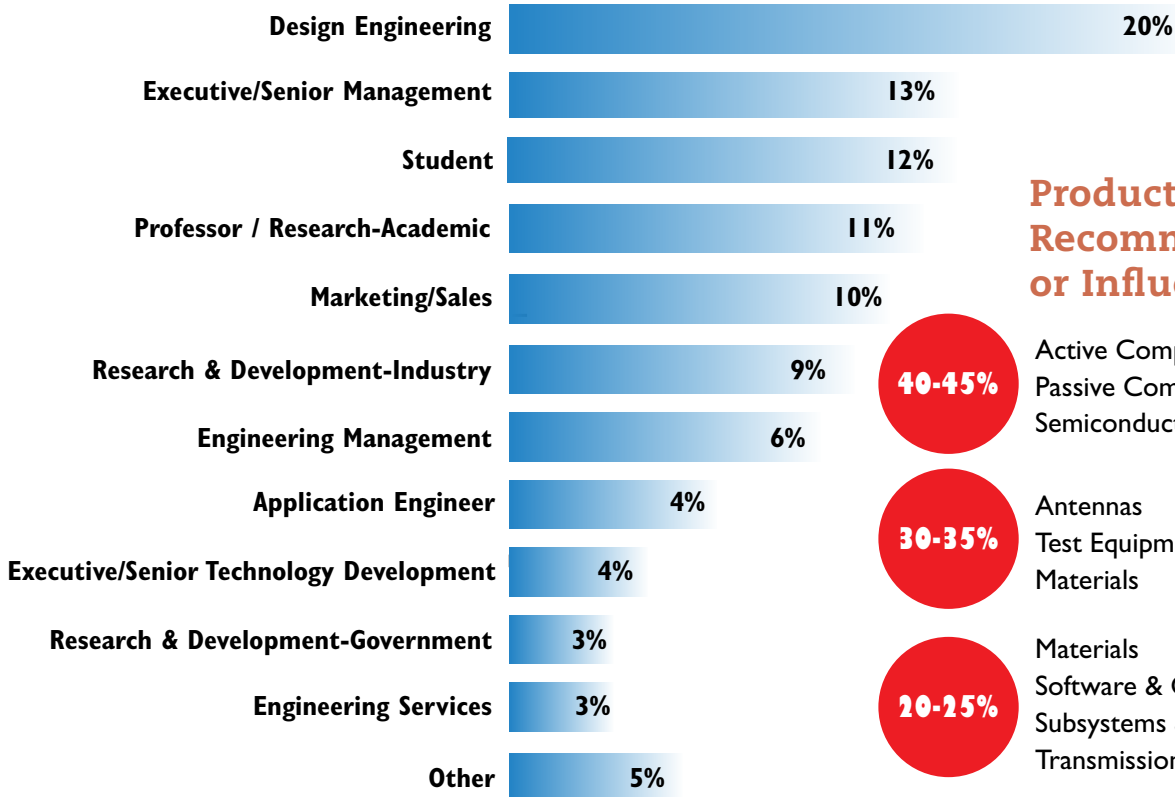
Why IMS2022?

Be part of the action at this not-to-be-missed event as microwave engineering professionals from across the globe reunite at the premier technical conference and tradeshow. There is no better opportunity to meet face-to-face with thousands of microwave, and RF engineers who are buying and developing materials, devices, components, systems, design and simulation software as well as test and measurement equipment for products operating from RF to THz.

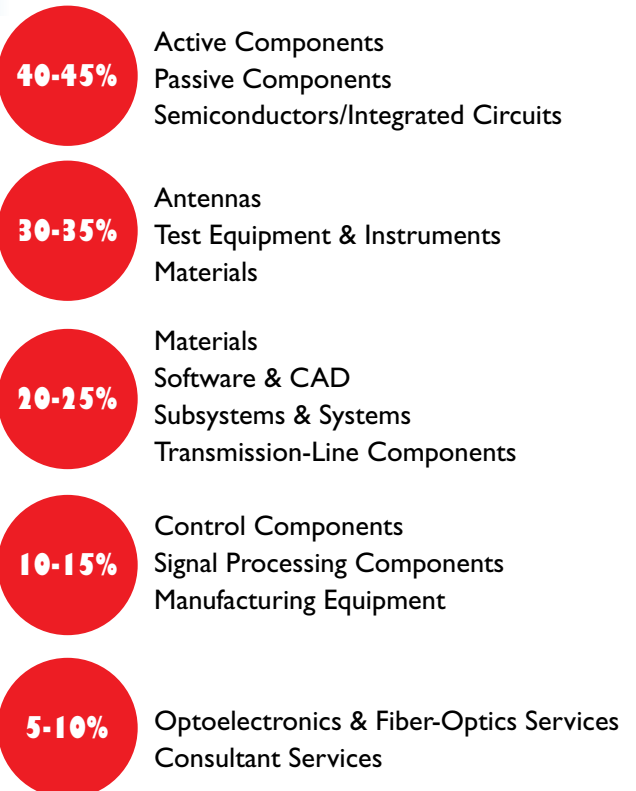
For 65 years, this community has been coming together from over 50 countries to learn, discover, collaborate and network with thousands of like-minded colleagues. The International Microwave Symposium is the world's largest event for microwave professionals seeking cutting-edge, hands-on learning and networking opportunities.

The Numbers Add Up

Top Job Functions



Products & Services Recommend, Purchased or Influenced



Microwave Community Live and In-Person

Your Target Audience Awaits

IMS attendees work on a vast array of products and services. Connecting with existing and potential clients at IMS will not only maximize your exposure, generate new prospects, but it will demonstrate your leadership in the industry.

Communication Systems Equipment

Wireless (WiFi UWB other)

Government

Military

Defense Electronics

Medical Electronics

Navigation/Telemetry/GPS Systems

Industrial Automation/Control Systems

Transportation

Consumer Electronics

Computers or Peripherals

Test & Measurement

Components/Hardware

RF/HF Front-End Modules

Data Transmission

Semiconductors & ICs

Materials

Services

Software (EDA/CAD/CAM etc.)

Subsystems & Systems



Denver, CO in June

The Colorado Convention Center is located within easy walking distance of nearly 10,000 hotel rooms, 300 restaurants, 9 theatres of the Denver Performing Arts Complex and a wide variety of shopping and retail outlets. It is well-known as one of the most practical and “user friendly” meeting facilities. Downtown Denver is one of America’s liveliest, cleanest and most pedestrian-friendly cities with great weather – over 300 days of sunshine a year!

QUICK FACTS

- ✓ 584,000 sq. ft. of exhibit space on one level
- ✓ 63 meeting rooms providing 100,000 sq. ft. of meeting space on one level
- ✓ Many branding opportunities throughout the venue
- ✓ Wi-Fi throughout the venue

Exhibitor Benefits for Maximum Value

Renew relationships, launch initiatives or introduce your presence in the marketplace. IMS2022 is the one place to position your company, your product and services and your sales team via face-to-face opportunities with decision-makers who are looking for optimal solutions.

To set you up for success, exhibitors will have access to the following opportunities:

Pre-Show:

- ✓ **Free** customizable listing including the ability to add logo, brochures and video on the IMS floorplan to showcase your products and services available through the exhibitor console.
- ✓ **Free** listing in the IMS2022 Mobile App
- ✓ **Free** Listing in the show issue of Microwave Journal
- ✓ **Free** Expo Only (\$25 Value) passes to distribute to your customers and prospects via the exhibitor console
- ✓ Access to the Exhibitor Marketing Toolkit complete with banners, logos, social media images and more to promote your brand and achieve the best return on your tradeshow investment.
- ✓ Discounted conference registrations for your staff via the exhibitor console
- ✓ Choice of hotel accommodations including hospitality suites and meeting space

On-Site:

- ✓ Coffee and a light bite to eat will be served daily on the exhibit floor to allow for attendees and exhibitors to connect before a busy day
- ✓ **Free** listing in the official Conference Program/Exhibition Catalog
- ✓ **Free** listing in the Map Guide
- ✓ General exhibit hall security services
- ✓ Access to the show floor exhibitor lounge
- ✓ Daily aisle cleaning

Post-Show:

- ✓ Ability to rent a post-show attendee mailing list
- ✓ Report including conference audit and attendee demographics

Exhibit Hall Hours

Tuesday, 21 June 2022	09:30-17:00
Wednesday, 22 June 2022	09:30-17:00
Industry Reception	17:00-18:00
Thursday, 23 June 2022	09:30-15:00

Standard Exhibit Booth

IMS2022 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).

Furnished booth packages and booth decor available in the Exhibitor Manual through the event decorator.

Raise Your Company's Profile with a Platinum, Gold or Silver Sponsorship

At IMS2022, sponsorships are acknowledged when your company's spend reaches the following dollar amounts:

PLATINUM
\$70,000
GOLD
\$50,000
SILVER
\$30,000

Discover all of the benefits of a medal sponsorship

NEW

IMS2022 Systems Pavilion

Attendees will be excited to visit the Systems Pavilion for interactive learning and discussion on next generation technologies. Showcasing your products and services in one of the three leading-edge areas offers new and existing exhibitors the perfect platform to launch initiatives and promote your brand as an innovator and thought leader.

This pavilion is aimed to compliment the all-new Systems Forum where focused sessions highlighting current thinking on next generation wireless technologies at mmWave and THz frequencies will be presented.

This turnkey solution makes it easy to participate for only \$3,400

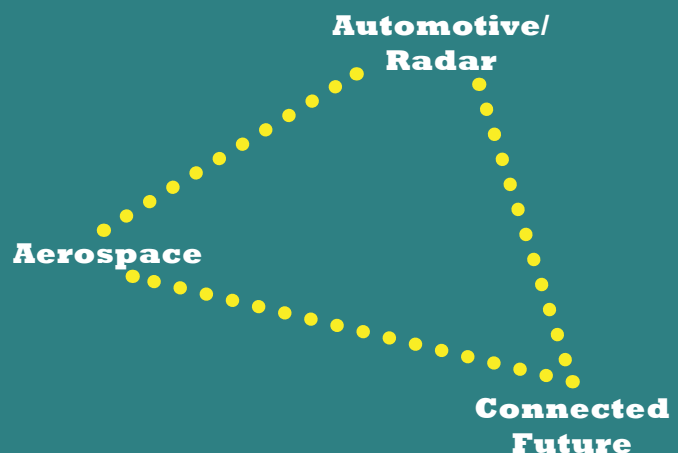
What is Included:

- ✓ Kiosk with built in graphics/signage
- ✓ Electrical: 10 AMP
- ✓ Identified as participant on all Systems Pavilion signage
- ✓ Promotional listing on the Systems Pavilion web page and the printed ConferenceProgram/Exhibition Book
- ✓ Featured in one dedicated email blast about the Systems Forum/Pavilion
- ✓ Highlighted in IMS attendee promotions



Enhance your sponsorship with a speaking engagement at the MicroApps Theater.

[Learn more about speaking.](#)



Unparalleled Exposure at IMS2022

PRE-SHOW BRANDING

Online Floorplan Banner Ad	\$500/per ad
IMS Website Ad Prime Time April – June	\$3,000 (homepage wallpaper) \$2,000 (Banner)
IMS Website Ad	\$1,500 (homepage wallpaper) \$1,000 (Banner)
Mobile App Splash Page ⁵	\$6,000
Mobile App banner Ad (limit 3)	\$3,000
Attendee Email or Direct Mail ¹ Distribution	\$1,500 minimum

PROGRAM/CATALOG ADVERTISING

Conference Program Belly Band ⁵ SOLD	\$7,200
Catalog Ad Inside Back Cover ⁵	\$4,800
Catalog Ad Inside Front Cover ⁵ SOLD	\$4,800
Catalog Ad Outside Back Cover ⁵ SOLD	\$4,800
Catalog Ad Interior	\$3,300

ENHANCE YOUR BRAND ONSITE

Aisle Signs ⁵ SOLD	\$13,800
Networking Lounge with Charging Station ⁵ SOLD (limit 3)	\$10,000/each
Conference Charging Area ^{1,7}	\$7,500
Delegate Bag ^{3,5} SOLD	\$17,700
Delegate Bag Insert ³	\$3,200 (single) \$3,700 (multi) \$4,200 (specialty)
Custom Water Bottle ³	\$5,000
Hotel Key Card ¹	\$10,000
IMS T-Shirt ¹	\$11,300
Badge Lanyards ^{3,5}	\$17,000
Map Guide ⁵	\$7,700
Press Lounge	\$4,300
Registration ⁵ SOLD	\$11,300
Wireless Internet ⁵	\$17,000

MicroApps Theater ⁵ SOLD	\$8,000
Notebook & Pen ³	\$5,000
Escalator Graphics ²	\$10,000 for main lobby \$5,000 for secondary entrance
Stairway Graphics ²	\$10,000 (main lobby)
Column Wraps ^{2,6}	\$5,000
Light Panel	\$4,000
Conference Digital Monitors (limit 4)	\$1,500
Glass Panel Stickers ¹ (limit 10)	\$1,000

SHOW FLOOR EXCLUSIVES

Coffee Breaks ⁴ (limit 6)	\$5,000 each
Carpet Logo ¹ (limit 8)	\$5,000
Exhibit Hall Hand Sanitizer Stations ⁸	\$3,000/station

SPECIALTY EVENT SPONSORSHIPS⁵

Welcome Reception Co-Sponsors (limit 3)	\$10,000
Connected Future Summit Sponsor	\$10,250
Connected Future Reception Co-Sponsor	\$8,500
Sweet Treat Tuesday Sponsor (limit 5)	\$3,000

POST CONFERENCE MESSAGING

Attendee Email or Direct Mail ¹ Distribution	\$1,500 minimum
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¹Production Cost not Included

²Rigging & Production costs not included

³Sponsor must provide materials

⁴Corporate branded food service items provided by sponsor

⁵Right of first refusal may apply. Sponsorships must be renewed on or before 31 December. Waiting list.

⁶Conference area or expo hall, first come first served

⁷Spaced throughout convention center near conference rooms, first come first served

⁸Includes production; placed in consultation with sponsor

Deadlines: Certain items in the sponsorship may not be available if print deadlines have passed.

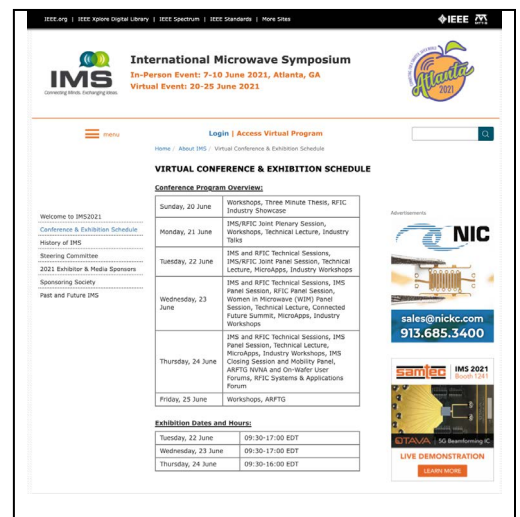
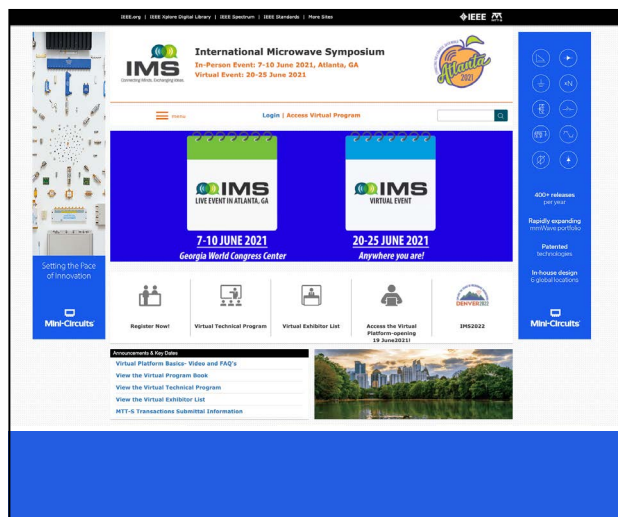
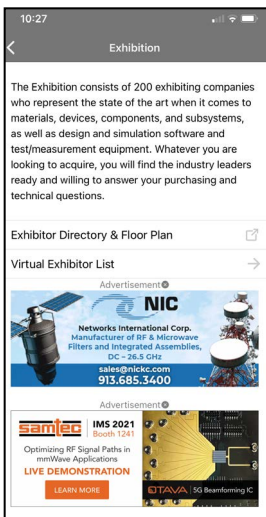
Cancellation Policy: Once an order form is received for sponsorships, you are liable for the full amount of the sponsorship.

Payment instructions will be included with invoice.

Sponsorships accurate at time of printing. Note that venue restrictions may change some of the details of what is available.

Pre-Show Branding Sponsorships

IMS Homepage Wallpaper		IMS Website Ad	
April – June 2022	\$3,000/month	April – June 2022	\$2000/month
January – March 2022	\$1,500/month	January – March 2022	\$1,000/month
Size: 206 x 870		Size: 250 x 300	
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	



Mobile App Splash Page \$6,000	<ul style="list-style-type: none"> ✓ Covers the entire screen ✓ Displayed when the app is opened ✓ Sized to fit iPhone, iPad and Android
Mobile App Banner Ad \$3,000/ea	The mobile app banner ad is a way to be noticed by IMS attendees. Every time the attendee uses the app they will see your custom ad. Limitation of 3 banner ads in rotation.
Email Distribution	Minimum of \$1500 - Filtered Cost: \$.50 per contact Unfiltered Cost: \$.45 per contact
Direct Mail Distribution	Minimum of \$1500 - 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.

Filter options are available by geography and conference year. Ask for more details.

Pre-Show Branding Sponsorships

Program/Catalog Advertising

Conference Program

Belly Band	Provide the belly band and your company will be seen on every Conference Program distributed.
	<ul style="list-style-type: none"> ✓ Your company logo/message on Belly Band ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
	\$7,200

Size: 4" x 19"

Text or graphics should be at least 0.25" from trim. Add 0.125" on all 4 sides if full bleed.

Artwork due: April 29, 2022

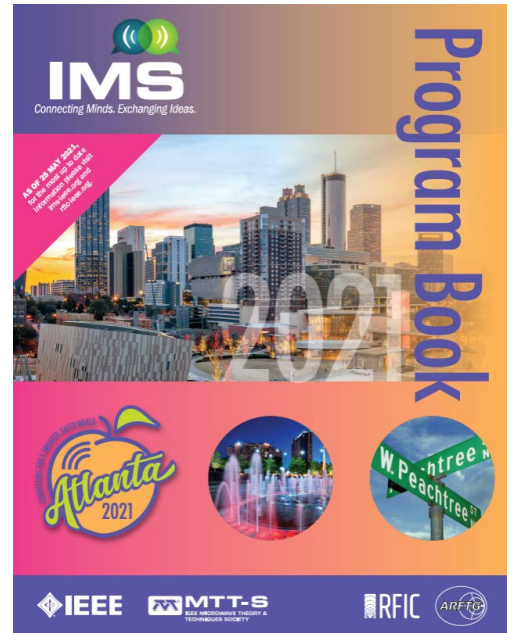
Ads	Inside Back Cover	\$4,800
	Inside Front Cover	\$4,800
	Outside Back Cover	\$4,800
	Interior	\$3,300
	Ad Size: Full page 8.375" x 10.875"	1/8" bleed on all sides

Artwork due: April 29, 2022

Mechanical Requirements

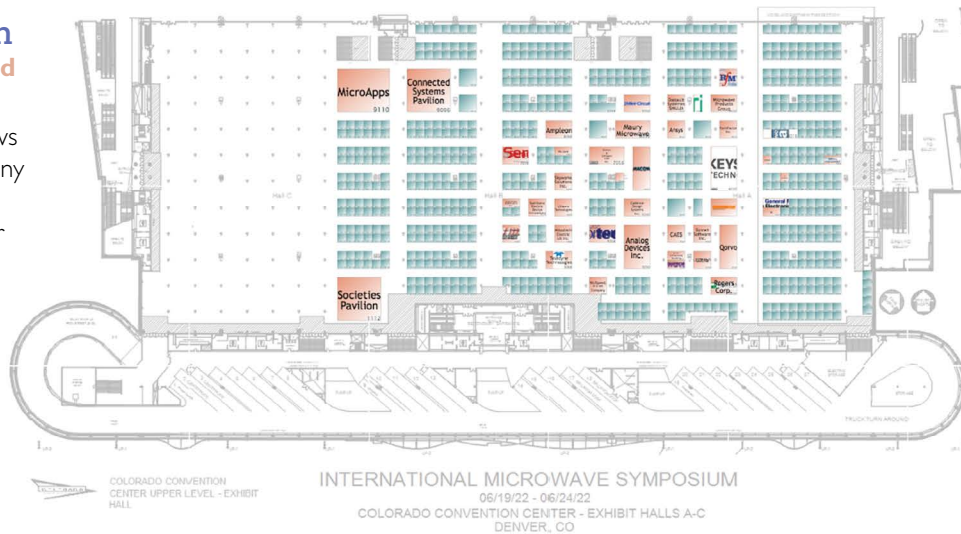
All advertising materials should be supplied as electronic files. High-resolution PDFs (with fonts embedded) are preferred. Crop marks and 1/8" bleeds required on all sides. For questions regarding artwork, contact Jenn DiMarco at 401.487.4816.

Email artwork to: jdimarco@horizonhouse.com



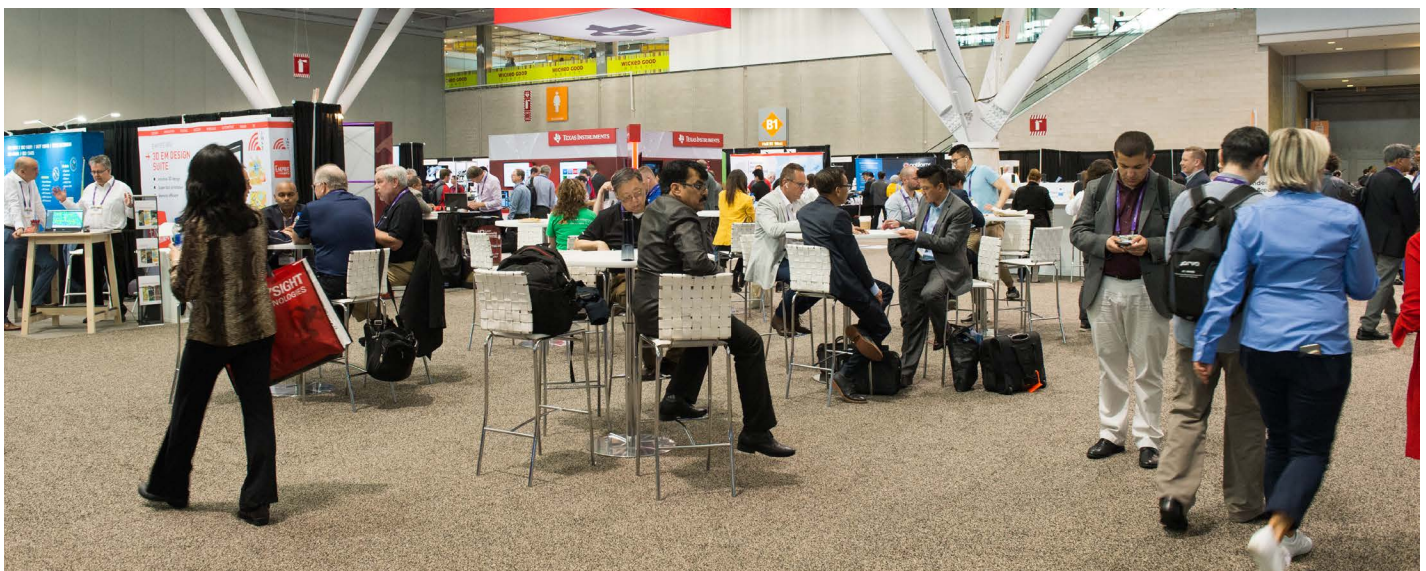
Online Floorplan Floor Plan Banner Ad \$500/per ad

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



Enhance Your Brand Onsite

<p>Aisle Signs \$13,800</p>	<p>Aisle signs are visible from almost anywhere on the show floor and provide can't miss branding. Additional signs may be added, but this sponsorship includes a minimum of ten, double-sided aisle signs featuring your logo.</p> <ul style="list-style-type: none"> ✓ Company logo on all Aisle Signs ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Networking Lounge with Charging Station \$10,000/each</p>	<p>Give grateful attendees a chance to rest their tired feet and charge their devices, while branding your company's name and logo on the Charging Station</p> <ul style="list-style-type: none"> ✓ Your company logo on all Charging Stations/Networking Lounge signage ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Conference Charging Area \$7,500</p>	<p>Your custom artwork is mounted on the wall at each conference station</p> <ul style="list-style-type: none"> ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Delegate Bag \$17,700</p>	<p>What better way to expose your brand to thousands of attendees who will be sure to take the delegate bag home with them. 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</p> <ul style="list-style-type: none"> ✓ Your company logo on all delegate bags ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Delegate Bag Insert Single Page: \$3,200 Up to 4 Pages: \$3,700 Specialty Item: \$4,200</p>	<p>Exhibitors have the opportunity to include an insert in the delegate bags distributed to each conference attendee</p> <ul style="list-style-type: none"> ✓ Get Creative! You can choose any item to put in the bag.
<p>Custom Water Bottle \$5,000</p>	<p>Branded water bottles are a great way to help attendees stay hydrated and also keep your brand in front of them throughout the show. They will be able to enjoy this for the entire week and then take it home for continued exposure.</p>



Enhance Your Brand Onsite

<p>Hotel Key Card \$10,000</p>	<p>Hotel key cards at IMS headquarter hotel will include your logo on front of key card.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on the front of Key Cards ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>IMS2022 T-Shirt \$11,300</p>	<p>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.</p> <p>Your customized message (with logo) on the back of each IMS2022 T-Shirt</p> <ul style="list-style-type: none"> ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Badge Lanyards \$17,000</p>	<p>Every attendee needs to wear a badge throughout the show. Everyone will be sure to know your company name by the end of the show.</p> <ul style="list-style-type: none"> ✓ Your company logo on all Badge Lanyards ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Map Guide \$7,700 Artwork Due: April 29, 2022</p>	<p>The IMS Map Guide is used by everyone at the event. Your logo will be seen multiple times by each attendee as they navigate their way around the show.</p> <p>Image Specs: 3.624" wide x 8.5" high, 1/8" bleed, Full Color, PDF format</p> <ul style="list-style-type: none"> ✓ 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 booth on the floor plan ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program
<p>Press Lounge \$4,300</p>	<p>Be recognized as the exclusive Press Lounge sponsor.</p> <ul style="list-style-type: none"> ✓ 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 signage and in the Conference Program
<p>Registration \$11,300</p>	<p>Put your brand in front of IMS attendees both before the event and onsite.</p> <ul style="list-style-type: none"> ✓ Your company logo, link and sponsorship recognized on each attendee's digital registration and registration information pages on the IMS website ✓ Your customized message (with logo) as a screensaver on all registration terminals ✓ Opportunity for corporate-branded mouse pads in registration area ✓ Your company logo and sponsorship status recognized on registration area signage ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program



Enhance Your Brand Onsite

Wireless Internet \$17,000

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.

- ✓ Your company logo recognized on the wireless internet splash page
- ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program

MicroApps Theater \$8,000

Showcase your company as a thought leader and spark conversations with attendees. MicroApps is part of the IMS technical program that takes place in the popular MicroApps Theater located on the exhibit floor.

- ✓ Your company logo and sponsorship status recognized on MicroApps:
 - Web Page
 - Signage on the MicroApps theater structure
 - Page(s) in the Conference Program
- ✓ Guaranteed 10 speaking slots in the Theater (must be reviewed by MicroApps committee)
- ✓ Opportunity to create a custom ad for the Conference Program
- ✓ Sponsorship recognition on web page, lobby signage and in the Conference Program

Notebook & Pen \$5,000

A notebook and pen are conference essentials. Brand these items that will be placed into each conference bag and given to all ARFTG, IMS and RFIC technical attendees.



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.

Reserve a meeting room today!



Source: Shmuel Auster, MTT's AdCom member

Enhance Your Brand Onsite

<p>Escalator Graphics \$10,000 for main lobby \$5,000 for secondary entrance</p>	<p>The colorful escalator sponsorship will grab attendees' attention as they move throughout the venue.</p>
<p>Stairway Graphics \$10,000 (main lobby)</p>	<p>Put your messaging on the risers for the stairs leading out of the main lobby. This is a high-profile sponsorship sure to catch attendees eyes.</p>
<p>Column Wraps \$5,000</p>	<p>Column wraps are available throughout the conference center and exhibition hall. Direct attendees to your booth and elevate your visibility. Locations available on a first-come, first-served basis.</p>
<p>Light Panel \$4,000-1 Meter</p>	<p>Create your own custom light panel to be placed in a prominent area within the convention center.</p>
<p>Conference Digital Monitors \$1,500 <i>See photo on back cover</i></p>	<p>Showcase your own custom static image on a main aisle in the workshop area hallway of the conference center on 90" wall screens. 30 seconds in rotation.</p>
<p>Glass Panel Decals \$1,000 each</p>	<p>Place your message right in front of delegates exiting the technical session rooms and heading to the exhibition floor. These panels overlook the Four Seasons Ballroom area.</p>



Source: Shmuel Auster, MTT-S AdCom member



Show Floor Exclusives

Attendee Coffee Breaks
\$5,000/ea

- ✓ Area signage at your specific break
- ✓ Ability to provide corporate banded items (must be provided by sponsor)

Carpet Logo
\$5,000

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.

Hand Sanitizer Stations
Should be about \$3,000 per station

- Attendees will be appreciative when they can network freely and stay healthy at IMS. Hand sanitizer stations will be available at high traffic areas throughout the exhibit hall.
- ✓ Sponsor recognition signage will be included



Contact your sales representative to discuss exhibit and sponsorship opportunities at IMS2022.

Specialty Event Sponsorships

IMS2022 Welcome Reception SPONSORSHIPS

IMS Welcome Reception Co-Sponsor (limit 3) \$10,000

Includes:

Custom signage around the sculpture garden venue as well as high-top tables

•
Recognition as a co-sponsor in promotional materials and
conference program/ exhibition catalog

•
Cocktail napkins with logo (provided by sponsor)

Connected Future Summit Sponsor \$10,250

Includes:

- ✓ Pavilion Package on exhibit floor in the Connected Future area of the Systems Pavilion
- ✓ Sponsorship status recognized on web page, signage, and in Conference Program
- ✓ 3 complimentary Connected Future Summit Registrations
- ✓ Lead retrieval data from Connected Future Summit
- ✓ 6 ft draped counter for promotional items at Connected Future Summit

Connected Future Reception Co-Sponsor \$8,500

Includes:

- ✓ Sponsorship status recognized on web page, lobby signage and in Conference Program
- ✓ Pavilion Package on exhibit floor in the Connected Future area of the Systems Pavilion
- ✓ 3 complimentary Connected Future Summit Registrations
- ✓ Lead retrieval data from Connected Future Summit Panel
- ✓ 6 ft draped counter for promotional items at Connected Future Summit Reception

Sweet Treat Tuesday Sponsor \$3,000

Leave a lasting impression with attendees on Tuesday with a "SWEET TREAT" on Tuesday, during the lunch break on the show floor.

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!

POST CONFERENCE MESSAGING

Email Distribution

Minimum of \$1500 - Filtered Cost: \$.50 per contact
Unfiltered Cost: \$.45 per contact

Direct Mail Distribution

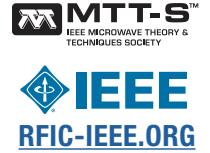
Minimum of \$1500 - Filtered Cost: \$.35 per contact
Unfiltered Cost: \$.30 per contact

Filter options are available by geography and conference year. Ask for more details.

RFIC 2022 Sponsorship Opportunities



RFIC 2022:
IEEE RADIO FREQUENCY
INTEGRATED CIRCUITS SYMPOSIUM
Denver, CO – 19-21 June 2022



Diamond (\$16k) - One (1) Company Limit

- ✓ Company logo projected during RFIC Plenary Session (except during Award presentation)
- ✓ Company logo on all RFIC technical session starting slides
- ✓ Signage at registration identifying your company as Diamond sponsor
- ✓ Company logo at the Sunday night RFIC Reception, front page of RFIC Program Book, and Industry Showcase

Systems and Applications Demonstration Forum Sponsor (\$16k) - One (1) Company Limit

- ✓ Provides support of the RFIC Systems and Applications Forum and will feature live demonstrations of select RFIC papers
- ✓ Company logo projected at RFIC Plenary
- ✓ Company logo projected at RFIC Systems and Applications Demonstration Forum

Platinum (\$12K)

- ✓ Company logo on all RFIC technical session starting slides
- ✓ Banner at registration identifying your company as RFIC platinum sponsor
- ✓ Company logo at the Sunday night RFIC Reception, front page of RFIC Program Book, and Industry Showcase

Gold (\$6K)

- ✓ Large size font logo at registration identifying your company as RFIC gold sponsor
- ✓ Company logo at the Sunday night RFIC Reception and Industry Showcase

Silver (\$3K)

- ✓ Company logo at registration identifying your company as RFIC silver sponsor

Student Sponsorships:

Student Paper Contest (\$10K)

- ✓ Provides free registration to all student paper finalists & winners, and honorariums to the winners
- ✓ Company Logo projected at Awards presentation during the RFIC Plenary Session
- ✓ Company Logo on student award certificates
- ✓ Also recognized as RFIC gold sponsor, with associated benefits

Student Programs (\$5K)

- ✓ Covers new student programs such as an entrepreneurship forum and an industry/student evening
- ✓ Provides free registration to students participating in all student program events
- ✓ Company logo displayed in all student program events and also inside student volunteer room (used for student meals and break)
- ✓ Also recognized as RFIC silver sponsor, with associated benefit



Connecting Minds. Exchanging Ideas.



SALES REPRESENTATIVES

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EXPLORING THE PEAKS OF MICROWAVE ENGINEERING

IMS-IEEE.ORG

Rev4-11222021