



11-16 June 2023
San Diego  California
San Diego Convention Center



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IMS2023 Exhibits & Sponsorship Guide

Connect with thousands of decision makers at the world's largest RF and microwave exposition

**Showcase Your Coolest Ideas
Under the Sun**

New Sponsorship Opportunities Exclusive to San Diego on Page 7



ims-ieee.org



The Largest Exhibition Dedicated to

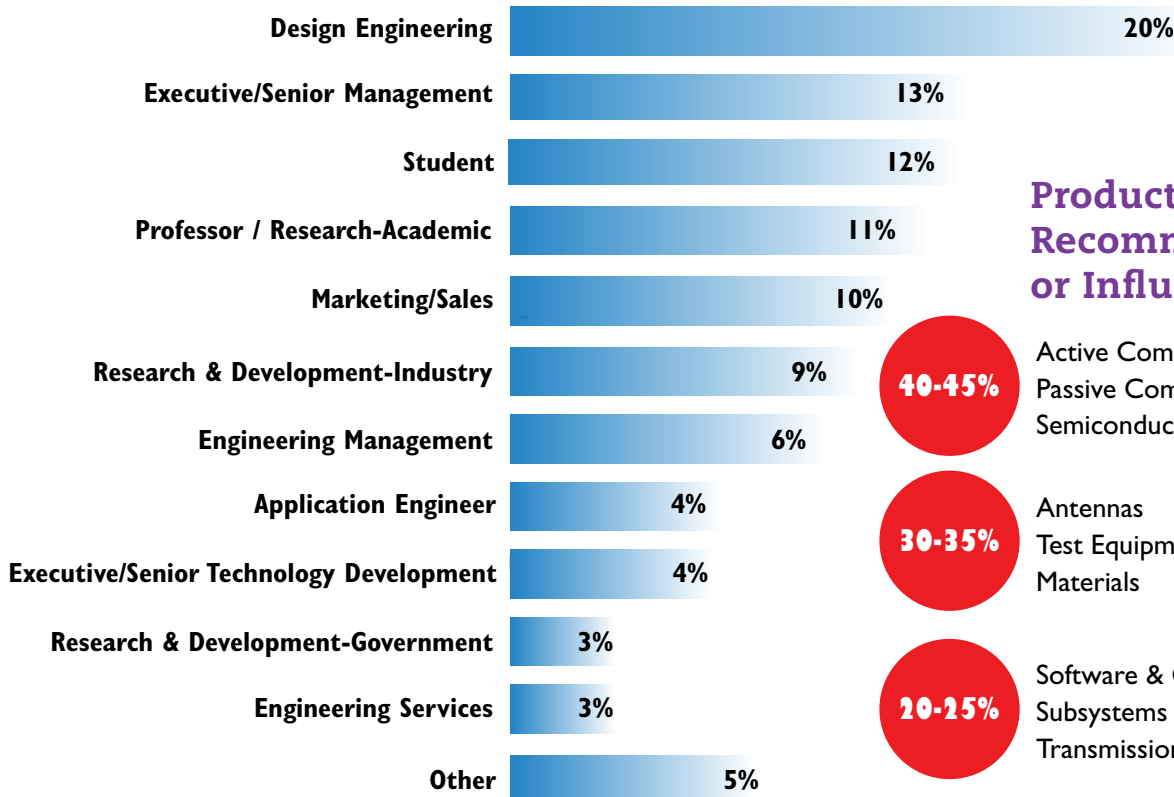
WHY IMS2023?

Be part of the action at this not-to-be-missed event as microwave engineering professionals from across the globe come together at the premier technical conference and tradeshow. 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 Millimeter-Wave.

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 IEEE MTT-S International Microwave Symposium is the world's largest event for microwave professionals seeking cutting-edge education and networking opportunities.

IMS BY THE NUMBERS

Top Job Functions



Products & Services Recommended, Purchased or Influenced

40-45%

Active Components
Passive Components
Semiconductors/Integrated Circuits

30-35%

Antennas
Test Equipment & Instruments
Materials

20-25%

Software & CAD
Subsystems & Systems
Transmission-Line Components

10-15%

Control Components
Signal Processing Components
Manufacturing Equipment

5-10%

Optoelectronics & Fiber-Optics Services
Consultant Services

the RF and Microwave Community

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 and 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



See You in San Diego, CA

The San Diego Convention Center, just 10 minutes from the San Diego International Airport, is conveniently located within walking distance of over 13,000 first-class hotel rooms. The Convention Center, airport and hotels are leading the industry in safety protocols and health standards while providing impeccable service.

Within walking distance are hundreds of unique restaurants, shops, parks, and attractions. Stroll to the lively Gaslamp Quarter, Seaport Village, the Headquarters shopping district, the historic USS Midway Museum, and Petco Park, home to the San Diego Padres. With its great weather, miles of sandy beaches, and major attractions, San Diego is known worldwide as one of the best tourist destinations.

Building Layout



High Impact Exhibitor Benefits

Renew relationships, launch initiatives or introduce your presence in the marketplace. IMS2023 is the place to highlight your company, your products and services. Your sales team will have unmatched 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 logos, brochures and video on the IMS floor plan
- **Free** listing in the IMS Mobile App
- **Free** Expo Only passes to distribute to your customers (\$30 value)
- Access to the Exhibitor Marketing Toolkit complete with banners, logos, social media images and more to promote your brand
- Discounted conference registrations for your staff
- Priority access to 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
- **Free** listing in the Conference Program
- **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 purchase a post-show attendee email promotion
- Final report including conference audit and attendee demographics
- Inclusion in Priority Point Assignment for 2024

Exhibit Hall Hours

Tuesday, 13 June 2023	09:30-17:00
Wednesday, 14 June 2023	09:30-18:00
Industry Reception	17:00-18:00
Thursday, 15 June 2023	09:30-15:00

Standard Exhibit Booth

IMS2023 Exhibit Space is \$3,950 per 10x10 booth

- 8' high backwall drape 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).

Booths do not include carpet, utilities, furnishings, and other accessories. These items may be rented through the official show decorator. All exhibitors are required to have a floor covering for their full exhibit space.

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

Your generous support of IMS2023 is 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 metal sponsorship at ims-ieee.org/metallevels



SYSTEMS PAVILION



2346	2347
2344	2345
2342	2343
2340	2341

2346	2347
2344	2345
2342	2343
2340	2341



2156	2057
2154	2055
2152	2053
2150	2051
2148	2049
2144	2045
2142	2043
2140	2041

EASY TURNKEY SOLUTION FOR \$3,500

Attendees will be excited to visit the Systems Pavilion for interactive learning and discussion on next generation technologies on the IMS2023 Exhibit Hall Floor, **13-15 June 2023**.

The Systems Pavilion will highlight technologies and services that support the IMS2023 themes of **Systems and Applications, Space and Biomedical Applications**.

Showcase your company and stand out in front of thousands of RF and microwave professionals for one low cost.



WHAT'S INCLUDED?

- **KIOSK WITH BUILT-IN SIGNAGE**
Guidelines to be provided.
- **SPEAKING OPPORTUNITY IN MICROAPPS THEATER**
Subject to proposal review and approval.
- **ELECTRICAL PROVIDED**
10 AMP.
- **IDENTIFIED AS A PARTICIPANT**
On all Systems Pavilion signage.
- **HIGHLIGHTED IN IMS2023 ATTENDEE PROMOTIONS**
Including: eblasts, website, & conference program.

BOOK YOUR KIOSK TODAY

exhibits@horizonhouse.com

Unparalleled Exposure at IMS2023

NEW OPPORTUNITIES EXCLUSIVE FOR SAN DIEGO

Circular Banners in Lobby ²	\$10,000
Lobby Banner ²	\$8,000
Banner Over Starbucks ² SOLD	\$8,000
Banner Over Exit ² SOLD	\$10,000

PRE-SHOW BRANDING

IMS Website Ad:	
Prime Time April - June	\$3,000 (homepage wallpaper) \$2,000 (banner)
IMS Website Ad:	
January - March	\$1,500 (homepage wallpaper) \$1,000 (banner)
Mobile App Splash Page ⁵	\$6,000
Mobile App Banner Ad	\$3,000 (limit 3 sponsors)
Attendee Email Distribution	\$1,750
IMS Innovator	\$2,000
IMS Expo Preview	\$1,000

PROGRAM/CATALOG ADVERTISING

Conference Program Belly Band ⁵ SOLD	\$7,500
Catalog Ad: Inside Back Cover ⁵ SOLD	\$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
Online Floor Plan Banner Ad	\$500/per ad

ENHANCE YOUR BRAND ONSITE

Aisle Signs ⁵ SOLD	\$16,000
Networking Lounge with Charging Station ⁵ SOLD	\$10,000/each (limit 3 sponsors)
Delegate Bag ^{3,5} SOLD	\$18,000
Delegate Bag Insert ³	\$3,500 (single) \$4,000 (multi) \$4,500 (specialty)
Hydration Station ^{2,3}	\$5,000
Hotel Key Card ¹	\$10,000

IMS T-Shirt ³	\$10,000
Badge Lanyards ^{3,5} SOLD	\$17,000
Map Guide ⁵	\$8,000
Registration ⁵ SOLD	\$15,000
Wireless Internet	\$15,000
MicroApps Theater ⁵ SOLD	\$8,000
Notebook & Pen ³	\$5,000
Escalator Graphics ²	\$15,000
Standard Column Wraps ^{2,6}	\$5,000
Oversized Column Wraps ^{2,6}	\$7,000
Light Panel ¹	\$4,000
Wall Clings ^{2,6}	\$5,000
Technical Session Hallway Banners ²	\$5,000

SHOW FLOOR EXCLUSIVES

Coffee Breaks ⁴	\$5,000 each (limit 5 sponsors)
Workshop Coffee Breaks	\$2,500 (limit 5 sponsors)
Carpet Logo ¹	\$5,000 (limit 8 sponsors)
Exhibit Hall Hand Sanitizer Stations ^{1,3}	\$3,000/station

SPECIAL EVENT SPONSORSHIPS

Welcome Reception Co-Sponsors ⁵ SOLD	\$10,000 (limit 3 sponsors)
Connected Future Summit Exclusive Sponsor	\$15,000
Sweet Treat Tuesday Sponsor ⁵	\$3,000 (limit 3 sponsors)

POST CONFERENCE MESSAGING

Attendee Email Distribution	\$1,750
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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 October 2022

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

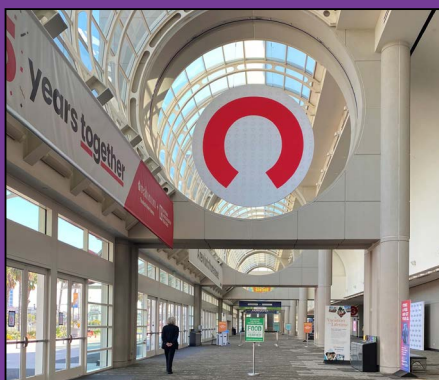
Deadlines: Certain items in the sponsorship may not be available if print deadlines have passed.

Cancellation Policy: Once an order form is received and confirmed 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.

Exclusive and New for San Diego!

**Make an Instant Impression:
These High Traffic Opportunities will put Your Company Front and Center**



**15' diameter double sided
Circular Banners in Lobby**

\$10,000



Lobby Banner

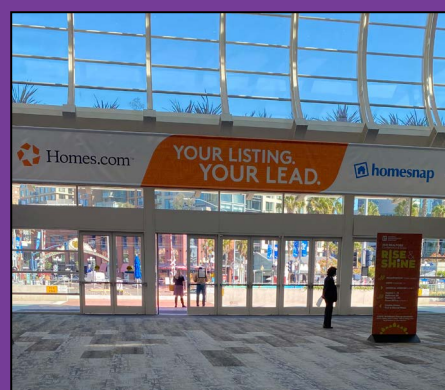
\$8,000



Banner Over Starbucks

\$8,000

SOLD



50'w x 5'h Banner Over Exit

\$10,000

SOLD

Pre-Show Branding Sponsorships

Online Advertising



**IMS Wallpaper
April – June**

\$3,000

Highly visible banner ad that will be displayed on both the right and left side of the homepage content.
Size: 206 x 870

**IMS Wallpaper
January – March**

\$1,500



**IMS Website Ad
April – June**

\$2,000

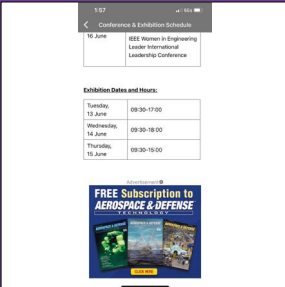
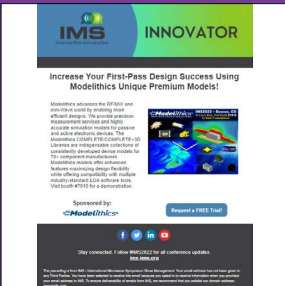
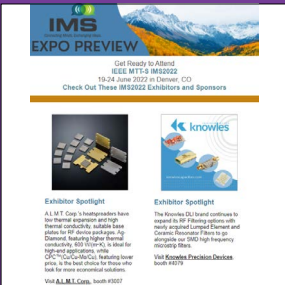
**IMS Website Ad
January – March**

\$1,000

Run of site ads are featured on a rotating basis throughout the site including exhibiting, travel, registration, about IMS, and other pages.
Size: 250 x 300

Pre-Show Branding Sponsorships

Online Advertising

	Exclusive Mobile App Splash Page	\$6,000	Each attendee who opens the app will first see your splash page. It encompasses the entire screen when the app is opened. Sized to fit iPhones, iPads, and Android.
	Mobile App Banner Ad (limit 3)	\$3,000	The mobile app banner ad is a great way to be noticed by IMS attendees. Attendees using the app will see your custom ad as they scroll by.
	Pre- and Post-Show Email Distribution	\$1,750	Let attendees know what you will be showcasing in your booth at IMS or follow up with them post-event. 3,000 current and past IMS attendees will be emailed.
	IMS Innovator	\$2,000	E-postcard to 3,000 current and past IMS attendees. This is a great way to generate traffic at your booth. All you need is a 75-word description, photo, and logo.
	IMS Expo Preview	\$1,000	The IMS Expo Preview is a monthly newsletter sent to 20,000+ RF and microwave professionals. Each newsletter will promote up to 6 companies. Each company to provide 30 word description, photo and logo.

Enhance Your Brand Onsite






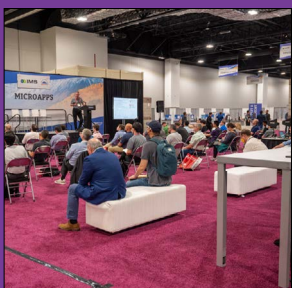
Program/Catalog Advertising

	Conference Program Belly Band	\$7,500	<p>Provide the belly band and your company will be seen on every Conference Program distributed!</p> <p>Ad 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.</p>
	Conference Program Ad - Inside Back Cover	\$4,800	<p>Ad size: Full page, 8.375 x 10.875, 1/8 bleed on all sides.</p>
	Conference Program Ad - Inside Front Cover	\$4,800	<p>Ad size: Full page, 8.375 x 10.875, 1/8 bleed on all sides.</p>
	Conference Program Ad - Outside Back Cover	\$4,800	<p>Ad size: Full page, 8.375 x 10.875, 1/8 bleed on all sides.</p>
	Conference Program Ad - Interior (multiple available)	\$3,300	<p>Ad size: Full page, 8.375 x 10.875, 1/8 bleed on all sides.</p>
	Online Floor Plan Banner Ad	\$500	<p>Every IMS attendee views the online floor plan many times. Be sure to catch their attention with your custom banner.</p>







Enhance Your Brand Onsite

	Aisle Signs SOLD	\$16,000	Double-sided aisle signs featuring your company's logo are visible from almost anywhere on the show floor and provide can't miss branding.
	Networking Lounges with Charging Areas (limit 3) SOLD	\$10,000/ea.	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. Your company logo and/or message will be on all Charging Stations/Networking Lounge signage. Sponsorship recognition on web page or email blast, and signage in the Conference Program.
	Delegate Bag SOLD	\$18,000	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.
	Delegate Bag Inserts (multiple available)	Single: \$3,500 Up to 4 Pages: \$4,000 Specialty: \$4,500	Exhibitors have the opportunity to include an insert in the delegate bags distributed to each conference attendee. Get Creative! You can choose any item to put in the bag (subject to approval).
	Hydration Stations	\$5,000	Everyone needs to stay hydrated! Branded water bottles, along with filling stations, are a great way to help attendees. Each attendee will receive a water bottle at registration. They will be able to enjoy this for the entire week and then take it home for continued exposure. Your company's branded graphics on water bottle and 4 filling stations throughout the event.
	Hotel Key Card	\$10,000	Hotel key cards at the IMS headquarter hotel will include your logo on the front of the key card. Attendees will view your logo many times throughout their stay.

Enhance Your Brand Onsite

	IMS T-Shirts	\$10,000	<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 IMS2023 T-Shirt.</p>
	Badge Lanyards SOLD	\$17,000	<p>All attendees need to wear a badge throughout the show. Everyone will be sure to know your company name by the end of the show.</p>
	Map Guide	\$8,000	<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. The IMS2023 Map Guide will be available in print on-site and digitally on the IMS website. 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
	Registration SOLD	\$15,000	<p>Put your brand in front of IMS attendees both before the event and on-site.</p> <ul style="list-style-type: none"> ✓Your company logo, link, and sponsorship will be recognized on the registration information page on the IMS website as well as attendee confirmations and Know Before You Go emails. ✓Your customized message (with logo) as a screensaver on all registration terminals ✓An opportunity for corporate-branded mouse pads in the registration area ✓Your company logo and sponsorship status recognized on registration area signage
	Wireless Internet	\$15,000	<p>IMS is lighting up the entire convention center. This is also featured in many pre-show and on-site marketing opportunities.</p> <ul style="list-style-type: none"> ✓Your company provides a custom password for every user to input to gain access to the WiFi ✓Your company logo and booth numbers recognized on the wireless internet splash page ✓Banner ad and push notification on IMS mobile app ✓Featured in attendee email blast to all attendees with logo and blurb ✓Sponsorship recognition on web page or email blast, signage, and in the Conference Program.
	MicroApps Theater SOLD	\$8,000	<p>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 exhibition floor.</p> <p>Your company logo and sponsorship status recognized on MicroApps:</p> <ul style="list-style-type: none"> ✓Web page ✓Signage on the MicroApps Theater ✓Page(s) in the Conference Program ✓Guaranteed 10 speaking slots in the Theater (must be reviewed by MicroApps committee)

Enhance Your Brand Onsite

	Notebook & Pen	\$5,000	<p>A notebook and pen are conference essentials and attendees are always asking for them! Brand these items that will be placed into each conference bag and given to all ARFTG, IMS, and RFIC technical attendees.</p>
	Escalator Graphics	\$15,000	<p>The colorful escalator sponsorship will grab attendees' attention as they move throughout the venue.</p>
	Column Wraps	Oversized Wrap \$7,000 Standard Wrap \$5,000	<p>Various sized 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>
	Light Panel	\$4,000	<p>Create your own custom light panel to be placed in a prominent area within the convention center.</p>
	Wall Clings	\$5,000	<p>Place your message right in front of delegates exiting the technical session rooms and heading to the exhibition floor.</p>
	Technical Session Hallway Banners	\$5,000	<p>Keep your company's brand top of mind as attendees look for their technical sessions.</p>

Show Floor Exclusives

	Attendee Coffee Breaks in the Exhibit Hall (limit 5)	\$5,000/ea.	<p>Attendees need their coffee and why not have your company logo front and center when they fuel up?</p> <ul style="list-style-type: none"> ✓ Area signage at your specific break ✓ Ability to provide corporate branded items (must be provided by sponsor) ✓ Featured in many preshow and onsite marketing opportunities. ✓ IMS Mobile App push notification will be sent to attendees ✓ Coffee Break and sponsors will be featured in attendee pre-show email. ✓ Sponsorship recognition on web page or email blast, signage and in the Conference Program
	Workshop Attendee Coffee Breaks (limit 5)	\$2,500/ea.	<p>Gain premium exposure outside the IMS Exhibition Hall hours. Learning is hard work – Offer workshop attendees that much-needed cup of coffee so they get the jump start they need for the rest of the day.</p> <ul style="list-style-type: none"> ✓ Area signage at your specific break ✓ Ability to provide corporate branded items (must be provided by sponsor) ✓ Featured in many preshow and onsite marketing opportunities. ✓ IMS Mobile App push notification will be sent to attendees ✓ Coffee Break and sponsors will be featured in attendee pre-show email. ✓ Sponsorship recognition on web page or email blast, signage and in the Conference Program
	Carpet Logo (limit 8)	\$5,000	<p>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.</p>
	Hand Sanitizer Stations	\$3,000/ea.	<p>Attendees will be appreciative when they can network freely while staying healthy at IMS. Hand sanitizer stations will be available at high traffic areas throughout the exhibit hall.</p>
Special Event Sponsorships			
	Connected Future Summit & Reception Exclusive	\$15,000	<p>Includes:</p> <ul style="list-style-type: none"> ✓ 3 complimentary Connected Future Summit Registrations ✓ Lead retrieval data from Connected Futures Summit ✓ 6 ft. draped counter for promotional items at Connected Futures Summit ✓ Sponsorship recognition on web page or email blast, signage and in the Conference Program
	Sweet Treat Tuesday Sponsor (limit 3)	\$3,000	<p>Leave a lasting impression with attendees on Tuesday with a SWEET TREAT during the lunch break on the show floor:</p> <p>Be a part of the buzz as you sponsor an item for the attendees to enjoy during Day One of the conference while visiting exhibitors.</p> <p>Sponsorship recognition on web page or email blast, signage and in the Conference Program.</p>

Welcome Reception Sponsorship



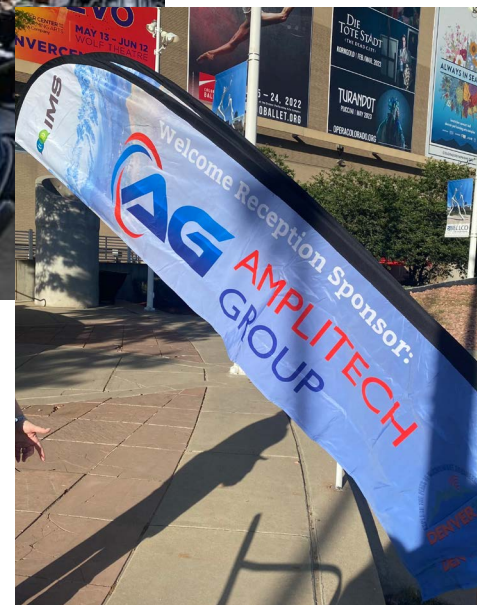
IMS Welcome Reception Co-Sponsor (limit 3) \$10,000

SOLD

The IMS Welcome Reception is the official kick-off of Microwave Week. Attendees, presenters and exhibitors gather together in this relaxed atmosphere to have a drink, a bite to eat and to catch up. Put your branding in front of attendees in this fun-filled setting.

Includes:

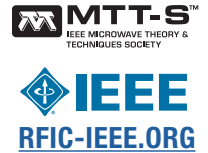
- Custom signage around the venue as well as high-top tables
- Cocktail napkins with logo (provided by sponsor)
- Sponsorship recognition on web page, email blast, signage and in the Conference Program.



RFIC 2023 Sponsorship Opportunities



RFIC 2023:
IEEE RADIO FREQUENCY
INTEGRATED CIRCUITS SYMPOSIUM
San Diego, CA – 11-16 June 2023



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

SOLD

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

Signage at registration identifying your company as a 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 a RFIC gold sponsor

Company logo at the Sunday night RFIC Reception and Industry Showcase

Silver (\$3K)

Company logo at registration identifying your company as a 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 a 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 a RFIC silver sponsor, with associated benefit

Sales Offices

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