



2024 MRS[®] FALL MEETING & EXHIBIT

December 1–6, 2024 | Boston, Massachusetts
December 10–12, 2024 | Virtual



EXHIBIT DATES

Tuesday, December 3 - Thursday, December 5, 2024

Hynes Convention Center
900 Boylston Street
Boston, Massachusetts

EXHIBIT & SPONSORSHIP PROSPECTUS



MEET ATTENDEES FROM
AROUND THE WORLD!

5900* +

FROM 49+
DIFFERENT COUNTRIES

Stats Based on Fall 2022 Meeting Data*

Join us in Boston!

The MRS Fall Meeting & Exhibit is considered the world's foremost international scientific gathering for materials research. The MRS meeting showcases leading interdisciplinary research in both fundamental and applied areas presented by scientists from around the world. The Meeting provides a window to the future of materials science and offers an opportunity for researchers – from students and postdoctoral fellows, to Nobel and Kavli Prize Laureates – to exchange technical information and network with colleagues.

Our exhibit hall provides the conduit to build and strengthen existing relationships and develop new leads. Expand your network in just a few days and make your valuable time in Boston productive with:

- ✓ **Dedicated breaks in technical programming to allow attendees flexible time to visit the exhibit hall.**
- ✓ **Special events and activation zones around the exhibits to draw traffic throughout the hall.**

Take advantage of these sponsorship opportunities to **achieve your exhibit goals and reach new prospects in the materials science community.** Sponsorship is a high-impact, high-profile marketing technique that will build your company's image and provide the opportunity to be seen as an industry leader at the MRS Fall Meeting & Exhibit.

Scan the QR code
for the online
space application



PRE-MEETING OPPORTUNITIES



Pre-Meeting Customized Email Blast to Registrants

Deliver your message on your schedule. This is a great way to enhance your exhibit program by reaching all registrants before the Meeting with an official email from MRS. Customize your message with new product launches, in-booth demo schedules, and other Meeting activities.

(Limited availability and content restrictions may apply).

Investment \$2,000



Official Meeting Website Rotating Banner

Place your banner ad in front of MRS members, potential attendees, and registrants for the months leading up to the Meeting. Your banner will run from time of purchase and approval to December 31, 2024 on the MRS website.

Investment \$2,500



Product Preview Placements in Pre-Meeting Email Blast to Registrants

This Product Preview email will be sent to all registrants one month before the Meeting. Each placement includes one product photo, 20-word description, and website link. Attendees can preview your product and reach out to you prior to the Meeting.

(Limited availability and content restrictions may apply)

Investment \$350

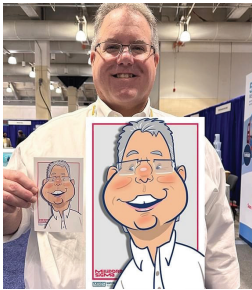
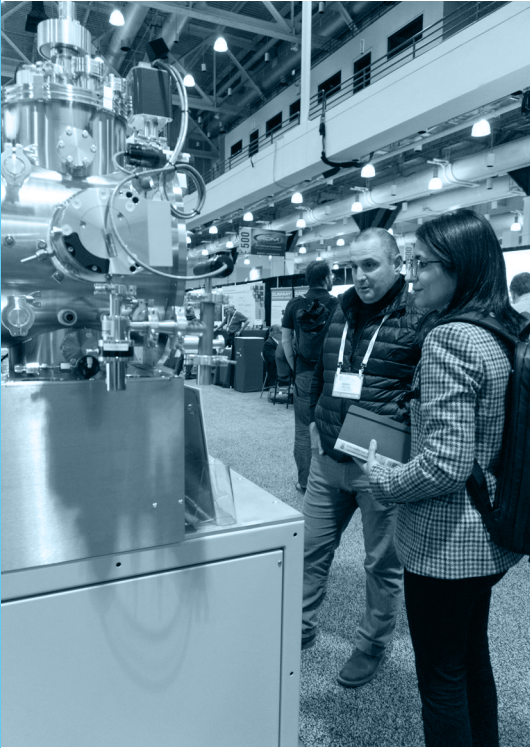
MRS is the focal point for sustainable energy technologies and the fundamental science of materials. As a long-term exhibitor and sponsor (since 2007), we cherish the dynamic, positive vibes of this unique society: it's a breath of fresh air compared to traditional science shows. We are truly proud to be part of this cutting-edge community, working together in a positive partnership to help save our planet.

Dr. David Palmer, CrystalMaker Software Ltd.



ACTIVATION ZONES

Sponsor a custom activity in the exhibit hall to enhance your brand and drive traffic to your booth.



Caricature Artist with Branded Photo Giveaway

Your company logo will appear on every caricature drawing and recognition on all promotion.

Other ideas could include:

- Company branded Coffee Station
- Boston gourmet prep demo and tasting

Investment \$3,000



Exhibitor Workshop Session

MRS offers exhibitors the opportunity to present workshops on the stage in the exhibit hall. Sessions will be promoted on the MRS website, in the meeting app, and with on-site signage. Each workshop is 20 minutes, and exhibitors should allow for a short Q&A period after the presentation. Time slots will be scheduled throughout each day of the exhibit.

1 Session for \$1,000 | 2 Sessions for \$1,750

SIGNAGE OPPORTUNITIES



1/2 Meter, Double Sided Standing Sign

Installed in high traffic areas of the Meeting venues. Your message will be seen throughout the entire event.

Investment \$1,500



Rotunda Hanging Banners

The Hynes Center Rotunda is the main connecting point between all floors of the facility... the exhibit hall, meeting rooms and lobbies. These 3'x5' banners will be sure to catch the attendees' eyes as they move through the facility every day.

Investment \$3,500



Registration Area Column Graphics

Installed in the registration area of the convention center, your message will be seen by all entering and exiting the Meeting.

Investment \$2,000



Exhibit Hall Aisle Sign Banner Logo

(limit one per company)

Your company logo will be incorporated into the aisle signs that hang throughout the exhibit hall. They are a constant visual reminder of your presence in the hall and help promote traffic to your booth.

(For exhibiting companies only)

Investment \$2,500

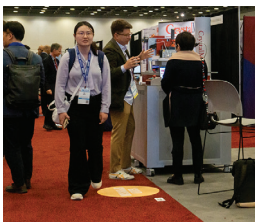


Exhibit Booth Promo Floor Sticker

Create an impactful message to stop attendees in their tracks...in front of your booth. This 2'x2' floor sticker carries your individual message to attendees as they walk your aisle.

(For exhibiting companies only)

Investment \$950



REGISTRATION AREA SPONSORSHIPS

Registration is the first stop and opportunity for you to make an impression. Capture the Meeting attendees' attention as soon as they arrive with a Registration Area Sponsorship!

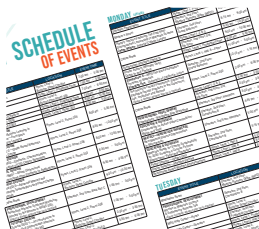


Badge Lanyards *(Sponsor provides lanyards)*

Place your logo and/or message on lanyards distributed to attendees on-site. Everyone is required to wear their badge and lanyard throughout the event. Sponsor provides lanyards or contact us to discuss optional pricing for MRS to purchase.

Investment \$2,500 (2,500 pieces, limit 3 companies)

Investment \$6,000 (7,000 pieces, exclusive)



Quick Reference and Exhibit Guide Ad

Improve recognition for your logo or message with an ad in the Quick Reference and Exhibit Guide. This reference tool is distributed and used by all attendees to navigate the exhibit hall and Meeting venues.

Inside Ad \$2,000 (limit 2)

Back Cover Ad \$3,000 (exclusive)



Unstaffed Literature Display

Display your literature in a high-traffic area near the main ballroom and meeting space.

Option 1: Supply 2,500 copies

Option 2: Supply digital artwork to include QR code sign.
Approx. 30" wide by 20" tall

Option 3: Both 1 & 2

Investment \$350 per item for option 1 or 2 (\$500 non-exhibitor)
\$600 (\$800 non-exhibitor) for both



Promo Giveaway *(Sponsor provides items)*

Promote your organization with a small, branded giveaway to all attendees at the meeting!

(Suggested quantity 4,000)

Investment \$500



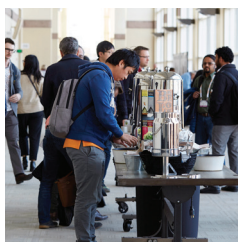
SPECIAL EVENT SPONSORSHIPS



Focus on Sustainability Panel

The MRS Focus on Sustainability Subcommittee convenes top experts to discuss scientific, technological, and sociological complexities relating a number of emerging issues. The topic for this panel changes for each MRS Meeting and will focus on the “big picture” of materials use. It is a targeted sponsorship opportunity based on alignment with an organization’s goals.

Contact us for specific opportunities and benefits.



Morning Coffee & Afternoon Refreshment Breaks

Help attendees kick-off their day or refresh their minds in the afternoon with a break in the technical session areas or exhibit hall. These opportunities include a “Thanks to...” sign in two of the break areas located throughout the meeting venues.

Investment \$2,000 *limited availability*



Poster Session Breaks

Beverages and light reception fare will be made available throughout the time that posters are presented. This opportunity includes a “Thanks to...” sign recognizing your support. Food service is planned for 1,500 at each event.

Investment \$1,750 per day
\$5,000/all 3 days



Women in Materials Science & Engineering Breakfast

A highlight of the Fall Meeting and part of the **MRS Diversity, Equity and Inclusion program**, this event receives promotion across the association. Your participation not only supports an important event, but it also provides your company valuable visibility. This opportunity includes thank you signage at the event and recognition in all thank you ads in both print and digital.

Investment \$1,500

Some opportunities are not available to publishers; please contact our office for details

Our experienced exposition management staff is always available to answer questions on exhibiting, planning or promotion to support your participation in the MRS Fall Meeting & Exhibit. An online manual and periodic update eNewsletters will be distributed to every exhibitor to assist in the planning and operation of your exhibit and keep you apprised of additional resources and deadlines.

Reserve Your Exhibit Space and Sponsorship Today!

engagemrs.org

For questions or more information contact:

Jennifer Ibe or Rich Widick

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Lake Shore
RYOTRONICS
Characterization Systems

Booth 501



Exhibit Schedule

**Tuesday, December 3 -
Thursday, December 5, 2024**

Exhibit Installation

**Monday, December 2 | 8:00am - 5:00pm
Tuesday, December 3 | 8:00am - 10:00am**

Exhibit Dates

**Tuesday, December 3 | 11:00am - 6:00pm
Wednesday, December 4 | 10:00am - 6:00pm
Thursday, December 5 | 10:00am - 1:00pm**

Exhibit Dismantling

Thursday, December 5 | 1:00pm - 5:00pm

**subject to change*

Scan the QR code
for the online
space application

