

EXHIBITOR PROSPECTUS

Exhibit Dates: Tuesday, December 2 – Thursday, December 5, 2025



2025 **MRS**[®]
FALL MEETING
& EXHIBIT

November 30–December 5, 2025 | Boston, Massachusetts



Hynes Convention Center, 900 Boylston Street, Boston, Massachusetts

engagemrs.org | 630.434.7779 | mrs@heiexpo.com



Projected attendees from
across the world:

55% North America

23% East Asia & Pacific

19% Europe & Central Asia

1% South Asia

1% Middle East & North Africa

1% Latin America

Experience Innovation at the MRS Fall Meeting & Exhibit!

The 2025 MRS Fall Meeting & Exhibit will take place November 30 - December 5, 2025, in Boston, Massachusetts, at the Hynes Convention Center. This premier international scientific gathering for materials research showcases leading interdisciplinary research in both fundamental and applied areas, presented by scientists from around the world.

Join us in Boston and make the most of your time with:

- ✓ **Brand Visibility:** Display cutting edge-materials and innovations, positioning your company as a leader in the field
- ✓ **Lead Generation:** Generate leads from professionals seeking advanced solutions, nurturing potential partnerships and business opportunities
- ✓ **Networking Opportunities:** Connect with fellow materials scientists and researchers. Dedicated breaks in program and receptions added for additional floor traffic.
- ✓ **Educational Outreach:** Educate and inspire the next generation of materials scientists by showcasing innovative, real-world applications in the field.

6,000+
ATTENDEES

FROM
49+
DIFFERENT
COUNTRIES

*Stats Based on Fall 2023 Meeting Data

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Don't miss out—secure your spot today and be part of the premier event in materials science!

Scan the QR code for the online space application.

Sponsorship Options

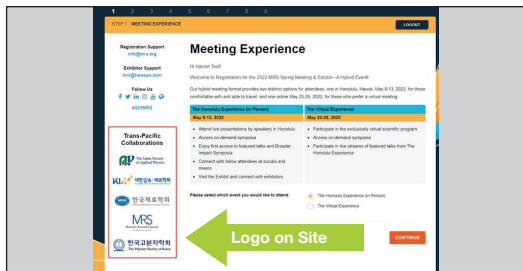
Take advantage of these sponsorship opportunities to achieve your exhibit goals and reach new prospects in the materials science community. Sponsorship is a high-impact, high-profile marketing technique that will build your company's image and provide the opportunity to be seen as an industry leader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

Sponsor Deadlines at a Glance

- Registration Sponsor Deadline: **July 18, 2025**
- Signage Artwork Submission Deadline: **October 8, 2025**
- Exhibitor Workshop Submission Deadline: **October 9, 2025**
- Quick Reference Guide Ad Deadline: **October 8, 2025**
- Mobile App Artwork Deadline: **November 18, 2025**

Registration Site Sponsorships

Your banner or logo will be viewed by approximately 6,000+ registered attendees from 100+ countries.

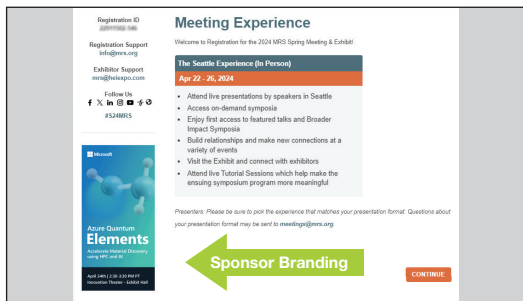


Company Logo on Registration Site

Investment: \$2,500

Be front and center. Your logo will be prominently displayed, ensuring visibility to all visitors as they register for the event.

Provide a PNG with a transparent background. Logo must be in high resolution.

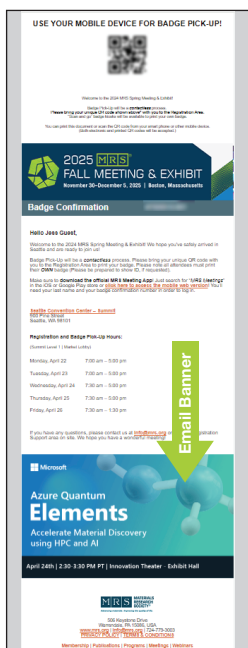


Banner Ad on the Left Sidebar of the Registration Site

Investment: \$2,500

Positioned prominently, your ad will be seen by all attendees as they navigate through the registration process. This prime advertising space guarantees maximum exposure, allowing you to effectively promote your brand, products, or services to a targeted audience.

Specs: 300 px wide and no taller than 600 px.

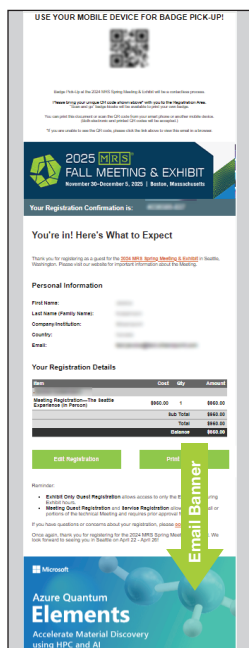


Check-in Emails Banner

Investment: \$1,000 each or 3 for \$2,500

Make a lasting impression. Sent out multiple days during the meeting, these emails highlight key news and events from each day, ensuring maximum engagement from all registered attendees.

Specs: 600 px wide and no taller than 350 px. Banners will span the full width of the email. All ads must be in high resolution.



Exclusive 2025 MRS Fall Meeting & Exhibit Registration Site Sponsorship

Investment: \$7,200

Elevate your brand. This comprehensive package includes all the previous offerings, ensuring your brand receives maximum exposure and engagement throughout the event. From prominent logo placement to banner ads and more, your brand will be showcased to all attendees as they register for the meeting.

Includes all assets above, including 3 check-in emails.

Pre-Meeting Opportunities



Pre-meeting Customized Email Blast to Registrants

Investment: \$2,000

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.

Please contact mrs@heexpo.com for details on email blast submissions. All email messages are subject to an internal review and must be approved by MRS. Email message must not contain solicitations.



Official Meeting Website Rotating Banner

Investment: \$2,500

Place your brand front and center. Located on the main meeting page, your banner will be seen by all attendees, ensuring maximum visibility and engagement throughout the event.

Specs: 300 x 250 px, .png format. Your banner will run from the time of purchase and approval to December 21, 2025.



Product Preview Placements in Pre-Meeting Email Blast to Registrants

Investment: \$350

Get your products noticed before the meeting and exhibit even starts! This email blast, sent to all registered attendees, lets you showcase your product with a compelling image and a concise description, ensuring it captures the attention of all registrants.

Specs: 275x275 px .JPG file (max file size 40K).

Headline text (2-3 words).

Product listing description (50-word limit).

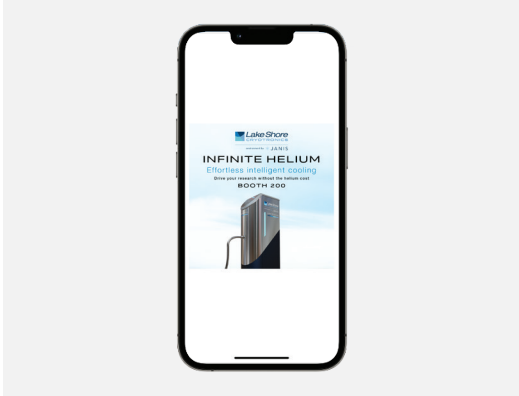
Website link for "Learn More" button.



"The engagement of the attendees and quality of the speakers and their sessions made this year's Fall meeting as worthwhile as ever. Thank you, MRS!"

Anita Lekhwani, Executive Publisher, Springer Nature

Mobile App Sponsorships



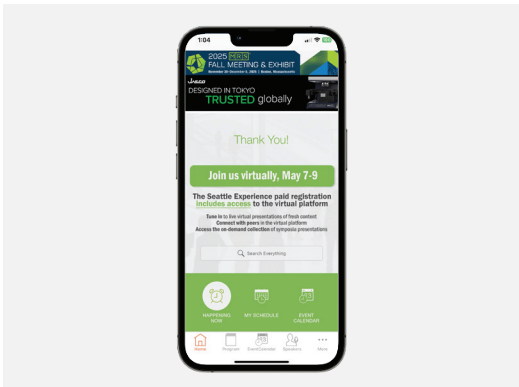
Exclusive Splash Page & Home Screen Banner Ad Bundle

Investment: \$1,250

Create a memorable impact with your logo! When attendees launch the official MRS Meeting App, your logo will be featured on a 3 second splash page as well as at the top of the app home screen.

The Splash page ad will be viewed by each attendee opening the app

Specs: 1280 x 1280 px, .png with transparent background over a custom color.



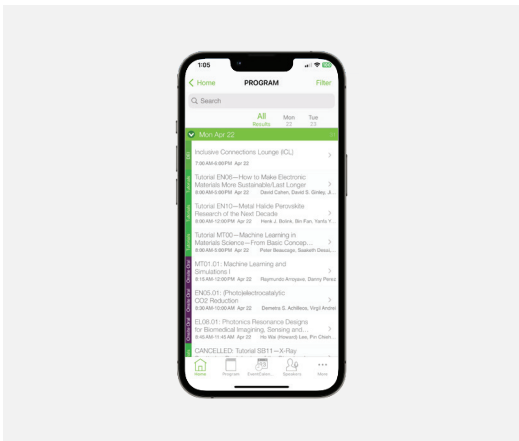
Rotating Home Screen Banner Ad (4 available)

Investment: \$750

Located at the top of the MRS Meeting App Home Screen, your image is prominently displayed to all app users.

Specs: .png or .jpeg 780w x 160h.

- Ad has ability to link to a URL of your choosing
- Analytics will be available for click reports



Session Page Banner Ad (8 available)

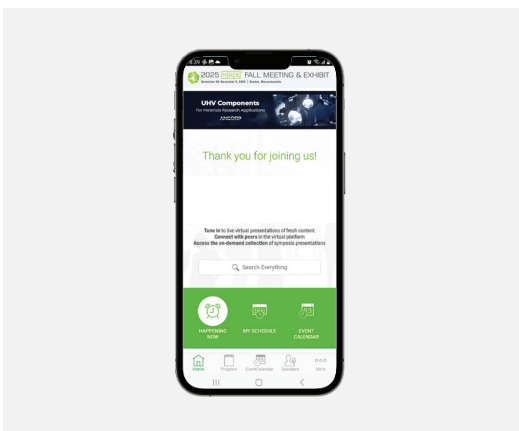
Investment: \$450

Place your interactive ad on our symposia session pages, a must stop place for attendees to create their calendars.

The virtual banner changes with each app opening, maximizing exposure to different attendees as they organize their meeting schedules.

Specs: .png or .jpeg 780w x 160h.

- Ad has ability to link to a URL of your choosing
- Analytics will be available for click reports



Push Notifications (limit of 2/day available)

Investment: \$550 per notification

Your message, your way, delivered directly to their screens. Communicate with our onsite attendees with a short, customized notification through the Meeting App.

Notifications appear at the top of the MRS home screen and remain visible until manually dismissed.

Messages are limited to a title of 30 characters and text of 5-7 words. Notifications can be scheduled, AM or PM (or both!) on the meeting day of your choice. Your notification will be visible to attendees for 24 hours from the time it deploys.

Exhibitor Workshop

MRS invites exhibitors to submit proposals for Exhibitor Workshop Sessions at the upcoming 2025 MRS Fall Meeting & Exhibit. Position your organization as a thought leader and utilize this presentation opportunity to educate attendees about specific industry challenges, innovative solutions or new technologies.



Why Participate?

Utilize dedicated time to showcase your expertise and reach an industry-focused audience.

Investment

Single Session: \$1,000

Two Sessions: \$1,750

What's Included?

Workshops will take place on the stage in the MRS HUB, Exhibit Hall D, adjacent to the main exhibit hall. Set up includes: head table for two, podium, audience seating for 40, basic audio/visual setup, electrical supply, and a material distribution table.

Promotion

Workshops will be promoted on the MRS website, MRS app, and with on-site signage. Additional workshop flyers will be present in MRS meeting sessions of similar topics. Exhibitors are **strongly** encouraged to promote their workshops through their own marketing channels.

Timeslots

20 minute time slots will be scheduled based on optimal attendee break schedules Tuesday - Thursday. Each workshop is **20 minutes with 5 minutes** allotted afterwards for Q&A.

Submission Details:

Topics should be related to materials science and research and must not be marketing or product pitches. Submissions are subject to MRS review and approval. All submitters will be notified once the final schedule has been confirmed.



“MRS gave Fine Metals Corporation the opportunity to meet current and potential new customers to understand their specific needs & wants.”

Dwight Andrews, Vice-President, Fine Metals Corporation



Exhibitor Workshop Form

Company Name

Contact

Email

Phone/Ext

Workshop Title (for publication)

Presenter(s)

Description (for publication) - 25-word limit

MRS reserves the right to edit title/description.

TOTAL INVESTMENT \$ _____

All Exhibitor Workshop Sessions are subject to MRS review and approval.

Time Slot

Each workshop is 20 minutes and exhibitors should allow for a short Q&A period after the presentation. Time slots will be scheduled throughout the day on Tuesday - Thursday.

Preferred Time Slot

- Tuesday, AM
- Tuesday, PM
- Wednesday, AM
- Wednesday, PM
- Thursday, AM

Scheduling comments:

All Exhibitor Workshop Sessions are subject to MRS review and approval.

ORDER/PAYMENT

Once your order is processed, you will receive an invoice for payment. Payment is due on date noted on invoice.

SEND RESERVATION FORM TO

MRS Sales & Exhibits Management
c/o Hall-Erickson Inc.
mrs@heiexpo.com

For questions or more information, contact:

Jennifer Ibe or Rich Widick
MRS Exhibit and Sponsorship Sales
630.434.7779
Jennifer: x7964
Rich: x7918

Signage Opportunities



1/2 Meter, Double Sided Standing Sign

Investment: \$1,500

Strategically positioned in high-traffic areas, this attention-grabbing signage ensures maximum visibility for your company.

Location: High traffic areas in the hallway near the lit table.

Specs: Live area 19" x 81". Sign is 19" x 87" - bottom 6" will be covered by the sign base, please do not include text or logos at the bottom 6" of the sign. Provide a high resolution PDF.



Rotunda Hanging Banners (11 available)

Investment: \$3,500

Position your message at the heart of the action with our 3'x5' banners in the Hynes Center Rotunda, the bustling nexus linking all facility floors. Ensure your brand stands out as attendees traverse to and from sessions and the exhibit hall.

Location: The Hynes Center Rotunda is the main connecting point between all floors of the facility. Attendees view these banners as they ride up and down the escalators.

Specs: 33 in. by 66 in., with 3 in. pole pockets top and bottom. Please do not include text or logos below or above the 3 in. pole pocket area. Provide a high resolution PDF.



Registration Area Column Graphic

Investment: \$2,000

Placed strategically amidst the buzz of registration, your message will shine, leaving a lasting impression on every attendee.

Specs: One-sided decal. Provide a high resolution PDF.



Exhibit Hall Aisle Sign Banner Logo

Investment: \$2,500

Direct attendees to your booth by adding your logo to the exhibit hall overhead aisle navigation.

For exhibiting companies only. Limit one per company.



Exhibit Booth Promo Floor Sticker

Investment: \$950

Stop attendees in their tracks with a customized floor sticker message outside your booth.

Specs: 2'x2'. For exhibiting companies only. Provide a high resolution PDF.

Registration Area Sponsorships



Double Clip Badge Lanyards

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

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

Gain continuous visibility by sponsoring the double clip Badge Lanyards, an essential item every attendee uses to display their badge throughout the entire meeting.

Sponsor provides lanyards.



Quick Reference Guide Advertisement

Investment: Inside Ad \$2,000 (limit 2)

Back Cover Ad \$3,000 (exclusive)

Ensure your brand gets noticed by placing an ad in the Quick Reference Guide, a must-have tool for every attendee. This guide is distributed to all attendees and is an essential resource, frequently consulted throughout the event, offering prime visibility for your message.

Specs: 4.25" x 4.25" high resolution PDF with
.125" bleed included on all sides



Promo Giveaway

Investment: \$500

Elevate your brand visibility by sponsoring a promotional item distributed to all attendees at registration. Showcase your brand prominently right from the start of the event.

Sponsor provides items.

Suggested quantity: 5,000



"Overall great experience."

Erik Miller, President, Pure Analytical Laboratories,
Chief Strategy Officer for the IV Labs family of Companies



Special Events



Women in Material Science & Engineering Breakfast

Investment: \$1,500

The MRS Women in Materials Science & Engineering Keynote Breakfast is a long-standing and highly anticipated event held at MRS Meetings. This breakfast has become a cornerstone for promoting interaction across diverse ethnic, cultural, and gender boundaries, uniting professionals and students in the field of materials science and engineering.

With each MRS Meeting, this well-attended event features exceptional speakers who share valuable insights and inspiring stories. Past speakers have included **Jennifer Gerbi**, who captivated the audience with her career spanning both government and industry, **Angeliki Diane Rigos**, MIT Tata Center, who discussed “*STEM Heroines—Leading Change to a Net-Zero Carbon World*,” and **Annamaria Petrozza**, senior researcher tenured/principal investigator from the Istituto Italiano di Tecnologia, presented her talk, “*How Serendipity and Personal Choices Guided Me Through Materials and Career Explorations*.” These keynotes not only highlight overcoming challenges in STEM but also foster collaboration and dialogue among attendees.

Specs: Your logo prominently displayed on event signage, acknowledgment during the introduction of the speaker, your logo featured in the event slideshow, and an opportunity to display your literature and distribute handouts at the event. Provide a vector EPS or high resolution PDF of logo.

Materials are subject to MRS approval.



Morning Coffee & Afternoon Refreshment Breaks

Investment: \$2,000 each

Gain valuable exposure beyond the exhibit hall by sponsoring the morning coffee and afternoon refreshment breaks. These highly anticipated breaks provide excellent opportunities to showcase your brand as attendees relax and recharge.

Specs: Sponsorship includes “Thanks to [Your Company]” with your logo or message displayed at the stations, mention or logo on break signage, and includes exposure on the web and MRS meeting App. Provide a vector EPS or high resolution PDF of logo.



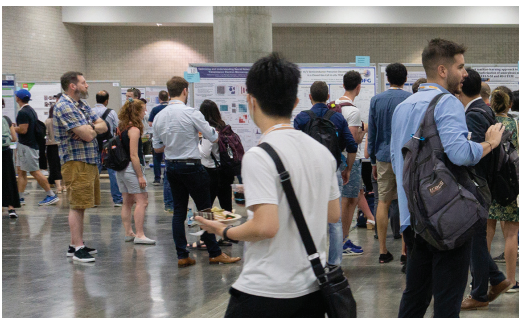
Dedicated Session Break Sponsor

Investment: \$1,500

MRS offers dedicated breaks for attendees to visit the exhibit floor, providing themed refreshments such as ice cream socials, candy breaks, cookie breaks, expresso bar, etc. Each break is unique, offering a fantastic opportunity for your company to stand out.

If you're interested in sponsoring or adding your own offering, please reach out to Jennifer Ibe for details at mrs@heexpo.com.

Specs: Sponsorship includes “Thanks to [Your Company]” with your logo or message displayed at the station(s), mention or logo on break signage, and includes exposure on the web and MRS Meeting App. Provide a vector EPS or high resolution PDF of logo.



Poster Session Breaks

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

Attendees will enjoy beverages and light fare as they explore the posters, creating a vibrant networking atmosphere. Your company will be prominently featured with a “Thanks to...” sign, acknowledging your generous support. With food service for 1,500 guests at each event, this is a prime opportunity to make a lasting impression on a highly engaged audience.

Specs: 22x28 “Thanks to –” with your logo or message. Provide a vector EPS or high resolution PDF of logo.

Sponsorship Application

Reservation & Materials Deadline: October 8, 2025



Registration Site Sponsorships

- Company Logo on Registration Site \$2,500
- Banner Ad on the Left Sidebar \$2,500
- Check-in Email Banner
 - \$1,000 Each
 - \$2,500 for 3
- Exclusive Registration Site Sponsorship \$7,200

Pre-Meeting Opportunities

- Pre-Meeting Customized Email Blast to Registrants \$2,000
- Post-Meeting Customized Email Blast to Registrants \$2,000
- Official Meeting Website Rotating Banner \$2,500
- Product Preview Placements in Pre-Meeting Email Blast to Registrants \$350

Mobile App Sponsorships

- Splash Page & Home Screen Banner Ad Bundle (exclusive) \$1,250
- Rotating Home Screen Banner Ad (4 available) \$750
- Session Page Banner Ad (8 available) \$450
- Push Notifications (limit of 2/day available) \$550/notification

Signage Opportunities

- ½ Meter, Double Sided Standing Sign \$1,500
- Rotunda Hanging Banner \$3,500
- Registration Area Column Graphic \$2,000
- Exhibit Hall Aisle Sign Banner Logo (limit 1 per company) \$2,500
- Exhibit Booth Promo Floor Sticker (exhibiting companies only) \$950

Registration Area Sponsorships

- Double Clip Badge Lanyards (Sponsor provides lanyards)
 - Shared (2,500 pieces, limit 3 companies) \$2,500
 - Exclusive (7,000 pieces) \$6,000
- Advertise in the Quick Reference Guide
 - Inside ad (limit 2) \$2,000
 - Back Cover (exclusive) \$3,000
- Promo Giveaway (Sponsor Provides Items. Suggested quantity 4,000) \$500

Special Events

- Women in Materials Science & Engineering Breakfast \$1,500
- Morning Coffee & Afternoon Refreshment Breaks (limited availability)
 - AM \$2,000
 - PM \$2,000
- Dedicated Session Break Sponsor \$1,500
- Poster Session Breaks
 - \$1,750/day
 - \$5,000/all 3 days
- Exhibitor Workshop Session (please fill out the form on page 7)
 - \$1,000
 - 2 for \$1,750

Unstaffed Literature Display

- Option 1: Supply 2,500 copies
 - \$350 (exhibitor) \$500 (non-exhibitor)
- Option 2: Supply digital artwork to include QR code sign
 - \$350 (exhibitor) \$500 (non-exhibitor)
- Option 3: Both 1 & 2
 - \$600 (exhibitor) \$800 (non-exhibitor)

Company Name (as it should be published)

Address

City/State/Postal Code/Country

Contact

Email (required)

Phone/Ext:

Mobile or Office Phone

TOTAL INVESTMENT \$ _____

All sponsor activities and signage are subject to MRS approval. Please email appropriate hi-res logo for fulfillment use to: mrsspons@heexpo.com.
ORDER / PAYMENT Once your order is processed, you will receive an invoice for payment. Payment is due on date noted on invoice.
SEND RESERVATION FORM TO: MRS Sales & Exhibits Management c/o Hall-Erickson Inc. mrs@heexpo.com

All items subject to change.



2025 **MRS**[®] FALL MEETING & EXHIBIT

November 30–December 5, 2025 | Boston, Massachusetts

**For more information on sponsorship opportunities,
please contact us today.**

Jennifer Ibe or Rich Widick
MRS Exhibit and Sponsorship Sales

mrs@heiexpo.com
630.434.7779
Jennifer: x7964
Rich: x7918

Beth A. Powell CMP | Sr. Meetings & Exhibits Manager
powell@mrs.org

Jordan Hartle | Sales Coordinator
hartle@mrs.org

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

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

Reserve Your Exhibit Space and Sponsorship Today!
engagemrs.org

Exhibit Schedule*

Tuesday, December 2 - Thursday, December 4, 2025

Exhibit Installation

Monday, December 1 | 8:00 am - 5:00 pm
Tuesday, December 2 | 8:00 am - 10:00 am

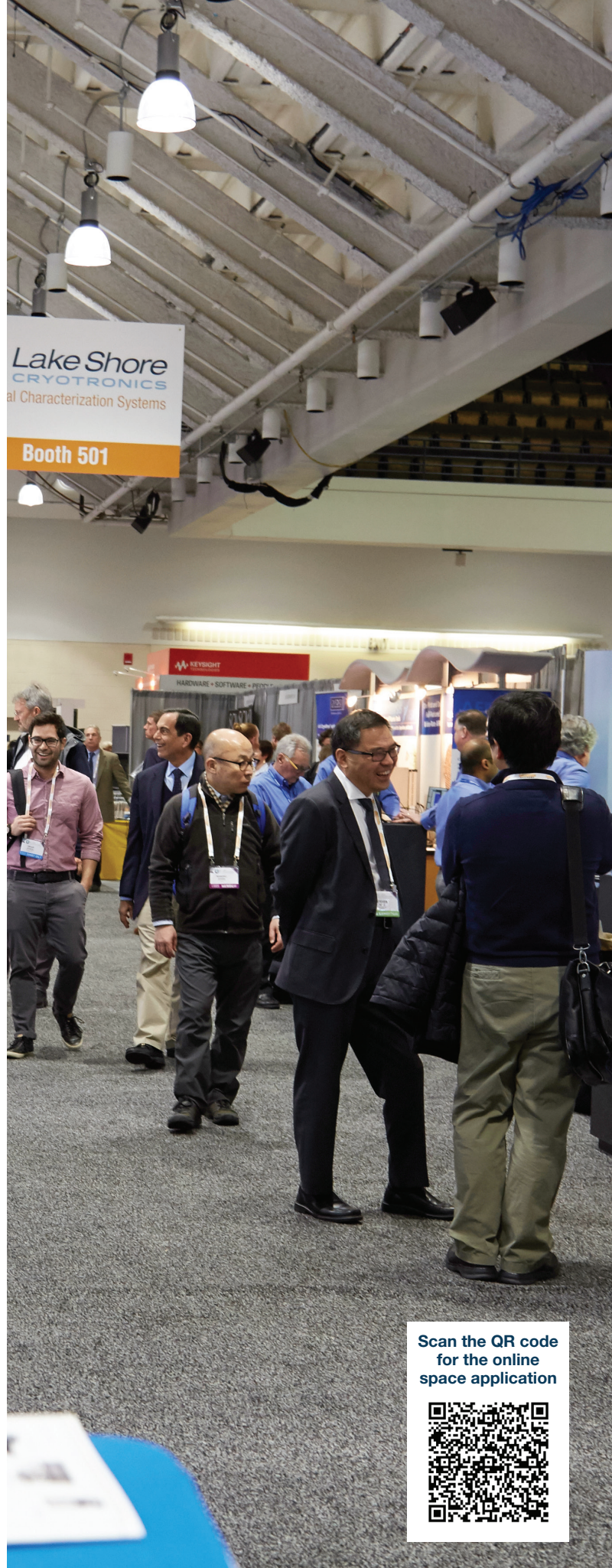
Exhibit Dates

Tuesday, December 2 | 11:00 am - 6:00 pm
Wednesday, December 3 | 10:00 am - 6:00 pm
Thursday, December 4 | 10:00 am - 1:00 pm

Exhibit Dismantling

Thursday, December 4 | 1:00 pm - 5:00 pm

**subject to change*



Scan the QR code
for the online
space application

