

# EXHIBITOR PROSPECTUS

Exhibit Dates: Tuesday, April 8, 2025 – Thursday, April 10, 2025

 **2025 MRS<sup>®</sup>  
SPRING**  
MEETING & EXHIBIT  
April 7-11, 2025 | Seattle, Washington



**Seattle Convention Center - Summit, Level 2, Flex Hall  
900 Pine Street, Seattle, Washington 98101**

[engagemrs.org](http://engagemrs.org) | 630.434.7779 | [mrs@heiexpo.com](mailto:mrs@heiexpo.com)



## Projected attendees from across the world:

- 56% North America
- 23% Asia
- 18% Europe
- 2% Canada
- 1% Middle East
- <1% Mexico
- <1% South America
- <1% Africa

\*Stats Based on Spring 2024 Meeting Data

## Welcome to the epicenter of innovation! Where groundbreaking discoveries meet unparalleled networking opportunities.

The 2025 MRS Spring Meeting & Exhibit will take place April 8-10, 2025, in Seattle, Washington at the Seattle Convention Center - Summit. Students, researchers, business professionals, and leaders will gather together to promote, share, and discuss issues and developments across the materials science and related disciplines.

### Here is what awaits you on the Exhibit Floor:

- ✓ **Over 4,200 materials science professionals** from around the globe
- ✓ **Special events**, including our grand opening ceremony featuring local entertainment and a ceremonial ribbon cutting
- ✓ **Vibrant atmosphere** filled with engaging activities and culinary delights during dedicated exhibit floor breaks
- ✓ **Cutting-edge research** presented at 2 evening poster sessions and receptions

Experience the future of materials science like never before—reserve your spot today!

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## In search of these products and services:

- |  |  |
|--|--|
| 3D Printers and Inks                             | Microscopes, Electron Microscopy           |
| Additive Manufacturing Equipment                 | Nanomaterials, Nanotechnology, Nanoscience |
| Analytical Services                              | National Laboratories                      |
| Artificial Intelligence                          | Optical Components                         |
| Biological, Biomedical, Bio-related              | Publishers, Books, Journals                |
| Characterization Services                        | Research Centers                           |
| Consulting Services                              | Research Instrumentation and Equipment     |
| Cryogenic Systems                                | Scanning Probe Techniques and Instruments  |
| Databases  | Semiconductor Equipment                    |
| Deposition Equipment                             | Software                                   |
| Electronic Properties Instruments                | Specimen Preparation Equipment             |
| Energy Services and Instruments                  | Spectroscopy—Analysis, Instrumentation     |
| Engineering Services                             | Surface Analysis Equipment                 |
| Funding Organizations                            | Testing Services                           |
| Furnaces   | Thermal Analysis Systems                   |
| Ion Beam Systems                                 | Thermal Processing Equipment               |
| Information Services                             | Thin Films Processing and Characterization |
| Intellectual Property Firms                      | Universities                               |
| Laboratory Services                              | User Facilities                            |
| Lasers and Related Equipment                     | Vacuum Systems and Components              |
| Light Sources                                    | Venture Capital Groups                     |
| Macro-, Micro- and Nano-scale Mechanical Testing |  |
| Magnets and Magnetic Materials                   |  |
| Manufacturing                                    |  |
| Materials, Chemicals, Synthesis                  |  |

# 4,200+ Participants From 57+ Different Countries

\*Stats Based on Spring 2024 Meeting Data

# Sponsorship Options

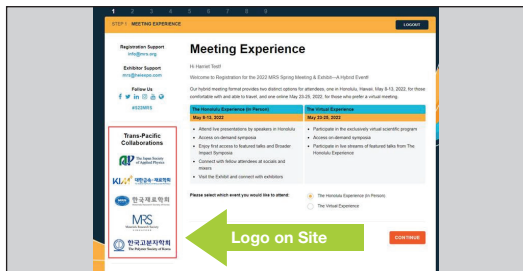
Take advantage of these sponsorship opportunities to achieve your exhibit goals and reach new prospects in the materials science community. Sponsorship is a high-impact, high-profile marketing technique that will build your company's image and provide the opportunity to be seen as an industry leader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

## Sponsor Deadlines at a Glance

- Registration Sponsor Deadline: **Rolling Deadline**
- Signage Artwork Submission Deadline: **February 20, 2025**
- Exhibitor Workshop Submission Deadline: **February 20, 2025**
- Quick Reference Guide Ad Deadline: **February 15, 2025**
- Mobile App Artwork Deadline: **March 31, 2025**

## Registration Site Sponsorships

Your banner or logo will be viewed by approximately 4,200+ participants from 57+ countries.

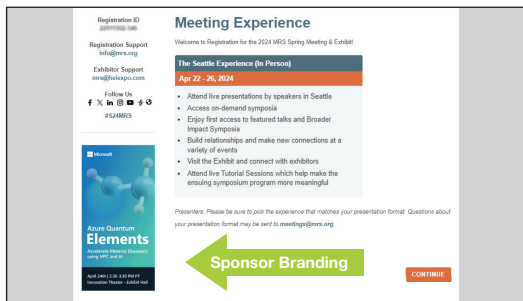


### Company Logo on Registration Site

**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.

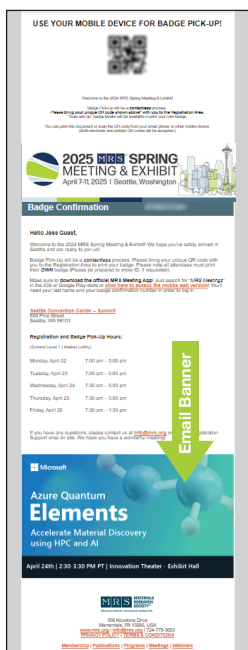


### Banner Ad on the Left Sidebar of the Registration Site

**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.

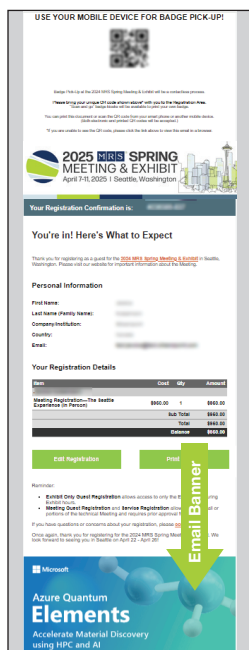


### Check-in Emails Banner

**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 Spring 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](mailto: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).

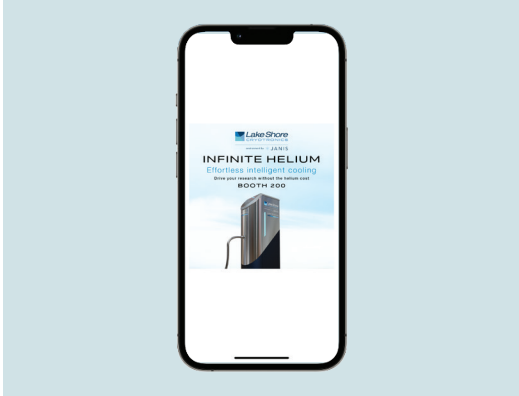
Website link for "Learn More" button.



*"MRS meetings are always thrilling experiences. They bring together the brightest minds to share groundbreaking research and innovations in materials science. We eagerly anticipate hearing from world-class speakers and engaging in insightful discussions that push the field forward. They also present wonderful opportunities to reconnect with colleagues, make new friends, and immerse ourselves in the vibrant MRS community through a mix of events that take place at every conference."*

**Anita Lekhwani**, Executive Publisher, Springer Nature

# Mobile App Sponsorships



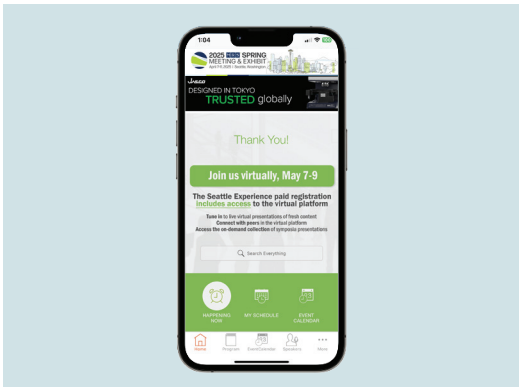
## Exclusive Splash Page & Home Screen Banner Ad Bundle

**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.



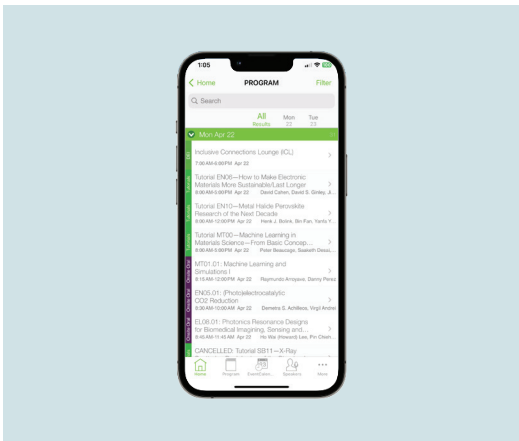
## Rotating Home Screen Banner Ad (4 available)

**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)

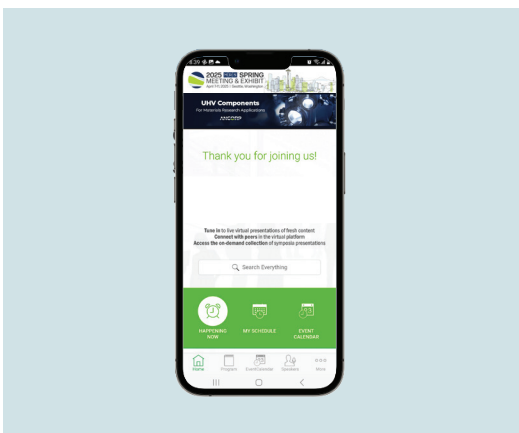
**Investment: \$450**

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 Spring Meeting & Exhibit. This is a prime opportunity to present your organization's expertise to a diverse, international audience focused on materials research science.



## Why Participate?

**Targeted Exposure:** Reach an industry-focused audience.

**Dedicated Platform:** Utilize dedicated time to showcase your expertise.

## Investment

**Single Session:** \$1,000

**Two Sessions:** \$1,750

## What's Included?

**Venue:** Workshops will take place on the exhibit show floor.

**Set up:** Includes a podium, audience seating for 40, presentation screen, basic audio/visual setup, electrical supply, and a material distribution table.

**Details:** Each workshop is **20 minutes with 5 minutes** allotted afterwards for Q&A

**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



## Submission Details

**Content:** Topics should be related to materials science and research and must not be marketing or product pitches.

**Review Process:** 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

---

Short 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

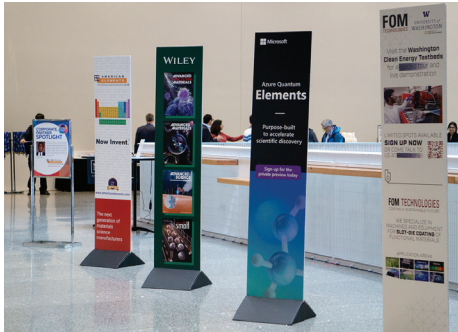
### **For questions or more information, contact:**

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

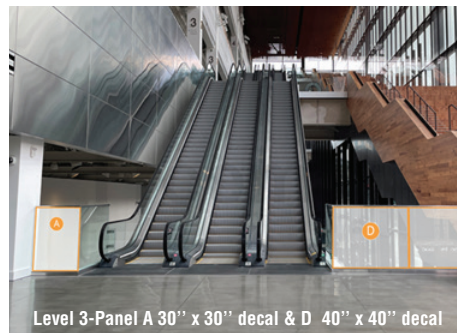


Strategically positioned in high-traffic areas, this attention-grabbing signage ensures maximum visibility for your company.

**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. File should be submitted company name\_ 1/2mStanding sign.

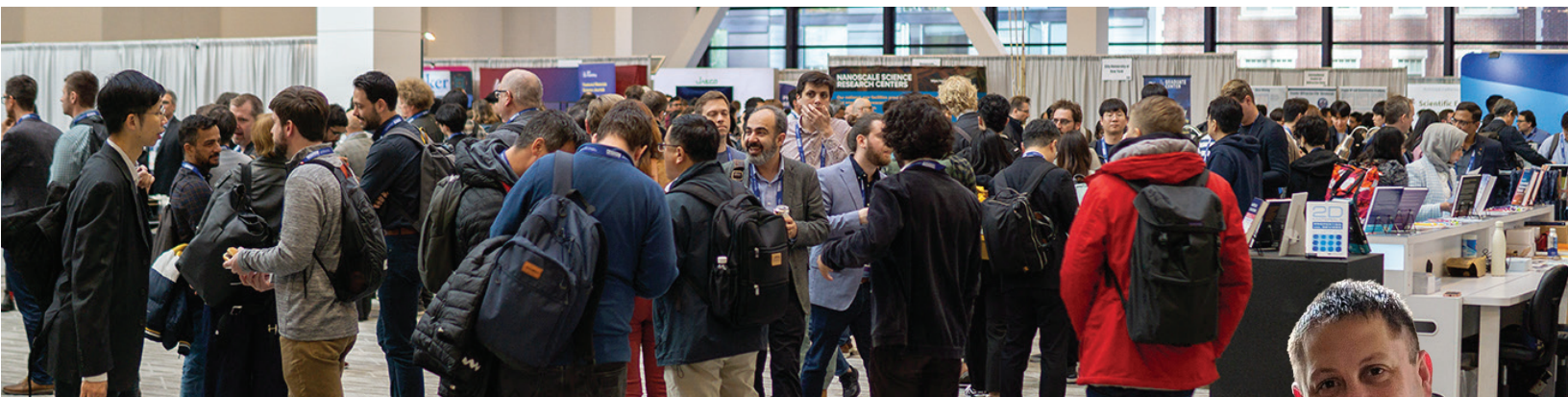
## Escalator Decals

Investment: \$500



Perfect for high visibility, these high-impact decals offer a dynamic way to guide attendees while showcasing your logo or message.

**Specs:** \*All content is subject to MRS approval. Decal locations are first-come, first-served. Decals come in two sizes: 40" x 40" circle graphic and 30" x 30" circle graphic. Provide a high resolution PDF.



"Overall great experience."

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





# 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 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*



## Unstaffed Literature Display

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

Display your literature in a high traffic area near the main ballroom and sessions.

**Option 1:** Supply 2,500 copies

**Option 2:** Supply digital artwork to include QR code sign.

*Specs: 22"x28". Provide a high resolution PDF.*

**Option 3:** Both 1 & 2

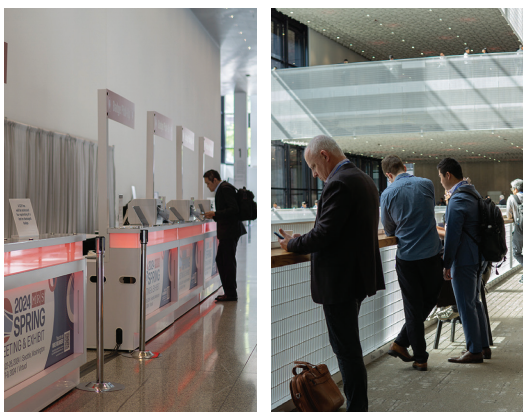


## Promo Giveaway

**Investment: \$500**

Elevate your brand presence with promo branded giveaways. In the past, popular items have included bags, hats, and shirts, all of which capture attendees' attention and leave a lasting impression.

Sponsor provides items. **Suggested quantity:** 4,000



## Branded Mousepads

**Investment: \$950 (limit 3 sponsors)**

Placed around the convention center, branded mousepads are perfect for attendees who gather to work, connect, and stay engaged. These mousepads offer both functionality and a constant reminder of your brand.

**Quantity:** 200 mousepads per sponsor.



Sample Only

# Special Events



## Women in Materials Science & Engineering Breakfast Investment: \$3,000 Exclusive; \$1,500 (limit 2)

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.

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 foster collaboration and dialogue.

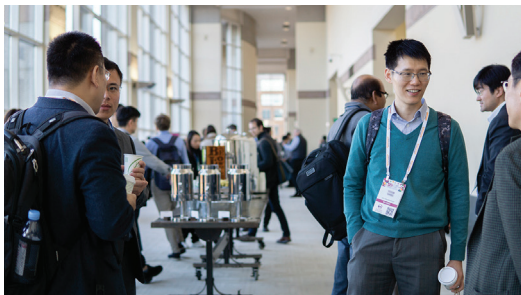
**Specs:** Your logo prominently displayed on event signage, acknowledgment during the introduction of the speaker, your logo featured in the event slideshow, and an opportunity to display your literature and distribute handouts at the event. Provide a vector EPS or high resolution PDF of logo.

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 a “Thanks to [Your Company]” with your logo or message displayed at the break stations around the convention center. Provide a vector EPS or high resolution PDF of logo.



## Dedicated Session Break Sponsor Investment: \$2,000

MRS offers dedicated breaks for attendees to visit the exhibit floor, providing themed refreshments such as ice cream socials, candy breaks, cookie breaks, espresso 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@heixpo.com](mailto:mrs@heixpo.com).

**Specs:** Sponsorship includes “Thanks to [Your Company]” with your logo or message displayed at the station(s), and sponsors can add materials and offerings to the available space on food/beverage table and items. Provide a vector EPS or high resolution PDF of logo.



## Exhibitor Kick-off & Poster Session Opening Reception Entertainment Investment: \$3,000

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:** Sponsorship includes “Thanks to [Your Company]” with your logo or message displayed at the station(s). Provide a vector EPS or high resolution PDF of logo.



# Sponsorship Application

Reservation & Materials Deadline: February 20, 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
- 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

## Exhibitor Workshop Session

(please fill out the form on page 7)

- \$1,000
- 2 for \$1,750

## Signage Opportunities

- ½ Meter, Double Sided Standing Sign \$1,500
- Escalator Decal \$500

## 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

- 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)

- Promo Giveaway (Sponsor Provides Items. Suggested quantity 4,000) \$500
- Branded Mouse Pads (limit of 3 sponsors. Suggested quantity 200) \$950

## 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 \$2,000
- Poster Session Breaks
  - \$1,750/day
  - \$5,000/all 3 days
- Exhibitor Kick-off & Poster Session Opening Reception Entertainment \$3,000

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](mailto: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](mailto:mrs@heexpo.com)

All items subject to change.



# 2025 MRS® SPRING MEETING & EXHIBIT

April 7-11, 2025 | Seattle, Washington

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

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

Jennifer Ibe or Rich Widick  
MRS Exhibit and Sponsorship Sales

mrs@heexpo.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 Spring 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](http://engagemrs.org)

## Exhibit Schedule\*

Tuesday, April 8 - Thursday, April 10, 2025

### Exhibit Installation

Monday, April 7 | 2:00pm - 5:00pm  
Tuesday, April 8 | 8:00am - 4:00pm

### Exhibit Dates

Tuesday, April 8 | 5:00pm - 7:30pm  
*Featured event:*  
Opening Ceremony & Evening Poster Reception

Wednesday, April 9 | 11:00am - 7:00pm  
*Featured events:*  
Dedicated Break on the floor 2:30pm - 3:30pm  
& Evening Poster Reception

Thursday, April 10 | 10:00am - 1:00pm  
*Featured event:*  
TBD

### Exhibit Dismantling

Thursday, April 10 | 1:00pm - 5:00pm

*\*subject to change*



Scan the QR code for the online space application

