



M&M 2015
**MICROSCOPY &
MICROANALYSIS**
AUGUST 2-6 • PORTLAND, OR

Exhibitor Prospectus: Microscopy & Microanalysis

Exhibit Dates: August 3 - 6, 2015

Oregon Convention Center

Conference Dates: August 2 - 6, 2015

Portland, Oregon



Promote Yourself to Over 1600 M&M Attendees!



The Microscopy Society of America (MSA) and the Microanalysis Society (MAS) invite you to exhibit at M&M 2015, their annual meeting and exhibition at the Oregon Convention Center in Portland, Oregon.

The meeting is co-sponsored by The International Metallographic Society (IMS).

General Information

The M&M meeting continues to be the premier meeting for scientists, technologists, and students who use microscopy or microanalysis in their research.

The 2015 program will highlight the latest techniques, methodologies and findings spanning nano-to-macroscopic scales and advances in fields such as nanotechnology, biological and clinical sciences, materials science, 3D manufacturing, and metallurgy.

With this remarkable program is one of the world's largest exhibitions of state-of-the art microscopy and microanalysis instrumentation attracting over 120 companies. The M&M exhibitor companies are an integral and exciting part of the meeting, showcasing the latest in microscopy/microanalysis equipment and service offerings.

In addition to exhibit hours, Exhibitors have the opportunity to demonstrate their products and equipment to a select group of interested attendees during the always-popular Vendor Tutorials. Vendor Tutorials are held after the exhibit hall has closed. There is no cost to exhibitors, or to attendees.

Exhibit Space Allocation

Booth assignments are based upon the order of receipt of application and deposit. Whenever possible, requested space assignments will be made by Show Management in accordance with location preference indicated on the exhibit space application. Show Management, however, reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.

Exhibit Space Costs

- Minimum booth size is 10' x 10', 100 sq. ft.
- Booth Rate: \$2,525 per 10' x 10' booth.
- There is a \$100 charge for each exposed corner.

Payments

To be considered for exhibit space, all booth applications must be accompanied with a deposit of \$500 (payable in U.S. funds and drawn on a U.S. bank) per 100 sq. ft. of the total space rental charges (minimum deposit is \$500). The balance of the space rental charge will become due and payable on April 3, 2015. Applications received after this date must include full payment.

Benefits of Exhibiting

- Opportunity to demonstrate your product or service to a group of interested attendees at the Vendor Tutorials
- Unlimited full conference badges
- Unlimited guest badges that allow entrance into the exhibit hall
- Unlimited booth badges
- One time use of the pre and post registration mailing list
- Opportunity to participate in the Passport to Prizes

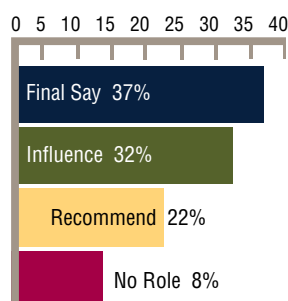
Passport to Prizes – Investment \$300

Passport to Prizes is a fun traffic-building game popular among M&M attendees. Your company name and booth number are printed in a "passport" given to attendees with their registration materials. Attendees must visit all participating booths to get their passport stamped in order to be eligible for the Prize Drawing, taking place on the last day of exhibits. Attendees must be present to win. Availability is limited. Participating companies will be accepted on a first-come, first-served basis.

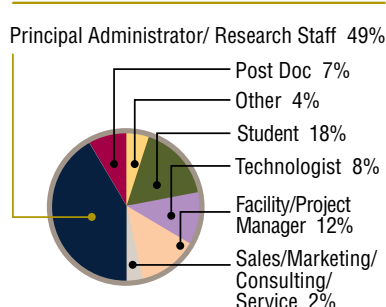
Sustaining Membership

Sustaining membership in the Microscopy Society of America (MSA) is the way in which members of the microscopy community, especially those with commercial concerns interested in its promotion and growth, provide special support. In addition to the broad benefit of promoting the professional organization in the microscopic imaging and analytical sciences, Sustaining Members are recognized prominently in all MSA publications. For more information and a complete list of benefits go to: http://www.microscopy.org/communities/sustaining_members.cfm

Role in Purchase:



Primary Job Function:



Sponsorship Opportunities: 1



Your company's exhibit experience can be enhanced through a variety of image-building marketing opportunities. Take advantage of our unique and high profile sponsorships. Sponsorships will not only help you to increase your visibility but also build brand awareness and drive more traffic to your booth. These high impact items will give you a competitive edge to stand out and get noticed.

Meeting Bag – Investment \$16,000

Each attendee will receive a tote bag with your company logo on it, filled with registration material. This bag will be used throughout the conference to gather information from the exhibit floor and long after the conference has concluded.

Benefits:

- Company logo imprinted on attendee bags
- One complimentary tote bag insert
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Hotel Key Cards – Investment \$11,000

Be the last name attendees see as they leave their rooms for the conference and the first name they see when they return for the evening. Your logo and the M&M logo will be imprinted on each key card, providing thousands of impressions.

Benefits:

- Company logo imprinted on each key card for all conference hotels (one side, one color)
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Recharge Lounge – Investment \$10,000

Enable attendees to power up their mobile devices without leaving the conference. Located inside the exhibit hall, the Recharge Lounge offers a great opportunity to draw attention and appreciation from attendees as you rescue them from the dreaded “Low Battery” signal. Sponsorship includes a branded charging station where your company's message will be proudly displayed as attendees take a break to charge their devices.

Benefits include:

- Your company message will be displayed on the charging station in the lounge as attendees charge their devices
- Logo recognition on signage located throughout the conference promoting the Recharge Lounge
- Logo recognition as the Recharge Lounge sponsor in the online and printed Program Guide floor plan.
- Recognition as Recharge Lounge sponsor on any applicable M&M promotion to attendees before the conference
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Aisle Signs – Investment \$7,750 (Exclusive)

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number.

Benefits:

- Company logo and booth number imprinted on each aisle sign
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Lanyards – Investment \$6,500

Your company's logo will be imprinted on each lanyard. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the four days.

Benefits:

- Company logo imprinted on all attendee lanyards
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel



Sponsorship Opportunities: 2



Conference Pen/Highlighter – Investment \$5,250

Attendees will need a pen as they take notes in the educational sessions and throughout the conference. Your logo will be imprinted on the pen/highlighter given to all conference attendees in their conference bag they receive at registration. This is a great opportunity for exposure both during and after the conference.

Benefits:

- Company logo imprinted on all attendee pens
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Recycle Bins – Investment \$5,250

Be almost everywhere all the time throughout the entire conference. Put your company message on 30 recycle bins located throughout the Exhibit Hall and General Conference areas.

Benefits:

- Your company designed artwork on thirty (30) 40-gallon four sided corrugated recycle bins.
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2016 conference
- Sponsor ribbons for booth personnel

Email Marketing – Investment \$5,250

Send your personalized company message to the 2014 post-show and 2015 pre-show attendee lists. Direct email marketing to this targeted list of attendees is the most powerful and cost effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only four (4) sponsorships available.

Benefits:

- Your HTML formatted email sent to each list 1x before the M&M 2015 meeting in August
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

Conference Post-it Note Set – Investment \$5,000

The post-it note sets include multi-colored flags, perfect for attendees to use with their programs to make note of sessions and events they would like to attend. These handy post-it note sets are great takeaway items that attendees will use at the meeting in Portland and back in the office, giving your company lasting recognition. Post-it note sets will be included in all conference bags distributed at registration.

Benefits:

- Your logo on the front and brief company message on the back of each post-it note set (Sets measure approximately 3"x3").
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel



Sponsorship Opportunities: 3

Breakout Table Decals – Investment \$3,150

Your company artwork will cover five (5) breakout tables inside the exhibit hall next to concessions. Attendees take advantage of this convenient seating area during exhibit hours to network, have lunch or simply sit and relax. Tabletop decals measure 2' x 2'. Attendees will see your company artwork all four days of exhibits every time they walk to and from the concession stands and poster session area. Only two (2) sponsorships available.

Benefits:

- Your company artwork will be placed as 2' x 2' decals on five (5) breakout tables inside the exhibit hall
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel

MicroBrew Networking Poster Session – Investment \$5,000 exclusive

Reinforce your presence at the conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. Held in the late afternoon Monday through Wednesday, these highly attended sessions are accompanied by beverages and light refreshments and offer your company thousands of impressions. Sponsorship includes verbal recognition from the President before the awards presentation each day.

Benefits:

- Sponsor logo on signage and table tents in the MicroBrew areas
- Verbal recognition as the MicroBrew sponsor from the President before the awards presentation each day
- Opportunity to provide branded napkins for use during MicroBrew
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for 2016 Conference
- Sponsor ribbons for booth personnel



Symposia Sponsorship – Investment (Platinum \$3,500, Gold \$2,500, Silver \$1,750, Bronze \$1000)

As a sponsor you have the opportunity to select from the list of symposia that is the best fit for your company. Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support.

Platinum	4 Symposia
Gold	3 Symposia
Silver	2 Symposia
Bronze	1 Symposium

Standing Sign Boards – Investment \$2,625

Placed in high traffic areas, the Standing Sign Boards are an excellent way to promote your company's product or service. Standing signs are approximately 3'W x 8'H, double-sided and freestanding, giving you double the visibility.

Coffee/Refreshment Breaks –

Investment \$2,625 each

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company!

Benefits:

- Sponsor logo on signage in all break areas
- Table tents with sponsor logo in all break areas
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2016 conference
- Sponsor ribbons for booth personnel

Tote Bag Insert –

Investment \$2,000 (Only 8 available)

Instantly deliver your company's message to all conference attendees. Limited availability allows for your message to stand out and helps increase your reach. Your insert can be up to 8 1/2" x 11" or smaller, single or double sided, color or b/w and will be inserted into all conference bags distributed at registration.



2014 Exhibitors



Advanced Microscopy Techniques Corp.
Agilent Technologies Inc.
Amerinex Applied Imaging, Inc.
Amptek Inc.
Analitex
Angstrom Scientific Inc.
AppFive, LLC / NanoMEGAS
Applied Image, Inc.
Applied Physics Technologies, Inc.
Australian Microscopy and Microanalysis Society
Barnett Technical Services
BioTek Instruments, Inc.
Boeckeler Instruments Inc.
Bruker Corporation
Cambridge University Press
CAMECA Instruments, Inc.
Carestream Molecular Imaging
Carl Zeiss Microscopy, LLC
Crytur spol. s r.c. (Ltd.)
CytoViva, Inc.
Delmic BV
DENSsolutions
Denton Vacuum, LLC
Direct Electron, LP
Duniway Stockroom Corp.
E. A. Fischione Instruments, Inc.
Edax Inc
Edwards
EMS / DIATOME
ETS-Lingren

Evans Analytical Group
Evex Global LLC
EXpressLO LLC
FEI Company
Fischer Technology / IFG Institute of Scientific Instruments
Gatan, Inc.
Geller MicroAnalytical Laboratory, Inc.
Georgia Tech Institute for Electronics and Nanotechnology
Herzan LLC
HIROX-USA, Inc.
Hitachi High Technologies America, Inc.
HORIBA Instruments Incorporated
HREM Research Inc.
Hummingbird Scientific
Hysitron, Inc.
ibidi LLC
ibss Group, Inc.
ICDD
iLab Solutions
Integrated Dynamics Engineering
IXRF Systems, Inc.
JEOL USA, Inc.
Keyence Corporation of America
Ladd Research
Leica Microsystems
McClain Laboratories
Micro-Tech Optical (NE) Inc.

Microscopy Innovations, LLC
Microscopy Society of America MegaBooth
Mitutoyo America Corporation
Nanoprobes Incorporated
Nanounity
National Research Council of Canada - National Institute for Nanotechnology
Nion Company
Norcada, Inc.
Northwestern University, NUANCE Center
Objects Research Systems
Oerlikon Leybold Vacuum, USA
Olympus NDT
Olympus Soft Imaging Solutions
Optofluidics, Inc
Oxford Instruments
Pace Technologies
Pfeiffer Vacuum
Phenom-World
Photonics Media
Physical Electronics
Physics Today
PNDetector GmbH
PNSensor GmbH
Princeton Instruments
Protochips, Inc.
PulseTor LLC
Quartz Imaging Corp.
Raith America

Renishaw, Inc.
ResAlta Research Technologies
Rigaku Americas Corp.
Royal Microscopical Society
SAES Getters USA, Inc.
SCIENION US, Inc
Scientific Instruments & Applications, Inc.
SGX Sensortech
SmarAct Inc. A Subsidiary of Smartact GmbH
South Bay Technology Inc.
SPI Supplies
Springer
STAR Cryoelectronics / H.K.N. Inc.
Stratocore
Synsco Systems Corp
Technotrade
Ted Pella Inc.
TEMwindows
Tescan USA
Thermo Fisher Scientific
TMC Ametek
Tousimis
TVIPS GmbH
UES, Inc.
Vision Engineering Inc
Vitatch Electromagnetics LLC
Wiley-Blackwell
WITec Instruments Corp
XEI Scientific, Inc.
Zygo Corporation

“ This is a great show because attending association members make a point of visiting exhibitor booths to learn about our products and services.”

Mark T. Nelson, Microscopy Innovations

For Exhibit Information Contact:

Doreen Bonnema
Exhibit Manager
doreen@corcexpo.com

For Sponsorship Information Contact:

Catalina Damian
catalina@corcexpo.com

Corcoran Expositions, Inc.
200 W Adams St – Ste 2600
Chicago, IL 60606
Phone: 312-541-0567
Fax: 312-541-0573

Photo Credits: Travel Portland & Travel Oregon



Exhibit Dates:

August 3 – 6, 2015

Conference Dates:

August 2 – 6, 2015

Oregon Convention Center
Portland, Oregon

