ASM’s Annual Meeting

IMAT 2020

International Materials Applications & Technologies

September 14-17, 2020

Cleveland, Ohio

The Huntington Convention Center of Cleveland

Solving Global Materials Challenges

Industry • Academia • Government

Exhibitor Prospectus

Organized By: ASM International

Organizing Partners:

WWW.IMATEVENT.ORG

An ASM Materials Solutions Event
KEY TOPICS

ENERGY & UTILITIES
Materials for Clean and Renewable Energy
Fuel Cells and Battery Materials
Nuclear Energy – Remaining Materials and Disposal Challenges
Materials for Extreme Service Conditions
Transportation and Lightweighting

MATERIALS 4.0: MATERIALS INFORMATION IN THE PRODUCT LIFE CYCLE
Integrated Computational Materials Engineering (ICME)
Artificial Intelligence / Machine Learning
Materials Discovery with Modern Tools
Materials Data Hub
Accelerated Metallurgy
The Materials Genome Initiative Centre (MAGIC)
The Materials Digital Thread
Materials Data Infrastructure
Trajectories of Standards Development Organizations (SDO’s)
Digital Materials Definition and the Future of Materials Specifications
Materials Data Ontologies and Taxonomies

ADDITIVE MANUFACTURING
Evolution, State of Art, Processes, Applications and Development needs
Business Case Development and Cost Analysis
Dimensional Control and Net Shaping
Process Qualification, Certification and Specifications
Post-Processing
Structural build ups and Repairs
Surface Quality and Finishing
Characterization, Process Control, Microstructure, Properties and NDT
Additively Manufactured Metals Corrosion
ASM is the only society that unites different market segments that cross the entire materials world.

Planning for IMAT 2020 Conference & Exposition is underway with the ASM Programming Committees, AeroMat Committee, Women in Materials Engineering, Emerging Professionals, and all six of ASM’s Affiliate Societies. The technical symposiums will have a strong focus on application-oriented, real-world technologies that can be put to use today.

IMAT Conference & Exposition will also have broad appeal to a wider demographic than ever—with activities and programming specifically designed for pre-college STEM students, graduate and undergraduate students, and both emerging and seasoned professionals.
ASM’S REACH

TARGET AUDIENCE:
Engineer/Scientist, Professors, R & D, Students, Academic, OEM’s, Material Suppliers, Job Shops, Materials Buyers, Consultants, Managers, Manufacturer Reps, Technician/Operator, C-Suite Executives, Government Labs, Emerging Professionals, QA/QC

TARGET MARKETS:

INDUSTRIES SERVED

OCCUPATIONS

38% Engineer / Scientist
15% Manager / Supervisor of Group
10% CEO / President / General Management
9% Professor / Instructor
7% Program / Project Manager
4% Professor / Instructor
4% Program / Project Manager
4% Technician / Operator
4% Technician / Operator
3% QA / QC
3% QA / QC
2% Energy / Military / Defense
2% Energy / Military / Defense
13% Fabricated Metal Products
13% Fabricated Metal Products
11% Aerospace
11% Aerospace
9% Other Manufacturing
9% Other Manufacturing
8% Automotive / Transportation
8% Automotive / Transportation
8% Electronic / Electrinal Industry
8% Electronic / Electrinal Industry
7% Consulting
7% Consulting
6% Heat Treating
6% Heat Treating
5% Medical / Biomaterials
5% Medical / Biomaterials
5% R&D
5% R&D
4% Oil & Gas
4% Oil & Gas
3% Government / Military / Defense
3% Government / Military / Defense
2% Oil & Gas
2% Oil & Gas
1% Primary Metals Products
1% Primary Metals Products
1% Aerospace
1% Aerospace
1% Education / Academic
1% Education / Academic
1% R&D
1% R&D
1% R&D
1% R&D
0% Other
0% Other
0% Other
0% Other
0% Other
0% Other
WHY CLEVELAND?

1. ASM INTERNATIONAL WORLD HEADQUARTERS
ASM International is the world’s largest association of materials-centric engineers and scientists. We are dedicated to informing, educating, and connecting the materials community to solve problems and stimulate innovation around the world. Built on a 45-acre campus known as Materials Park, the “Dome” is located 20 miles east of Cleveland. ASM International World Headquarters at Materials Park symbolizes humanity’s technological mastery of materials.

2. METAL PRODUCTION & FABRICATION INDUSTRY
Northeast Ohio is a leading center for steel and metals production and accounts for 10% of overall U.S. output, with integrated mills and mini-mills producing sheet, bar and tubing, as well as more than 3,000 fabricated metal product and machinery manufacturing companies. Northeast Ohio has 200% more employment in Metal Production & Fabrication than the national average.

3. EFFICIENT & COST-EFFECTIVE
Businesses find that it costs less to do business in Cleveland than in most other major U.S. cities. Ohio is among the top three states for favorable business tax rates on new investments. Cleveland’s strategic location and proximity to major markets reduces shipping time and rates to make it a cost-efficient alternative to many other regions.

4. GETTING HERE IS EASY
Cleveland sits within a 500-mile radius of nearly half of the U.S. population — only six hours from similarly awesome cities like Chicago, New York, and Philadelphia. Cleveland Hopkins International Airport (CLE) is 12 miles from downtown and offers an abundance of nonstop flights around the country and internationally via all major carriers. Located just 50 miles east of Cleveland, Akron-Canton Airport (CAK) boasts the lowest average airfares in the state of Ohio.
5 HEALTH-TECH CORRIDOR
The heart of Cleveland, the Health-Tech Corridor is a three-mile thoroughfare that is home to more than 170 biomedical, healthcare, and technology companies that take advantage of close proximity to healthcare institutions, including the Cleveland Clinic and University Hospitals, business incubators, and academic centers, including Case Western Reserve University.

6 MEDICAL, TECHNOLOGY, AND ADVANCED MANUFACTURING

- 700+ Biomedical Companies
- 230,000 Health-Care and Bioscience Professionals Employed
- $5.6 Billion Biomedical Industry
- 19 Fortune 1,000 companies headquartered in the area
- 92% Increase on Manufacturing Productivity from 1990-2015
- 500,000 sq ft Healthcare Corridor
- $5.6 Billion Attracted by Bioscience and Health-Care IT entrepreneurs since 2001
- 34 of 50 Cleveland’s Ranking on a list of the most entrepreneur-friendly cities in the world
- $29 Billion Value of exports in 2014 from the regions 18 counties
- 16,939 Manufacturing Jobs added between 2010 and 2012
IMAT will focus on economic trends and business forecasts that will provide insights so you gain a competitive edge.

Connect with the new generation of materials engineers and emerging professionals that are looking for employment opportunities, internships, careers and to further their education in the materials world.

The only targeted expo on advanced materials, applications and technologies — all addressing a spectrum of emerging technologies in key growth markets. Encompassing major OEMs, materials suppliers, producers, and corporate partners to deliver cutting edge technology with hands-on educational workshops and demonstrations to further professional development and offer practical materials solutions.

**BY EXHIBITING, YOU CAN:**

- Continue to build and enhance your company profile to thousands of key industry stakeholders
- Connect with current customers, develop new business relationships and increase sales
- Showcase the latest products, services and trends to will solve or support the materials community be more efficient, cost effective and faster

**FACE-TO-FACE WORKS**

- **84%** Prefer face-to-face meetings
- **85%** Prefer in-person conferences because they lead to more social interactions and the ability to bond with coworkers / clients
- **77%** Prefer in-person conferences due to the ability to read body language and facial expressions
- **75%** Prefer in-person conferences because they allow for more complex strategic thinking
- **44%** Prefer in-person conferences and business meetings because they provide a better environment for tough, timely decision making
- **49%** Say face-to-face meetings are essential for long-term business relationships
- **95%** Say face-to-face meetings are essential for long-term business relationships
EXHIBIT PACKAGES

NETWORK Face-To-Face With Your Target Audience on and off the expo show floor. Each 10’x10’ booth space includes one full conference registration to attend technical presentations, expo welcome reception, lunches, all breaks and MORE!

All Exhibitor Packages Include the Following Benefits:

- (1) Full Technical Conference Badge
- Unlimited Exhibitor Booth Personnel Badges
- Unlimited Expo-Only Passes for Your Customers
- Post-Event Attendee List
- Company Description in the Digital Final Program / Show Directory
- Online Company Description in the Exhibitor List
- Mobile App Listing with Full Company Description

PACKAGE #1

$3,150 USD
- All the exhibitor benefits listed above PLUS:
  - 10’ x 10’ Booth Space
  - Booth ID sign — 7” x 44”

PACKAGE #2

$4,200 USD
- Package #1, PLUS: Full Page Ad in the Digital Final Program

PACKAGE #3

$5,500 USD
- Package #1 & #2, PLUS: Company logo on event website and signage at the event listed as a Corporate Supporter

Note: Each Additional Booth Space — $3,150 USD

RENTAL RATES

Rental Rate for Package #1 — $3,150 USD
Rental Rate for Package #2 — $4,200 USD
Rental Rate for Package #3 — $5,500 USD
All corners are an additional $100 USD

TURN-KEY BOOTH - Additional $1,500 USD
Price Includes: 10x10 ft. grey carpet, one 6 ft. table, two chairs, wastebasket and Electricity 120-Volt (Up to 20 AMPS)

Secure Your Booth Today!
For More Information Contact: exposales@asminternational.org
If you sell or provide the following, you need to exhibit at IMAT 2020:

**Additive Manufacturing**  
Evolution, State of Art, Processes, Applications and Development Needs  
Characterization, Process Control, Microstructure, Properties and NDT  
Dimensional Control, Repair and Net Shaping  
Post–Processing  
Process Qualification, Certification and Specifications  
Structural Buildups and Repairs  
Surface Quality and Finishing  
Ceramic Materials, Components and Processing Equipment

**Ceramic Matrix Composites (CMCs)**  
Clay and Natural Minerals  
CNC Lathes, Grinders, Mills, Mixers  
Coatings  
Coating/Glazing  
Cutting Tools  
Dryers  
Electronic Ceramics  
Fiber Insulation  
Finished Components  
Furnaces  
Glass  
Hydraulic Pressing  
Inspection/QC  
Kilns  
Optical Fibers  
Refractory Ceramics  
Single Crystals

**Characterization, Quantification and Analysis of Materials**  
Corrosion Analysis and Control  
Design Optimization and Materials Selection  
Friction and Wear  
Materials and Manufacturing

**Process Modeling**  
Mechanical Properties and Testing  
Metallography and Microscopy Advances  
Commercial Materials Testing  
Core Metals, Alloys and Materials Topics  
Aluminum and Magnesium Alloys  
Ceramic Powders  
Ceramic and Polymer Composite Materials  
Coatings and Surface Engineering  
Consulting Services  
Contract R & D Services  
Copper-Base Alloys  
Electronic Materials  
Environmental Services  
Fuel Cells  
Glass  
Materials for Extreme Environments  
Nanomaterials  
Nanotechnologies  
Ni-, Co- and Related Superalloys  
Other Material Services  
Polymer Matrix Composites  
Retained Austenite Measurements  
Software Providers  
Steels and Other Ferrous Alloys  
Titanium Alloys  
Digital Materials and Definition and Informatics  
Academia  
Artificial Intelligence - Costs, Risks and Value  
Data and Analytics  
Data Management Plans  
Data Privacy  
Engineering Software  
Engineering/Scientific Journals  
GRIN Technologies  
Integrated Computational  
Materials Engineering (ICME) and Simulations  
Internet of Things  
Materials Data Infrastructure  
Material Data Management  
On-Line/Off-Line Databases  
Ontologies  
Quality Management  
Research and Development  
Technology Transfer  
Trade Association/Professional Society  
U.S. Department of Commerce  
Emerging Materials Technologies  
Composite Materials  
Functionalized and Activated Surfaces  
Morphing Structures  
Shape Memory Materials and Applications  
Functional Materials and Structures  
Composite Materials  
Functionalized and Activated Surfaces  
Morphing Structures  
Shape Memory Materials and Applications

**Engineering Applications and Related Interests**  
Atmosphere Equipment/Control  
Electrical Engineering  
Energy/Combustion  
Equipment Design  
Equipment Manufacturing (OEM)  
Finance  
Industrial Gases  
Lubrication and Hydraulics  
Maintenance and Reliability  
Modeling Processes  
Organizational Training  
Plant Engineering

**Heat Treating Equipment and Services**  
Commercial Heat Treating  
Consumables  
Heat Treating  
Heat Treating Equipment

**Machining and Metal Cutting Equipment**  
Cutting Tools  
Machine Tools

**Materials and Manufacturing Processes**  
Bonding, Adhesive, Surface Prep  
Casting and Solidification  
Coating Processes  
Forging and Forming  
Machining and Machinability  
Process Modeling  
Surface Engineering  
Welding and Joining

**Materials and Processes for Automation**  
Durable, Long-Life Materials Solutions  
Electronic Materials  
Ergonomics and Machine - Human Interface Sensors  
Improved Automated Machining, Forming, Coating  
Improved Sensor and Display Materials  
Safe Robotic and Automation Design

**Materials Testing/Characterization**  
Equipment and Supplies  
Color Analysis  
Consumables  
Corrosion Testing
IMAT 2020 features high-foot-traffic opportunities for exhibitors including keynotes, education courses, hands-on workshops, poster competition and sessions with lunches, breaks, and a welcome reception.

THOUSANDS of industry professionals will be on hand to see and hear about your latest advances!

- 3,000 Attendees
- Over 600 Technical Presentations, Keynotes, and Panel Discussions
- Over 250 Exhibitors
- Over 300 Students Interested In Materials Engineering
- 4 Days of Technical Programming
- 3 Days of Expo
- Multiple Networking Events, Awards, and Competitions

Exhibition Schedule-at-a-Glance
(times subject to change)

**Monday, September 14, 2020**
Exhibitor Set-up: 8:00 a.m. – 5:00 p.m.

**Tuesday, September 15, 2020**
Exhibit Hall Opens: 9:00 a.m. – 5:30 p.m.

**Wednesday, September 16, 2020**
Exhibit Hall Opens: 9:00 a.m. – 5:00 p.m.
Exhibitor Tear-down: 5:00 p.m. – 9:00 p.m.

**Thursday, September 17, 2020**
Exhibitor Tear-down: 8:00 a.m. – 12:00 p.m.