EXHIBITOR PROSPECTUS

ASM’S ANNUAL MEETING

INTERNATIONAL MATERIALS APPLICATIONS & TECHNOLOGIES

SEPTEMBER 14-17, 2020
CLEVELAND, OHIO
THE HUNTINGTON CONVENTION CENTER OF CLEVELAND

SOLVING GLOBAL MATERIALS CHALLENGES
INDUSTRY • ACADEMIA • GOVERNMENT

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.

TECHNICAL ADVISORY BOARD

Committees:
Additive Manufacturing
Alloy Phase Diagram
Emerging Professionals
Emerging Technologies
Energies and Utilities
Joining of Advanced and Specialty Materials
Materials Behavior and Characterization
Processing and Applications
Women in Materials Engineering

Industry Partner:
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, etc.

TARGET MARKETS:
ASM International World Headquarters

ASM International is the world’s largest association of material-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.

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.

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.

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.
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

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

$5.6 Billion Attracted by Bioscience and Health-Care IT entrepreneurs since 2001

500,000 sq ft Healthcare Corridor

$29 Billion Value of exports in 2014 from the regions 18 counties

19 Fortune 1,000 companies headquartered in the area

92% Increase on Manufacturing Productivity from 1990-2015

34 of 50 Cleveland’s Ranking on a list of the most entrepreneur-friendly cities in the world.

16,939 Manufacturing Jobs added between 2010 and 2012
IMAT will focus on economics 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%**
  Build stronger, more meaningful business relationships during in-person business meetings and conferences

- **77%**
  Prefer in-person conferences due to the ability to read body language and facial expressions

- **75%**
  Prefer in-person conferences because they lead to more social interactions and the ability to bond with coworkers / clients

- **49%**
  Prefer in-person business meetings 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

- **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 Attendees List
• Company Description in the Digital Final Program / Show Directory
• Online Company Description in the Exhibitor List
• Mobile App Listing with Full Company Description

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)

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

Secure Your Booth Today!

For More Information Contact: exposales@asminternational.org
PRODUCTS/SERVICES

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
- Project and Construction Management
- Safety and Health
- Sales and Marketing

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
Creep Testers
Extensometers
Failure Analysis
Fatigue Testers
Fractures Toughness
Testing Equipment
Glass Testing
Hardness Testing Equipment
Image Analyzers
Impact Testers
Materials Selection
Mechanical Testing (including hardness)
Metallographic Specimen Preparation Equipment/Supplies
Metallographs
Microelectronic Failure Analysis
Microscopes
Moisture Analysis
Optical and/or Electron Microscopy (SEM, TEM, etc.)
Particle Size Analysis
Quality Control
Residual Stress Analyzers/Testers
Tensile Testers
Test/Lab Furnaces/
Environmental Chambers
Thermal Analysis
Thickness Gages
Torsion Testers
Tribology
Ultrasonic Testing Equipment
Universal (Tension/Compression) Load Cell
Universal (Tension/Compression) Testing Machines
Medical/Biomaterials
Absorbable Materials
Biologically-Inspired Materials
Orthopedic Implants
Materials to Improve Procedure, Surgery and Visualization Outcomes
Modeling Biological Tissue and Materials
Soft Tissue Characterization
Value-Conscious Medical Device Innovations
**Metal Forming Equipment**
Lubricants
**Metals and Alloys - Ferrous Metals**
Cast Irons
Coke/Coke Byproducts
Dual Phase Steels
Iron
Long Products
Other Specialty Ferrous Materials
Plate Products
Stainless Steels
Steels, Carbon and/or Alloy
Tool Steels
**Nonferrous Metals**
Aluminum and Aluminum Alloys
Armor
Biomaterials
Copper Alloys
Engineered Materials
Heat Resistant Metals
Intermetallics
Magnesium Alloys
Metal-Matrix Composites (MMCs)
Nickel-, Nickel-Iron-, and Cobalt-Base High-Performance Alloys
Other Nonferrous Metals
Refractory Metals
Superalloys
Titanium Alloys
Vanadium
**Plastics**
Advanced Composites
Engineering Plastics
Fibers and Filters
Polymers
Powder Metallurgy (P/M) Materials
Ceramic and Metallic Powder
Other Ferrous Metal Powders
Other Nonferrous Metal Powders
Porous and Foamed Metals
Refractory Metal Powders
Silicon/Ferrosilicon
Stainless Steel Powders
Steel Powders
**Processes**
Alloy Production
Blast Furnace Ironmaking
Brazing
Casting
Coatings
Coke Production
Cold Rolling
Extrusion/Drawing
Firing/Drying/Melting
Heat Treating
Hot Rolling
Machining/Grinding
Mixing/Milling/Grinding
Oxygen Steelmaking
Pickling
Powder Metallurgy
Pressing
(Mechanical, Hydraulic, Compacting)
Steel Refining
Surface Engineering/Modification
Thermal Spray
Vacuum Degassing
Welding/Joining
**Publications**
Business Magazines
Journals
**Refractories/Furnace Insulation**
Refractories - Furnace Insulation
**Renewable and Unconventional Energy**
Fuel Cells and Battery Materials
Lightweighting
Materials for Clean Energy
Materials for Extreme Service
Conditions
Nuclear Energy - Remaining Materials and Disposal Challenges
**Services - Partsmaking/Materials Processing**
Casting
Cladding
Contract Welding
Contract/Toll Ceramic Processing
CVD, PVD Coating
Machining, Grinding, Cutting, Drilling
Metal Casting
P/M Sintering
Pressing (Wet or Dry)
**Surface Engineering**
Commercial Surface Engineering Services and Coating Services
Consumables
Surface Treating Equipment
Thermal Spray Equipment
**Sustainability**
Environmental Impacts
Global Materials Industry Development
Global Supply Stability
Materials Substitution Challenges
**Vacuum Equipment**
Gauges
Pumps
Valves
**Welding and Joining Equipment**
Brazing Filter Metals
Solders
Welding Filler Metals (Electrodes, Welding Rod, Wire)
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: 10:30 a.m. – 6:30 p.m.

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

**Thursday, September 17, 2020**
Exhibit Hall Opens: 9:00 a.m. – 1:00 p.m.
Exhibitor Tear-down: 1:00 p.m. – 8:00 p.m.