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

INDUSTRIES SERVED

- 13% Aerospace
- 11% Fabricated Metal Products
- 8% Automotive / Transportation
- 8% Electronic / Electromechanical Industry
- 9% Other Manufacturing
- 8% Primary Metals Products
- 7% Consulting
- 6% Heat Treating
- 5% Medical / Biomedical
- 5% Energy / Utilities
- 5% Government / Military / Defense
- 3% Oil & Gas
- 2% R&D

OCCUPATIONS

- 38% Engineer / Scientist
- 15% Manager / Supervisor of Group
- 10% CEO / President / General Management
- 9% Professor / Instructor
- 7% Program / Project Manager
- 6% Technician / Operator
- 4% Education / Academic
- 4% Program / Project Manager
- 4% Technician / Operator
- 3% QA / QC
- 3% R&D

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:
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.
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.

MEDICAL, TECHNOLOGY, AND ADVANCED MANUFACTURING

- **700+** Biomedical Companies
- **230,000** Health-Care and Bioscience Professionals Employed
- **$5.6Billion** Biomedical Industry
- **$5.6Billion** Attracted by Bioscience and Health-Care IT entrepreneurs since 2001
- **$29Billion** 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
- **500,000 sq ft** Healthcare Corridor
- **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 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%** 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
Secure Your Booth Today!
For More Information Contact: exposales@asminternational.org

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

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

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)

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

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!
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
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.