

# TMS2004

133rd Annual Meeting & Exhibition



**Bringing Technology into Applied Perspectives**

March 14–18, 2004  
Charlotte Convention Center  
Charlotte, North Carolina

<http://www.tms.org/AnnualMeeting.html>

**EXHIBITION  
PROSPECTUS**

# EXHIBITION DETAILS

## Space Rental Charges

**\$20 per square foot**

- for reservations received through September 15, 2003

**\$22 per square foot**

- for reservations received after September 15, 2003

Standard Spaces are 10' x 10'.

The minimum space size is 10' X 10' (3.04m x 3.04m).

## Add to your visibility with TMS Corporate Sponsorship Opportunities

Take advantage of sponsorship opportunities to increase your brand awareness, build corporate image, and enhance the effectiveness of your marketing efforts. Sponsorships provide you with opportunities to place your company name and corporate logo in the highest visibility locations.

### Sponsorships currently available include:

- E-mail Cyber Center
- Program Bags
- Coffee Breaks
- Badge Lanyards
- Exhibit Receptions, Luncheons, or Breaks
- Symposium Proceedings Publication
- Hotel Shuttle Bus
- Conference Program
- Event Signage
- Awards Banquet/Reception
- Exhibit Prize Drawings
- Golf Outing Sponsorships
- Or let us design a custom sponsorship tailored to your organization

Many more opportunities exist—give us a call!

### Corporate Sponsorship Benefits

- Recognition in the final meeting program
- Company name and logo spotlighted at a sponsored event/area
- Signage featuring company logos throughout the public meeting areas
- Branding of the bags/other materials provided attendees
- Special audio and video messaging opportunities

## Show Dates and Hours:

Monday, March 15, 2004 .....	12:00 Noon-6:00 PM
Tuesday, March 16, 2004 .....	9:30 AM- 5:30 PM
Wednesday, March 17, 2004 .....	9:30 AM - 3:00 PM

# Showcase the future.

## Your Space Rental Includes

- 8' back drape and 3' side drape
- 44" sign identifying your company name and booth number
- Aisle carpeting
- Comprehensive exhibitor services manual
- Hosted events in the exhibit hall
- Listing in the Pre-Show and On-Site Show Directories
- Supply of show invitations—free admission for customers and prospects
- Hypertext link from the TMS virtual exhibit to your web site
- Two complimentary exhibitor registrations to attend the TMS technical sessions
- Post-show attendee mailing labels
- One complimentary TMS membership for 2004
- Security throughout the show (includes set-up, show hours and dismantle)

## Space Reservation

Act immediately to secure a prime booth location. Review the enclosed floor plan, and return the enclosed Space Reservation form or access the reservation form on the TMS website at <http://www.tms.org/AnnualMeeting.html>

## Your competition will be there! Need proof?

### Contact:

Cindy A. Wilson, Exhibits Coordinator **Phone:** 724/776-9000, ext 231 - **Email:** [wilson@tms.org](mailto:wilson@tms.org)  
or Diane Scheuring **Phone:** 724/776-9000, ext 220 - **Email:** [dscheuring@tms.org](mailto:dscheuring@tms.org)

TMS, 184 Thorn Hill Road, Warrendale, PA 15086

Visit the TMS website at <http://www.tms.org/AnnualMeeting.html>  
for a current listing of exhibitors.





## Dear Colleague,

*With a distinguished history dating back to 1871 and the founding of the American Institute of Mining, Metallurgical and Petroleum Engineers (AIME), TMS is firmly established as the preeminent professional society dedicated to promoting the research and implementation of materials science and engineering technology. For more than a century, TMS has been disseminating vital technical information to those who are responsible for the development of new technologies and enhancement of current technology.*

*Although TMS is steeped in history, the continuous focus is on the future of materials science. There is no better place to learn about the latest materials science and engineering technologies than the TMS Annual Meeting & Exhibition. This is where you can join more than 3,500 science and engineering professionals, representing 60 different countries, to share the same mission: promoting the global science and engineering professions concerned with minerals, metals, and materials.*

*The technical sessions come alive through the exhibit, which showcases the latest technological advances. Those who attend, whether to buy or to sell, often find new ways to strengthen their business edge, while discovering innovative solutions for their current challenges.*

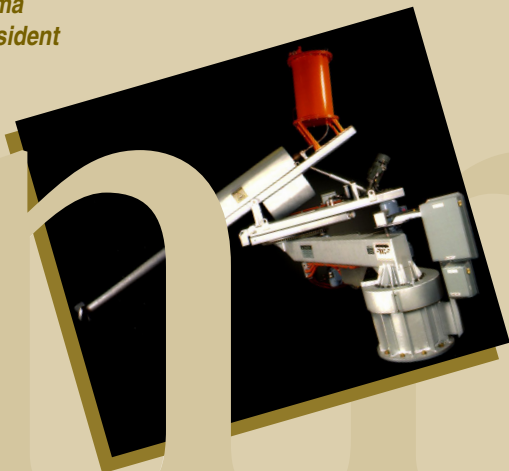
*TMS exhibitors receive full TMS staff support and assistance in promotion of the event, planning their exhibits and on-site tasks at the Annual Meeting. TMS strives to continue and increase "value added" services for exhibitors. Complimentary customer exhibit passes for you to personally invite your prospects and clients, on-line exhibitor service area, and promotional packages for all budgets are just a few of the services that come as a benefit to exhibiting with TMS. In addition, TMS makes every effort possible to promote the exhibit and assure you that the prospects you are looking for will be there.*

*I hope that you will take advantage of this premier opportunity to display your products and services and to expand your contacts with potential new customers in 2004. I am certain that the technologies, inventions, and innovations that will shape the future of the materials world will continue to be introduced at the TMS Annual Meeting & Exhibition. Thank you for your support of TMS, and we look forward to seeing you at the opening of the exhibit!*

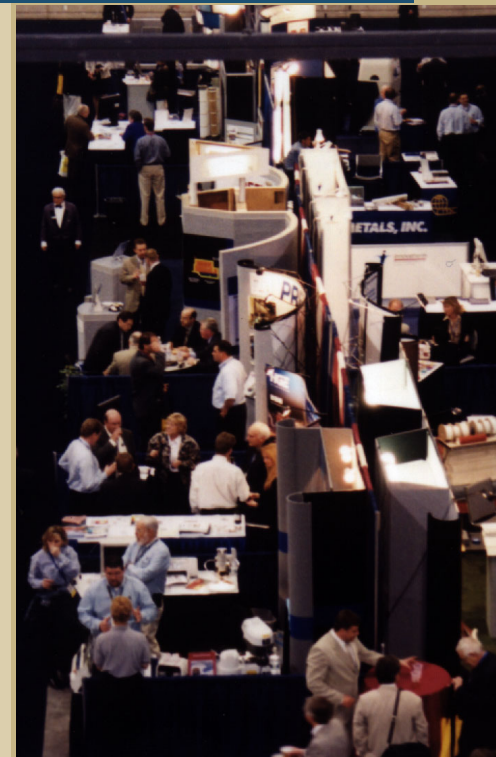
Sincerely,



**Dan Thoma**  
TMS President



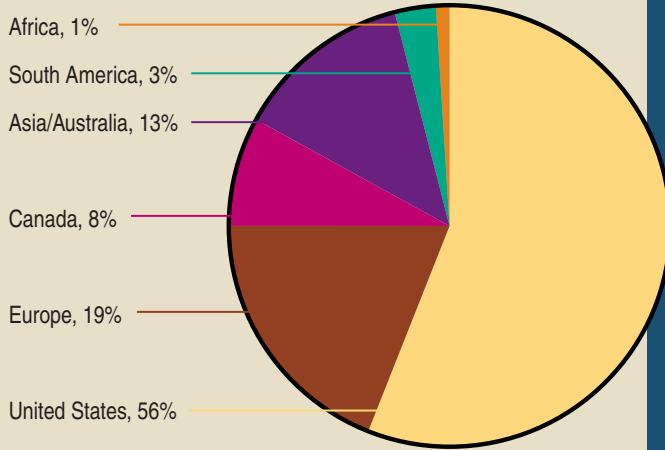
**"There is no better place to learn about the latest materials science and engineering technologies than the TMS Annual Meeting & Exhibition."**



The TMS 2004 Annual Meeting & Exhibition is globally recognized as the premier forum for the metals and materials industries and associated research community. The program focuses on state-of-the-art materials production and processing, analysis, and application technologies. The participation of qualified experts and management professionals from around the world assures you of reaching credible prospects from all of your market segments.

# Who Attends the TMS Annual Meeting & Exhibition?

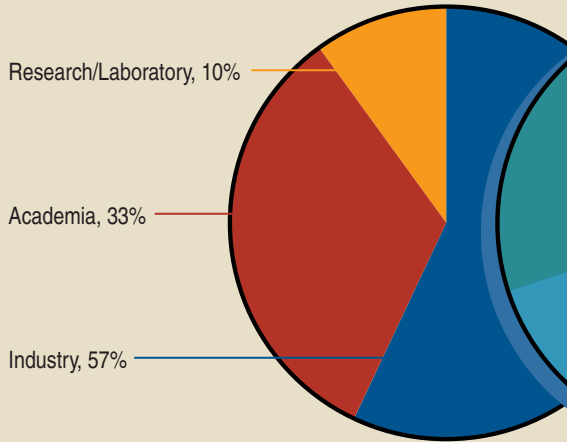
## 2003 Attendees



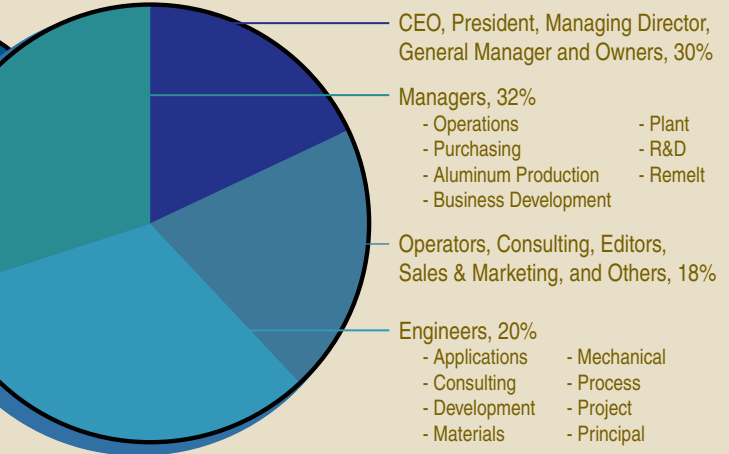
## A Unique International Audience

The TMS Annual Meeting & Exhibition attracts more than 3,500 attendees, representing businesses in more than 60 countries, to expand your international scope.

## Key Decision Makers



## Industry Breakdown



## Why Do These People Attend?

Through a sustained, wide-ranging, yearlong campaign, TMS alerts the global metals and materials community to the coming of the TMS 2004 Annual Meeting & Exhibition. The marketing initiatives of TMS support your promotional efforts through:

### Print Publications

- *JOM*, the official publication of the TMS Annual Meeting, which reaches an estimated 30,000 readers each month.
- Industry and regionally directed news releases.
- Advertisements in leading industry and trade publications.
- Pre-meeting distribution of the exhibition "pre-show" directory.

### E-marketing

- A comprehensive event web site with on line registration.
- Virtual exhibition spotlighting your products and linking to your web site.
- Electronic program and Personal Conference Scheduler
- Monthly promotion in TMS e-News.
- Listings and information posted to meeting and trade show web sites outside of TMS.

### Direct Mail

- Meeting call for papers mailed to more than 20,000 professionals worldwide; thousands more will access it via the World Wide Web.
- TMS 2004 Annual Meeting & Exhibition advance brochure mailed to more than 38,000 prospects.
- Complimentary exhibit passes to invite your customers and prospects.

**Reach a wide spectrum of decision makers.**



## THE *JOM* PARTNERSHIP PLAN

***JOM*: the perfect complement to your company's exhibit marketing plan.**

***JOM*** is the official journal of the TMS Annual Meeting & Exhibition and the source of quality materials science and engineering information. *JOM* is read monthly by approximately 30,000 of the world's materials science and engineering professionals who require timely, accurate, and practical information. As the official publication of the TMS Annual Meeting & Exhibition, special-issue advertising opportunities are available in conjunction with the TMS 2004 Annual Meeting & Exhibition, including:

**November 2003** – includes the preliminary technical program and exhibition “pre-show” report, which many attendees use to map their schedules for the conference and refer to again and again.

**February 2004** – serves as the on-site technical program and the show directory distributed to all attendees in Charlotte.

**May 2004** – includes the post-meeting review and photos Web banner ads available on Annual Meeting-related pages throughout peak interest months

Sponsorship of the online technical program available in PDF

Exhibitors can save up to 15% on the standard ad rates in these special issues and will receive in addition a free hypertext link from the *JOM* web site to their company's site with each ad that is purchased. Advertising in *JOM* is an optimal way to build interest in your company and attract more people to your booth. A variety of packages designed to support your marketing plan are available.

### For more information about advertising in *JOM*, contact:

Arlene Frances  
JOM Advertising Sales Representative  
184 Thorn Hill Road, Warrendale, PA 15086  
Tel: (724) 776-9000 ext. 280  
Fax: (724) 776-3770  
E-mail: afrances@tms.org





# Find the world of metals and materials under one roof at the TMS 2004 Annual Meeting & Exhibition!



## About TMS

The Minerals, Metals & Materials Society (TMS) is a professional organization encompassing the entire range of materials and engineering, from minerals processing and primary metals production to basic research and the advanced applications of materials. Included among its professional and student members are metallurgical and materials engineers, scientists, researchers, educators, and administrators from more than 70 countries on six continents.

**Within These Tracks, 51 Topical Symposia, Including Over 1,500 Individual Papers, Will Be Presented During The Event.**

## A comprehensive program focuses on these featured technical tracks:

- Advanced Materials
- Electronic Materials
- Extraction & Processing
- Light Metals
- Micro- and Nanoscale Technologies
- Physical Metallurgy
- HOT-TOPIC TRACK: Building MSE Synergies

## These tracks will create the perfect audience interested in viewing:

- Air Pollution Control Equipment
- Alloy, rare earth, precious metals, minerals & chemical producers and suppliers
- Aluminum production technology and equipment
- Automation
- Carbon Technology and Supplies
- Casting
- Clothing – Protective
- Coatings, Thin Films and Surface Modification
- Combustion/Furnace Technology
- Corrosion/Surface Treatment
- Engineering, Consulting, Contractors
- Grain Refiners/ Hardeners
- HF Measurement Systems— Pot Rooms/Stacks
- Industrial gases
- Industrial Process Control
- Instrumentation, Measurement, Microscopy Equipment:
  - Electron Backscatter Diffraction
  - Grain Boundary
  - Materials Analysis/Characterization
  - Metallographic preparation
  - Nano-mechanical testing
  - Spectroscopy
- Surface Analysis
- Thermophysical properties
  - Temperature
  - X-ray Fluorescence
- Lithium processing and applications
- Magnesium production, processes and properties
- Molten Metal Filtration, Pumps
- National laboratories
- Publishers
- Recycling/Scrap Processing
  - Dross Handling
  - Secondary Smelting & Refining
- Refractory & Insulating Products
- Research & Development
- Software/Computer:
  - Design
  - Materials Information
  - Modeling
  - Phase diagram
  - Process simulation
  - Thermodynamic calculation
- Titanium production and processing technology

# TMS

For a current listing of the exhibiting companies in the TMS 2003 Exhibition, contact Cindy A. Wilson at [wilson@tms.org](mailto:wilson@tms.org).